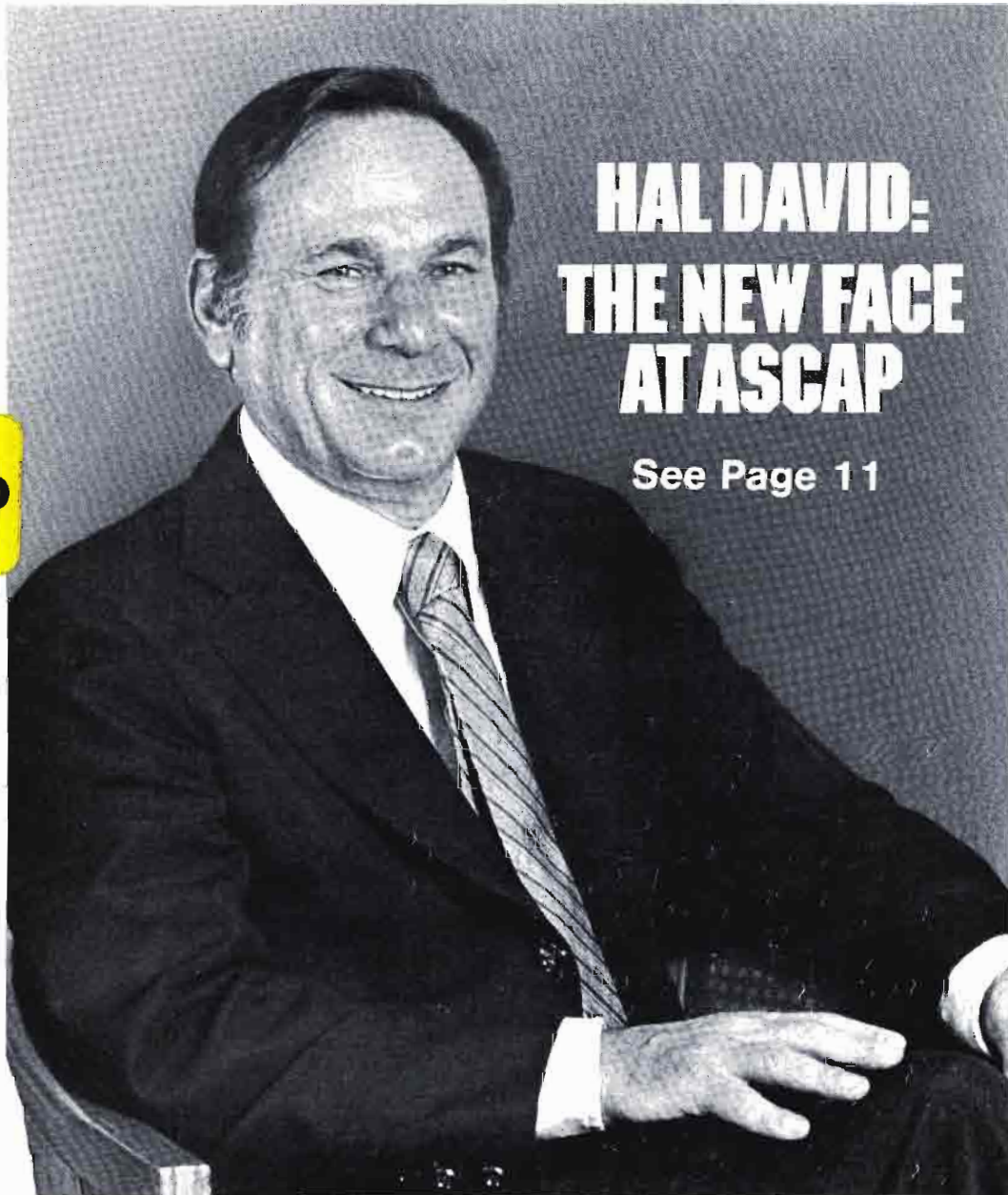


VHF drop-ins: FCC refuels the debate  
Strike: light at end of the tunnel

# Broadcasting Sep 22

The newsweekly of broadcasting and allied arts

Our 49th Year 1980



**HAL DAVID:  
THE NEW FACE  
AT ASCAP**

See Page 11

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Produced by Bob Stewart, *The \$20,000 Pyramid*, is available in syndication through CPM, Inc., Chicago. For more information contact: Mike Willner, CPM, Inc., 919 North Michigan Avenue, Chicago, Illinois 60611. (312) 440-5200.



CPM, Inc.



# The Week in Brief

TOP OF THE WEEK

**MORE, MAYBE** □ The FCC adopts a proposed rulemaking that would drop-in as many as 139 VHF TV stations. **PAGE 21.**

**UHF PROBLEMS/CURES** □ An FCC staff report explains why UHF runs second in competing with VHF. It suggests changes in home antennas to lessen the disadvantage. **PAGE 23.**

**GOLDENSON CALLS FOR PARITY** □ ABC's chairman charges that government has tilted the balance against free TV. He offers a six-point remedy based on less regulation. **PAGE 24.**

**BREAK IN STALEMATE** □ The 10-week-old strike by SAG and AFTRA takes a major step towards resolution with tentative agreement on payments for home subscription TV and home videocassettes and disks. **PAGE 25.**

LAW & REGULATION

**AIRING OUT RADIO DEREGULATION** □ Panel discussions at the FCC indicate that there will be no major changes in the rules without a fight from public interest groups. **PAGE 28.**

**TACKED ON** □ The Swift crossownership bill is approved by the House Commerce Committee, but with amendments, one to give a VHF to every state, another to eliminate the Lea Act that limits featherbedding. **PAGE 30.**

**JUSTICE DISAGREES** □ It claims flaws in the FCC staff report that says networks have no monopoly over TV production. Some affiliates and Group W also oppose the findings and argue for retention of the prime-time access rule, but the networks reaffirm their stance on the other side of the fence. **PAGE 32.**

**VOICE OF EXPERIENCE** □ Prior to the FCC's vote to allow four short-spaced VHF drop-ins, Commissioner Lee provided his colleagues with a short course in the FCC's allocations policy since World War II. Much of it was based on his own 27 years on the commission, wrestling with the problems, and it amounted to a case against

drop-ins. **PAGE 34.**

TECHNOLOGY

**NEW EARLY LINE ON AM STEREO** □ Motorola emerges as the leader in the revised notice of proposed rulemaking. The commission also asks whether it should revive the marketplace approach by approving more than one system. **PAGE 40.**

MEDIA

**NCTA RAISES SIGHTS** □ The association's board votes to plow back surplus into additional staff and the implementation of long-range goals. **PAGE 44.**

**CABLE HANDOUTS** □ Omaha publisher Warren Buffett decries the practice of franchise seekers who dole out interests to locals. He says it is an argument for common-carrier type regulation of rates. **PAGE 46.**

PROGRAMING

**THAT VICTIMIZED FEELING** □ The spiralling cost of syndicated programming has station management and production executives pointing fingers at each other during the BFM conference in San Diego. **PAGE 51.**

BUSINESS

**CONFIDENT CBS** □ Its meeting with Wall Street analysts is upbeat due to improved network ratings, a determination to control costs and the company's move into cable. **PAGE 53.**

JOURNALISM

**AN EXTRA HITCH** □ CBS News President Bill Leonard is asked to stay another year despite the company's mandatory retirement-at-65 policy. **PAGE 56.**

**AS HERB KLEIN SAW IT** □ The former Nixon aide's new book offers additional insights of the "love-hate" relationship between the White House of yesteryears and the media. **PAGE 57.**

PROFILE

**MAN FOR ALL MEDIA** □ Ralph Becker's roots have been in communications since his grade-school days. That has been a major factor in his success in many fields of media on the way to the presidency of Ziff-Davis Broadcasting Co. **PAGE 81.**

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# THE BIG GREEN FAMILY MACHINE!

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A network built a whole night around him!  
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## Bull rides

Strong market in broadcast/cable issues has some people looking for takeover attempts. Metromedia, for example, closed at high for year last Thursday at 98, up almost 6 from Sept. 10. LIN shares were up 7 1/2 in period to 62, Cox 8 1/4 to 60. But Wall Street insiders discount takeover talk; market's just gone "cable crazy," they say, with spillover effect boosting cable-related issues and stock of broadcasters with favorable earnings outlooks. Some point to trading in giant cable companies as indicative: Last Thursday Warner Communications, Times Mirror and Time Inc. all hit or were near 52-week high, and no one's likely to buy *them* out.

## Counterprogramming

ABC's decision not to carry Carter-less presidential campaign debate live apparently was solid several days before public announcement. Night before his appearance at National Press Club luncheon (story page 24), ABC Board Chairman Leonard Goldenson confided to guests at private Washington party his delight over prospect of blockbuster ratings ABC would achieve with hit movie, "Midnight Express," against Reagan-Anderson on CBS and NBC.

Party was at home of Joseph and Barbara Allbritton (his WJLA-TV is ABC's Washington affiliate) and in addition to ABC top brass (Elton Rule, Fred Pierce, Everett Erlick) was attended by *Washington Post's* Kay Graham, Robert Strauss of Carter-Mondale campaign, FCC Commissioner Robert E. Lee, Representative Lionel Van Deerlin (D-Calif.), among others.

## Strike? What strike?

Throughout actors' strike, people have been wondering: Would inability of TV networks to launch new prime-time season at customary mid-September date mean lower-than-usual audiences for that time of year? First indications say no. Latest Nielsen prime-time data available—for last Monday, Tuesday and Wednesday, start of what would have been introductory week—shows total homes using television at 65%, more than on comparable nights last year, when figure was 62.4% Three-network share was exactly what it was year ago: 92%.

Exceptional pull of NBC's *Shogun* (see page 25) obviously played part. But year ago all three networks were introducing new programs and new episodes—and promoting them heavily.

## Stacked deck?

Whether GOP candidate Ronald Reagan will debate beyond first two-man encounter scheduled for yesterday (Sept. 21) depends precisely on how GOP leadership reacts to panel approved by League of Women Voters. Moderator Bill Moyers, of PBS, isn't regarded by Republicans as necessarily nonpartisan, and GOP eyebrows lifted at announcement of some others among six questioners.

But main complaint was elimination of "empty chair" originally planned for Baltimore debate, to depict absence of Jimmy Carter. League authority Friday said Ernest Jennes, of Covington & Burling, league's legal counsel in Washington, advised that Federal Election Commission might construe empty chair as "partisan position." Newton N. Minow, prominent Democrat, former FCC chairman and co-chairman of league's advisory committee, wasn't involved in "empty chair" opinion, league source averred.

## Futures

Extension of Bill Leonard's contract as president of CBS News beyond hitherto inviolable retirement age is seen by some CBS insiders as sign that no one successor was conspicuously in sight in company. Veteran Leonard is being kept on to preside over transition from Walter Cronkite to Dan Rather at anchor desk, it's reasoned.

Early book on successor when Leonard does retire includes these names: Ed Fouhy and John Lane, news division VP's; Van Gordon Sauter, president, CBS Sports; Ed Joyce, general manager of O&O KNXT(TV) Los Angeles, and, dark horse, Gene Mater, VP, CBS-Broadcast Group.

## Collective bargaining

There's concern among TV stations and station reps about practices of new media buying service, WFR Inc., Richmond, Va., which visits markets, invites all stations to hotel meeting, outlines demographic requirements and time periods for particular campaign and specifies cost-per-thousand. Stations say C-P-M's are set too low and amount to demand for rate cutting. Reps are fearful other buying services will try to emulate WFR if tactics succeed.

WFR officials could not be reached for comment late last week; they were said to be on road. Main client is said to be prepared foods and beverage division of Del Monte Corp. WFR principals learned

their approach at Mil-Mor Advertising, Richmond, house agency for A.H. Robins Co. (Chap Stick, Sergeant's pet care products, perfumes, cosmetics).

## Heavy artillery

Public broadcasting community has picked up valuable support in its fight to delete provision being considered by Congress that would cut off funds for stations that solicit advertising for program guides. Flap started when House, without debate, passed amendment to Labor-Health-Education bill meant to cut off funds for new public television magazine, *The Dial* (BROADCASTING, Sept. 1). As worded, however, language would affect all noncommercial TV and radio stations and their advertising-supported program guides. But key senators are not happy with provision, which will be considered by Senate Appropriations Committee after November election. In letter to Appropriations Committee Chairman Senator Warren Magnuson (D-Wash.), Senate Majority Leader Robert Byrd (D-W. Va.) asked that any similar language be deleted in mark-up.

Also writing to Magnuson in joint message were Commerce Committee Chairman Howard Cannon (D-Nev.), Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and Senators Bob Packwood (R-Ore.) and Barry Goldwater (R-Ariz.), who asked that Commerce Committee be allowed first scrutiny of measure, which has not had hearings, early next session. Also opposing provision is administration. Henry Geller, head of National Telecommunications and Information Administration, has made number of trips to Capitol Hill to fight bill.

## Squeeze could hurt

AM broadcasters trying to get fix on what it would cost if U.S. proposal to reduce channel spacing from 10 khz to 9 khz is adopted in western hemisphere should figure beyond technical expense of conversion. Research firm hired by Canadian Association of Broadcasters to study problem is said to have noted that many other costs should be considered—printed forms, signs, change-of-frequency advertising, and marketing, among others. Canadian station, CJRN(AM) Niagara Falls, Ont., in passing information along, notes that revenue loss that could occur with major shift would add to costs, perhaps substantially. CJRN estimates its nontechnical costs would range from \$175,000 to \$400,000, depending on plan it selected.

TV ONLY

**Martha White Foods** □ New baking products. Begins Oct. 20 for 12 weeks in Memphis, Nashville and Richmond and Norfolk, both Virginia. Day times. Agency: Eric Erickson & Associates Advertising, Nashville. Target: women, 18-49; women, 25-54.

**Kal Kan** □ Mealtime dog food. Begins Oct. 6 for 10 weeks in 20 markets. Agency: Ted Bates, New York. Target: adults, 18-49.

**Friendly Ice-Cream** □ New menu promotion. Begins Oct. 11 for eight weeks in four New England markets. Fringe, prime, prime access and weekend times. Agency: Quinn & Johnson, Boston. Target: women, 25-54.

**Stauffer Chemicals** □ Eradicane corn herbicide. Begins this week for seven weeks in about 30 markets. News, prime, sports and specials. Agency: Bozell & Jacobs Agricultural, New York. Target: men, 18-54.

**Pulsar Watches** □ Begins Nov. 10 for four weeks in more than 160 markets. Fringe and sports times. Agency: Sawdon & Bess, New York. Target: men, 25-54.

**Conrad Rice Mills** □ Konrico rice. Begins Oct. 6 for four weeks in Miami, New Orleans and Lafayette, La. Day and fringe times. Agency: Fitzgerald Advertising, New Orleans. Target: adults, 18-49.

**Olney Wall Covering** □ Wall-tex. Begins Oct. 1 for four weeks in 10 markets. Day, fringe and weekend times. Agency: Garner & Associates, Charlotte, N.C. Target: women, 25-49.

**Jelmar Corp.** □ Tarn-X tarnish remover. Begins Sept. 29 for three weeks in 65 markets. All day parts. Agency: A. Eicoff & Co., Chicago. Target: adults, 25-54.

**Wade's Optical** □ Begins this week for two weeks in Grand Rapids and Lansing, Mich.; Toledo, Ohio; Sacramento-Stockton, Calif.; San Francisco, and Phoenix. Day, fringe and prime access

## Rep Report

KYXY-FM San Diego: To CBS-FM National Sales from HR/Stone.

□

KFML(AM) Denver: To Lotus Reps from Savalli/Schutz.

□

KOFM(FM) Oklahoma City: To Buckley Radio from Selcom.

□

WOIO(AM) Canton, Ohio: To P/W Radio Representatives from Selcom.

□

WAMM(AM) Flint, Mich: To Lotus Reps from Savalli/Schutz.

□

WZIX(FM) York, Pa.: To Buckley Radio from McGavren Guild.

□

WGBB(AM) Freeport, N.Y.: To Lotus Reps from Savalli/Schutz.

□

KYST(AM) Texas City, Tex.: To Lotus Reps from Milan & Cowart.

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times. Agency: Meldrum & Fewsmith, Cincinnati. Target: women, 18-34.

**Toys R Us** □ Toy stores Halloween promotion. Begins in late October for one week in about 20 markets. All dayparts. Agency: Ed Libov & Associates, New York. Target: women, 18-49.

**Northwest Schools** □ Heavy equipment training. Begins this week for one week in Sacramento-Stockton, Calif., San Diego and Seattle. Day, late fringe and fringe times. Agency: Soma Advertising Agency, Portland, Ore. Target: adults, 18-34.

**Continental Associates** □ Shepherd coat. Begins this week for one week in about nine markets. Prime, late fringe and weekend times. Agency: David L. Brody & Associates, Chicago. Target: adults, 18-49.

**Marriott** □ Bob's Big Boy and Elias Brothers restaurant chains. Begins in mid-October for varying flights in Cleveland, Washington and in Michigan markets. Agency: Simon Michelson & Zieve, Troy, Mich. Target: total teen-agers; total adults.

**Metro Marketing** □ Basket promotion. Begins in October for various flights in California markets of Fresno, Sacramento and San Francisco and Reno, Denver and Chicago. Agency: John Byk Advertising, Los Angeles. Target: women, 18-49.





**“the standout station”  
 “led the parade”  
 “with the highest shares”**

Those are the words of Advertising Age.

Describing WBRC-TV's audience ratings in the May 1980 Arbitron survey when it compared all U.S. television stations in the top 50 markets.

Ad Age found that TV6's percentage-of-audience scores against its competition in the Birmingham area were higher than any other U.S. station in four important program areas.

Here are TV6's audience shares that won the national sweepstakes.

	SIGN-ON TO SIGN-OFF	PRIME 7 TO 10 PM	ACCESS 6:30 TO 7 PM	FRINGE 3:30 TO 5 PM
<b>WBRC-TV</b>	<b>49</b>	<b>42</b>	<b>61</b>	<b>51</b>
WVTM-TV (WAPI-TV)	25	29	15	33
WBMG-TV	11	15	5	7

**Nobody does it better.**

A station of the Taft Broadcasting Company, represented nationally by Tele-Rep.

**Sales pitch.** Featured in new TV campaign for Ideal Toy Corp. electronic game, Flash, are sports celebrities Joe Namath and Baltimore Orioles pitcher Jim Palmer. In spots, currently running



on NBC and CBS networks plus regional sports networks and ESPN, Namath and Palmer toss bean bags at an electronic target while disputing who has the better pitching arm. Agency for Ideal is Helfott, Towne & Silverstein.

RADIO ONLY

**Gestetner** □ Business machines. Begins Oct. 6 for six weeks in 15 markets. Agency: Winner Communications, New York. Target: men, 25-54; men, 35-64.

**Western Union** □ Mailgrams. Begins Nov. 3 for six weeks in 12 markets. Agency: Trout & Reis, New York. Target: men, 25-64.

**Associated Milk Producers** □ Milk. Begins Oct. 13 for six weeks in 11

Southwestern markets. Agency: Crume & Associates, Dallas. Target: Teen-agers, 12-17; adults, 18-34.

**Hardware Wholesalers** □ Hardware stores. Begins Sept. 22 for five weeks in about 20 markets. Agency: Dodge & Associates, Fort Wayne, Ind. Target: adults, 25 and over.

**Gordon Jewelry** □ Jewelry shops. Begins Nov. 17 for three-to-seven weeks in about 70 markets. Morning drive, midday and afternoon drive times. Agency: Ketchum, MacLeod & Grove, Houston. Target: adults, 18-34; adults, 18 and over.

**Hoover Co.** □ Appliances. Begins in October for varying flights in about 10 East Coast markets. Agency: Hallmark Advertising, Pittsburgh. Target: adults, 25-54.

**Source EDP** □ Computer programing. Recruitment begins in October for one to two weeks in about 30 markets. Agency: Bentley, Barnes & Lynn, Chicago. Target: men, 25-34; women, 25-34.

RADIO AND TV

**J.M. Smucker Co.** □ Various food products. Begins Nov. 3 for eight to 12 weeks in 40 radio markets and about six TV markets. Agency: Wyse Advertising, Cleveland. Target: women, 25-54.

# RADIO STATIONS CAN MAKE MORE MONEY.

Did you know the William B. Tanner Company offers the broadcaster complete music programming and formatting for any station in any market? It is the *Tanner Musical Spectrum*. Name your need—Middle of the Road, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

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ence. Every service is tailored for your needs, and day-parted for your convenience. Announced or Un-announced . . . for automated or live-assist operations. The Tanner Musical Spectrum can be *profitable* for your station. Write for a free demonstration of the Tanner Musical Spectrum. Or call Dick Denham collect.(901) 320-4342.



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Station \_\_\_\_\_ Format \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## AdVantage

**Top to top.** Coincident with 20th anniversary of its news/talk format, KABC(AM) Los Angeles is conducting series of taped presentations on advantages of using station. Presentation asserts that KABC, through its top-rated news shows and its wide assortment of information programs, has become most widely listened-to station in Los Angeles and Orange counties. Presentation was given in New York last week to more than 250 advertising officials. Other cities on station's schedule are San Francisco, Chicago, Detroit and Los Angeles.

□ **Shop by satellite.** Modern Satellite Network is delivering *Home Shopping Show*, in which advertisers personally sell product in talk show format, to 350 cable systems. Advertisers have 10 minutes in hour-long show to demonstrate and sell product. Viewers can call toll-free number to order products. Novelty is that executives get chance to personally sell item. Length allows advertisers to put 'information' back into advertising, says Jim Perkins of Washburn Associates, program distributor. Segments cost advertisers \$3,500. Program, distributed over Satcom 1, claims reach of nearly three million homes.

□ **Hispanic target.** J. Walter Thompson U.S.A. Inc. has formed new division called HISPANIA to supply advertising and marketing services to Spanish-speaking communities throughout country. Austin S. (Ace) Parker, senior vice president and general manager of JWT U.S.A.'s Miami office, will serve as president of HISPANIA, and Antonio Ruiz, account supervisor in Miami, will be general manager of new unit. Its management group will consist of JWT executives from New York, Los Angeles, Chicago, Miami and Puerto Rico.

□ **Another BBDO.** Arthur Meyerhoff Associates, Chicago, which was acquired by BBDO International in January 1979, has changed its name to BBDO Chicago. Its billings for 1980 are expected to be about \$55 million, with more than 80% in broadcast.

□ **List gets longer.** Newest sponsors for 1980-81 season of SFM Holiday Network are: Hallmark Cards Inc., Quaker Oats Co., Hershey Foods Corp. and Campbell Soup Co. SFM Holiday Network, which presents TV specials preceding each major holiday, will run on more than 150 stations covering 80% of national TV audience. Scheduled for fourth quarter are MGM's "Prisoner of Zenda" for Halloween, Paramount's "Black Beauty" for Thanksgiving and MGM's "The Yearling" for Christmas.



# HAL DAVID: THE NEW FACE AT ASCAP

How do you top 20 gold records, an Oscar, 3 Oscar Nominations, a Grammy, 5 Grammy Nominations, and membership in the Songwriters' Hall of Fame?

You get elected President of ASCAP.

"This is the greatest honor of my life," said Hal David, after being elected by the 24 member ASCAP Board of Directors, a veritable Who's Who of the music world.

The Society Hal David inherits has come a long way from the ASCAP of Victor Herbert. In fact, if Herbert came back today, he probably wouldn't recognize the Society he helped found in 1914.

The electronic media have made music as accessible as running water. Over 99% of the homes in America have radios, with the average being 5.7 sets per household. Similarly over 98% of the homes in America have TV sets, with an average of 1.7 sets per household.

From a tiny organization with a handful of members, ASCAP has grown to 19,000 writers and 7,000 publishers; from one small room in New York to 19 offices across the United States.

Victor Herbert also wouldn't know what to make of the segmentation that's taken place in music itself: Rock, Disco, Country, Gospel, R&B, Jazz, Show, Movie, etc., and ASCAP's growth in all of these areas has been continuous over the years.

No other performing rights organization can boast of a roster that includes such established writers as Alan and Marilyn Bergman, Irving Berlin, the Gershwins, Marvin Hamlisch, Oscar Hammerstein, Cole Porter, Richard Rodgers, Stephen Sondheim, Harry Warren—to name just a few—side by side with the newest proponents of contemporary music. For ASCAP also counts among its stars in the Pop area Chris Cross, The Doobie Brothers, Billy Joel, Ricki Lee Jones and Steely Dan. Newer additions representing Rock and R&B include Brothers Johnson, Cameo (Larry Blackmon), Earth, Wind & Fire, Tina Marie and Narada Michael Walden.

ASCAP has also taken some giant steps in the Country area, listing together with established



writers like Rory Bourke, Buzz Cason, Foster & Rice, Steve Gibb, Archie Jordan, Bob Morrison and Billy Edd Wheeler, more recent members like Charlie Black, Waylon Holyfield, Debbie Hupp, Mickey Newbury, Don Schlitz, Sonny Throckmorton and Don Williams. Just this year alone, ASCAP Country writers accounted for 24 Number 1 songs on the Billboard charts. In the Gospel area are Andrae Crouch, Bill and Gloria Gaither, Stuart Hine and Gary Paxton. Recognizing the importance of Latin music in the American market and on the international scene, ASCAP has also attracted an impressive array of talent from this group including Ruben Blades, Nydia Caro, Charityn Goyco, Papo Lucca, Jorge Millet, Pi Juan and Tito Puente.

If ASCAP has significantly expanded its repertory from its early years, it's also a lot healthier in financial terms. In the early years, most of the ASCAP income went to keeping the Society alive and setting the legal precedents that established its members' rights to collect their royalties. Last year alone ASCAP collected over 127 million dollars (more than any other licensing organization in the world) and in 1980 over 150 mil-

lion dollars will be collected for a membership that has won 110 of the 134 Oscars that have been awarded for music, several hundred Grammys, the lion's share of Broadway's Tonys, a roomful of Emmys and 17 Pulitzer Prizes. 155 ASCAP members have been elected to the Songwriters' Hall of Fame and the number of standards in the ASCAP repertory is the envy of performing rights licensing organizations throughout the world.

The technological explosion would also have flabbergasted Victor Herbert: Satellite, Cable, Video-disc. The product may remain the same, but the channels of distribution have revolutionized the business.

Here, David explained, lies both the future of ASCAP and his greatest challenge: "It's quite possible that by the year 2000—and that's only 20 years from now—the bulk of the Society's income will come from sources that don't even exist yet. Twenty-five years ago, the space satellite was science fiction, today it's revolutionizing communications.

"We have to be aware that technological breakthroughs will reshape and affect the lives and livelihoods of songwriters and publishers. We have to be flexible

enough to anticipate the demands and meet the needs of the future. Music is a two-way street: creator and user. Unlike the dinosaur, we must evolve and adapt to an ever-changing environment."

As first among equals, Brooklyn-born and NYU-educated David assumes the challenging role of presiding over a democracy. Unlike the other American licensing organizations, ASCAP is owned and operated by its members and, as such, expresses the often diverse views of its writers and publishers. That ASCAP collects more performing rights royalties than the other licensing organizations combined is eloquent testimony to the superiority of such an arrangement.

The representative and democratic nature of ASCAP is a theme David keeps returning to when discussing what he believes is the unique advantage ASCAP has over its competitors. "I think it's so important to spread the ASCAP message," he told an interviewer shortly after his election, "not only in terms of its goals for songwriters and publishers, but also in terms of the way ASCAP functions. No other performing rights organization in the United States is owned and operated by its own members. At ASCAP the newest member is treated on a par with the most established member when the songs of both are used in the same way on the same program. I'm still impressed when I think that a song of mine just a couple of years old earns as much for a performance as does a great Irving Berlin standard. The other performing rights organizations cannot make the same claim. We've got to educate our membership, to make them aware of what makes ASCAP so special. I wouldn't discourage members from investigating the other performing rights organizations, along with our own, to know what the differences are and why they're better off as members of ASCAP. Writers and publishers ought to learn the facts for themselves."

Calm, deliberate and thoughtful, David appears uniquely suited to advancing the cause of ASCAP's 26,000 writers and publishers. And they have already demonstrated their confidence in his leadership by making him their number one spokesman.



# Monday Memo®

A broadcast advertising commentary from Paul Goldsmith, executive vice president, Shaller Rubin Associates, New York

## Great copywriters are also great salespersons

My ideal copywriter is not aiming at the Nobel or Pulitzer prizes. He or she is essentially a salesperson—selling convictions, providing meaningful inducements to buy a product or service.

I know creative people who are excellent writers, but their copy doesn't sell. They approach writing an advertisement the way they would literature. If, after I've read their copy I am anxious to try the product, they've written effective advertising. On the other hand, if I marvel at their choice of words and the crisp writing style that's employed, we're in trouble.

Advertising copywriters with a true sense of salesmanship are, unfortunately, in short supply. Far too many have forgotten a basic tenet of good advertising—asking for the order. The philosophy has been lost by frivolous attempts at jingles, spectacular photographic techniques or cult-like "new" methods that come and go. Asking for the sale is essential. In the case of the beer commercial that airs on radio drive time during the summer months, my ideal copywriter thinks to add the tag line: "... so on your way home tonight, stop off and pick up a six pack."

A case could certainly be made that consumers understand the sales message without "hitting them over the head." Yet a copywriter who reasons that "as long as it's hot, it's 5:30 and the end of a long day—why not make the link for him" is, to my mind, someone with good selling intuition. It is always better to have told (the message) then never to have sold at all.

I don't, of course, always require as commonplace a tag as illustrated, but I insist on a call to positive action, some understanding that the role of advertising is to motivate a consumer to act, to buy.

My ideal copywriter has no specialty other than writing good copy—be it print, television or radio. He is as good writing a 30-second radio commercial script as inventing a page headline. The differences between each medium are understood, and limitations are turned into strategic assets. Particularly in radio advertising, time forces a copywriter to zero in with his copy; the aural medium dictates a believability in a brief span of time—no "seeing is believing" here.

Effective radio and television commercials have some key elements in common. Most important, they must be able to stand out from the clutter that is part of today's broadcast media and must promote a benefit that is easily remembered and most relevant. If one were to think back over the last decade to the commercials that best accomplished these ends, what



Paul Goldsmith began his career in advertising in 1960 with an advertising agency in Providence, R.I. In 1963, he joined BBDO as account executive on Alberto Culver and Hoffman-LaRoche. His next assignment was as account manager at Grey Advertising for the Bristol-Myers and TSAI Management accounts. In 1967, he moved to the Sauter Laboratories Division of Hoffman-LaRoche. He rose from product manager to director of marketing and sales in three years. In 1970, he moved to Carter Wallace where, as associate marketing director, he supervised the successful introduction of four new products and the revitalization of several established ones. He joined Shaller Rubin Associates in 1975, beginning as marketing director.

comes to mind would be this:

■ Mr. Whipple, who squeezed enough Charmin bathroom tissue in the 70's to make us all aware of the fact that Charmin is soft.

■ The many people (it seems like hundreds) who cried out in despair that we had "ring around the collar" and drove home the fact that Wisk is an extra-strength laundry detergent.

■ The many athletes and celebrities who made us chuckle when we thought about Lite beer from Miller, as we started ordering and buying this new brew.

■ McDonald's, which told us so many times that we "deserved a break today" that we finally believed it.

■ Robert Young, whom everybody loves, and who has apparently convinced everybody to love Sanka brand coffee.

Believe me, great salesmen conceived these campaigns.

The salesmanship of my ideal copywriter need not extend beyond his copy. As long as sales intuition is packed into the copy, he need not excel at presenting his work to the client. There are others within the agency who can and should possess this quality to a greater degree.

When a creative person sits down to conceive an advertisement, he will often find it tempting to wander away from the agreed-upon strategy. Clearly, a desired

quality is the discipline to keep the work within the confines of the product positioning. A scintillating piece of copy for a new car that highlights the fact that you need never carry a spare tire, when the strategy talks about better mileage, is a flop no matter how clever or brilliantly executed. "That's brilliant!" "That's funny!" "Beautifully done!" All are wasted words when the client says, "This is not the strategy we agreed upon."

The history of modern-day advertising provides numerous examples of memorable commercials that were written from the wrong creative strategy or even worse—the wrong product positioning. Consumers remembered the advertising, but forgot to buy the product. To recall a few:

■ Resolve, the Bristol-Myers stomach remedy that fizzled because its sole proposition was that it fizzled just like Alka Seltzer for a few cents less.

■ Alka Seltzer's famous "Tummy" commercial that had everybody talking but nobody buying.

■ Gablinger's beer, the one with the right idea (light), but the wrong execution (low calorie).

Any account manager knows that the greatest hype a copywriter has is at the moment the "final" version of the copy comes out of the typewriter. It's all downhill from that moment. My ideal copywriter is fully aware of the downhill realities of the advertising process—recognizing that his work will go through more sieves, more review than any other piece of work in the agency. After it's submitted to the scrutiny of his supervisor, it goes to the creative director. On to the account group for its suggestions and changes before it reaches the client who will surely incorporate his ideas and alterations. This tedious trip through a creative person's chamber of horrors unfortunately comes with the territory. (And it's not a territory reserved only for copywriters. Many of my best marketing plans have been revised more than I'd care to admit.)

Salesmanship in the writing of advertising is like putting a puzzle together. My ideal copywriter has read the research and at least parts of the marketing plan. He knows the target group, analyzes what motivates them to buy, then builds a convincing argument. He builds it well and in a memorable, unusual way, because above all, my ideal copywriter is creative and inventive.

Each new assignment is accepted with relish as a challenge of the highest magnitude. A constant search is going on for a new way to grab the consumer's mind, for a new phrase that could become "part of the language." And more often than not, that search ends with fulfillment, because my ideal copywriter is good... very good.



# Radio is our only business. That's why we're better at radio sports than anyone else.

Mutual is "the sports network. No one else even comes close." That is the praise from one of our major radio network rivals as reported in The Washington Post.

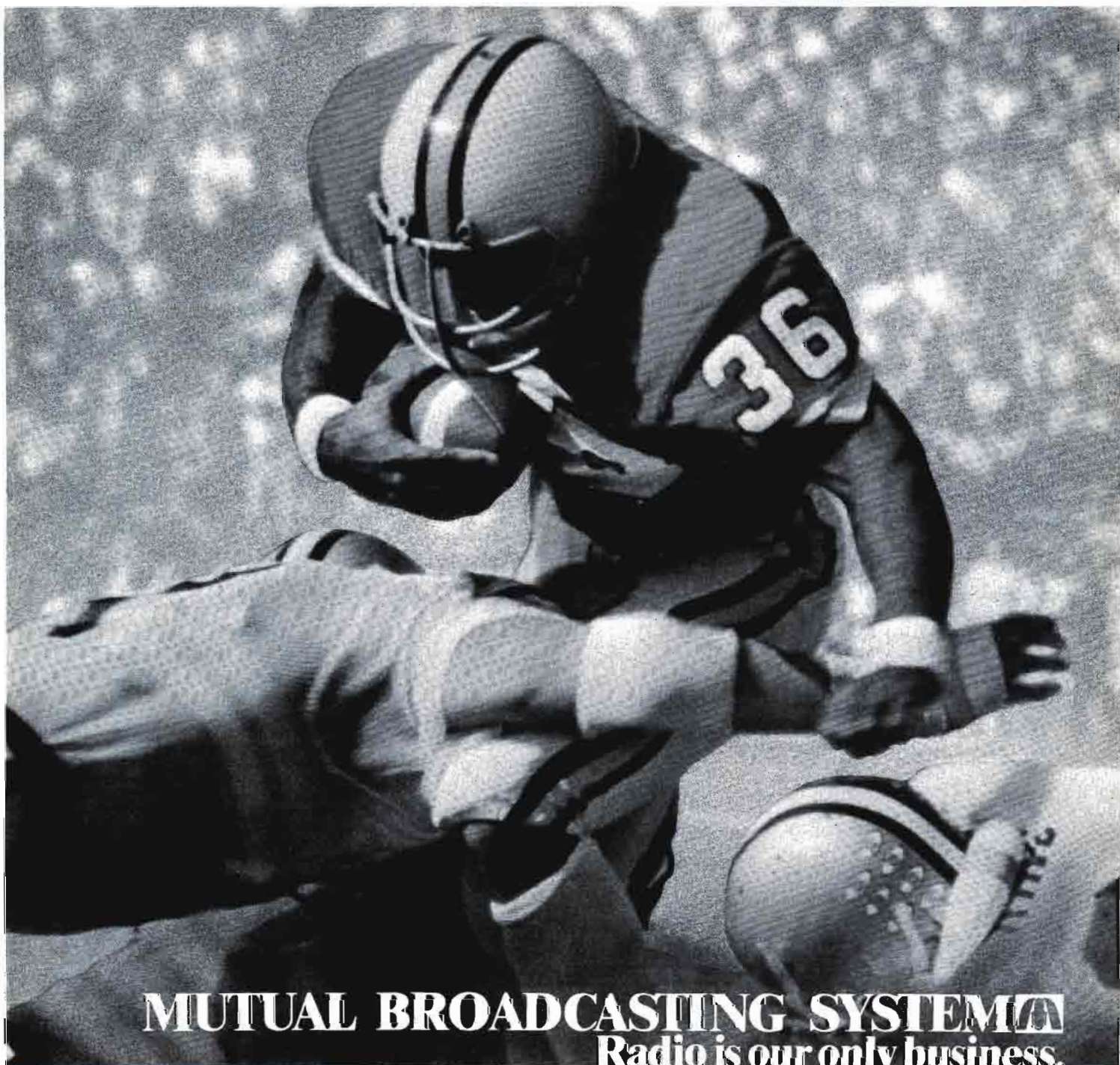
Winning the championship for radio sports is something Mutual has been doing for years.

We do play-by-play of 16 NFL Sunday afternoon games, 6 major Bowl games and 20 Notre Dame and other major college games; dunk-by-dunk of 17 NBA playoff and championship contests; follow the eagles of the PGA, U.S. Open and 9 more major golf matches; and provide

ace reports direct from Wimbledon and the U.S. Open Tennis Championships. Plus 37 "Wide Weekend of Sports" live coverage broadcasts from practically every major sporting event taking place every Saturday and Sunday.

But it's not the quantity of our coverage that attracts our avid national audience. It's the quality. Our sports commentators report to our listeners as though they were on the sidelines together.

Nobody plays sports as well as Mutual. And that's why we're better at it than anyone else.



**MUTUAL BROADCASTING SYSTEM**  
Radio is our only business.



# Datebook

■ Indicates new or revised listing

## This week

**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 law office of Kirkland & Ellis, will receive Nebraska Broadcasting Award.

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

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

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

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

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

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

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

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

**Sept. 25-28**—*American Women in Radio and Television* Western area conference. Brown Palace, Denver

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

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

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

## Also in September

■ **Sept. 28**—*Association of News Broadcasters of Kansas* fall seminar and workshop. Ramada Inn, Manhattan. Information: Lance Ross, (913) 864-4530

**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. 29-30**—*National Association of Educational Broadcasters* Public Telecommunications Institute seminar on license renewal. Holiday Inn, Washington. Information: PTI, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036.

**Sept. 29-Oct. 2**—Sixth *VIDCOM* International Market for Videocommunications. Cannes, France. In-

formation: John Nathan, 30 Rockefeller Plaza, Suite 4535, New York 10020, (212) 489-1360

**Sept. 30**—*Radio Advertising Bureau* co-op retail meeting. Amfac hotel, Dallas

**Sept. 30-Oct. 1**—*National Association of Educational Broadcasters* Public Telecommunications Institute seminar on "Labor Relations in Public Broadcasting Stations." Holiday Inn, Washington. Information: PTI, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036

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

## October

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

■ **Oct. 1**—Comments on future AM channel needs due in *FCC* further notice of inquiry on 9 khz AM channel spacing (Docket 79-164). *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. Bahia hotel, San Diego

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

**Oct. 2**—*Radio Advertising Bureau* co-op retail meeting. Century Airport Inn, Atlanta

**Oct. 2**—*FCC* deadline for comments on CBS's petition for rulemaking on teletext standards (RM-8727). *FCC*, Washington

**Oct. 2-4**—*National Association of Educational Broadcasters* Public Telecommunications Institute seminar on improving managerial skills. Holiday Inn, Washington. Information: PTI, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036

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

## Major Meetings

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

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

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

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

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

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

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

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

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

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

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

Hilton and Moscone Center.

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

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

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

**May 8-10, 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, Las Vegas, 1986, Las Vegas.

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

■ **Sept. 20-23, 1981**—*National Association of Broadcasters* annual Radio Programming Conference. Hyatt Regency, Chicago.

■ **Nov. 9, 1981**—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.



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

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

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

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

**Oct. 5-7**—*Common Carrier Association for Telecommunications* annual MDS convention. Speakers include: Charles Ferris, chairman, FCC, and Richard Wiley, Kirkland & Ellis. Washington Hilton, Washington.

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

**Oct. 6-7**—*National Religious Broadcasters* Southwest regional convention. First Baptist Church, Dallas.

**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**—*Radio Advertising Bureau* co-op retail meeting. Holiday Inn South, Cincinnati.

■ **Oct. 7**—*National Press Club* luncheon. Speaker: FCC Chairman Charles Ferris. National Press Building, Washington.

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

**Oct. 7-10**—*Information Industry Association* annual meeting. Sir Francis Drake hotel, San Francisco.

**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**—*Radio Advertising Bureau* co-op retail meeting. International Inn, Washington.

**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**—*National Black Media Coalition* seventh annual meeting. Keynote speaker: Carl Rowan, syndicated columnist. 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. 12-13**—*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 Biltmore, Phoenix.

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

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

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

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

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

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

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

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

**Oct. 16**—*Radio Advertising Bureau* co-op retail meeting. Denver Plaza.

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

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

**Oct. 17**—*FCC* deadline for reply comments on CBS's petition for rulemaking on teletext standards (RM-3727). FCC, Washington

**Oct. 20**—*National Association of Broadcasters*

broadcast town meeting. Community Center Theater, Tucson, Ariz.

**Oct. 21**—*Radio Advertising Bureau* co-op retail meeting. Fairmont hotel, San Francisco.

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

**Oct. 22-23**—*Alabama Cable Television Association* fall workshop. Hyatt House, Birmingham. Information: Otto Miller, Box 555, Tuscaloosa, Ala. 35402.

**Oct. 22-24**—*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. 23**—*Radio Advertising Bureau* co-op retail meeting. Holiday Inn, Sea-Tac Airport, Seattle.

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

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

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

**Oct. 26-28**—"Cities and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by *National Federation of Local Cable Programmers 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 Hilton.

**Oct. 26-28**—*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. 30**—*Radio Advertising Bureau* co-op retail meeting. Tarrytown Hilton, Tarrytown, N.Y.

**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**—*Radio Advertising Bureau* co-op retail meeting. Registry hotel, Minneapolis.

**Nov. 3-4**—*Cable Television Administration and*

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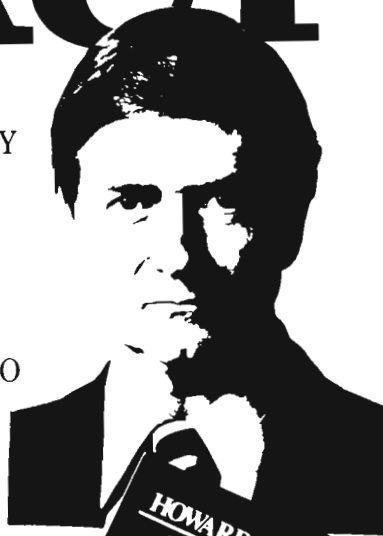
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Marketing Society direct sales seminar. Hotel Colonnade, Boston.

**Nov. 5**—Radio Advertising Bureau co-op retail meeting. Arlington Park Hilton, Chicago.

**Nov. 7**—National Association of Broadcasters radio code board meeting. Scottsdale, Ariz.

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

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

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

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

**Nov. 12**—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 Electronic Engineers engineering management conference. Colonial-Hilton Inn, Wakefield, Mass.

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

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

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

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

**Nov. 14**—FCC deadline for comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc. 20817). FCC, Washington.

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

**Nov. 14-16**—Loyola University 11th national radio conference. Hyatt Regency, Chicago. Information: 820 North Michigan Avenue, Chicago 60611, (312) 670-2788

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

**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. Los 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. 9**—Deadline for comments on FCC's further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

# Open Mike®

## Ready to go

EDITOR: David Solinske's letter, which appeared in your Aug. 25 edition, failed to note that he is chief engineer of WEFM(FM) Chicago. Perhaps this explains his lack of appreciation for the fact that a decision by the FCC to leave final AM stereo system selection up to the AM broadcaster "marketplace" could result in AM stereo being implemented almost immediately, particularly since top stations in such major markets as New York, Los Angeles, Philadelphia, San Francisco and others are already equipped for the Kahn/Hazeltine system.—Edward A. Onders, general patent counsel, Hazeltine Corp., Greenlawn, N.J.

## Must reading

EDITOR: I look forward to BROADCASTING every Monday and am delighted with the increasing space and sophistication you

have brought to the book's coverage of the cable industry.—N.J. Nicholas Jr., chairman, Home Box Office, New York.

## Vic Diehm

EDITOR: When I think of unforgettable persons, my mind flashes to Vic Diehm [whose death was reported in BROADCASTING, Aug. 25]. I knew Vic for some 30 years. We served on many boards together. Always he was the effervescent spirit that kept our meeting from becoming too pedantic or autocratic. When someone thought he had the pat answer, Vic could be counted on to stump him with a not-so pat question.

As the years passed by, they took a toll of Vic physically, but mentally and emotionally he remained a youngster at heart, a blithe spirit—full of mirth. We are richer for the memories.—Elmo Ellis, vice president and general manager, WSB-AM-FM Atlanta.

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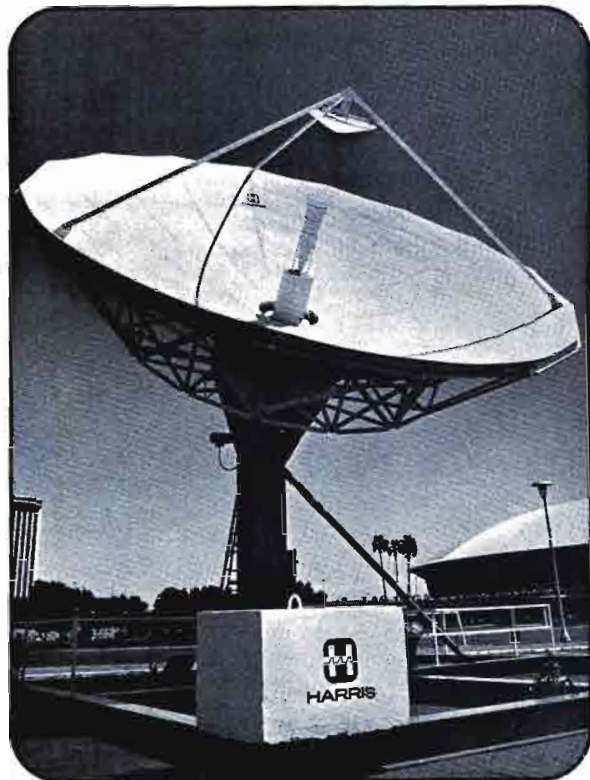
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# WANTED: HOMES FOR UNWANTED CHILDREN

OKLAHOMA CITY—John and Mary found their parents on television.

They were just two of the thousands of children who were not being adopted because they were "hard to place." That usually means they're older, have physical handicaps or belong to a minority.

Anchorman Jack Bowen and news executives of KOCO-TV in Oklahoma City decided to do something about it. They drew on the successful experience of three other Gannett Broadcasting Group television stations, WXIA-TV in Atlanta, KBTB in Denver and KARK-TV in Little Rock, in tele-

vising adoption programs.

KOCO wanted to introduce adoptable children on television to show that they act the same, feel the same and need the same love as other children.

But at first, adoption agencies in Oklahoma City refused to participate. They said "It's never been done before here," or "We can't subject children to such exposure."

The only way to prove the value of the idea was to do it. So, with the cooperation of one private agency, KOCO began a weekly series called "Wednesday's Child."

The first episodes were so sensitively handled that the state welfare department and private agencies allowed the station to profile other adoptable children.

Viewers responded in the best way possible. To date, they have adopted 25 of the 41 children introduced on "Wednesday's Child." Nine are in the process of being adopted and only seven are still waiting to be placed. In addition, 42 other "hard to place" children not shown on the programs were adopted by viewers who responded and called in.

All of us at Gannett are proud of KOCO and her sister stations. Their efforts symbolize the things Gannett is most proud of: professional excellence and a total commitment to strong, independent service to the community.

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That freedom rings throughout Gannett, from Lansing to Little Rock, from Phoenix to Pensacola, from Rochester to Reno, in news coverage, in editorial opinions, in community service. Each member serves its own audience in its own way.



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TOP OF THE WEEK

## FCC drops in the other shoe

**After opening up the possibility for low-power TV's, commission votes rulemaking to add VHF's by short-spacing them throughout the top 100 markets under theory of equivalent protection**

Nine days after the FCC proposed the creation of thousands of low-power television stations, the commission last Thursday adopted a hotly debated notice of proposed rulemaking to add as many as 139 VHF drop-in allocations to the TV table of assignments.

In recommending the proposal to the commission, Broadcast Bureau Chief Richard Shiben said the commission was obligated by public interest concerns to use the existing television spectrum "in the most efficient manner possible and to provide as many business opportunities as we can to people who want to get into the television business."

Frank Washington, deputy chief of the Broadcast Bureau, presented the staff report to the commission. In addition to

Shiben's observation of the unmet demands for opportunities in television, Washington noted two other premises upon which the bureau's recommendation was based: First Amendment mandates for "diversity of voices and competition," and the "evolving nature" of the FCC's allocations policy. Two weeks ago, that allocations policy resulted in a unanimous vote for a rulemaking on the addition of "thousands" of low-power TV's (BROADCASTING, Sept. 15).

The theory of equivalent protection—the technical means by which the FCC thinks the new V's can be squeezed in, by trading off distance for power—is a concept that had been contemplated by the commission as far back as 1961. Washington noted that in that year, the commission considered a proposal to add drop-ins in eight cities, based on the equivalent protection approach. But soon after that rulemaking was proposed, Congress adopted the All Channels Receiver Act, mandating FCC efforts to improve the quality of UHF service.

In view of the fact that UHF service has made considerable gains since the passage of that act, Washington said, "we can now consider the VHF drop-in issue." He cited the 1976 WFMY-TV Greensboro, N.C., case, in which the commission granted

that VHF's request for facilities changes that would increase its coverage area, which was also serviced by several UHF's. The commission determined in that case that unless the Greensboro-area UHF's could prove that a significant harm to UHF service would result, there was no reason not to let WFMY-TV expand its coverage. The decision signaled the commission's recognition that UHF service was reaching the point where it could effectively compete with VHF without benefit of favored-service status.

Washington also cited the UHF task force report, released last week (see page 23). That document cited "continued improvements" in UHF service since 1976, which further reinforced the notion that negative UHF impact is no longer a viable argument against adding the short-spaced VHF stations to the table of assignments.

If the proposal is adopted, the allotments would not automatically be added to the table of assignments. Rather, each would be added when and if a petitioner—intending to apply for a construction permit for the assignment—requested it.

Commissioner Robert E. Lee, a long-standing advocate against drop-ins in any form, asked if UHF operators in a drop-in market would be given preferential treat-

**Where the drop-ins drop.** This is the FCC's list of "possible limited facilities station allotments in the top 100 markets." The commission said that in 10 markets, involving 26 possible allotments, some of the 26

could be added only at the loss of others because of interference between stations. Thus, of the 151 possible drop-ins, at the most 139 could be added successfully.

Market	City	Possible Allotments	Market	City	Possible Allotments	Market	City	Possible Allotments	Market	City	Possible Allotments
1.	New York	0	26.	Cincinnati	1	51.	Birmingham, Ala.	1	76.	Chattanooga	1
2.	Los Angeles	0	27.	Buffalo, N.Y.	0	52.	Flint, Mich.	1	77.	Youngstown, Ohio	0
3.	Chicago	1	28.	Denver	0	53.	Raleigh, N.C.	0	78.	Portland, Me.	2
4.	Philadelphia	0	29.	Providence, R.I.	0	54.	Wichita, Kan.	3	79.	Spokane, Wash.	0
5.	Boston	0	30.	Nashville	2	55.	Greensboro, N.C.	1	80.	Albuquerque, N.M.	1
6.	San Francisco	1	31.	San Diego	0	56.	Richmond, Va.	2	81.	Lincoln, Neb.	1
7.	Detroit	0	32.	Columbus, Ohio	2	57.	Little Rock, Ark.	2	82.	Springfield, Mass.	1
8.	Washington	1	33.	Charlotte, N.C.	2	58.	Knoxville, Tenn.	1	83.	West Palm Beach, Fla.	2
9.	Cleveland	1	34.	Memphis	0	59.	Des Moines, Iowa	1	84.	Springfield, Mo.	2
10.	Pittsburgh	1	35.	New Orleans	1	60.	Toledo, Ohio	2	85.	Jackson, Miss.	3
11.	Dallas	0	36.	Greenville, S.C.	3	61.	Shreveport, La.	0	86.	Bristol, Tenn.	1
12.	St. Louis	1	37.	Phoenix	0	62.	Tulsa, Okla.	0	87.	Evansville, Ind.	3
13.	Minneapolis	1	38.	Louisville, Ky.	3	63.	Omaha	0	88.	Sioux Falls, S.D.	1
14.	Houston	1	39.	Grand Rapids, Mich.	2	64.	Rochester, N.Y.	0	89.	Fort Wayne, Ind.	7
15.	Miami	1	40.	Dayton, Ohio	2	65.	Mobile, Ala.	2	90.	Peoria, Ill.	6
16.	Atlanta	1	41.	Oklahoma City	1	66.	Green Bay, Wis.	3	91.	Greenville, N.C.	2
17.	Tampa, Fla.	0	42.	Charleston, W.Va.	1	67.	Davenport, Iowa	2	92.	Fargo, N.D.	3
18.	Seattle	0	43.	Albany, N.Y.	1	68.	Paducah, Ky.	4	93.	Lexington, Ky.	6
19.	Baltimore	0	44.	Orlando, Fla.	2	69.	Jacksonville, Fla.	1	94.	Salinas, Calif.	1
20.	Indianapolis	1	45.	San Antonio, Tex.	2	70.	Roanoke, Va.	2	95.	Tucson, Ariz.	0
21.	Hartford, Conn.	2	46.	Harrisburg, Pa.	4	71.	Cedar Rapids, Iowa	0	96.	Lansing, Mich.	0
22.	Milwaukee	1	47.	Scranton, Pa.	7	72.	Springfield, Ill.	7	97.	Columbia, S.C.	1
23.	Kansas City, Mo.	2	48.	Norfolk, Va.	2	73.	Johnstown, Pa.	2	98.	Baton Rouge, La.	1
24.	Portland, Ore.	1	49.	Syracuse, N.Y.	0	74.	Fresno, Calif.	7	99.	Huntsville, Ala.	1
25.	Sacramento, Calif.	0	50.	Salt Lake City	2	75.	South Bend, Ind.	4	100.	Burlington, Vt.	0

ment if they were to apply for a drop-in VHF. No such preference is intended, Washington said.

The staff report proposes that if the drop-in rulemaking is adopted, there be a "presumption in favor" of additional service. It would be incumbent upon opponents of a drop-in allotment to prove that the addition of the short-spaced VHF station would be harmful to the extent that a "net loss of service to the public" would result.

Commissioner Tyrone Brown supported the proposal, citing the potential for the "enormous impact" that the drop-ins could have in providing additional service to the public.

Commissioner Abbott Washburn said he "couldn't be less" enthusiastic about the drop-ins. He also said the proposed rulemaking signified an "abrupt and total reversal" of commission policy to aid in the development of UHF service and that if adopted, it would "pull the rug out from under" commission efforts to achieve UHF comparability with VHF.

In his dissenting statement, Commissioner Lee said that the proposal "turns past policy and precedent inside-out for the sake of 'diversity,' which can be

achieved easily through the allotment of UHF channels at the spacings presently prescribed in our rules."

In regard to the equivalent protection standard upon which the drop-in issue is premised, Lee contended that the theory inaccurately "assumes that the real-world result of decreasing power to compensate for a reduced mileage separation will approximate the predicted result. Unfortunately, we still do not know enough about propagation to be sure of achieving this result in most cases."

Commissioner James Quello, also dissenting, argued that "we simply do not have sufficient information on which to base an informed, responsible decision."

Chairman Charles Ferris said that allowing the drop-ins could be to the "ultimate benefit of UHF television" in that it might lead to the creation of a fourth commercial network, "based on short-spaced VHF's in some markets, UHF's in others." This development, he added, "could not only strengthen network-affiliated UHF's, but also attract viewers to the UHF band generally, making operations more attractive."

Broadcaster reaction to the rulemaking was swift—the vote was anticipated—and negative.

John Summers, executive vice president of the National Association of Broadcasters, said that the drop-in proposal "is sure to undercut the growth and health of UHF service." He added that the commission's decision to initiate a rulemaking proceeding instead of an inquiry, "has limited the ability of the industry to provide such technical input."

Tom Paro, president of the Association of Maximum Service Telecasters, called the commission's action the "first step toward devastating this country's fundamental television allocations and as a result depriving the public of existing VHF and UHF service and crippling future growth of UHF."

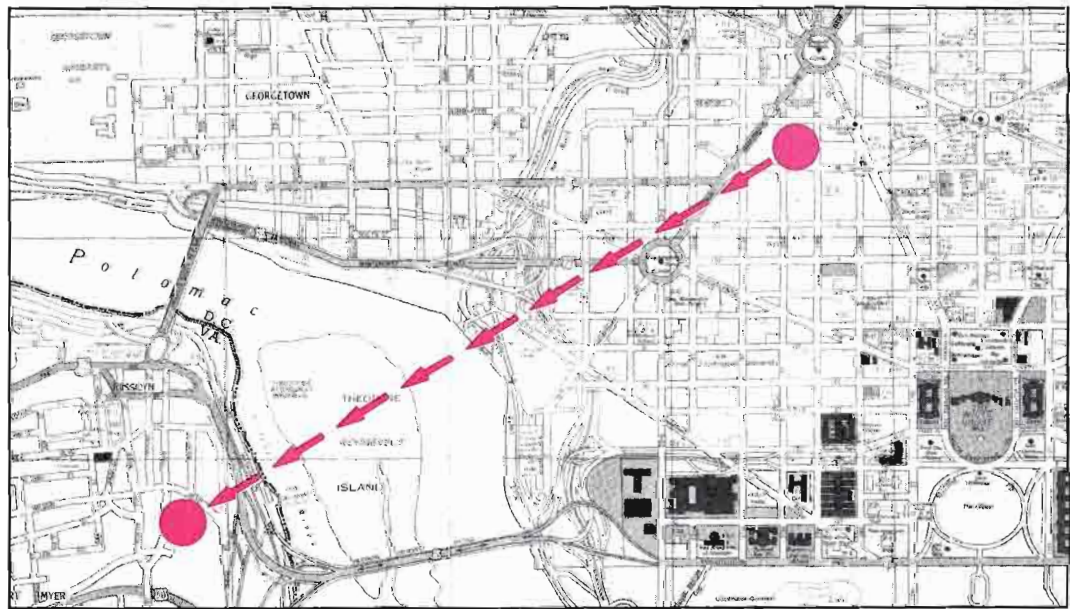
Public interest groups supported the move, however.

Andrew Schwartzman, executive director of the Media Access Project, said the commission action was "long overdue."

Samuel Simon of the National Citizens Committee for Broadcasting was in favor of the commission's action, saying that, "anything that adds to competition is fine." But, he added, "In the best of both worlds," he would like to see the "elimination of VHF stations altogether," to achieve television station parity.

## Operation Exodus

It will be across the river and into Virginia for the FCC, if it can get the necessary approval, as now seems likely. Legislation freeing the commission from the statutory requirement that it operate within the District of Columbia has cleared the House and last week was awaiting Senate approval. But the proposed move, into nearby Rosslyn, just over the Potomac river (see map), is not without its element of controversy. The Department of Interior and the Justice Department last year attempted to block construction of the building—twin towers of 32 stories. They will be the tallest structures in the Washington area (building height is restricted in the city). Secretary of the Interior Cecil Andrus called them "monsters" that would overshadow Washington's monuments and federal buildings. But the suit was rejected by the courts. And the commission, which is in desperate need of space, proceeded to initiate lease negotiations, after the towers and several other buildings were suggested by a consulting firm that was searching for space for the commission. Commission officials say the need for space to house the 1,700 employees now in five downtown locations—additional staff is in quarters in Gettysburg, Pa.—is more than a matter of improving efficiency. They point out that the commission in April



1982 will lose its lease on a small building where 100 employees are housed, and is in danger of losing space in another, larger building, where several hundred employees work. And the 1,000 employees in the main building—at 1919 M Street N.W., officials say, are in cramped quarters. The commission plans to begin the move to Rosslyn next year, and to complete it in the fall of 1982, when the second tower is constructed. Tom Campbell, associate director of operations, who is in charge of arranging the move, also said it would save money, at least in the long run. The

commission now spends \$6.1 million on rent each year, and while he declined to say what the rent would be in Rosslyn—the matter is under negotiation, he said—he acknowledged the cost would be "somewhat higher" in the first years. He noted that the commission occupied 1919 M on its construction in 1967, when rents in the area were low. In time, he said, the rapidly escalating rental costs in the area would outstrip what would be paid in Rosslyn. Meanwhile, the Federal Communications Bar Association, whose members do not relish the idea of the commission moving out

of the neighborhood where most have their offices, will ask the commission to take a hard look at the possible effects of the move. Linda Cinciotta, FCBA president, said the executive committee last week agreed to draft a document urging the commission to consider the proposed move from the point of view not only of the FCBA but of the members of the industries represented by the commission, the public interest groups, and the public at large, particularly those businesses in the area that would be adversely affected. But the FCBA, Cinciotta said, "is not taking a position opposing the move."



## FCC says home antenna clue to better UHF

**Task force study concludes that the most room for improvement is at the reception end and that the public should be educated about the best systems**

The FCC released last week a major report concluding that UHF TV is running a poor second to VHF. But the 275-page report notes that the disadvantages suffered by UHF service could be drastically reduced if viewers installed the proper antenna systems.

The commission unanimously adopted the report, the product of a task force established in 1978 under congressional directive. The task force's charge was to analyze UHF's progress and to look into regulatory strategies that would aid the medium in moving toward comparability with VHF service. Last week, the commission also approved a notice of inquiry to investigate possible rule changes to improve UHF.

The staff report, "Comparability for UHF Television," is the result of a 1978 request by Congress for an evaluation of improvements in UHF service. The commission's UHF task force, in doing its analysis, relied on an engineering project done by the commission in New York City in the early 1960's, and a recent Louis Harris and Associates survey of the public's attitudes and experiences concerning UHF TV.

The Harris survey, the report says, confirms the existence of UHF handicaps in programing, channel selection and picture quality. But on close examination, the task force concludes, the Harris survey reveals that the major reasons for this apparent handicap could be rectified.

For example, the data from the Harris survey shows that in communities that should be able to receive at least one UHF and one VHF station, 1% of the households were unable to receive a VHF station, while 27% could not receive a UHF station. In addition, 91% of these households could receive at least one VHF station with good or excellent picture quality, but only 49% could receive a UHF station with comparable quality.

These results, the report says, differ significantly from the New York test results, which found that, technically, UHF suffered only a slight disadvantage.

"There is one chief reason that accounts for the survey results," the report adds. "This one reason must be underscored because it accounts for the vast majority of the UHF picture quality handicap: Members of the public have not installed adequate receiving antenna systems for good UHF reception . . . Although good quality UHF receiving equipment is available, it is not being used to the extent necessary for UHF channels to be received as well as VHF channels."

But even with a UHF antenna, findings show that there are still disadvantages for

UHF, such as snow caused by weak signals. To correct the problems, attention has been focused on upgrading television receivers and raising transmitter power. "Both of these are worthwhile goals and will offer improvements to UHF television, but these improvements pale in comparison to the improvement that could be achieved through the installation of adequate receiving antenna systems," the report says.

The task force makes six recommendations for improved UHF reception: (1) an outdoor antenna instead of an indoor antenna; (2) separate UHF and VHF antennas rather than a combination antenna; (3) four-bay and eight-bay "bowtie" UHF antennas; (4) installing antennas in a location that will provide the best picture quality; (5) using shielded cable to connect an outdoor antenna to a TV set, and (6) using signal-boosting preamplifiers, where appropriate, to boost the TV signal.

In addition, the study recommends that a standard be developed to provide consumers with the necessary information to compare the quality of TV receiving equipment.

■ The commission suffered one setback in its efforts to upgrade UHF on the day before it adopted the task force report. The U.S. Court of Appeals in Washington struck down an FCC order requiring all TV receivers produced after 1981 to have a maximum UHF noise figure of 12 db. The current limit is 14 db and average noise levels for UHF, a staffer reported at the commission meeting last week, are in the 10-11 db range.

Set manufacturers had argued that the commission's authority to set noise-level figures had to be justified by state of the art technology.

## Anne Jones on where this all will end

**FCC commissioner tries to see around the corner on how technological/regulatory changes will fit together and whether they could mean the end of local television broadcasting**

Commissioner Anne Jones posed a number of questions to a group of broadcasting engineers last week in Washington, the most important of which—in her mind and in certainly in the minds of the engineers—was what impact the flood of new telecommunications technologies for program delivery will have on the economics and regulation of conventional broadcasting.

Speaking to a luncheon audience of the annual broadcasting symposium sponsored by the Institute of Electrical and Electronic Engineers, Jones left no doubt that it is a question that will have to be confronted.

The changing membership of the FCC

over the years, she said, has grappled with the question, as she framed it: "Is it our role to protect/preserve the existing service . . . or should we encourage a newer service at potential dramatic economic harm to the older service—and possibly the public interest as well?"

Unfortunately for the operators of the "older service," Jones said, it is not the posture of the current FCC "to preserve the status quo."

Jones mentioned several of these new technologies and speculated on their impact on broadcasting, on one another and on broadcasting regulation.

Although the easing of restrictions on cable's use of broadcasting signals is a currently hot topic, Jones said "the long-term excitement" about cable stems from its multichannel and wide bandwidth capabilities. "Revived again now, after a decade of dormancy, is talk of an eventual 'wired nation' drastically reducing the need for or viability of local broadcast stations."

If the wired nation means the end of broadcasting, asked Jones, what becomes of the concept of localism? And what about those who cannot afford to pay for television services? But, she asked, if the wired nation is an accepted eventuality, should broadcasters be allowed to lease or sell their channels for nonbroadcast applications "both to speed the transition to cable and provide broadcasters with new sources of revenues?"

Assuming that broadcasting and cable co-exist, Jones suggested the diversity of cable may benefit broadcasting by "eliminating the scarcity concerns which have long underlain broadcast regulation . . . Cable's capacity may be the coup-de-grace to a major underpinning of commission regulatory authority."

Calling DBS a "newer and more exotic application" of communications satellite technology, Jones said DBS policy questions will be dealt with at the FCC's Sept. 30 meeting. Among those questions, she said, are whether DBS should be regulated as a common carrier or broadcaster. Or she asked, "is this new service better regulated on some hybrid ground—perhaps a common carrier approach for the actual hardware operators, and a broadcasting scheme for the programers?"

She expressed concern not only about DBS's possible impact on broadcasting, but also on cable. "If the greater economies of satellite-to-home distribution can be developed, what then happens . . . to cable systems?"

But what happens if the economics of distribution don't develop for DBS, and DBS is limited to serving a mobile and rural audience? Jones suggested if service were so restricted, spectrum allocation for DBS may not be justified.

Jones sees great potential for multipoint distribution systems (MDS). She said today MDS is similar to "subscription TV, except it now operates in a common carrier mode with the MDS operator selling transmission service" to programers.

But, Jones said, "MDS could be owned



and operated by programmers" and could be "advertiser supported" and "with sufficient channels become an over-the-air equivalent of cable systems."

Among the questions this potential raised in Jones's mind: "Should some kind of spectrum pricing scheme be instituted either . . . legislatively by Congress or administratively by the commission, to insure that spectrum-using systems such as MDS (or conventional broadcasting for that matter) are not unfairly subsidized (free use of a public resource) in competition with cable?"

Fiber optics, Jones said, has raised the same sort of issues as cable and has a potential perhaps greater than cable. Using fiber optics, "a broadband switched two-way video network could even outmode cable as an entertainment and information medium."

The promise of fiber optics is an abundance of bandwidth, which, Jones said, might imperil the concept of spectrum markets, "thus endangering the position of those who invested in spectrum." But, turning it around, Jones suggested that perhaps "market pricing of spectrum be implemented now to hasten the transition to fiber systems." Free spectrum "may create undesirable economic bias" against fiber, she said.

The tone of Jones's speech was that broadcasting may not have long to live in its present form, given the proliferation of the new technologies. But, she said, the "huge present public investment in TV sets is a definite factor limiting the total demise of broadcasting as we know it. Broadcasting plant is also 'in place' whereas other media must be installed . . . if viewers shift to cable or MDS or fiber, the broadcaster's role may likewise shift to that of content supplier, rather than distributor."

■ Henry Geller, head of the National Telecommunications and Information Administration, followed Jones to the symposium's luncheon podium a day later, with a more sanguine view of broadcasting's future. "There will be some erosion to videodisks and cable," Geller said, "but at the end of the decade over-the-air and network broadcasting will still dominate."

Geller's prediction was made despite his hope and belief that there will be many more television outlets by the end of the decade created by cable and possibly by direct broadcasting satellites.

Geller reiterated his philosophy that regulation should be a function of a marketplace structure that allows for an abundance of television channels. With that philosophy in mind, Geller slammed the FCC's recent action dropping the syndicated exclusivity and distant signal rules. He contended that the move "wasn't a marketplace action and wasn't deregulatory." The cable operators, he said, should be made to compete fairly with broadcasters for television programming. The Copyright Royalty Tribunal, he said will have to step in where the FCC stepped out, resulting in more government regulation.

## Goldenson goes to the heart of the matter

**ABC chairman takes his message to Washington: Broadcasters are being unfairly shackled in the marketplace by regulation**

Leonard H. Goldenson, chairman of the board of ABC, traveled to Washington last week to voice a complaint that has been heard increasingly from broadcasters in recent years: Government has tilted toward the new telecommunications technologies—which charge the viewer a fee—in their competition with free, over-the-air broadcasting. But the six-point remedy he proposed contained new elements: Release broadcasters from regulations under which they operate, including some that now seem engraved in stone.

Goldenson, in a luncheon address to the National Press Club, said that in the past 10 years, government halted a policy of encouraging the growth of television and began promoting cable television, pay cable and subscription television—all with a view to increasing diversity of programming. "Washington," he said, "has tilted the balance—against free television and in favor of pay television."

Goldenson denied that ABC opposes development of the new technologies. "They should have an important place in American television," he said. But, he added, government in the 1980's should move to insure that the competition among the services "be fair and equitable."

"Let me be blunt," he said. "It is time for government to get off our backs. It was one thing for the government to expect us to operate under tough, restrictive rules when the national communications system was served primarily by free broadcasting. It is quite another, however, for the government to promote pay television and other systems by arbitrarily discriminating against free television."

And he was ready with a program of how the government might right what he said is the imbalance in the competition.

His first proposal was for a revision of the Copyright Act of 1976 to require cable systems to pay "full compensation" for broadcast programs they retransmit, rather than a compulsory fee that producers and broadcasters say is too low. As an alternative, he suggested that cable systems be required to obtain retransmission consent from broadcasters whose programs they pick up.

The other proposals are aimed directly at, as he would say, getting government off the backs of broadcasters. And two involve rules that in recent years have rarely been seriously questioned.

One calls for FCC repeal of the multiple ownership rules in broadcasting. If cable operators may program up to 78 channels in as many markets as they wish, Golden-



Goldenson

son said, broadcasters "should not be limited to one channel in seven markets."

The other calls for a relaxation of the rules that restrict television networking. "Let the networks contribute to further program diversity by offering a second network service—perhaps one of more specialized appeal," he said.

Another proposal is aimed at opening the door wide to broadcaster participation in cable ownership. Goldenson said the commission should remove the ban on ownership of broadcasting and cable facilities in the same market—as well as the rule against network ownership of cable.

He would also permit any television station to offer over-the-air pay television service. Specifically, he said the commission should repeal the rule requiring the presence of four stations in an area before permitting a pay TV operation there.

Goldenson's remaining proposal was directed at the Justice Department's anti-trust suit against the National Association of Broadcasters television code. The challenge to the provision under which broadcasters voluntarily limit the number of commercials they carry "boggles the mind," Goldenson said.

But it is the encouragement of the government—particularly the FCC—has given the pay services while "discriminating against free television" that troubles Goldenson.

He said conventional cable "has become a flourishing multibillion dollar business in large part because it does not have to pay market prices for its programs. . . . Cable is being given a free ride. And the ones pulling the wagon are the program producers and the broadcasters."

He noted that the FCC last summer dropped "two of the last vestiges of protection" for the rights producers sell to local broadcasters—the syndicated exclusivity and distant signal rules. Without those rules, he said, "a cablecaster can help himself to virtually any broadcast program anywhere in the country, regardless of the program owner's intent to limit the area in which the program may be shown." He also said the commission and the



courts first weakened then eliminated rules aimed at preventing the loss of sports and entertainment programs now seen on free television to pay cable and over-the-air pay television. And he warned "pay cable is moving rapidly to a position from which it can outbid free, over-the-air television for the rights to most popular sports programs."

There was, in Goldenson's reference to the possibility of pay cable outbidding television for sports events, a warning that was more than implicit for members of Congress and even candidates for President. He noted Congress had thus far declined to address the issue, then added, in his prepared text: "Does Congress really want the public to pay for sports and entertainment it now receives free? Does a congressman or a senator or a President really want to run on a platform that calls for the public to pay for television programming it now receives free? Will the public support such a candidate?"

Then he ad libbed: "If it's brought to their attention, I doubt it."

It was not immediately clear the warning would be considered a chilling one on Capitol Hill. Representative Lionel Van Deerlin (D-Calif.), who as chairman of the Communications Subcommittee, is in a prime position to initiate the kind of action Goldenson is urging, did not seem ready to jump. "The marketplace," he said, "will make these determinations." He agreed that sports entrepreneurs who sold rights to pay cable rather than free television would be "waving a red flag in the face of the people and their elected representatives." But he also said the cable interests are developing considerable political muscle of their own. "The more installations of cable service there are, the less strength broadcasters have." And cable television, he said, "is getting up to a substantial size. It's getting into the biggest markets."

And FCC Chairman Charles D. Ferris brushed off Goldenson's comments with the observation, "I think he expresses a point of view from a different perspective." But he indicated he would address the same issues—presumably from another point of view—in the luncheon address he is scheduled to deliver at the same press club on Oct. 7. And Commissioner Robert E. Lee, who was at the head table during Goldenson's remarks, seemed to react in a manner similar to the chairman's: "That's the way the industry speaks." But he also said he believes "a lot of what Goldenson said" regarding the commission's attitude toward cable.

What chance do Goldenson's proposals have of igniting interest at the commission? Ferris was a model of circumspection on the question. "We're going through the rationales of all policies," he noted, referring to the commission's deregulation program. "Those that don't fit, we will recommend be eliminated." Lee was more blunt. He is not necessarily opposed to them, he said. But, "as a practical matter," he added, "it's not in the cards."

## Media is the issue

### Carter plays politics with news conference and no-show at league-sponsored debate

Presidential politics and television were entangled in a series of related controversies last week, heading into the first League of Women Voters-sponsored presidential debate—one that was held in Baltimore on Sunday night (Sept. 21), without President Carter. There was a ruckus over a presidential news conference that left network news executives dismayed and supporters of Republican candidate Ronald Reagan and independent hopeful John Anderson angry and demanding equal time. Then there was the anger of NBC and CBS directed at the league over the question of whether ABC pool cameras covering the debate would be permitted to show audience reaction. As for ABC, it opted for a feature film, "Midnight Express," in view of the President's absence.

The controversy over the Carter press conference, held at 4 p.m. on Thursday, began developing even before it was over, at 4:30. The President opened with a four-minute statement of "good news" that some observers thought sounded like an advertisement for himself. Bill Leonard, president of CBS News, and Bill Small, president of NBC News, both described the statement as "self-serving." David Burke, vice president of ABC News, said it "did not distinguish the press conference in the usual sense."

But none thought the statement put the news conference outside the exemption from Section 315 that is normally granted news conferences as "bona fide" news events. "He made a lot of news," Leonard said, "How do you arrange it so you screen out the politics and leave in the news?" All three networks promptly rejected the equal time demand of Reagan's campaign director, William Casey. But that didn't stop Anderson's campaign from submitting its own demand on Friday. Complaints to the FCC were likely from both.

One controversial aspect of the Reagan-Anderson debate faded from the scene at midweek when the league announced it would not, as it had planned, place an empty chair on the stage of the Baltimore

**Hai ratings.** NBC-TV's \$22-million *Shogun* demolished the competition last week. The national ratings and shares available by last Friday for the first three episodes of the five-part 12-hour miniseries showed the following: Monday, 29.5 rating and 44 share; Tuesday, 31.7/48; Wednesday, 36.9/57. Thursday overnights from the four markets with Nielsen meters showed a 42.0/61 in New York; 37.8/53 in Chicago; 39.6/60 in Los Angeles, and 44.8/66 in San Francisco. NBC estimated 75 million viewers per episode with 125 million seeing all or part of the miniseries.

Convention Center to symbolize Carter's absence. Ruth Hinerfeld, chair of the league's Education Fund, said the league did not intend "to let the 'empty chair' controversy overshadow the opportunity of the American people to focus on the candidates' discussion of the issues." She also said "legal questions" were another factor in the decision—a reference to concern that the Federal Election Commission might question whether the league was as neutral as the law required in its sponsorship of the debate.

One issue not finally resolved as of Friday, however, was whether the pool cameras would include audience reaction in their coverage of the debates. The candidates' aides had opposed such coverage. And, when pool producer Charles Frye of ABC argued for it, Hinerfeld gave her support to the candidates. That led to sharply worded telegrams of protest to Hinerfeld from CBS's Leonard and NBC's Small.

None of that was ABC's problem, since it was about to show a movie. The network announced on Thursday that since the President was not going to appear, the debate did not warrant "the immediacy of live coverage."

## Settlement nears in actors strike

**With agreement on pay TV and home video issues, there's hope other disputes will be ironed out this week; four to six weeks are estimate for getting new shows on air**

Striking actors and producers reached tentative agreement on the key issue of payment for pay television and home video entertainment last week. Starting its 10th week today, the strike that has idled 67,000 members of the Screen Actors Guild and the American Federation of Television and Radio Artists, 40,000 other support personnel and all prime-time entertainment program production appeared closer than ever before to resolution. Other issues—most notably basic salaries—remained unresolved, but the apparent agreement on supplemental markets indicated that, for the first time, an end to the protracted dispute may be within sight.

The tentative agreement was announced at 3 a.m. Los Angeles time last Tuesday (Sept. 16). The producers agreed to pay the actors 4.5% of the pay television revenues after a program has been exhibited for 10 full days within a one-year period. Included in that portion of the agreement are pension and welfare benefits—bringing the total up to 4.95%.

In the area of videocassettes and disks, the factions agreed to allow the sale of 100,000 units before actors will begin participating in the revenues.

Kim Fellner, spokesperson for SAG, said last Thursday a resolution of the strike could come as early as "next week, maybe," but that full ratification of the



## NAB board meets to face up to the future

### Issues created by new technologies dominate agenda for this week

The National Association of Broadcasters board of directors meets this week on an agenda that in large part seems to have been written by the FCC. Many of the items involve issues that have been before the commission since the August break or soon will be. As a result, much of the board's time over the three days of meetings beginning tomorrow (Tuesday) will be taken up with matters involving the commission's encouragement of the development of new telecommunications technology.

But the strategy questions posed for the board are difficult. Given a commission apparently determined to open the doors increasingly to competition of all sorts, some officials feel the NAB cannot simply be negative and hope to be effective. It must, some feel, examine the issues closely, pick those on which it has a good chance of prevailing, and carefully craft its arguments.

One example of the kind of a dilemma facing the board involves direct satellite-to-home television, a matter on which the commission is expected to issue a notice of inquiry later this month. Many broadcasters regard direct broadcast satellites as a threat to the existence of stations. But some NAB officials feel that taking a hard, negative line would not be effective. The question remaining is: What would?

However, since the notice of inquiry has yet to be issued—and since the Communications Satellite Corp. has not yet filed its application for a direct broadcast satellite service—it's unlikely the board will take any action in connection with those matters.

**Pointing finger.** National Radio Broadcasters Association has shifted the dates for its 1981 and '82 conventions to mid-August of those years to avoid conflicting with the National Association of Broadcasters Radio Programming Conferences NRBA said NAB deliberately created scheduling conflict, a charge NAB denies. New sites and exact dates aren't firm yet.

**Play ball.** Regulators, captained by FCC Chairman Charles Ferris, will meet Broadcasters, led by Washington communications attorney Richard Wiley, in a softball game Sept. 27. The contest, set for 3 p.m. at Jelleff Boys' and Girls' Club in Georgetown (Wisconsin and S Streets, N.W.), is to benefit American Women in Radio and Television charity for Washington hospitals. Line-ups will include radio and TV executives and personalities and top figures from Congress, White House, FTC and FCC.

agreement would take two to three weeks more. Although traditionally actors have been willing to go back to work before ratification, she said, in the current situation there can be no assurance of that. "It's not clear the actors would go back," she said.

Phil Meyers, spokesman for the producers, was equally guarded. "We still have several issues to resolve," he said. "I still see days of negotiations."

Furthermore, a full resolution of the strike is not yet at hand. The pay television issue was the principal hurdle, but the actors and producers still must reach accords on minimum compensation, payment ceilings for reruns and theatrical residuals from commercial television. Too, the American Federation of Musicians is continuing its walkout, and it is not clear that actors would cross the AFM picket lines even if the on-camera personnel settle with producers.

Economic issues of the actors strike yet to be resolved include SAG's demand for a 35% across-the-board increase in minimum salaries, covering the entire three years of the new contract. Producers have countered with a 31% increase spread over the period. Currently, minimum pay for actors is \$225 a day or \$785 a week.

According to Gary Nardino, president of Paramount Television Productions, it will take studios at least two weeks to get back into production upon settlement of the strike. He estimated that his company's first half-hour could be completed in just over three weeks and first hour in six.

Should the strike be settled some time this week, then, it is unlikely that network schedules could be up to speed before the end of October—placing the beginning of the now truncated 1980-81 season in November.

Bud Grant, vice president of programs at CBS Entertainment, said last week that the season could begin as early as mid-October, just after the World Series. Even then, he said, it will be a while before the CBS schedule is full of new product.

"I think they're going to filter in," said Grant of the season's crop of new shows. Universal Television's *Magnum P.I.*, an hour film show shot on location in Hawaii, will probably be the last new CBS show to make the line-up, Grant said. It would probably take as many as eight weeks to produce the first episode. "We're not going to hold every other show for it," he said.

Taped shows, he said, could be aired within two or three weeks of returning to production.

NBC said that it has a firm schedule through Dec. 1 already in hand and, according to a spokesman, the season would not be back to normal before that. NBC is prepared to go back into production "overnight" upon settlement of the strike, the spokesman said. That network is looking at a two-to-four-week lead for half-hours and six to eight weeks for hours.

ABC is also operating with a "working figure" of four to six weeks between settlement and the airing of new product, according to a network spokesman.

But it will probably act in another area of the DBS issue. Comments are due Oct. 10 in the commission's inquiry on preparations for the conference that western hemisphere nations are to hold in 1983 on planning the manner in which the 12 ghz band will be used for broadcast satellites. The board will also have before it a study by Kalba Bowen Associates of Cambridge, Mass., suggesting areas of research on the DBS issue.

In other matters, the board will discuss commission actions looking to the establishment of hundreds, perhaps thousands, of low-power television stations and to the authorization of new VHF stations at less than standard spacing, although under standards aimed at assuring "equivalent protection." And a committee on ancillary use of the broadcast signal, which is concerned with the development of teletext, will report to the television board on Wednesday. It is expected to urge support for the rulemaking CBS has requested to develop standards for teletext, although without siding with CBS on the standards it has proposed.

Nor is that all. Other items on the agenda as a result of commission actions are radio deregulation—to be considered by the radio board—and children's television service—to be considered by the television board. The commission heard panel discussions on the former last week, and will hear panels on the latter next month.

The boards will also hear and discuss reports on a variety of other matters, including the copyright tribunal's position on cable television, contraceptive advertising, Communications Act amendments pending in Congress, the Public Broadcasting Service's offering of commercial services (a matter of particular concern to NAB Chairman Thomas Bolger; he may suggest the NAB at least initiate talks with PBS on the issue), and the status of the western hemisphere conference on planning and the use of AM band.

One housekeeping matter that is expected to be controversial involves a report to be given by the bylaws committee, on Thursday. One proposal calls for elimination of the at-large seats on the board to make it more responsive to specific regions.

The NAB's effort to inform itself more thoroughly on the issues on the agenda is evident in the presence of one outsider who will meet with the board on Tuesday—Assistant Secretary of State Matthew Nimetz, whose responsibility includes technical and scientific matters. A number of NAB officials met with Nimetz last summer when the officials realized that closer liaison with the State Department is essential in dealing with the increasing number of broadcasting issues that are international in nature.

Another outsider from whom the board will hear is Senator Paul Laxalt (R-Nev.), chairman of the Reagan Bush Committee. The Reagan campaign was invited to send a spokesman because the board was briefed by President Carter during its meeting in June. Laxalt will speak at lunch on Wednesday.



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## Airing out deregulation at the FCC

**Commission holds two days of panel talks, lets all sides have their say about efforts to trim back radio requirements**

Two days of panel discussion at the FCC on the subject of radio deregulation showed clearly that the commission will not make major changes in its rules without a fight from public interest organizations.

Participating in the first panel discussion, held on Monday, were Kristen Booth Glen, WNCN Listeners' Guild; Walda Roseman, National Public Radio; Carolyn Alden, Justice Department; Robert W. Coll, ABC Inc.; the Rev. Donald C. Matthews, Department of Communication of the United States Catholic Conference; Erwin Krasnow, National Association of Broadcasters; Pluria Marshall, National Black Media Coalition; John F. Lyons, National Telecommunications and Information Administration, and Samuel Simon, National Citizens Committee for Broadcasting.

Each of the panelists was allotted three minutes for individual comment; a general discussion followed.

Glen of the Listeners' Guild started off the discussion with an unequivocal denouncement of the deregulation proceeding, citing what she said were "considerable procedural irregularities and illegalities" in the inquiry to date. Not only was there a "lack of empirical data" to justify deregulation, she said, but the commission was "ignoring" what little data there was.

Glen also attacked the basic premise on which the inquiry stands: that marketplace

conditions will insure that broadcasters act in the public interest. Those who favor deregulation are confusing "consumer wants" with public interest needs, she said. Advertising revenue is targeted toward the former at the expense of the latter, which the Communications Act requires a licensee to serve, she said.

NPR's Roseman cited polls of public radio listeners that showed them to believe that commercial broadcasters are already operating for "maximum profit" at the expense of the public interest. She believes that an "unfettered marketplace" would compound the problem.

Alden, on the other hand, cited Justice's "full support" of the commission's deregulation endeavors. ABC's Coll backed the proceeding, too, although he said ABC preferred that the issue "be resolved at the legislative level." In either case, Coll said, the regulations under consideration in the proceeding—program logging, ascertainment, commercial time limits and nonentertainment programing guidelines—"represent a burden and expense unjustified by the public interest."

Coll also said that standards for renewal will become even more "murky" if deregulation becomes a reality, and expressed ABC's request that the commission—concurrently with the deregulation proceeding—initiate a rulemaking looking toward revised renewal standards in light of deregulation.

Matthews expressed the Catholic Conference's belief that the proceeding "is almost an obituary... an attempt to certify the near death by neglect of the concept of public service in radio after almost 20 years of indecision." He agreed with Glen's contention that the public interest

is being confused with "consumer well-being as it happens to be served by the unregulated play of marketplace forces," which he said was totally at odds with the concept of "accountability for service to the public resident in the public trustee scheme Congress designed."

NAB's Krasnow turned Matthews's statement around, saying that the deregulation proceeding was a "birth announcement" giving a "fresh look to all concepts and regulations." Krasnow disputed the notions that deregulation is an "abandonment" of the Communications Act or that the commission had no legal basis on which to deregulate the industry or that so doing would lessen broadcasters' obligations to the public.

Opponents of deregulation, he said, were operating under the false assumption that federal regulation was essential to broadcasters' service to the community.

NBMC's Marshall said that deregulation has "the potential of destroying black radio" because the advertising decision makers who determine the radio marketplace are "10 times more racist than broadcasters." For blacks to make a living in the marketplace there must be more black advertising decision makers, he said. He also said, however, that after blacks "get a few more station owners in place," deregulation might be conceivable.

More government backing came from John Lyons, who expressed NTIA's "strong support" for the proposed deregulation. "Content regulation has been ineffective," he said, referring to commercial time limits and nonentertainment programing guidelines now in effect. Not only can't they be administered, but they are also "in conflict" with First



**Monday's panel** (l-r): Glen, WNCN Guild (not pictured), Roseman, NPR; Alden, Justice; Coll, ABC; Matthews, USCC., Krasnow, NAB (partially obscured); Marshall, NBMC; Lyons, NTIA; Simon, NCCB



**Tuesday's panel** (l-r): Bowie, CCC; Goldberg, U.S. Office of Consumer Service; Wall, of Dow, Lohnes & Albertson; Jennings, UCC; Schattentfield, NRBA; Firestone, ACLU; Boyer, NABOB; Schwartzman, MAP.



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Amendment considerations, he continued.

Simon expressed NCCB's opinion that the existing regulations are "minimum standards." Eliminating the existing programming logging requirement, he said, would mean "less accessibility" to stations by the public and hence less understanding of the public's participatory role in broadcasting.

Participants in the second panel discussion, held Tuesday, were Andrew Jay Schwartzman, Media Access Project; Nate Boyer, National Association of Black Owned Broadcasters; Charles Firestone, American Civil Liberties Union; Thomas Schattenfeld, National Radio Broadcasters Association; Ralph Jennings, Office of Communication of the United Church of Christ; Thomas H. Wall, Dow, Lohnes & Albertson; Mark Goldberg, United States Office of Consumer Service, and Nolan A. Bowie, Citizens Communication Center.

Schwartzman said that the commission's expectation of only a "modest readjustment" of the broadcast industry as a result of deregulation was "appallingly naive." As an example, he cited NAB's quest for further deregulation in the form of petitions to repeal the personal attack provisions of the fairness doctrine and the "important political editorializing rules." The industry has "repeatedly demonstrated its willingness to ignore the needs and interests of minorities, the poor and the elderly in favor of more demographically attractive segments of the public," Schwartzman added.

Firestone noted that the First Amendment perspective is most important to the inquiry. "Access and entry" are being deregulated, he said.

Schattenfeld of the NRBA expressed his organization's qualified support of the proceeding although noting that while "Congress can deregulate" the FCC can only "reregulate."

The UCC's Jennings said the inquiry was based on an "arcane" economic theory that would minimize public participation and insure a "free and permanent monopoly of frequencies." He said that the definition of public interest must be re-examined because it has come to connote "advertising needs" while it really means "local self expression and service to the community."

Goldberg of the Office of Consumer Service strongly expressed a need for quantitative minimum requirements for informational programming to be aired between 6 a.m. and midnight. He also expressed the need for a flexible ascertainment program geared to the particular community.

CCC's Bowie stated his belief that adoption of the proposal would unfairly favor incumbent licensees. "If adopted, the proposals would stimulate a further gap between the haves and have-nots," he said.

Commissioner Abbott Washburn said the oral presentations provided a "clearer focus" of the issues in question, noting a general agreement by the public interest groups and broadcaster representatives

alike that ascertainment was "useful" and generated a "healthy dialogue" between the public and broadcasters, and has led to better programming. The discussions also brought to his attention at least one problem he had overlooked—that elimination of local nonentertainment programming might lead to total automation of many stations, which could be detrimental in the event of a local emergency.

Commissioner Joseph Fogarty told BROADCASTING that the panel discussions confirmed his original opinion that the commission has "no legal basis" to continue with the inquiry "in the fashion we are proceeding." He also "sensed little support on the commission itself" to adopt the proposals as they now stand.

## Crossownership bill gets sidecars

**Swift bill is given amendments by House Commerce Committee that press for a V for every state and repeal musicians' union amendment to 1934 Act**

The House Commerce Committee, by a vote of 17-to-4, last week approved legislation that would codify the FCC's crossownership rules while protecting multimedia licenses against challenges on ownership grounds, repeal the Lea Act and open the door for commercial VHF TV service in New Jersey.

The legislation, in its original form, was conceived by Representative Al Swift (D-Wash.) and was designed only to deal with the crossownership provisions. But on the way to full committee mark-up the bill found some excess baggage in the form of the other amendments (BROADCASTING, Sept. 15).

The major concern about prospects for passage of the bill hinged on the language drafted by Representative Andrew Maguire (D-N.J.), requiring the FCC to insure that each state has at least one commercial VHF station. An amendment offered by Representative Ronald Mottl (D-Ohio) to repeal the Lea Act, a 34-year-old amendment to the Communications Act (Section 506) that halted union efforts to coerce broadcasters into keeping staff musicians they didn't need, generated little resistance. Also added to the bill was a provision offered by Representative Henry Waxman (D-Calif.), who wanted existing challengers to multimedia licensees to be exempted from the Swift bill, which would bar competing applications for facilities occupied by multimedia licensees in compliance with the law.

The full committee, after a good deal of haggling, finally ended debate on the measure, but the required number of members to report a bill out was not present at the mark-up two weeks ago, meaning postponement of a vote until last Tuesday (Sept. 16).

Under a rule agreed to by the committee, no discussion of the bill was allowed, and a vote to send the bill to the House

floor occurred as scheduled.

The only objections about the legislation were raised by Representative Tim Lee Carter (R-Ky.) after the vote. Carter claimed the bill would put a damper on competition.

The major question now involves the circumstances under which the bill will come before the full House. Under regular procedures, the Rules Committee would schedule debate on the legislation, with the possibility of amendments being offered on the floor. But bills can also come up on the suspension calendar, which limits debates to 90 minutes, prohibits amendments and requires a two-thirds vote for passage.

If the bill goes to the Rules Committee, its chances of passage are slim. With time running out in this session of Congress, more than 100 bills—most of which will probably be given priority—are already scheduled for action. But to get a bill on the suspension calendar, it has to be deemed noncontroversial—a decision to be made by House Speaker Thomas O'Neill (D-Mass.). Although some would say the Maguire language is indeed controversial, key players such as Commerce Committee Chairman Harley Staggers (D-W.Va.) could help influence O'Neill's decision.

With the House moving toward possible passage of this broadcast bill—a likelihood that nearly everyone had written off for this year—the Senate also resumed activity. In the forefront was the coalition from New Jersey, which, as one of two states (Delaware is the other) that lack VHF services, stands to gain from the bill becoming law.

As worded, the bill would require the FCC to assign a VHF frequency to a state that does not have one if a license elsewhere is revoked—and all legal appeals have been exhausted—and if the transfer is technically feasible. With the license of RKO-owned WOR-TV New York having been denied and the decision headed for an appeal, New Jersey has its eye on that frequency.

New Jersey's two Democratic senators, Bill Bradley and Harrison Williams, were scouting around for support last week, but no one was willing to predict an outcome.

A key to the whole process, however, will be Senate Majority Leader Robert Byrd (D-W.Va.), who will decide whether or not to schedule the bill for action, if the House approves it. Byrd reportedly has taken an interest in the legislation because of strong support expressed for its Lea Act repeal by West Virginia musician unions.

This, apparently, is also the reason for Staggers's reported interest in getting the bill on the suspension calendar, where it would have the best chance of passage. And although publishers and broadcasters have voiced support for the crossownership language—which is the original intent of the bill—it appears that the Lea Act, which everyone touted as a noncontroversial rider to the legislation, could ultimately be the reason for the bill moving through Congress.

Repeal of the Lea Act was initiated in



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the 96th Congress by the late Representative John Slack (D-W.Va.), and the cause was picked up by Mottl after Slack's death.

The American Federation of Musicians had supported repeal of the law in the comprehensive Communications Act rewrite bill then under consideration. The rewrite would have killed the Lea Act by omission.

Passage of the act in 1946 and its subsequent upholding by the Supreme Court in 1947 were heralded by the broadcasting industry as evening the balance of power between unions and broadcast management. But the unions believe the scale was tipped in the broadcasters' favor.

Although there was opposition to repealing the act by broadcasters during the rewrite process, there have been few objections raised this time around, possibly because the focus of attention has been on the Maguire language.

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## Hope grows dim for H.R. 6121

**Rodino examines AT&T sections of bill, Ferris testifies that he doesn't like it; time is running out for floor action, and Hollings plans no Senate bill**

With Congress's Oct. 3 adjournment date creeping up, a House Judiciary subcommittee last week continued its scrutiny of comprehensive legislation that would significantly change the face of the nation's telecommunications industry. The bill, H.R. 6121, was approved by the House Commerce Committee July 31 by a 34-to-7 vote, with all indications that the measure was headed for the House floor (BROADCASTING, Aug. 4). But Representative Peter Rodino (D-N.J.), chairman of the Judiciary Committee, petitioned House Speaker Thomas O'Neill (D-Mass.) to let him scrutinize the bill first, which O'Neill agreed to.

The Subcommittee on Monopolies and Commercial Law held one day of hearings Sept. 9 and concluded its preliminary investigation last Tuesday (Sept. 16) with a list of witnesses that included FCC Chairman Charles Ferris and Sanford Litvak, assistant attorney general for antitrust.

As approved by the Commerce Committee, the bill would substantially deregulate the telephone industry and require AT&T to set up over an eight-year transition period at least one fully separate subsidiary for offering any unregulated telecommunications services. The bill would also bar AT&T from offering mass media services, such as teletext.

In allowing AT&T to compete in areas not regulated by the FCC, the bill modifies a 1956 consent decree between AT&T and the Justice Department. This was the basis of the concern expressed by Rodino and other members of the Judiciary Committee, who said the legislation could affect Justice's pending antitrust suit against AT&T.

But Litvak, much to the surprise of

of any consequence to the litigation. As worded, Litvak said, the bill "adequately protects our lawsuit" and provides no obstruction to the case's going to trial next January, as scheduled.

Litvak took issue with earlier testimony by Representative Robert Matsui (D-Calif.), a member of the Communications Subcommittee and former member of the Judiciary Committee, who said the bill would risk harming Justice's position in the antitrust suit.

Matsui also complained that the bill, by reducing the role of the FCC in telecommunications regulation, will create problems. Specifically, Matsui said that since the commission would be prohibited from overseeing the structure of the separate subsidiary, competitors will have to rely on the courts to stem abuses, which could prove costly to them and possibly keep them out of competition.

Ferris agreed that the bill had flaws that made its passage undesirable, and said it could be counterproductive from the standpoint of competition. He concluded that he'd rather see no legislation than this bill.

And that appears to be a likely possibility—at least for this session of Congress. Rodino now has to decide whether to mark up the bill or send it along to the House floor for final consideration. But O'Neill said Rodino can keep the bill in subcommittee until Oct. 1, which would leave only three days before Congress closes up shop.

In addition, the Senate shows no eagerness to take up similar legislation, and Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, has said he has no intentions of moving a bill this Congress.

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## 'The Dial' and dollars

The nation's largest public television stations, under fire from Congress for on-air promotion of their new magazine, *The Dial*, last week received some more bad news, this time from the U.S. Postal Service.

The Postal Service ruled that three of the four participating stations—WETA-TV Washington, WNET(TV) New York and KCET(TV) Los Angeles—cannot mail the magazine to their subscribers at the cheaper second-class nonprofit rate, but must instead use third-class mail. The increase is expected to cost the stations \$70,000 to \$80,000 annually. The status of the fourth station involved with the magazine—WTTW(TV) Chicago—will be considered separately.

The flap over *The Dial* started when Phillip Merrill, publisher of the *Washingtonian* magazine, asked the FCC to prohibit the noncommercial stations from on-air promotion for the magazine. Merrill subsequently went to court over the matter, and followed with a suit against the Postal Service. That filing argued that *The Dial* should not be allowed to use the cheaper rate.

the giant Labor-Health-Education bill that would prohibit the Corporation for Public Broadcasting from appropriating funds to stations that publish magazines and program guides, as long as they solicit commercial advertising. The Senate has yet to take up the measure (BROADCASTING, Sept. 1).

Merrill last week withdrew his suit against the Postal Service after it reached its decision.

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## Arguing over FCC staff report on program production

**Comments on network inquiry study include filing by Justice citing 'flaws' and other arguments against it by stations; ABC, CBS and NBC back its conclusion**

The FCC network inquiry staff report issued last summer that concluded that the three TV networks have no monopoly power over the television industry (BROADCASTING, June 23) is "significantly flawed" and "should not form the basis of action by the commission," said the Justice Department last week in responding to what was the final in a series of 16 reports issued by the inquiry staff.

The networks supported the staff's findings, however, and took them as the basis for suggesting, as did NBC, that the commission "reassess the initial and continuing validity of current restrictions on network relationships with program suppliers."

Affiliates and Group W—syndicator of *PM Magazine*, one of the highest rated programs in prime access time—also opposed the staff's conclusions.

Justice based its accusations on what it claimed was a tendency by the network inquiry staff to rely too heavily on "theoretical economic analysis with little or no attention paid to factual evidence of market behavior." Facts were frequently unsupported, the Justice Department said.

With regard to the prime time access rule (PTAR), Justice criticized the final inquiry staff report for making "no attempt to address whether any competitive benefits would accrue" from an expansion of the period or whether expansion might effect an increase in the number of networks. The staff report said that other means should be used to increase the number of networks, citing PTAR expansion as too "unwieldy." Justice said the basis for that conclusion "is not apparent."

Two groups of affiliates—The CBS Television Network Affiliates Association and a group of nine affiliates (five CBS, three NBC and one ABC) represented by the Washington law firm of Covington & Burling—and Group W based its criticisms largely on what they claimed were drastic misinterpretations by the network inquiry staff as to just exactly what the PTAR and companion syndication and fi-

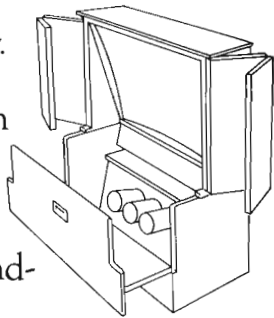


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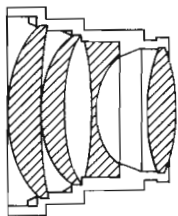
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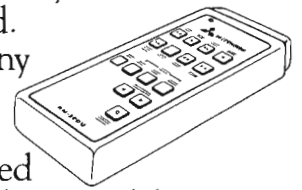
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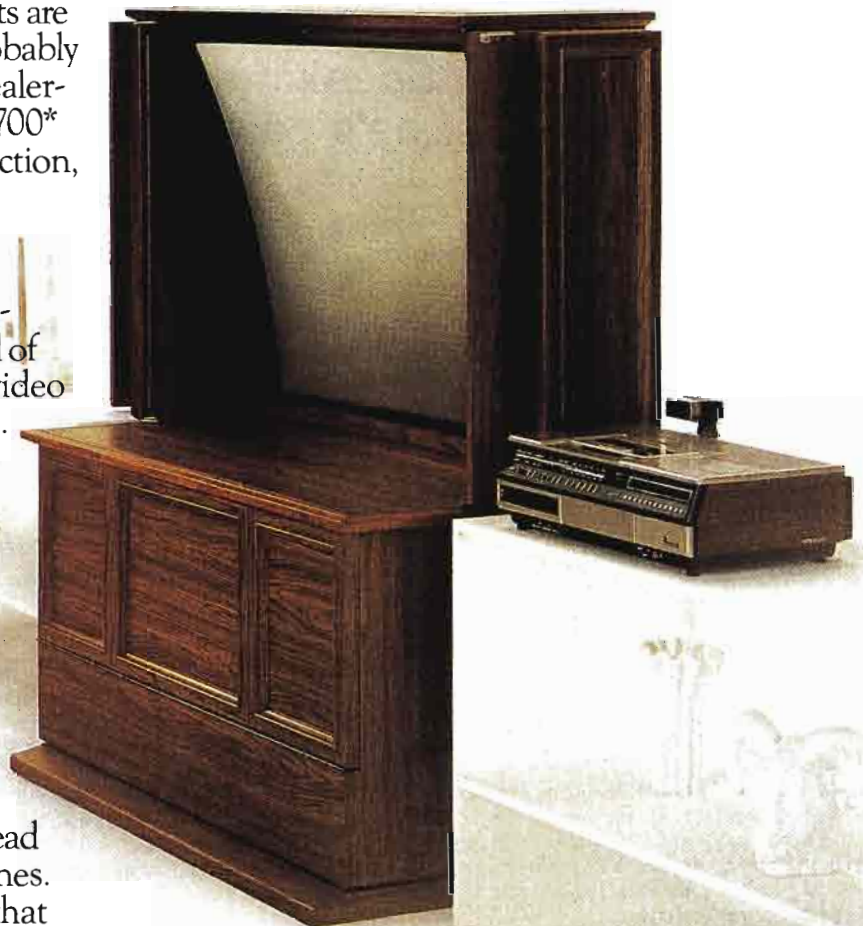
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financial interest rules were intended to accomplish.

For example, the staff report concluded that PTAR has not stimulated local programming and would not stimulate more if expanded. The affiliated groups and Group W argued that local programming, as narrowly defined by the staff, neglects the real intent of localism—that the local licensee has the discretion either to produce its own programming or select syndicated programming that hasn't gone through the "network funnel."

Group W accused the staff of not con-

ducting adequate research on the local programming issue. If it had, Group W claimed, the staff would have found that in the top 10 markets, local programming in the access period over the last five years has "increased by 45% . . . to a point where nearly one-third of the program matter in this access period is now locally created."

Group W also criticized the staff's premise that PTAR "has not produced and will not produce as presently structured . . . the development of alternative sources of network-quality, prime-time programs." Group W argued that the FCC's intent in

enacting PTAR was not to encourage programming of a particular type or cost."

With regard to PTAR, CBS commented that "there can simply be no justification for continuing rules that are ineffective and undermine the commission's appropriate regulatory objectives."

ABC agreed, adding that the program supply process should be left to the marketplace. ABC said that the Communications Act does not establish a maximum number of viewing options as a "statutory objective," and it is not the function of the FCC to "redefine" the act.



## Speaking for the minority: Lee's case against drop-ins

*The FCC's Sept. 9 vote to waive its rules to allow four short-spaced VHF drop-ins (BROADCASTING, Sept. 15) was preceded by a long discussion of the merits and demerits. Weighing in on the latter side was the FCC's dean, Commissioner Robert E. Lee, who treated his colleagues to an oral history of FCC allocation policy. The following excerpts deal primarily with Commissioner Lee's recounting of how and why the FCC dealt as it did with the VHF vs. UHF problem in the post-World War II period. Although his remarks failed to carry the day—Lee had predicted that "I suspect my influence and oratorical ability will not convince anybody who is already unconvinced"—they did impress a number of his listeners, and are expected to be cited in the continuing dialogue on the "generic" VHF drop-in issue (see "Top of the Week").*

I have a feeling of *deja vu*. I've been up and down this track about four times. And I suppose I would have to admit that I have a UHF bias. But from my standpoint, I feel that you will get a rash of petitions for additional waiver requests within the near future, and I don't think we have the tools to hold the line. I know a lot of you profess a belief and a sincerity for the development of UHF, [but] I think that it looks like a gradual conversion to all V, with a much degraded rural service.

This, of course, wouldn't happen overnight.

But I think when you have granted a number of these bobtailed V's [you will have created] islands of service in seas of interference. And then the licensees of these bobtailed V's will be screaming for equality. You might have somewhat of a parallel with the daytime broadcasters. This was a concession to a technical problem, and we let the daytimers in, and they've been hollering ever since. And they're getting closer to it, to getting full time, one way or another.

I think this will increase the pressure from

land mobile for additional space, and I don't really blame them. I also feel in the very long run it would be a gradual deterioration of the receiving set. As more and more areas convert to V, the manufacturer is going to start wondering why he's spending so much money providing a good all-channel capacity. Maybe that law should be repealed at some time.

[This particular proposal] has been a constant thing in my 27 years here. It was pending at the time that I arrived. This is the fourth or fifth time [it's come up]. We have buried it and put



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\*\*\*

It's important [to remember] that in these early allocation proceedings [of 1944 and 1948] everyone seemed to think that television belonged in UHF, all of it. I think if you could push the clock backward, that would be the opinion of most engineers, at least those I know. But I guess we didn't really grasp the significance of making these assignments on the old basis. People applied, and we assigned them.

I suppose it's something like equivalent protection, [which takes us back to where] we were in those 108 original assignments—which is why New York and Los Angeles were assigned seven V's. It probably goes back to your New Jersey problem. If the allocation table had come before the 108 assignments were made, there probably would have been more provision for New Jersey, although we did provide for one.

Now, when I showed up [on the FCC], the freeze had just been lifted. In the course of the pre-freeze era, these 108 stations were assigned, went on the air, and a lot of people at this point were not sure that this new medium was going to work. It's kind of incomprehensible to people whose ages I note out there, but there were assignments turned in—as Zenith Corp., to its embarrassment, turned in a VHF channel in Chicago. They said there's no way this thing is going to work; it's nonsense. Advertising is going to pay for this and we don't want it. Zenith was thinking in terms of subscription television, I believe.

Now, when the freeze ended, we had this terrible problem of deciding these mutually exclusive cases. We had all kinds of hearings and all kinds of scandals and all kinds of allocations. But we had intermixed the VHF and the UHF, because we had determined that the 12 VHF channels were not enough. You might be surprised to know that people like CBS and ABC, Zenith, Cowles and others said the only way to go is all U, you're not going to work it. Then DuMont [a television network later to expire] came along and said, if you're not going all U, please don't intermix markets. These things will not work side by side.

The commission in its wisdom decided that they were equal, and that they would work, and a lot of people took that as gospel, and applicants who wanted to get into the television business had a choice of applying for UHF and being granted because nobody was filing against them, or they applied for a V and went through these expensive hearings that turned out to last four or five or six years.

Those early UHF's went on the air on the theory that they would have the jump on the VHF because they had that experience and they had the set conversion. And they went on the air, and actually, they were sort of making it. Experience was, however, that when we got around to making the VHF grants, the UHF station almost immediately went bankrupt. I think the precise figure is that there were 88 failures.

And that's when Congress got into it, and we were up and down the Hill. The first hearings I remember were conducted by Senator Charles Potter [R-Mich.] who sat on the Senate Commerce Committee, and all these people who went broke paraded up there and called us a lot of names, and Congress began to lean on us: What are you going to do about it?

Well, some of us thought one way to do it was

to go all UHF. We found that that was politically impossible. I'm sorry that we didn't try harder, but we sort of abandoned it—not entirely; we thought that someday we would, when UHF becomes more comparable. At one point we even had a pool of UHF stations set aside that we could give to VHF's. Those were protected, not available. They're now gone so it's impossible to push the clock back that way.

We tried deintermixture—that is, to make certain markets all VHF, certain markets all UHF. Again, for political reasons this didn't seem to work. We did deintermix several markets and it worked; a very good example is Fresno. The Annenberg stations had the only V in Fresno. They voluntarily gave it up after we started the proceeding. Other markets fought us and we couldn't seem to make it stick. But at any rate, in Fresno, I think you'll find six or seven U's doing fine right now. And I've always wanted to give tribute to Roger Clipp, who is now deceased, who was the head of the Annenberg stations and voluntarily made that contribution.

We also tried to get to the military and see if we could get more VHF spectrum. Frank Stanton, then the president of CBS, was very active in that effort. After about a month, we were lucky to keep what we had. There was just no way. We were going to lose the next war with Russia, for military reasons you couldn't do it, so we didn't.

Then we had a series of drop-in proceedings here. I guess the one I remember the most was where ABC, as the third network, felt discriminated against. They had to compete in, like, 17 of the markets against V's with U's. They were trailing the other two networks, and we had a real big fight here in oral argument. And the vote was 3 to 3 with our then chairman, Bill Henry, who prayed over it for a few days, held things up, and finally voted not to permit the drop-ins. We would have had 17. He has publicly said that that's the most important vote that he ever cast.

We finally formed the Committee for the Development of All-Channel Broadcasting, which I headed. Some of the oldtimers here were on it; it lasted about five years. We had meetings every month; I've got file cabinets full of transcripts. We did some good, we got the manufacturers in it, tried to needle them on the set. We had the New York experiment, which was a \$2 million deal. The object of the exercise was to find out whether UHF would work in a cavernous city. The results concluded that it would—that with outdoor antennas UHF was substantially equal to VHF in signal.

We've done continuous work on the tuner. We tried all kinds of voluntary propositions. And, very reluctantly, really, we went for the all-channel legislation. There was a lot of concern that this was a terrible precedent, that the next thing you know, the government would be telling you how to make ice boxes. And Newton Minow was our chairman at the time; he was very vigorous. And he pushed the hell out of that thing, and we finally got it through Congress.

I'm sorry we didn't have a contractual agreement on it, but I know there was kind of a handshake on the part of all of us that they would give us this all-channel set legislation if we'd stop tinkering with the table, forget about these drop-ins and squeeze-ins, all-UHF, deintermixture. This was going to be the panacea.

Minow said at that time: "Any attempt to squeeze in a substantial number of VHF stations at short spacings would only result in

seriously degrading the quality and extent of television service to metropolitan areas, and virtually eliminating such service to many rural areas. Moreover, lowering the minimum spacing could not in any event provide us with the number of additional assignments necessary to achieve our allocations goals."

In other words, what we were saying there was that we really need the UHF, no matter what you did, to get enough channels. The educators were very helpful in this regard. Their future was in UHF, and still is.

I don't know what else I can say, except that I do feel very strongly about this move, and I would hope the commission wouldn't take it very lightly and would know precisely what they're doing.

But I think if you look behind you to see the people who are interested in what's going on here today, you will see a lot of UHF operators in small markets who are concerned. And they're wondering what's going to happen to this great commitment that we have made to promote UHF to insure a compatible service.

Also, I would hope that everyone would understand that these drop-ins are really not full-fledged stations. And we [would be] passing out something, whatever kind of a gold rush it may turn out to be, that is not comparable to the competition that they will face.

So I think that's about all I can say, Mr. Chairman. I thank you for your rap attention and your making notes. I do not thank you for your vote that is coming.

## NFL blackout rule taken to court by Florida TV station

### Federal judge questions league's right to define 'home territory'

When UHF WTVX(TV) Fort Pierce, Fla., boosted its power and increased its tower height last summer, it extended its grade A signal some 40 miles and began serving Palm Beach as well. That was the good news for the station, owned by WTVV Inc. The bad news came over the weekend of Sept. 13, when it was denied a broadcast of the Miami Dolphins home game, even after winning a court order that seemed to clear the way for the broadcast.

At issue is the National Football League's blackout policy designed to protect teams' box office against loss of patrons to television. The league, under the authority of a 1961 statute, calls for a TV blackout of games within "the home territory" of the home team if the game is not sold out 72 hours before kickoff.

For seven years, WTVX had been carrying Dolphin home games; it was more than 120 miles from Miami, well outside the team's "home territory," of which the NFL defines in terms of a 75-mile radius. But with the new facilities, the station began putting a grade B signal within 40 miles of Miami. So the NFL and the Dolphins said they would deny the station permission to carry the game. The Cincinnati game was far from sold out—fewer than 40,000 of the 50,000 tickets had been sold. But the station went to court.

It asked the U.S. District Court for the Southern District of Florida to declare the



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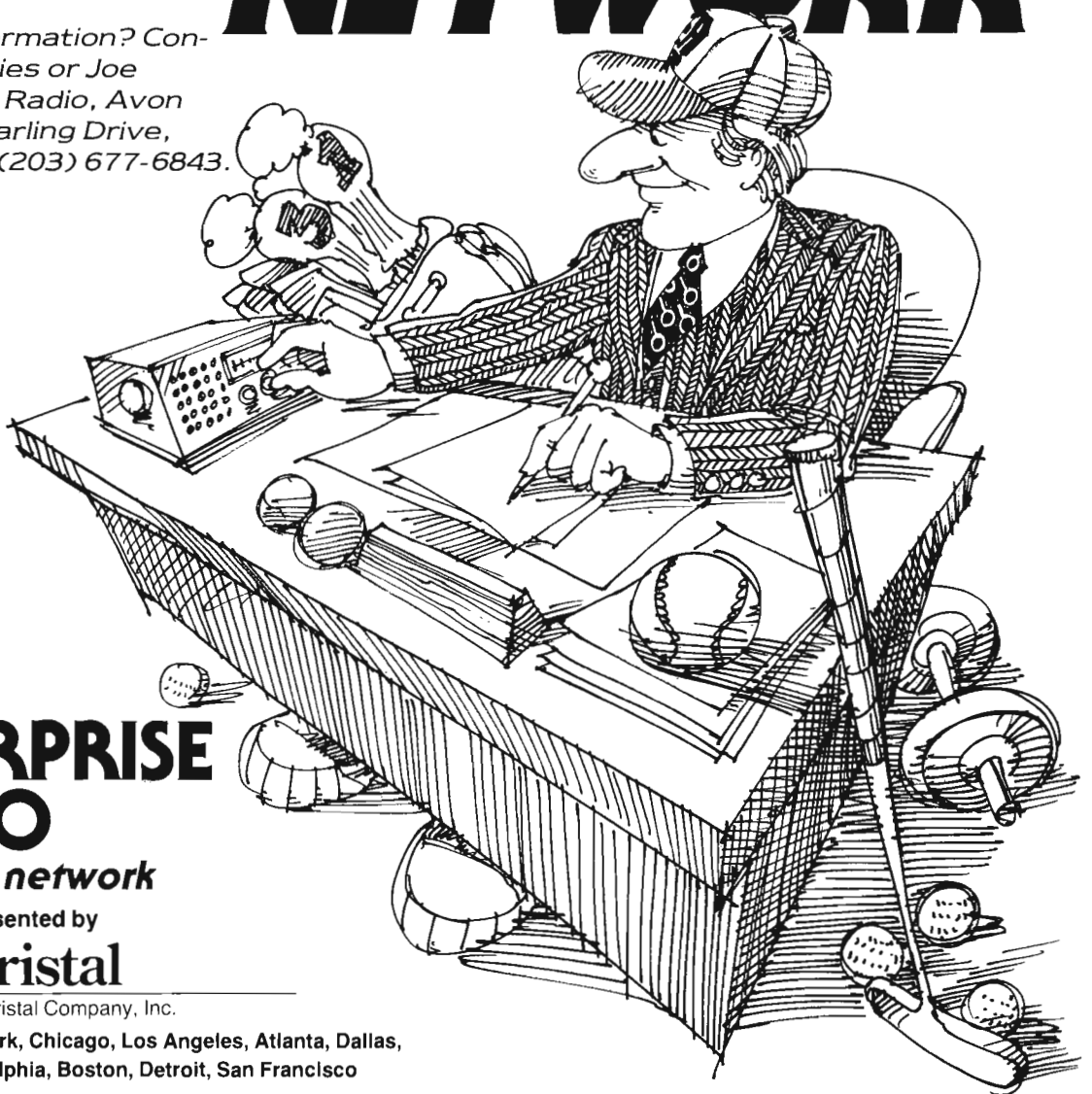
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action a violation of the antitrust laws and the constitutional guarantee of equal protection of the laws. It also asked for a preliminary injunction prohibiting the league and the Dolphins from denying it the game—and got it.

Judge James C. Paine held that "there is a substantial likelihood" the station will ultimately prevail in the suit. He noted the term "home territory" is not defined in the law and that, as a result, "should probably not be dictated by the NFL bylaws and constitution." Thus, he said, there appears to have been an illegal delegation of authority to the NFL to define the "home territory."

What's more, Paine cited the FCC's use of a 35-mile standard in the sports-blackout rule it enforces against cable television systems. Thus, he said even if the NFL has the authority to define "home territory," there is "an apparent inconsistency" between the 1961 statute and the commission's regulations. And that inconsistency might amount to discrimination, the judge added.

But even as WTVX was celebrating its victory, it learned it would not be able to broadcast the game after all. NBC, which was to carry the Dolphins-Cincinnati game, would not feed it to the station, as expected. It was "a marketing decision," Pierre Mapes, NBC's affiliate relations representative, explained. After all, WTVX is a CBS affiliate, and, with its new facilities, was a competitor of NBC affiliates in the area, including WPTV(TV) (ch. 5) West Palm Beach.

And the NFL and Dolphins are not letting the matter rest. They plan a prompt appeal of the injunction order.

Watching that court action closely is

CBS. It is scheduled to carry the next Dolphins home game, on Sunday (Sept. 28). Although the networks agree to abide by the league's blackout rule, officials of WTVX say they assume CBS will feed the game, because of the affiliate relationship. But an official in the network's affiliate relations department, Dan Clancy, said last week, it was "too early" to say what CBS will do.

## 'Challenges' to society and broadcasters

**That's what the FCC's Ferris sees in new technologies, along with possible First Amendment problems; the industry should look for new opportunities that will be available, and the general press should be doing a better job informing the public**

The brave new world toward which the FCC has been urging the telecommunications industries it regulates presents "challenges" not only for those industries, as FCC Chairman Charles D. Ferris frequently says, but for the government and society as a whole. They are challenges, Ferris said in a speech to a press group, that involve such fundamental rights as free press. But they involve matters, he said, about which the daily press has done little to inform the public.

Ferris, who was addressing the Maryland-Delaware-D.C. Press Association, in Ocean City, Md., complimented the news-

paper owners for taking advantage of developing technology to diversify their operations. That attitude differs from that of some of the industries regulated by the FCC that, he said, seek to prevent technological advances rather than "seizing the opportunity" they present.

"Change should be viewed as a challenge, not a threat," Ferris said. "Change challenges the communications industries to respond more effectively to consumer demand—to create, in short, the circumstances under which government regulation will cease to be necessary."

But, he added, the developing technology, in providing new competition, diversity and abundance of services, "may present challenges of a wholly different order to your industry, to the First Amendment, and to our entire society." He cited experiments in which AP, Knight-Ridder and a dozen other newspapers are using the telephone and cable television to deliver over a television set the kind of information normally contained in a newspaper, and asked: "When our television sets become the receivers and our phone lines the transmitters of [such] information ... what should the role of government, if any, be toward this information and its carriers?" If the system uses television signals, should it be considered part of the broadcasting system, and regulated accordingly?

Ferris also pointed to what he sees as a dilemma regarding the role of the "gatekeeper" in the new communications systems. If access questions are left to the systems' owners, he said, there is a danger that "controversial and unpopular ideas" will be suppressed. But if the government makes the decisions on access, he added, "we undercut the very freedom that has spurred us to explore new ways of communicating information better."

The questions—which Ferris and other government officials have raised in private and public remarks in the past—have yet to be addressed in a formal way. But Ferris indicated that, as in other matters, he would prefer competition to government regulation.

The best role for government, he said, is to make sure that consumers can choose among a variety of suppliers of information. If there can be more than one source, there should be. "And," he added, "broadcast information should compete with information provided by the twisted wire pairs of the telephone. Only if the technology is such that only one source of information can reach the electronic home should government sit as an umpire to guarantee access to those with competing ideas."

Ferris, who cited other questions posed by the new technology—how to preserve privacy and to equalize the use of information among segments of society, for instance—said they should not be left solely to the FCC and the trade press which covers it. "All of us as citizens—and especially you as publishers and editors—should be concerned about what choices are made in this area and who the choosers will be," he said.

## Washington Watch

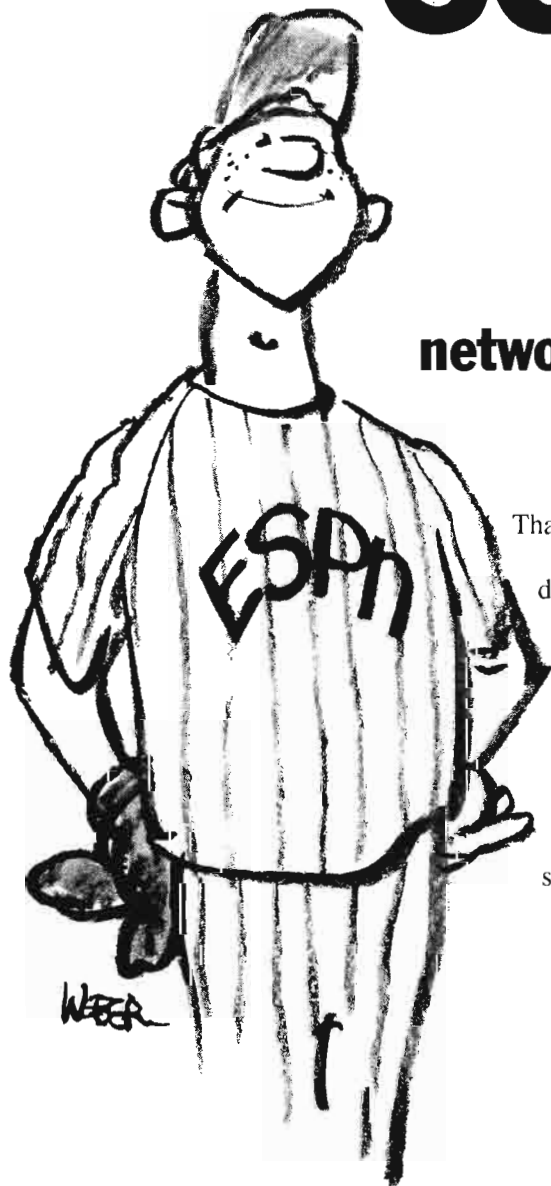
**Matter of timing.** FCC is seeking comments (deadline Oct. 15) on proposal to establish effective date of commission actions as date of public notice of such action, "unless affirmatively designated otherwise." Proposal also suggests that date of public notice would also be date on which commission actions are final for purposes of reconsideration or judicial review. Proposal will also consider amendment of rules establishing date of public notice to commence at 3 p.m. Eastern time on day after occurrence of certain events.

**Impractical.** FCC has denied petition by National Citizens Committee for Broadcasting that sought 180-day deadline for action by commission on all rulemaking petitions. Staff agreed with spirit of petition—"speedy dispatch" of commission responses to petitioners—but disagreed with method. Commission noted that in many cases periods longer than six months are needed to respond to petitions due to "complexity of issues" and number of replies received in connection with petitions. As alternative, commission said it will issue quarterly report giving "status" of all petitions received.

**Counterattack.** FCC's policy statement asserting that radio stations' entertainment formats should be left to discretion of broadcasters has been described by WNCN Listeners Guild as "aberration from [commission's] otherwise clearly understood statutory obligations." Guild makes statement in brief filed in Supreme Court in opposition to commission's request for reversal of decision by U.S. Court of Appeals in Washington. Commission, backed by six broadcast industry parties, said appeals court exceeded its authority in requiring commission to scrutinize proposals to abandon "unique" entertainment format when broadcaster applies for renewal or assignment of license (BROADCASTING, June 16). Listeners Guild said in its reply that case "is about a blatant and unlawful attempt by the FCC to avoid doing exactly what the Communications Act of 1934 requires it to do—regulate in the public interest." Listeners Guild's position, joined by 10 citizen group organizations, was backed in three friend-of-court briefs filed by public interest and cultural groups and eight state attorneys general.



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## It's official: Motorola is spotted lead in AM stereo race

**Revised matrix means Magnavox, Kahn/Hazeltine, Harris and Belar have an uphill fight**

The FCC finally has released its further notice of proposed rulemaking on AM stereo, adopted by unanimous vote on July 31, and it looks much as expected.

The notice includes two evaluation matrices that rank the five proposed systems according to a number of criteria established by the FCC staff. The first matrix no longer means much. It formed the basis for the FCC's tentative selection of the Magnavox system as the industry standard at its April 9 meeting (BROADCASTING, April 14).

The second matrix is a revision of the first and is the heart of the new notice. It reflects the FCC's more intense analysis of the AM stereo docket after the April 9 meeting and indicates that the Motorola system is now the system to beat. Other proponents will have the opportunity to challenge it in comments (due Dec. 9) and reply comments (due Jan. 8, 1981). The other three companies vying to have their systems adopted are Harris, Belar Electronics and Kahn/Hazeltine.

At the April 9 meeting, the FCC staff was ordered to rewrite the report and order

that had recommended the marketplace approach—that all five systems be approved—to reflect the FCC's decision in favor of Magnavox.

However, in going back over the docket, the staff soon realized that because of omissions and ambiguities in the record, the selection of Magnavox was not wholly defensible. So instead of returning to the FCC on July 31 with a report and order naming Magnavox, it came back asking for the adoption of the further notice to gather additional information.

In the notice, the FCC said, "We emphasize that our purpose is not in any way to delay the selection of an AM stereo system but, rather, to base our final determination upon a full, complete and accurate record."

The revised matrix is similar in format to the original. Unlike the original it contains asterisks where the FCC felt it had insufficient information to make a valid rating. In the notice, the FCC said it is "allowing all AM stereo system proponents an additional opportunity to present evidence in any evaluation category where they feel their system may have been misrated." It also solicited comments on "the appropriateness of the evaluation category on the weights assigned to them, on whether any category should be added or deleted from the evaluation table, and on our assignments of engineering data scales corresponding to numerical scoring scales." The FCC also asked for comments on how each of the systems would affect monophonic coverage areas.

Following the tentative selection of the Magnavox system there was an outcry

raised by the other proponents and many broadcasters who believed the Magnavox system produced intolerable interference in the nulls of directional antenna patterns. The new notice specifically asked for comments on this problem and added, "even monophonic signals can become badly distorted and we see nothing in any of the proposed stereo systems which would tend to exempt them from such a natural deterioration."

The notice also had a specific question on the Kahn/Hazeltine system. The FCC said the stereo noise figure it had on the system was extremely poor and asked whether this was typical and, if not, what would be a more accurate number.

The notice also invited comments on whether the FCC should resurrect the marketplace approach by approving two or more systems. The notice also asked about the feasibility of universal decoders that would allow one receiver to process the signal of many systems.

"Another approach that the commission could consider," the notice said, "would be the selection of a system by lottery. This could involve selection from ... all systems," assuming that all are minimally acceptable.

In the notice, the FCC said that failure of the proponents to provide sufficient information will not preclude a decision. "We are confident that if we received no further information at all, and were thereby forced to use only the information on hand, we are in a position to choose an AM stereo system which would serve AM broadcasters and the American public very well."

### Original matrix

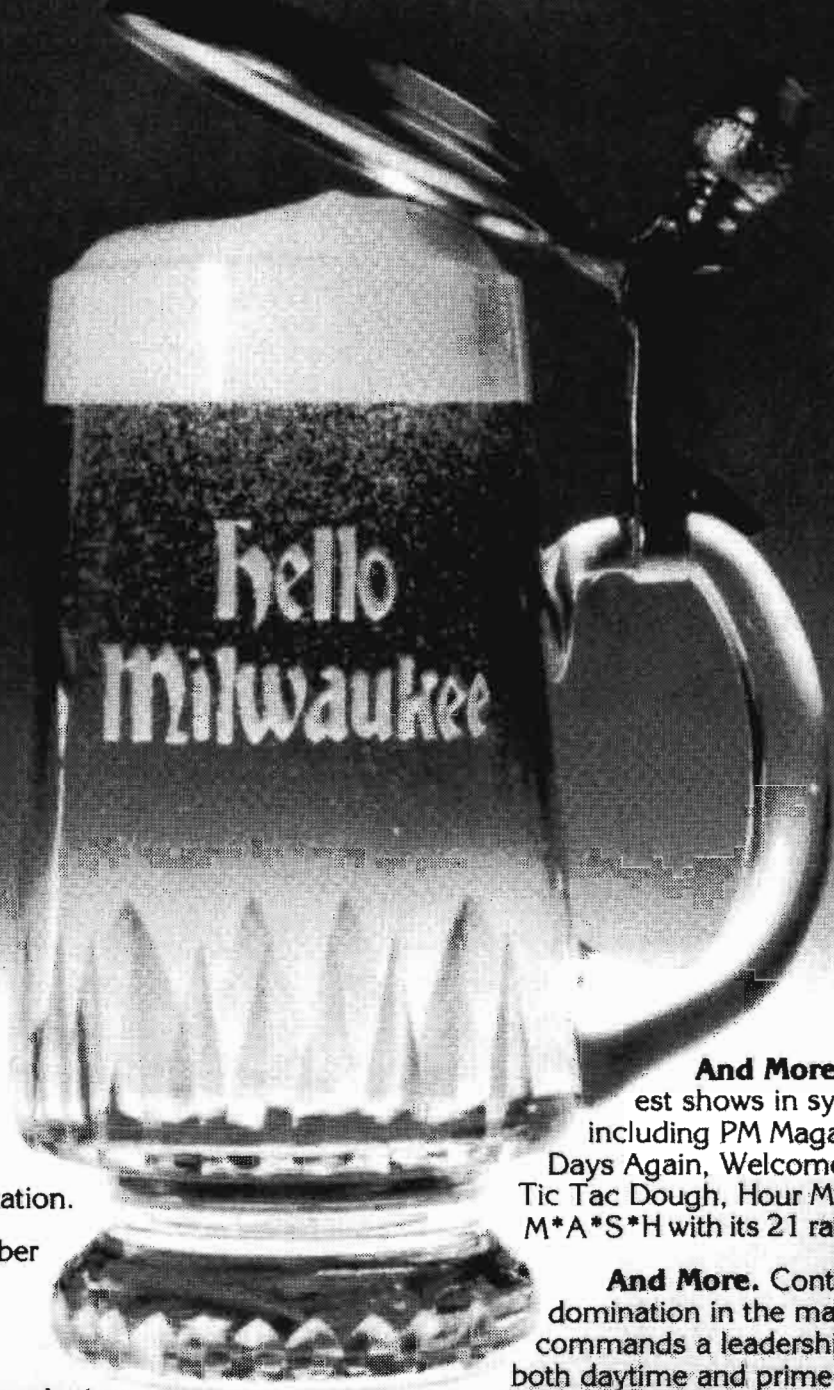
	MAGNAVOX	MOTOROLA	HARRIS	BELAR	KAHN
I. MONOPHONIC COMPATIBILITY (15)	12	11	7	12	11
II. INTERFERENCE CHARACTERISTICS: (1) Occupied bandwidth (10) (2) Protection ratios (10)	7 5	5 3	9 8	5 5	8 7
III. COVERAGE (10):	7	6	6	5	5
IV. TRANSMITTER STEREO PERFORMANCE: (1) Distortion (10) (2) Frequency response (10) (3) Separation (10) (4) Noise (10)	8 9 9 7	7 4 9 8	3 5 6 7	9 10 10 6	2 7 2 6
V. RECEIVER STEREO PERFORMANCE: Propagation degradation (5) Directional antenna effects (5)	3 3	5 3	4 4	3 3	5 3
VI. MISTUNING EFFECTS (5):	3	3	4	3	3
TENTATIVE TOTAL SCORE (100):	73	64	63	71	59

### Revised matrix

	MAGNAVOX	MOTOROLA	HARRIS	BELAR	KAHN
I. MONOPHONIC COMPATIBILITY: (1) Average harmonic distortion (15) (2) Mistuning effects (5)	* 5	9 5	6 5	* 5	12 5
II. INTERFERENCE CHARACTERISTICS (1) Occupied bandwidth (10) (2) Protection ratios (10)	10 7	10 10	10 8	10 *	10 9
III. COVERAGE (Relative to Mono): (1) Stereo to mono receiver (5) (2) Stereo to stereo receiver (5)	* *	* *	* *	* *	* *
IV. TRANSMITTER STEREO PERFORMANCE: (1) Distortion (10) (2) Frequency response (10) (3) Separation (10) (4) Noise (10)	8 8 7 6	8 5 10 10	6 5 2 8	8 6 6 6	4 8 3 *
V. RECEIVER STEREO PERFORMANCE: Degradation in stereo performance over that measured at the transmitter, including consideration of directional antenna and propagation degradation (10)	* *	* *	* *	* *	* *
TENTATIVE TOTAL SCORE (100):	51	67	50	41	51



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**And More.** The strongest shows in syndication, including PM Magazine, Happy Days Again, Welcome Back Kotter, Tic Tac Dough, Hour Magazine and M\*A\*S\*H with its 21 rating/51 share.\*

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**And More.** Ongoing community service projects, including "Food for Families", our annual Thanksgiving effort that received the 1980 national BPA award as the best community involvement project in the country.  
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## WISN-TV

\*Nielsen, May 1980. Data subject to qualifications listed in report.  
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## To three or not to three

A difference of sorts has arisen between the National Cable Television Association and Satellite Syndicated Systems over the use of three-meter satellite earth stations.

The engineering department of NCTA has warned members against the purchase of the small dishes because the interference levels that accompany them fall close to the maximum allowed by the FCC. What's more, NCTA's Christopher S. Weaver, vice president of science and technology, expects the FCC eventually to shorten the orbital spacing between the satellites from four degrees to three, which "could effectively make three-meter antennas unusable."

NCTA's action affects SSS, which has given away 100 three-meter stations as part of a marketing effort for its Satellite Program Network II on Westar III. SSS chose the small dishes because they are cheaper than the 4.5-meter and five-meter dishes widely used by cable systems. The earth stations SSS has given away cost about \$2,500 each.

Dick Smith, executive vice president of SSS, defended the company's decision. Smith said the dishes now in place are "operating better than expected."

Smith said SSS has told cable operators who installed the small dishes that larger ones will be put in if the three-meter dishes don't work. And Smith said if the FCC shortens the orbital spacing it won't

happen for a number of years and in the meantime the smaller dishes will do the job.

When the FCC will shorten spacing is unknown. The subject has been raised at the FCC, but it is not officially looking into the matter and probably won't until the orbital arc is filled. Even then outside pres-

sure would be needed to generate a rulemaking.

NCTA, in taking a long-range view of the matter, said its warning is part of its attempt to standardize the industry and influence future policies. Weaver maintains that the three-meter dish "is bad engineering practice."

## InSync

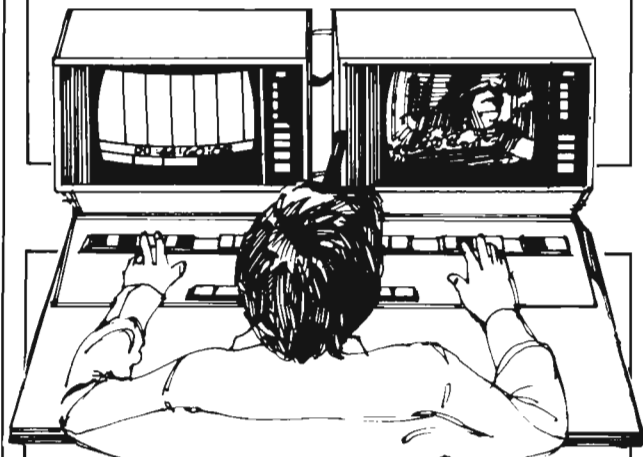
**Changeover.** FCC has issued rulemaking notice that would require AM stations using directional antenna systems to convert to standard radiation patterns. Move would affect some 1,200 broadcasters. FCC adopted rules in 1971 on directional arrays for new AM applicants, but grandfathered rules for existing stations. Comments are due Nov. 17.

**Dirigible duty.** Raven Industries, Sioux Falls, S.D., has built blimp for use by ABC in professional golf coverage. Blimp has 50-pound microwave package on underbelly that is used to transmit to ground relay antenna and is largest built by Raven.

**Still going.** Consumer group within Electronic Industries Association said video sales are on rise despite recession. EIA reports nearly 15% (686,316 to 788,876) increase in August color TV sales and 56% (36,219 to 56,606) jump in videotape recorders over August 1979. For year VTR sales are 63% (240,877 to 393,520) ahead of last year.

**Honored.** Over 350 persons gathered last Monday evening in Rainbow Room of RCA building in New York to honor four companies for their work in "the development and implementation of digital techniques for the production of video special effects." Nippon Electric, Panasonic, Quantel Ltd. and Vital Industries were recipients of the Emmys presented by National Academy of Television Arts and Sciences. Panasonic's award singled it out for "conception and introduction" of digital squeeze techniques.

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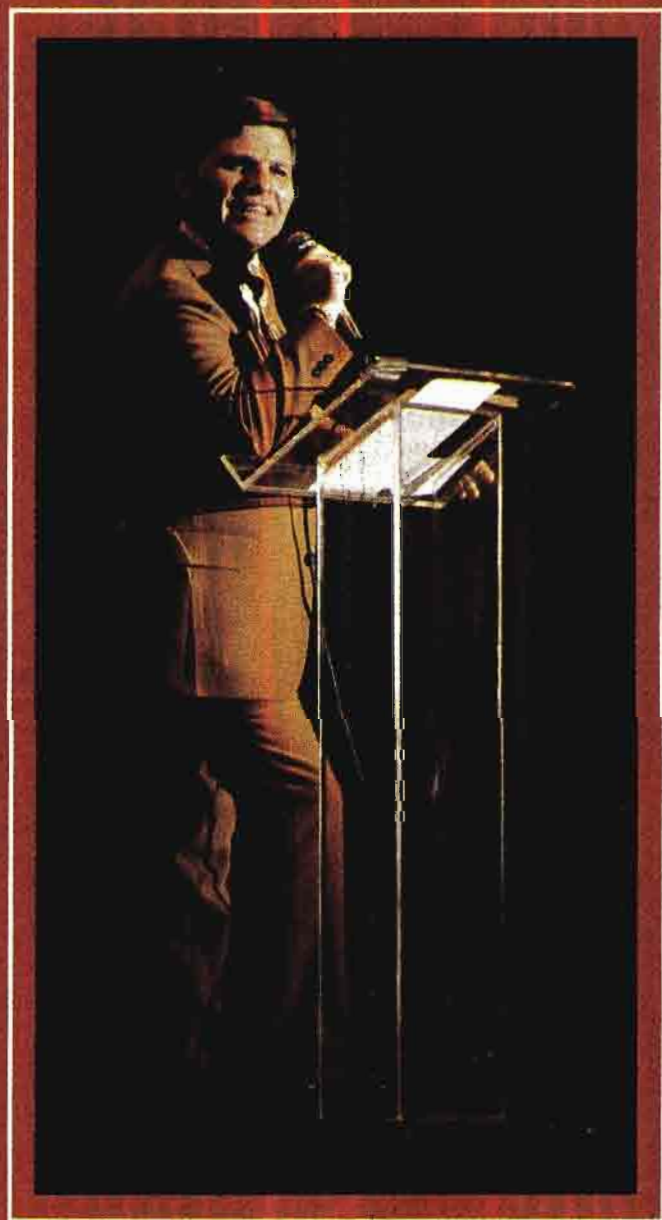
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may come out when the NCTA meets with the Congressional Black Caucus on Sept. 26.

■ **New headquarters**—The board authorized the executive committee "to review final plans and final budget so that issue does not have to be brought back to the board," Wheeler said. With the executive committee making decisions, it's hoped that the NCTA's move to 1734 Massachusetts Avenue N.W., Washington (BROADCASTING, July 28), will be expedited and that it will be in the building that will bear its name by Feb. 1, 1981.

■ **Signal piracy**—The board adopted a position in favor of some type of "theft-of-service legislation" but stopped short of endorsing antitheft legislation recently

introduced by Representative Richardson Preyer (D-N.C.). Wheeler said, however, that the board went on the record in favor of such legislation and "management will be judged by its ability to secure legislation."

■ **Conventions**—The board approved some changes in its line-up of future conventions, tentatively scheduling Las Vegas as the site of two out of three conventions for the next six years. Because of the unexpected growth of the convention, Wheeler said, the board dropped Atlanta as the 1985 host city and substituted Las Vegas. And, he said, the board authorized the NCTA to see about also moving the 1983 convention, now set for New Orleans, to Las Vegas. The board con-

firmed arrangements for Los Angeles in 1981, for Las Vegas in 1982, and San Francisco in 1984. It also added Las Vegas as the site of the 1986 convention.

The directors also elected a new member to the board. John Goddard, president of Viacom Communications. He was elected to fill Viacom's seat left vacant when Chris Derrick, the former Viacom head, took over the presidency of Premiere.

## Cable franchising give-aways prompt call for regulation of system rates

**Omaha newspaper publisher says percentages handed out to locals ultimately mean higher charges paid by subscribers**

Warren Buffett, chairman of the Sun Newspapers, a group of weeklies in Omaha, Neb., has hit cable where it hurts the most, saying all revenues of a cable system, including those from pay television, should be regulated according to the rate-of-return formulas that are common in public utilities regulation.

Buffett made the comments in a lengthy column that appeared Sept. 7 on the op-ed page of the *Washington Post*. Buffett is also a director of the Washington Post Co.

Buffett said the 1974 FCC ruling which exempted pay television revenues from regulation "now is clearly unwarranted. In the relatively near future, a majority of revenue might well come from a wide variety of unregulated charges. . . . Regulation that doesn't include all items or revenues in determining appropriate rates of return is no regulation at all."

Rates based on rate of return, Buffett suggested, are needed to end the practice of what he termed insuring "windfall" profits to local citizens who aid cable operators in winning cable franchises, but who supply no capital for the construction of the system. The money to pay off these local partners for their services through a share of the profits or buy-out after several years, Buffett said, ultimately comes from the cable consumer.

"The degree to which massive handouts can be made in conjunction with obtaining exclusive franchise grants should be seen as a barometer of the weakness, current and expected, in rate regulation. If rate of return is effectively regulated there is no windfall to be distributed."

Cable operators, Buffett said, can be expected to try to maintain the status quo and deviate from it only to weaken the local regulatory role even further. But, he warned, "the behavior of . . . cable operators should cause . . . governments to think twice before consenting to any 'honor system' theory of rate regulation. Instead, a rate-of-return approach applied to total earnings and total capital investment should become mandatory. Unless this is accomplished soon, imbedded eco-



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# HOW TO HELP PROTECT YOUR CHILD'S LIFE

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The facts aren't pretty. Each year, more small children are killed in automobile accidents than in drownings, fires, or falls. And that's only part of the story. About 46,000 children under the age of five are injured in auto accidents every year. Experts estimate that the vast majority of these fatalities could have been prevented and most injuries reduced if Child Restraint Systems had been used. The tragedy is that less than 10% of all children in cars are properly restrained in child seats.

**An unrestrained child is vulnerable in an auto accident.** During its first few years, an infant is proportioned differently than an adult. That means small children are top-heavy—usually until the age of five.

If children aren't restrained during an accident, or even a sudden stop, they may tend to pitch forward, headfirst. Even in a minor collision a small child can be thrown against the car's interior, and serious injuries can occur.

**Holding a child in your arms is not a substitute for a Child Restraint System.** Some people think that by holding a child in a car they are protecting him or her. But safety experts disagree. In an accident, a child in a parent's arms can be crushed between the car's interior and the unrestrained

parent. Even if the parent is wearing a seat belt, in a 30 mph collision a 10-pound child can exert a 300-pound force against the parent's grip. Chances are that even a strong adult won't be able to hold on to a child in such a situation.

**Child Restraint Systems are an effective way to protect a child in a car.**

General Motors makes two types of Child Restraint Systems: *The Infant Love Seat*, for infants up to 20 pounds; and *The Child Love Seat*, for children 20 to 40 pounds and up to 40 inches in height. They are available through any GM car or truck dealership and leading department and specialty stores. These have been designed by our safety engineers in consultation with pediatricians and medical experts. We believe they represent a significant development in child safety systems.

Ours aren't the only systems available. The important thing is to have a restraint system for your child and to use it correctly.

**Here's what to look for when you buy a Child Restraint System:** 1) For a child restraint, the seat should have a label certifying that it meets Federal Motor Vehicle Safety Standard #213. 2) An infant restraint should indicate on the label or in the literature that it has been dynamically tested. 3) Make sure that the seat is appropriately designed for your child's size and development. 4) For

convenience and safety, the seat should attach easily but securely to your car, hold your child snugly, and be the one you're willing to use correctly. 5) It's a big help if the seat is easy to clean.

At General Motors, we're very concerned about safety. And we believe that every child has the right to the protection afforded by properly designed child seats and infant carriers. That's why we support efforts to enact reasonable mandatory child restraint laws.

Please make sure that when you have a child in the car, he or she is adequately protected. If you have a Child Restraint System, always use it. If you don't have child restraints, read your Owner's Manual and learn how the seat belts your car does have can be used to protect your child. And always remember to wear seat belts yourself. Because no matter how careful you may be, accidents can, and do, happen.

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conomic interests, along with subsequent transfers of properties at enormous premiums over tangible capital investment, will make a cost-related rate structure politically impossible."

The National Cable Television Association, for one, would try to make such an approach impossible. NCTA President Tom Wheeler, commenting on the article, said, "You cannot compare cable to public utilities" and base cable rates on rate of return. He said utilities provide necessary services and are natural monopolies. Cable systems, on the other hand, are not monopolies—they compete with broadcasters, STV and MDS—and cable service is a luxury. "You can live without cable television," Wheeler said.

What Buffett is advocating, Wheeler said, is "fitting cable into a pre-existing regulatory cubbyhole whether it fits or not" and ignoring the uniqueness of cable.

Rates regulated on the basis of rate of return would "squash incentive, which is now the impetus behind the wiring of cities and new services." Risk-taking, intrinsic in urban cable building, and rate-of-return regulation do not mix, Wheeler said.

Buffett's concern over cable rate regulation stems from the experience of the publisher of the Sun Newspapers in Omaha, the site of a recent franchise award to Cox Cable. Buffett said the publisher received a letter from one of the

five losing applicants offering a 20% interest in the cable system should it win the franchise in exchange for the newspaper's help in securing the franchise. He said the newspaper would have received "a significant piece of the action. Our financial commitment would have required us to forgo a night out at McDonald's."

Buffett was harsh in his criticism of the practice. "What would be blatantly illegal if only two parties were involved—the grantor and grantee—apparently can be

legalized if not deodorized by the presence of three parties—grantor, free-riding party of influence and grantee."

In Omaha, Buffett said eight individuals, for \$200 total, were allowed to buy a 20% share of a cable system that may cost \$37 million to build. Cox's projection to the city, Buffett said, puts a value of \$12 million on the 20% share after 10 years. And even if the system should flop, Buffett said, Cox has promised the investors \$1 million after five years.

## Changing Hands

PROPOSED

■ **WKSS(FM)** Hartford, Conn.: Sold by Broad Street Communications Corp. to Sturgeon Corp. for \$2.2 million. Seller is privately held group owner of WELI(AM) New Haven, Conn.; WGSO(AM)-WQUE(FM) New Orleans; KTOK(AM)-KZUE(FM) Oklahoma City, and WVCG(AM)-WYOR(FM) Coral Gables, Fla. Richard L. Geismar is chairman and Fred Walker is president. Buyer is owned principally by Howard P. Tanger who is also principal owner of WTMI(FM) Miami. WKSS is on 95.7 mhz with 50 kw and antenna 820 feet above average terrain. Broker: Blackburn & Co.

■ **KFKA(AM)-KFKZ(FM)** Greeley, Colo.:

Sold by RG Inc. to Bob Treadway and others for \$1.8 million plus \$150,000 covenant not to compete. Seller is owned by Harris Enterprises (60%), Garden City, Kan.-based group owner and newspaper publisher owned by John P. Harris and family; and by Joseph J. Tennesen (15%), and former FCC Commissioner Robert Wells and Peter Macdonald (12.5% each). Harris Enterprises also owns WJOL(AM)-WLLI-FM Joliet, Ill.; KIUL(AM) Garden City and KTOP(AM)-KDVV(FM) Topeka, both Kansas; KOZA(AM) Odessa and KSEL-AM-FM Lubbock, both Texas, and 30% of KBUR(AM)-KGRS(FM) Burlington, Iowa. Treadway is Colorado Springs broadcasting consultant with no other broadcast interests. KFKA(AM) is on 1310 khz with 5 kw day and 1 kw night. KFKZ is on 96.1 mhz with 100 kw and antenna 660 feet above average terrain.

■ **KIVA-TV** Farmington, N.M.: 100% of Four States TV Inc. sold to Center Group Broadcasting Inc., for \$1.2 million plus assumption of debts not to exceed \$700,000. Seller is owned by D. Kent Anderson, Robert L. Clarke and Eugene Talbert (20% each), John R. Catsis and wife, Connie (17½%), and others. Anderson, Clarke and Talbert also own KYKN(FM) Grants, N.M., and KBFM(FM) Edinburg, Tex. Anderson and Clarke own KIXL(AM)-KHFI-FM Austin, Tex. Buyer is owned principally by Alfred Burke, owner of Pepsi-Cola bottling company in Longview, Tex. He is also principal owner of KTYL(AM)-KXAK(FM) Tyler, Tex., and KKCS-AM-FM Colorado Springs. KIVA-TV is NBC affiliate on channel 12 with 158 kw visual, 15.8 kw aural and antenna 410 feet above average terrain.

■ **KWKA(AM)-KTQM-FM** Clovis, N.M.: Sold by Creative Communications Corp. to Curry County Broadcasting Inc. for \$350,000 plus \$270,000 covenant not to compete. Seller is owned by Lyle Walker, Norman Petty, Tom Battin and Pauline Ridley (25% each). They have no other broadcast interests. Buyer is owned by C. Hewel Jones (85%) and Robert D. Coker (15%). Jones is Fort Worth realtor. Coker is news correspondent for ABC Radio Network. They have no other broadcast interests. KWKA is on 680 khz with 500 w full time. KTQM-FM is on 99.9 mhz with 100 kw and antenna 300 feet above average terrain.

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**New Address**

9/22/80



■ **KNGT(FM)** Jackson, Calif.: Sold by Gold Country Radio to Winters Broadcasting for \$300,000. Seller is owned by Vernon Hatfield who has no other broadcast interests. Buyer is owned by Melvin Winters (87.5%) and John B. Webb (12.5%). They also own **KXGO(FM)** Arcata, Calif. **KNGT** is on 94.3 mhz with 230 w and antenna 1,090 feet above average terrain.

## South will rise again

**Annual cable meeting, again in Atlanta, features more exhibits, more ambitious program and expected record turnout**

Last year the Southern Cable Television Association changed course—away from hardware and toward programing. This year SCTA meets at the same location, the Atlanta Hilton, for three days starting Sept. 25 and continues in the same direction.

SCTA President Cal Sutliff of Gulf Breeze Cablevision, Gulf Breeze, Fla., said when the association meets it will be "majoring in programing and minoring in financing." The dual theme, he said, will be reflected in the panel sessions of the 30th annual meeting.

Sutliff expects large attendance: 1,200 "versus 800 last year and versus 600 the year before." Many of those will be equipment and programing suppliers, who quickly bought up the 140 booths available in this year's expanded exhibit area. And Sutliff said the contracted convention organizer, Convention and Show Management Co., told him that it could have sold 100 more booths had they been available to SCTA.

The presence of booths this year is testimony to the meeting's increasing size and sophistication. Previously, exhibitors were assigned tables. (The affair is growing so fast, Sutliff said, SCTA is moving to the wide open spaces of the Atlanta convention center next year.)

The Cable Television Administration and Marketing Society, as Sutliff said, "is piggybacking" on the meeting. It will hold one of its regional seminars on Tuesday (Sept. 24) at the Hilton the day before the SCTA meeting commences. A CTAM spokesman said 150 are expected at the seminar to participate in sessions on tiering, advertising and programing guides.

Charles Smithgall of Turner Broadcasting Systems is chairman of the day-long seminar, and Eric Severeid, former CBS News commentator, is the Friday luncheon speaker.

The panel session schedule throughout the meeting is light. On Thursday there is a morning session on set-top converters and in the afternoon, one on financing. On Friday morning there is a joint technical-management session on videotext followed by concurrent technical and management sessions: "How to Secure and Audit Multitiered Systems" and "Tech-



**The heart of the city.** WDRB-TV Louisville, Ky., formally opened its new \$2.5-million facility with ceremonies attended by more than 400 people, including civic and business leaders and representatives from national broadcasting organizations. Highlight was a Sept. 4 one-hour TV special that featured comedian Foster Brooks, actor Ned Beatty, Muhammad Ali (via tape from his training camp) and Kentucky Governor John Y. Brown. Brooks, Beatty and Ali are Louisville natives. WDRB-TV's new facilities are in Louisville's downtown redevelopment area. The site was selected for its access within the community as well as to emphasize the station's commitment to the growth and revitalization of downtown Louisville, according to Elmer Jaspan, WDRB-TV president and general manager. The channel 41 independent is owned and operated by the Minneapolis Star & Tribune Co. L-r: Jaspan; Otta A. Silha, chairman of the board, Minneapolis Star & Tribune Co.; Beatty; Brooks and Paul A. Tattersal, senior vice president, Minneapolis Star & Tribune Co.

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**Change of heart.** Carter campaign has withdrawn five-minute program featuring woman who is no longer grateful to Carter—as she seemed in piece—and is in fact planning to vote for Ronald Reagan. Sondra Downend, wife of coal-mine operator who is in financial difficulty because of environmental laws, appears in program filmed at presidential town meeting, in Steubenville, Ohio, last year. After she questions Carter about laws, Carter stuns audience—and Downend—by inviting her to White House meeting to be held on subject. Her eyes glisten, and she blows President kiss. But on *Today* show Downend said while she went to meeting in White House, she has still received no satisfaction. "President Carter," she told Tom Brokaw, "deals in symbols, and I was a symbol . . . He gave us no relief." She said she no longer supports Carter and, answering question, said she will vote for Reagan. Aide to Gerald Rafshoon, who produced program, said it was promptly pulled after she complained about it on *Today*.

□

**Franchise notes.** Erie, Pa., has passed resolution designating Comcast Corp. subsidiary as winner of cable television franchise there. Official city action is expected Wednesday (Sept. 24). Comcast proposed 58-channel system with two-way capability and four to five tiers of service. Company plans to pass 42,000 homes in Erie . . . In New Orleans, Storer has drawn early lead in franchise race there. Consultant has rated Storer tops among eight competing companies. Cox, Teleprompter, Community Tele-Communications subsidiary, and four local companies, one in joint venture with American TV & Communications, are other bidders. Award for city's 205,000 households is still at least six weeks away . . . In Washington suburb of Fairfax county, Va., board of supervisors decided last week to award one franchise for entire county. Previously county was going to split franchise in three areas. Decision makes pot (200,000 homes) even bigger for 22 companies who have expressed interest . . . Providence, R.I.-based Colony Communications has opened Los Angeles office in move "to strengthen its West Coast cable television franchising efforts." Office is at 617 South Olive Street, Suite 507, Los Angeles 90014; (213) 629-0816 . . . Baltimore's Morgan State university will showcase two days of cable television workshops and exhibits as part of city's efforts to identify cable needs. Mayor has established 10 task forces on various subjects to ascertain community needs. Interested companies should call (301) 444-3022.

nological Inspiration for New Services."

Friday afternoon there will again be two concurrent sessions. The management session on how the strike of the Screen Actor's Guild might affect the cable industry is the meeting's most topical. The technical session is entitled "Education and Motivation in Technology."

The Saturday morning technical session is "Improving the End Product" and the concurrent management session will deal with ratings, posing the question, "Is Anybody Out there Watching?"

The meeting's delegates will be entertained by country music star Lynn Anderson at a Friday evening banquet and by Ted Turner during a day at Atlanta Stadium on Saturday after the final session. Those interested can play softball against employes of Turner's superstation, WTBS(TV) Atlanta, in the afternoon and all are invited to watch Turner's Atlanta Braves play the San Francisco Giants that evening. Tours of the new facilities of the Cable News Network, another Turner enterprise, are also scheduled for the afternoon.

## Getting the public into the act

The Federal Trade Commission, the National Citizens Committee on Broadcasting and the National Federation of Local Cable Programming (NFLCP) have joined together to sponsor a conference in Washington designed "to help consumers get the most out of cable television."

According to Sam Simon, president of NCCB, a public interest group under the Ralph Nader umbrella, the conference will "alert city officials, cable operators and consumers to the different types of consumer-oriented services available and give them practical advice on how to make them a part of local cable systems." He said the conference will also focus on making consumers "better able to participate in the franchising process" by making them more aware of the total spectrum of cable services.

The two-day conference will be held at the Carnegie Institute, Washington, in January. Simon said a maximum of 16 papers will be presented by industry, government and other interested parties. Simon said 400 is the largest crowd that can be accommodated. Of that 400, he hopes 100 will be representatives of industry and 200 of state and local governments. The rest will be staff of the FCC, the FTC and "other Washington people."

Spin-offs of the conference will be two pamphlets, one written for cities and cable companies, the other for consumers. A one-hour videotape will also be produced capsulizing the discussions and highlights of the conference. Audio tapes of the various papers will also be available.

Simon said the conference idea grew out of informal discussions between the FTC and NCCB. Eventually, NCCB submitted an unsolicited bid to the FTC to put the conference together and was subsequently



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awarded a \$10,000 contract. NFLCP's role in the project, Simon said, is to produce the videotape and the audio tapes and to provide information on the "how-to aspects" of consumer services.

Simon stressed that the conference was to be a cooperative effort with industry and that he expects industry representatives to present some of the papers. He said he has already talked with Tom Wheeler, president of the National Cable Television Association, about the need for this type of conference.

## DOE doers at AWRT

American Women in Radio and Television has received a grant from the Department of Energy to help DOE spread the word about a new consumer education program.

By November, appliance manufacturers will be required to comply with a Federal Trade Commission ruling that mandates the attachment to some products of a tag clearly explaining energy consumption. DOE, worried that consumers will not

fully understand how to use the information provided, turned to AWRT for help.

AWRT members will be briefed about the project during the next seven weeks at area conferences. Basically, AWRT members will be using their media expertise to help disseminate information to the right outlets. The \$15,000 grant will cover AWRT's expenses for the project, which includes packets of information for members to promote the campaign. DOE is in the process of hiring an advertising agency to produce public service announcements.

# Programing

## No more Mary Hartmans?

**At BFM, syndicators say deficit financing is out for programing**

Station management pointed to the syndicators, who, in turn, pointed back to the stations. The subject was the cost of syndicated programing. It was discussed at a Broadcast Financial Management Association panel session last Tuesday, "Television Programing—How Much is Too Much?"

Gary Lieberthal of TAT Communications/Tandem Productions in Los Angeles said that production costs in Hollywood have risen so high that first-run, scripted syndicated programs, such as his company's successful *Mary Hartman, Mary Hartman*, will probably not again be made for local stations. Those shows, he said, are now "headed for pay television, not syndication." According to Lieberthal, *MH* would cost \$250,000 a week to make today, requiring a minimum payment from a station in Los Angeles of \$30,000-\$35,000 for each week. For proved off-network shows, such prices are not unheard of, but it is considered high for made-for-syndication product.

"In order to make it pay, you can't just have a winner," said Lieberthal. "You need lightning in a bottle."

John Goldhammer, the former program director of KABC-TV Los Angeles and currently with Paramount Television, was also on the panel. "What the industry is saying is that it will no longer deficit finance," said Goldhammer. "We don't want the risk." He added that production studios were interested in co-producing with stations and groups as a way to reduce those financial risks.

Lucie Salhany of Taft Broadcasting, president of the National Association of Television Program Executives, served as moderator of the panel. She said that the stations were interested in local as well as



**Programing panel.** Syndicated show costs were discussed at the BFM meeting by (l-r): Lucy Salhany, Taft Broadcasting; Gary Lieberthal, TAT/Tandem Productions; Bob Steinberg, Meredith Broadcasting; Phil Corvo, KGTV(TV) San Diego; John Goldhammer, Paramount Television, and Ray Rajewski, Taft Broadcasting.

co-productions because "we can control our own destinies and not be at the mercy of the syndicators." She, along with Phil Corvo of KGTV(TV) San Diego, represented the station side of the argument.

Corvo pointed out that the "escalating cost in syndicated properties" is forcing stations to look elsewhere for programing. Many, he said, are finding it in their news departments. "It doesn't take that much to produce an additional half hour or hour of news," he said.

A question was raised for the syndicators concerning whether stations could expect more magazine-style or "reality" programs from Hollywood. Lieberthal said that as far as his company was concerned, probably not. Reality shows, he said, can be done as well by local stations as by syndicators. "We should be doing things you can't do yourself," he said.

In answer to another question, Lieberthal and Goldhammer said they expected one-inch tape to become the norm in syndication in the relatively near future.

Two-inch is still the most popular, both said, but one-inch is gaining in acceptance.

## Smith out at Worldvision

Jerry Smith, executive vice president, marketing, for Worldvision Enterprises, and a key figure there since the TV program distribution firm's creation in 1973, has been dismissed. The move last week led to considerable industry speculation about the company's organizational future and the job security of Worldvision President Kevin O'Sullivan, but on both those counts, Taft Broadcasting, which took over Worldvision last year, was adamant in denying that Smith's departure meant wider-reaching changes at the subsidiary.

Word of the Smith firing came not long after Taft's announcement that it consolidated its TV and theatrical production activities under a new Taft Entertainment entity headed by Sy Fischer, president and



Sept. 8). The reorganization, as outlined, left Worldvision, the distribution arm, as a separate company under O'Sullivan.

Neither Smith nor O'Sullivan could be reached for comment, but Dudley Taft, president of Taft Broadcasting, stressed that O'Sullivan's job was not in jeopardy, claiming that rumors were "totally false" and "we have the greatest confidence in him." And he offered a similar denial to speculation that Worldvision also might be brought under the wing of Taft Entertainment.

Industry talk claimed Smith's firing was due to a poor domestic sales picture at Worldvision this year, particularly local syndication expectations from *Little House on the Prairie*.

Taft, however, mentioned only an "over-all softness" in the syndication business across-the-board and said there was no particular problem at Worldvision or with *Prairie*. On the international side, he said, Worldvision business is doing well.

Taft added that there was a possibility that Smith might work out a consulting agreement to continue some work with Worldvision.

## WETA takes BET on black football

### Washington PTV carries games normally fed to cable systems

Black Entertainment Television and non-commercial WETA(TV) Washington have turned things around a bit. The noncommercial broadcaster is picking up programming from a cable network.

Starting last Friday and continuing for the next eight Fridays, WETA is televising taped coverage of black college football games, produced by BET, a cable television network. The games air on channel 26 on Fridays at 10:30 p.m. NYT, a half hour before they are transmitted via satellite (Satcom I, transponder 6) to the 375 cable systems affiliated with the USA Network.

The arrangement between WETA and BET works to their mutual benefit. WETA gets programming appealing to sports fans, particularly black fans in the predominantly black city of Washington, and BET enjoys added revenues and a showcase for its product in the nation's capital.

Some of WETA's costs are being underwritten by Columbia Federal Savings. The Washington bank is putting up \$1,000 per game, which will be split and be paid directly to the colleges playing in each game.

Bob Johnson, president of BET, said one of the reasons he entered into the deal was "to demonstrate the potential of cable ... and stimulate interest in cable television" in the cableless capital. (Johnson has previously expressed an interest in procuring the city's cable franchise.)

The colleges involved in the telecasts are all members of the Southwestern Athletic Conference.

## Monitor

**Missed again.** Daredevil Gary Wells was in critical condition last week after unsuccessfully attempting motorcycle jump over fountain at Caesars Palace, Las Vegas, for ABC-TV's *That's Incredible*. Show earlier this month featured tape of accident that occurred when another stunt involving leap over speeding cars nearly ended in tragedy, but motorcycle crash was not shown.

**In the marketplace.** WOR-TV New York and KTLA(TV) Los Angeles are among early takers of "The Award Winners," umbrella package of nine "classic" features distributed for monthly prime-time barter release from On the Air, New York. It's company's first movie package and includes "La Strada," "Of Mice and Men," Hamlet," "Seven Beauties," "Wifemistress," "Cousin, Cousine" and "400 Blows" ... Sullivan Productions and Syndicast Services claim 85 stations on board for six *Best of Sullivan* barter shows edited from old *Ed Sullivan Show*. Two half-hour shows are intended to run back-to-back in October, November and December. Syndicast will be distributing weekly package come January ... International distribution rights to *Tonight Show Starring Johnny Carson* have been picked up by 20th Century-Fox Television, with Fox's Global Television subsidiary handling. In Canada, new hour format *Tonight* is on one-day delay. Fox also has two-hour *Tonight* special Columbia Pictures Television is distributing other Carson shows, those from newly formed Johnny Carson Productions ... WCVB-TV Boston production of "Summer Solstice," presumably destined for syndication, has attracted Henry Fonda and Myrna Loy as leads. Play was picked from "Project 5" local writing competition.

**Dunking for dollars.** National Collegiate Athletic Association reported its NCAA Productions generated record income of \$350,726.65 from telecasts of 25 of 48 games in Division I basketball tournament in March. That was 70% gain over 1979 figure.

**Leonard joins WDCM-TV.** Former welterweight champion Sugar Ray Leonard has signed two-year contract as sportscaster on WDCM-TV Washington's *Eyewitness News*. In addition, he will do segments for station's *Morning Break* and *P.M. Magazine*. Leonard did color commentary on *NBC Friday Night Fights* last month.

## PlayBack

**Mixed marriage.** Blair Radio said its newly created specialized sales division has been named to sell advertising in Drake-Chenault's *Satcom I*, \$300,000, 48-hour space-age fantasy concert due to run in top 200 radio markets from 6 p.m. local time Friday, Oct. 24, to 6 p.m. Sunday, Oct. 26 (BROADCASTING, Aug. 25). In assignment called unprecedented for both Drake-Chenault and Blair Radio, Blair unit is responsible for selling four minutes per hour per station, or 192 minutes per station. Coordinating sales efforts is Dan Follis, senior vice president and manager of specialized sales division, based in Blair Radio's Detroit office. Drake-Chenault is bartering *Satcom I* to stations.

**Country time.** *The Silver Eagle: The Cross Country Music Show*, produced by DIR Broadcasting for ABC Radio, goes on road in January 1981. Airing on over 400 country and western stations, 90-minute *Silver Eagle* will spotlight artists recorded live at major club or concert arena. There will be 24 shows running every other week throughout year.

**Tennessee bound.** Oct. 13-19 is busy season for country music industry, much of which will gather in Nashville for annual events. Country Music Association's annual award ceremony opens festivities on Oct. 13. Following ceremony, CMA will hold its annual membership meeting through Oct. 16, at which 15 new board members will be elected. Following CMA meeting, Grand Ole Opry begins annual birthday celebration and country music convention. Over 2,000 country radio personalities are expected to participate this year. Included in activities are performances by various recording artists and annual meeting of Federation of International Country Air Personalities on Oct. 16. Information: 615-244-8872.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *All Out Of Love* by Air Supply; (2) *Upside Down* by Diana Ross on Motown; (3) *Another One Bites the Dust* by Queen on Elektra; (4) *Late In The Evening* by Paul Simon on Warner Bros.; (5) *Sailing* by Christopher Cross on Warner Bros. The top five in **country radio airplay**: (1) *Do You Want To Go To Heaven* by T.G. Sheppard on Warner/Curb; (2) *Heart Of Mine* by the Oak Ridge Boys on MCA; (3) *I Believe In You* by Don Williams on MCA; (4) *Faded Love* by Willie Nelson and Ray Price on Columbia; (5) *Dukes of Hazzard Theme* by Waylon Jennings on RCA.



## Confident CBS faces analysts

**Meeting with Wall Street is upbeat, despite revenue picture; network ratings improvement, determination to control costs and move into cable are taken as positive signs for the long run**

"Discipline" seemed to be the byword at CBS's meeting for New York security analysts last week, at least insofar as cost control was concerned.

As used by CBS Broadcast Group president Gene Jankowski, it was a welcome word to the analysts' ears, and gave the meeting an air similar to the analysts' session ABC had the week earlier (BROADCASTING, Sept. 15). Indeed, one Jankowski remark, "program spending itself cannot achieve success," was a paraphrase of a statement ABC Television President Fred Pierce had made.

At the same time, two elements combined to give the CBS event a generally more optimistic tone than the ABC session. First, Jankowski could use last season's narrow ratings victory to point to what he called his network's "bench strength": the capabilities of the management staff that joined him on the dais. Second, a good deal of the analysts' attention was focused on CBS Cable.

As far as the network business was concerned, Jankowski said CBS-TV had sold out 60% of its prime-time inventory at unit prices up 12% or more over last year. The scatter market, he noted, has been slowed by the Hollywood strike, but CBS Network President James Rosenfield later told the analysts that scatter prices now are "just under last year's" with sales on a week-to-week basis because of the strike, although he "expects the floodgates to open" soon. Half the network's daytime inventory was said to be sold, with C-P-M's up slightly over 5%, although unit prices are "just barely ahead of last year."

Jankowski's version of the over-all broadcast financial situation puts network growth this year at 13%, and 12%-13% growth for 1981. National spot, he said, is up 10% this year, and is projected to rise 12% in 1981, with local having advanced 10% in 1980 and set to rise 14% next year.

On the cost side, Jankowski said CBS is looking to hold network costs to 11%-12% rises in the immediate future. CBS Entertainment President Bob Daly had some additional statistics for an analyst who wanted an "apples-to-apples" comparison of program costs. Speaking off the cuff, Daly used figures that suggested film series cost increases were in the 8%-9%

range, and that tape series, while still costing less than half the price of film, have experienced 25% cost growth. CBS later clarified those figures, saying Daly was low on the film side, high on tape, and that in the aggregate series costs would be up 13%-15% this season.

Daly noted that shifting from film to tape offered a great potential for cost savings (ABC had also leaned heavily on this point) as did what he called a "leveling off" of the past several seasons' trend to an enriched original/repeat mix through the television year. And he stressed the cost advantage of made-for-TV films over theatrical features.

Jankowski as well dwelt on the latter point, calling the great ratio of originals to repeats of the last several years "the single biggest reason" for network cost increases, but also "one of our greatest opportunities," for controlling costs now.

Radio was shown to be a stellar performer, with CBS Radio President Sam Cooke Digges putting industry revenue growth at 25%-30% for 1980. National sales over that period were up 35%-40%, he said, and he expects that good performance to continue into next year. Digges did note that most of the revenue increase has gone to larger markets.

For the CBS-owned television stations, Jankowski expects 1980 to end as a record year, with marginal improvement in 1981. He noted retained or improved ratings shares for all the stations save WCAU-TV Philadelphia.

Jankowski took the opportunity afforded by the meeting to introduce to the analysts the heads of the Broadcast Group's theatrical films and cable units—respectively, Donald March and Bob Shay. Many of the questions analysts at the session asked dealt with CBS Cable, although most of the points discussed had been reported previously (BROADCASTING, Sept. 1). Shay did indicate that while CBS Cable is directing its "satellite strategy" at pre-

sent to use of CBS's Westar transponder, that isn't yet a foregone conclusion. And Jankowski said that while the "fine arts" channel contemplated under current plans would remain just that, it's possible CBS might look to develop other channels of cable programming, in what he termed "a magazine approach to cable."

With news of the actors' strike breakthrough having circulated that morning, attention was also directed at the implications of the walkout. The analysts were told the full impact will depend on when it is finally settled, with Daly saying the network could have some programs on the air as early as three weeks after settlement, although others might require seven weeks. In some cases, he noted, episodes were already 80% complete. Were the strike to drag on for a month, however, one analyst who asked was told the network would definitely order fewer episodes of series than originally planned, although Daly couldn't say how many.

Another analyst who wanted to know if the network didn't stand to realize "multi-multi-multi-millions of dollars" each week of the strike thanks to program cost savings received the answer from Jankowski that "multi-multi-multi" is incorrect.

On an issue of interest to broadcasters, Jankowski claimed that CBS's recent FCC filing on teletext standards "moved the whole issue off dead center." He reaffirmed the company's commitment to broadcast teletext, which he categorized as "an exciting new broadcast service," particularly on the local level.

Jankowski also made a point of expressing his optimism for the future of network television over the next decade. "We're bullish," he said in describing the CBS attitude. According to his projections, increases in homes using television will more than offset the "no more than 10% to 12% erosion of viewer loyalty" he sees due to new technologies' impact by 1990.

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## Financial types see bottom line in Washington

**BFM convention attends to matters of government; form 324 targeted**

Politics, in its varied forms, was a subject of much discussion last week in San Diego, where the Broadcast Financial Management Association held its 20th annual conference.

Total registration for the meeting reached 871. Twelve companies, ranging from computer firms to insurance companies, had exhibits at the four-day meeting, but many of the salespeople were less than pleased with the business they weren't getting at the show.

Both of the conference's featured speakers, Robert King, senior vice president of Capital Cities Communications, and Dwight Case, president of RKO Radio Stations, implored the financial managers of the nation's radio and television stations to get involved in politics—for themselves and for the industry.

The FCC, said King on Monday, has made a "blind embrace of the philosophy that more is better" for radio and television. According to King's calculations, the FCC currently has before it proposals that would create 4,000 new radio stations in



Case

the country. Add to that the low-power television station proposals and the expansion of cable, and, according to King, broadcasters "can count on the future being very different, very exciting and a challenge."

In addition to calling for more technical studies before an expansion of the number of media outlets, King made a plea for a new look at the restrictions under which existing broadcasting companies must operate. "If we're going to play the same game, let us share the same rules for all the players," he said. He also urged the financial managers to become active in

TARPAC—the Television and Radio Political Action Committee.

On Tuesday, Case urged the managers to take active political roles in their home communities because, he said, "You must give to your community."

Case said that station managers should "lead the city where you want it to be." He also said that it was not just for business reasons that managers should take active interests in local or, even, national politics. "We have backed away from the people in Washington," he said, and "we who have the editorial right should give it back to the people."

Membership in BFM is just under 1,100, according to President Bill Key of WHBQ-AM-TV Memphis. Its numbers are made up largely of controllers, treasurers and other financial officers of broadcast stations. There was much talk last week about the future general managers of radio and television coming from the ranks of BFM membership—"More of you who are not general managers will be," said Case—as the new competitive environment of the media demands more stringent managerial and financial expertise. Salesmen, said Case, can "no longer" automatically look upon the top offices of top management as the end point of their rises up corporate ladders.

As Key pointed out, BFM is increasing its Washington presence, and last Wednesday the delegates voted to submit lengthy comments to the FCC in its rulemaking inquiry on form 324, the annual financial reports.

Although maintaining the position that the commission should not be allowed to solicit financial information from licenses ("the commission should have no more interest in financial operating results of a station than it should have in program content"), BFM suggested that the commission should ask for information only in "relatively broad categories."

"The information reported would provide industrywide consistency without disrupting individual stations' accounting practices and would enable the commission to study industrywide trends to guide its policy-making," the comments said.

In its comments, BFM included a three-page suggested reporting form.

The exhibitors at last week's meeting were, in most part, sellers of advanced, computerized management information systems such as Data Communications Corp.'s BIAS. Others included Jefferson Data Systems, Computer Concepts Corp., Computer Management Systems Inc., Sperry Univac and Station Business Systems. Among them, however, there was a consensus that the trade show side of the conference was not altogether to their liking.

Greg Dean of Computer Concepts, a Kansas City, Mo., firm marketing Wang computer systems, said he was "very disappointed" with the show. Although he said he had been a regular at the National Association of Broadcasters, the National Radio Broadcasters Association and, for the past four years, at BFM, he said he did

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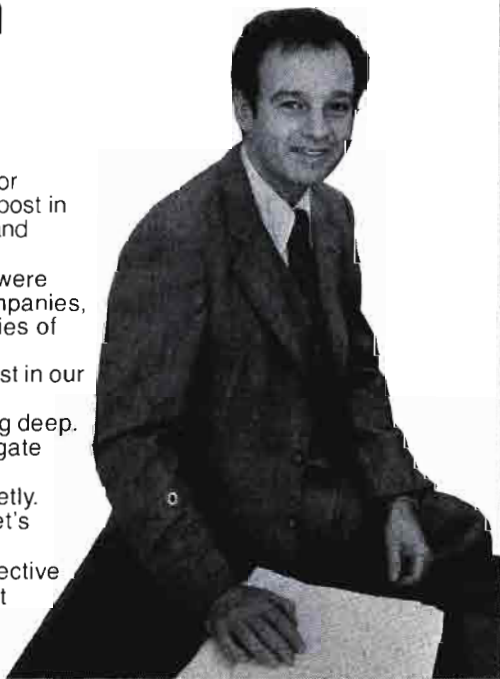
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meets next year in Washington.

Another exhibitor was equally dissatisfied. He pointed out that the convention schedule provided little time for shopping. On Tuesday, for example, the floor was open from 7:30 a.m. to 6 p.m., but the conference schedule allowed for only limited trips to the exhibition—45 minutes in the morning (in two separate open periods) and an hour and 45 minutes in the afternoon (in three periods).

No one interviewed reported any sales at the show, although several said they had some prospects.

## Warner executives indicted on bribery, racketeering charges

A federal grand jury in New York last week handed down a 17-count indictment in the Westchester Premiere Theater case against Jay Emmett, one of the triumvirate that makes up Warner Communication's office of the president. Included in the government's charges is the allegation that in 1973 Emmett accepted \$70,000 in bribes to influence WCI to purchase

220,000 worth of stock in the theater, which went bankrupt in 1978. Emmett is also accused of "racketeering" by illegally diverting corporate funds.

Indicted at the same time was Leonard Horowitz, a marketing executive at Warner, who previously had been a vice president of the theater operation. Horowitz, the government charges, delivered the bribes to Emmett, and was the recipient through kickbacks of most of the over \$100,000 that Emmett allegedly stole. Last year, several operators of Westchester Premiere were convicted of fraud. Horowitz was among those convicted, but that conviction was set aside while his request for a new trial is being reconsidered.

Emmett has denied the charges, and Warner chairman, Steven J. Ross, issued a statement expressing his "shocked" reaction to the indictment. Ross said it "comes after two years of highly publicized but unsubstantiated allegations" and furthermore in that trials of former Westchester Premiere employees "not a single witness presented evidence that Mr. Emmett did anything wrong." Ross voiced his confidence in Emmett's vindication.

## Bottom Line

**\$4.7-million offering.** AM Cable TV Industries Inc., which is made up of former AM Communications Corp., AM Electronics Division and Courier-Hooks Division, said it registered an initial combination public offering of 474,950 common shares with Securities and Exchange Commission. Stock is expected to be offered at \$10, according to James J. Duane & Co., leader of underwriting group. Of total, 374,950 shares will be sold by company and balance by holders. Proceeds from company's portion will be used to pay debt, purchase additional equipment and construct administrative offices. AM Cable, Quakerstown, Pa., is builder of CATV systems and has started manufacture of passive equipment.

**Tocom issue.** Tocom Inc., Dallas, announced it had filed registration for 500,000 shares of common stock with Securities and Exchange Commission. E. F. Hutton & Co. and Rotan Mosle Inc. will manage offering for maker and installer of communications equipment. Tocom closed last Wednesday at 18 3/4.

**From RCA to Sperry.** Sperry Corp. is to buy RCA's Avionics Systems Division, manufacturer of airborne weather radar, for \$45 million, according to letter of intent. Sperry says business will continue to operate at Van Nuys, Calif., with existing work force.

**More financing for Cox cable.** Cox Broadcasting Co. has announced financing program totaling \$125 million. Company has commitments for \$25-million term loan that will be used to repay short-term debt, and has set up \$10-million revolving credit facility with banking group for which Texas Commerce Bank of Houston will act as agent. Cox President Clifford M. Kirtland Jr. said money from revolving credit will be primarily for construction of CATV systems and related cable activities, adding: "As we commented previously, we view cable TV as an open-ended growth area for many years to come." In addition to Texas Commerce Bank, participants in \$125-million facility are Chase Manhattan Bank, New York; Continental Illinois National Bank & Trust Co. of Chicago; The First National Bank of Atlanta; Security Pacific National Bank, Los Angeles; Mellon Bank, Pittsburgh, and United California Bank, Los Angeles. Cox board of directors simultaneously announced regular quarterly cash dividend of 11 7/8 cents per share on common stock, payable Oct. 15 to shareholders of record Sept. 30.

**Shoring up credit line.** Short-term lines of credit of \$8.5 million have been announced by Outlet Co. Chase Manhattan Bank approved \$4-million line, Citibank \$3 million and Bank One of Columbus, Ohio, increased its line to \$1.5 million. New lines of credit augment existing lines for \$19.4 million, bringing total to \$27.9 million. Outlet President Bruce G. Sunlun said money would be used to meet peak inventory requirements by company's department store, special store and men's wear retail divisions. Providence, R.I.-based Outlet is also group broadcaster.

**Oak floats across Atlantic.** Overseas finance subsidiary of Oak Industries has signed agreement for \$35 million "Euro-financing" convertible subordinated debentures offering. Debentures will mature in 1995, be convertible into common stock at \$46 per share, and carry coupon interest of 8.5% payable annually. International investment banking syndicate making offering is managed by Smith Barney, Harris Upham & Co. and Drexel Burnham Lambert.

**Banquet's over at RCA.** RCA last week announced that it's found suitable buyer for Banquet Foods Division. Conagra Inc., diversified food operation headquartered in Omaha, Neb. Terms of agreement in principle were undisclosed, and definitive contract remains to be drawn. Last year, RCA said it was looking to sell both Banquet and Random House "to focus on four basic areas of business." Newhouse Publishing has since bought Random.

## TV turning into a clothes horse

**Apparel makers, spurred by designer jeans firms, boost spending on television by more than 100% in first half of 1980**

Marketers of ready-to-wear apparel are turning increasingly to television advertising to make household names for themselves and boost sales, according to an analysis by the Television Bureau of Advertising.

The analysis shows that in the first half of 1980 this category—encompassing sportswear, blouses, shirts, coats, suits, dresses, rainwear and lounging attire—increased its national and regional TV spending by 114% over the same period of 1979, going from \$15.4 million to \$32.9 million, based on estimates compiled by Broadcast Advertisers Reports.

The growth was attributed to increased TV use by established television advertisers such as Blue Bell, major new campaigns by designer jeans companies like Murjani, Jordache and Bonjour, and a return to TV by such brands as Arrow shirts.

The increase was in spot television, which more than tripled in the first half of this year and now accounts, TVB said, for about 75% of all dollars spent in TV for such products. Network expenditures remained constant.

"The apparel category is an area in which television has only begun to realize its potential," said TVB President Roger D. Rice. "Television did more than any other medium to force both consumers and retailers to sit up and take notice of such heretofore unknown names as Mur-



He cited "the tremendous success of designer jeans advertising on TV," but noted that other manufacturers have also used the "packaged goods" approach with good effect. He singled out Londontown Corp., maker of London Fog rainwear and an early user of TV. He quoted Mark Lieberman, Londontown president, as saying that "identification of the London Fog brand name began to grow with the use of TV advertising in the early 70's."

Combined spot and network expenditures of TV's top 15 ready-to-wear apparel advertisers in the first half of 1980 and their comparable expenditures in the first half of 1970 were listed by TVB as follows, using estimates compiled by BAR:

	Jan.-June 1979	Jan.-June 1980	Percent change
1. Levi Strauss	\$ 5,589,100	\$ 5,916,300	+6%
2. Murjani	1,149,400	4,782,800	+316%
3. Jordache Enterprises	632,200	4,207,900	+566%
4. Bonjour Paris Fashions	0	3,009,800	—
5. Wrangler & Sedgfield apparel	1,059,700	2,685,000	+153%
6. Britannia Sportswear	0	1,375,300	—
7. Arrow shirts	11,500	1,002,400	+8617%
8. H.D. Lee apparel	830,800	995,400	+20%
9. Sergio Valente	0	975,900	—
10. Zena women's jeans	0	825,400	—
11. London Fog apparel	737,200	772,300	+5%
12. Sasson jeans	0	695,900	—
13. Calvin Klein apparel	134,500	661,800	+392%
14. Haggar Co.	648,100	461,200	-29%
15. Carter's children's apparel	245,900	329,700	+34%
TOTAL TOP 15	\$11,038,400	\$28,697,100	+160%
TOTAL READY-TO-WEAR APPAREL	\$15,403,800	\$32,886,400	+114%

## Journalism

### An extra year's hitch for Leonard

**CBS breaks with long-standing policy and asks News president to stay past mandatory retirement**

Bill Leonard last week cleared the barrier Richard Salant couldn't—CBS's celebrated mandatory retirement-at-65 policy. At a special press conference on Tuesday, CBS/Broadcast Group President Gene Jankowski announced that he had asked Leonard to stay on as CBS News president for another year beyond his scheduled retirement in April 1981. This exception to the retirement policy (which also numbers among its victims former CBS Inc. President Frank Stanton) was said to have the "complete support" of both the current CBS president, Thomas Wyman, and the only other CBS executive to have been so honored, Chairman William S. Paley who on Sept. 28 turns 79, 14 years over retirement age.

Jankowski, explaining the rationale for the postponement of Leonard's otherwise imminent retirement, which he admitted had given rise to much speculation concerning a successor, said, "When Bill became president of CBS News in April 1979, he launched two major long-range projects—program and personnel development. We have seen the results of some of those innovative efforts, with the launching of the critically acclaimed and successful *Sunday Morning*, the restructured Monday through Friday editions of *Morning* and the introduction of *Universe* with Walter Cronkite. The additional year at CBS will help bring more of Bill's projects to fruition." He was later to add that he felt it was "in our best interests to have the management structure stay in place for a while."

For his part, Leonard painted the pic-

ture of an offer he couldn't refuse. Saying he had been "perfectly content and ready to sneak quietly away," he maintained one can't say no "when someone asks you to break a precedent that long-standing." High on his list of priorities, which started with general news expansion ("I'd like a three-hour evening news," he joked), Leonard counted "an extremely ambitious documentary project," a multi-program effort he termed "perhaps the most ambitious" undertaking of CBS News.

Both men insisted that the extension of Leonard's employment didn't suggest any perception of existing weakness in the management team in place at CBS News—Leonard said afterward that any of the half-dozen persons generally considered to be on the list of possible successors could have taken over the job. Nor did the time foreclose the possibility of an additional extension after the one-year extension. Meanwhile, Leonard told reporters, the year would not be used to groom any-

one in particular as his replacement.

Jankowski also took the opportunity to announce that Walter Cronkite has signed a new five-year contract "to serve as the host of the science series, *Universe*, and to perform other news duties." Responding to a question, Leonard said 13 episodes of *Universe* are budgeted for 1981, though he didn't know when they might be scheduled.

Asked for his opinion of reported comments by an official of another network that recent personnel defections might harm CBS News competitively, Leonard told the questioner: "First consider the source, second consider the source, third look at the record . . . Ask yourself why do other networks turn to CBS for the leavings," a term he quickly modified by adding that wasn't always the case.

On the subject of an expanded *Morning* broadcast, Jankowski said the network was studying "how to improve our competitive position (vis a vis news on the other networks) without compromising our com-



Jankowski (l) and Leonard



Captain Kangaroo, which effectively precludes such news expansion now).

The journalists were also told by Leonard not to expect a daily 11:30 p.m. news broadcast on CBS, though he said he could see some expansion in the network's use of occasional specials in that time slot—which "could be once a week or even more frequently," the news president said.

## Klein offers middle-ground perspective on Nixon wars with the press

**Former head of White House Office of Communications finds fault with both sides, offers insider's view of the volatile mixture of politics and journalism**

Herbert G. Klein, whom reporters covering the Nixon White House regarded as the "good guy" on the staff, emerges as just that from the pages of the book he has written on his years with Richard Nixon, before and during the White House tenure. He was, he indicates, appalled by the excesses of the White House in its attacks on the media. And although he does

acts of unfairness on the part of the White House press corps, he seems never to have lost respect for the profession in which he has served since 1940. But in the end, he was defeated, loser in what he termed a "power struggle" with Nixon chief of staff H.R. Haldeman, after Nixon's smashing re-election win in 1972.

"Making It Perfectly Clear,"—the title is taken from the phrase worn out through overuse by Klein's former boss—provides what the subtitle describes as an "inside account of Nixon's love-hate relationship with the media." Some observers have called it "a hate-hate relationship," but Klein suggests the "love" part was shown when praise of the President appeared in the press. That, he writes, "was eaten up like a gourmet dessert."

There are no major revelations in the book, although Klein discloses that, in 1974, as the Watergate tide was beginning to engulf the White House, top presidential aides, including Alexander Haig, and Nixon himself asked Klein to return to the White House temporarily to handle press relations and take charge of White House strategy in dealing with crisis. Klein, now editor in chief of the Copley newspaper chain but then a vice president of Metromedia, declined the offer, citing professional and personal reasons.

Klein has known Nixon since, as a young reporter, he covered Nixon's first political campaign, for Congress in a district in the Los Angeles area, in 1946. And over the years, he has served Nixon as ad-

# MAKING IT PERFECTLY CLEAR

## HERBERT G. KLEIN

AN INSIDE ACCOUNT OF NIXON'S LOVE-HATE RELATIONSHIP WITH THE MEDIA

WITH AN INTRODUCTION BY HUGH SIDNEY

*"Making It Perfectly Clear,"* by Herbert G. Klein. Doubleday & Co., Garden City, N. Y. 464 pp. \$14.95.

viser, press secretary and, in the White House, as director of communications—a job Klein helped create and that is responsible for executive branch press relations, other than those involving the President. (The post, although at a lower level, has survived into the Carter administration as the office of media liaison.) In those jobs, Klein has observed Nixon's mistrust of the press—a mistrust that permeated the

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White House staff and he says it produced an "us against them" feeling.

But Klein provides some views that do not jibe with the views of Nixon's critics in the media. For instance, he says the anti-trust suits the Justice Department filed against the networks in 1972 were not politically motivated. He says he was "horrified" by them—they seemed "to be out of date and based on sloppy understanding of network production." More than that, he was certain the administration would be charged with "harassment" of the networks. But, he adds, his talks with then-Attorney General John Mitchell and Bernard Hollander, the top antitrust division lawyer on the case, convinced him that the emergence of the suits, in preparation

since 1968, was a "struggle" with bureaucracy, not connected with the White House war with the press." (The suits have all been settled out of court.)

But for the most part, it seemed, it was war. Vice President Spiro Agnew, as history has recorded, fired the first salvo in his Des Moines, Iowa, speech, in December 1969 when he attacked the networks as being unfair to the administration and as acting practically in concert under the news leadership of a handful of anchor-men and news executives. Nixon knew of the speech's contents in advance, Klein said, but Klein didn't. And although he thought it contained some "truths and some justified criticisms of the networks," Klein considered it "McCarthy-like" and,

(However, Klein evidently felt Agnew had his uses on the stump. In an "eyes only" memorandum to Haldeman that is published in the book, Klein suggests that, in the 1972 campaign, the President should "emphasize the positive" while most of the "counter battle" should be carried on in "drum-beat fashion by the Vice President, surrogates and congressional candidates.")

If Klein was the "good guy" in the White House, Charles Colson was the "bad guy," in spades. "He was," says Klein, "fanatical. He was unscrupulous. He was overly ambitious, a man who loved power and would knock down anyone but the President to achieve it." He also "kept grabbing for power" in the field of communications. And while Colson, in his desire "to intimidate and dominate television news . . . echoed the inner and often outwardly expressed feelings of President Nixon," the tougher his approach to the networks, the tougher Klein said his job was "in keeping things within the bounds of sanity, logic and morality."

Klein cited Colson's efforts to intimidate network executives in a series of meetings in 1972. Colson's memoranda on the subject unearthed earlier in connection with the Watergate investigation, indicated he had succeeded. The President thought so, too, Klein says in his book. But, he adds, the networks were not cowed. "The broadcasters discussed each meeting with me personally," he said, and each meeting led to further confrontations between himself and Colson and Haldeman.

The book also recounts a meeting Klein had arranged for the President with the heads of a number of major broadcast companies in 1972 whose purpose, Klein says, Colson tried to subvert. The purpose of the meeting—attended by, among others, officials of Westinghouse Broadcasting Co., RCA, Metromedia and Taft—was to permit the broadcasters to explain their problems with government to the President. But at one point, Klein says, "one of the Carolina broadcasters," with Colson's encouragement, urged those present to support Nixon in the election. Klein said he felt the remarks were inappropriate and that he could "feel the negative reaction around the table." He also could "envision the future headline about politics in BROADCASTING magazine." So he cut off the speech.

Klein says he knew the President did not approve his action: "He would have preferred hearing their words of praise instead of listening to the other executives express their complaints." Klein learned exactly how unhappy the President was two years later, when the "so-called smoking-gun tapes" of three Nixon-Haldeman conversations of June 23, 1972, became public. Among other, more startling revelations, Nixon was heard remarking that Klein's action at the meeting suggested he "doesn't have his head screwed on."

Klein says that after his resignation, Nixon called to express regret about the

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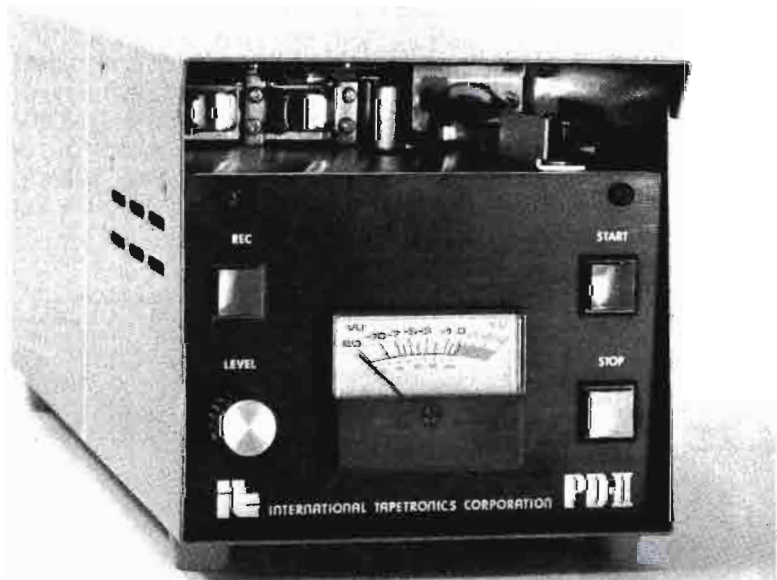
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remark. "Still," Klein writes, "the hurt lingered."

Klein received an even more painful blow after the 1972 election, during a meeting with Nixon and Haldeman at Camp David. He had gone with a plan to revise and strengthen his office. Instead, he was notified by Haldeman that the office would be reduced in size, and would report to the press secretary. "I had lost the power struggle in which I wanted to strengthen the scope of my office," Klein says. "I was out."

Klein, incidentally, does not seem to regard Watergate as the media's finest hour. He saw an "anti-Nixon bias" as reporters, "in their frantic effort to be first or to catch up with the story . . . [printed] accusations they had not checked out thoroughly, and they unfairly [damaged] the reputations of some of the more innocent members of the administration."

Not surprisingly, Klein regards communication between the President and the public as of paramount importance. If he were President, he would name two strong press secretaries—one to handle White House affairs, the other to coordinate the news operations of other parts of the government, as he did in heading the old Office of Communications.

Furthermore, he says, while tension between the media and the President is in-

## NewsBeat

**Here and there.** Cable News Network plans opening of three new bureaus by early 1981 in addition to six domestic and five foreign now operating. Detroit and Tokyo, with eye on automobile industry, and Miami, with eye on Latin America, will be additions.

**Infighting.** *Washington Post* last week angered members of local chapter of Society of Professional Journalists, Sigma Delta Chi, with story reporting local SDX committee had urged city media not to run stories on its efforts to win approval of broadcast coverage of courts. WJLA-TV's Betsy Ashton, who heads committee, called *Post* story "cheap shot," said it made it seem committee was trying to suppress news. That was not case, she said. "We didn't want it to appear we were trying to pressure" Superior Court Chief Judge H. Carl Moultrie on issue. *Post* story, which also described SDX committee's efforts to win support from judiciary and local bar associations, was based on memorandum Ashton sent to editors and news directors in city. Ironically—in view of flap that developed—Washington's broadcasters will be in Washington Post Co.'s debt if local courts permit cameras in courtroom. Moultrie in next several months plans to observe television coverage of courts in Florida (state opened doors to broadcast journalists as result of fight led by Post-Newsweek Stations) and videotape presentation on cameras in courts that Ashton plans to show to Washington judiciary was produced by Post-Newsweek's WFLA-TV Miami.

evitable, it need not become war. "An intelligent President who fully understands the need for substance and for sensitive communication with the American people, giving full weight to both, could reverse the history of running warfare between the media and White House," Klein writes. "The newsmen need not be

less aggressive, but they must assume greater responsibility for accuracy; and for his part, the President cannot allow himself to be intimidated or bothered by petty media criticism. A middle ground of substantive communication leadership and understanding of the American people is still possible, and it is all-important."

## For the Record

As compiled by BROADCASTING Sept. 8 through Sept. 12 and based on filings, authorizations and other FCC actions.

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

### New Stations

#### FM application

■ Ladson, S.C.—Chapel of the Holy Spirit Church & Bible College seeks 91.5 mhz, 3 kw, HAAT: 89 ft. Address: 315 Oxford Rd., Ladson 29456. Estimated construction cost: \$34,000; first quarter operating cost: \$6,900. Format: Educational. Principal: Nonprofit religious and educational institution. W. P. Phillips is president. Ann. Aug. 22.

#### TV applications

■ Daytona, Fla.—Metrovision Inc. seeks ch. 26; ERP: 2674 kw vis., 267 kw aur., HAAT: 1,039 ft., ant. height above ground: 1,069 ft. Address: 640 2nd Ave. Daytona Beach, Fla. 32015. Estimated construction cost: \$2 million; first-year operating cost: \$400,000; revenue: \$2.4 million. Legal counsel: Hayes & White,

Washington; consulting engineer: E. Harold Munn, Coldwater, Mich. Principals: Franklin D. Graham (90%) and wife Judith (10%). Graham is administrator of The Council of Churches of the City of New York, interchurch, ecumenical agency. Judith is Stamford, Conn., social worker. They are applicants for new UHF at New Bedford, Mass. Ann. Sept. 2.

■ Portland, Me.—Comark Television Inc. seeks ch. 51; ERP: 3881 kw vis., 388 kw aur., HAAT: 627 ft.; ant. height above ground: 500 ft. Address: Box 267 Rt. 57, Southwick, Mass. 01077. Estimated construction cost: \$1.2 million; first-year operating cost: \$183,750; Legal counsel: Martin E. Firestone, Washington; consulting engineer: John A. Fergie, Feeding Hills; Mass. Principals: Richard E. Fiore, Sr., David D. Smith and Leroy A. Wallace (33-1/3% each). They own Southwick, Mass., transmission line systems firm. They also have pending applications for new UHF's at Daytona Beach, Fla., Syracuse, N.Y., and New Orleans. Smith is 4.8% owner of Commercial Radio Institute, family held broadcast company which is licensee of WFMM (FM) Baltimore, and is applicant for new UHF's in Buffalo, N.Y., St. Petersburg, Fla., Columbus, Ohio and Indianapolis. Ann. Sept. 2.

### Ownership Changes

#### Applications

■ KNGT (FM) Jackson, Calif. (FM: 94.3 mhz, 230 kw)—Seeks assignment of license from Gold Country Radio to Winters Broadcasting for \$300,000. Seller: Vernon Hatfield who has no other broadcast interests. Buyer: Melvin Winters (87.5%) and John B. Webb (12.5%). They own and operate KXGO-FM Arcata, Calif. Ann. Sept. 5.

■ KWKA (AM)-KTQM-FM Clovis, N.M. (AM: 680 khz, 500 w-U; FM: 99.9 mhz, 100 kw)—Seeks assignment of license from Creative Communications Corp. to Curry County Broadcasting Inc. for \$350,000 plus \$27,000 for covenant not to compete. Seller: Norman

Petty, Lyle Walker, Tom Battin and Pauline Ridley (25% each). They have no other broadcast interests. Buyer: C. Hewel Jones (85%) and Robert D. Coker (15%). Jones is Ft. Worth, Tex., realtor. Coker is news correspondent for ABC Radio Network. They have no other broadcast interests. Ann. Sept. 5.

### In Contest

#### FCC decisions

■ WOOK (FM) Washington—FCC has designated for hearing renewal application of United Broadcasting, Inc. (United) for license of station WOOK (FM) Washington, D.C., in consolidated proceeding with mutually exclusive applications of District Broadcasting Co. (District) and Hispanic Broadcasting Corp. (Hispanic) for CP's for new stations on same frequency. FCC denied petitions to deny filed by Hispanic and Metropolitan Washington Coalition for Latino Radio (Coalition). Hispanic argued that United repeatedly demonstrated that it lacks required character to remain FCC licensee, pointing to FCC's denial of United's renewal applications for WFAB (AM) Miami and WOOK (AM) Washington. United claimed that character issue had not been raised with respect to its conduct at WOOK (FM) and argued that findings concerning its conduct at other stations are limited to disposition of those licenses. It also maintained that if its character is in question, section 309(e) of Communications Act requires full evidentiary hearing in renewal proceeding. FCC said these issues will be held in abeyance pending further FCC consideration and that it will retain jurisdiction over resolving effect of United's prior misconduct on its basic and/or comparative qualifications. Actions Sept. 10.

■ Lares, P.R.—FCC has reaffirmed its action granting Lares Broadcasting Corp. CP for new AM on 1200 khz at Lares. Station on Dominican Republic, HIBS, also operating on 1200 khz would cause interference to proposed Lares facility. However, FCC pointed out that

under terms of North American Regional Broadcasting Agreement (NARBA), to which Dominican Republic is signatory, 1200 khz frequency is designated as U.S. class 1-A clear channel and U.S. Class 1-A stations operating on it are entitled to priority protection. FCC also noted that Dominican Republic had failed to give notification required by NARBA with respect to operation of HIBS which is operating inconsistently with terms of treaty. Therefore, FCC added, HIBS was not entitled to protection under agreement. (Doc. 20969). Action Sept. 10.

## Translators

### UHF applications

- Okeechobee, Fla.—Hubbard Broadcasting Inc. Seeks CP for UHF translator on ch. 61 (TPO: 100w, HAAT: 315 ft.) to rebroadcast indirectly signal of WTOG(TV) St. Petersburg, Fla. Ann. Sept. 9.
- Sterling, Colo.—Board of County Commissioners seeks CP for new UHF translator on ch. 29 (TPO: 100 w, HAAT: 433 ft.) to rebroadcast indirectly signal of KRMA(TV) Denver. Ann. Sept. 9.
- Sterling, Colo.—Board of County Commissioners seeks CP for new UHF translator on ch. 27 (TPO: 1002, HAAT: 433 ft.) to rebroadcast indirectly signal of KBTV(TV) Denver. Ann. Sept. 9.
- Sterling, Colo.—Board of County Commissioners seeks CP for UHF translator on ch. 25 (TPO: 100w, HAAT: 433 ft.) to rebroadcast indirectly signal of KOA(TV) Denver. Ann. Sept. 9.
- Sterling, Colo.—Board of County Commissioners seeks CP for UHF translator on ch. 23 (TPO: 100 w, HAAT: 433 ft.) to rebroadcast indirectly signal of KWGN(TV) Denver. Ann. Sept. 9.
- Hazen, N.D.—City of Hazen seeks CP for VHF translator on ch. 11 (TPO: 1w, HAAT: 25 ft.) to rebroadcast indirectly signal of KFME(TV) Bismarck, N.D. Ann. Sept. 1.

## Cable

- The following cable service registrations have been filed:
- Gulf Communications Inc. for Rio Rico, Ariz. (AZ0037) new system.
- Texas Community Antennas Inc. for Siloam Springs, Arkadelphia, Gurdon and Malvern, all Arkansas (AR0017, 105, 68, 9) add signal.
- Fort Smith TV Cable Co. Inc. for Hackett, Ark. (AR0197) new system.
- Ind. Co. TV Cable Inc. for Black Rock and Porita, both Arkansas (AR0198, 9) new system.

- Harron Communications Corp. for Penn., Pa. (PA0645) add signal.
- Service Electric Cable TV Inc. for Little Mahony, Pa. (PA1528) new system.
- Teleprompter Corp. for Orion, Ill. (IL0409) new system.
- Helen Cable TV for Robertstown and Helen, both Georgia (GA0264, 3) new system.
- Kaiser Teleprompter of Hawaii Inc. for Hawaii Kai, Hawaii (HI0003) add signal.
- Warner Amex Cable Communications of St. Louis Inc. for Creve Coeur, Crystal Lake Park, Des Peres, Eureka, Fenton, Frontenac, Ladue and Town and County, all Missouri (MO0207, 214) add signal.
- Miami Valley Cable Inc. for Middletown, Lemon and Franklin, all Ohio (OH0349, 409, 252, 379) add signal.
- Community Cable TV Inc. for Clark, Las Vegas and Boulder City, all Nevada (NV0015-17) add signal.
- Wakeeney Cable TV Co. for Wakeeney, Kan. (KS0114) add signal.
- Teleprompter Corp. for Santa Clara, Calif. (CA0455) add signal.
- Crest Communications Inc. for Mulvane, Kan. (KS0225) add signal.
- Skyline, Cable Inc. for Port Orford, Ore. (OR0223) add signal.
- Wiggins Cable TV Inc. for Wiggins, Miss. (MS0155) new system.
- Madison Cablevision Inc. for Valdese, N.C. (NC0230) new system.
- Storer Cable TV of Texas Inc. for Balch Springs, Cedar Hills, Desoto, Rowlett, and Weatherford, all Texas (TX0650-54) new system.
- Tarrant Cable Communications Inc. for Bedford, and Euless, both Texas (TX0648, 9) new system.
- Mildade Associates Ltd. for Volusia, Fla. (FL0333) add signal.
- Comcast Cablevision Corp. for Vienna, Mich. (MI0449) new system.
- Sammons Communications Inc. for Benbrook, Tex. (TX0647) new system.
- Roxboro Cablevision Inc. for Roxboro, N.C. (NC0231) new system.
- Sammons Communications Inc. for Clinton, Okla. (OK0050) add signal.
- Advocate Communications Inc. for Coral Springs, Fla. (FL0347) add signal.
- Warrick Cablevision Inc. for Newburgh, Ind. (IN0113) add signal.
- Community Tele-Communications Inc. for Livingston, Mont. (MT0007, 50) add signal.
- Madison Cable Inc. for Culpepper, Va. (VA0068, 224).
- Columbus Cablevision Inc. for Columbus and Bibb City, both Georgia (GA0012, 251) add signal.

- Miami Valley Cable for Inc. Hamilton, Fairfield, St. Clair, Trenton, Seven Mile, New Miami and Butler, all Ohio (OH0251, 0, 634, 3, 615, 533, 531, 0) add signal.
- Warner Amex Cable Communications Inc. for Darke, Ohio and Greenfield, Pa. (OH0524, PA1526) new system.
- United Cable Television Corp. of Michigan for Gibraltar, and Woodhaven, both Michigan (MI0447, 8) new system.
- Yazoo Answer Call Inc. for Rolling Fork, Miss. (MS0154) new system.
- La Monte Cable Services Inc. for La Monte, Mo. (MO0206).
- National Cablesystem Inc. for Delray Beach, Gulfstream, and Palm Beach, all Florida (FL0329, 30) add signal.

## Summary of broadcasting

### FCC tabulations as of July 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,560	3	1	4,564	118	4,682
Commercial FM	3,227	2	0	3,229	143	3,372
Educational FM	1,063	0	1	1,064	86	1,150
Total Radio	8,850	5	2	8,857	347	9,204
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	84	313
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	11	173
Total TV	997	4	12	1,013	111	1,124
FM Translators	317	0	0	317	189	506
TV Translators						
UHF	2,539	0	0	2,539	216	2,755
VHF	1,304	0	0	1,304	451	1,755

\*Special temporary authorization

\*\*Includes off-air licenses

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301-797-0574

- King Videocable Co. for Ellensburg and Kittitas, both Washington (WA0102, 0172, 0175) add signal.
- Idaho Video Inc. for Jerome, Idaho (ID0024) add signal.
- Cedar Grove TV Cable Corp. for Paint Creek, W.Va. (WV0641) new system.
- Total TV of Dodge County Inc. for Waupun, Wis. (WI0211) add signal.
- EMCO CATV Inc. for Poultney, Vt. (VT0064) add signal.
- Crest Communications Inc. for Augusta, Kan. (KS0148) add signal.
- Star City Cable TV for Velva, N.D. (ND0065) new system.
- Colville TV Cable Co. Inc. for Kettle Falls, and Chewelah, both Washington (WA0074,176) add signal.
- Olympic TV Cable Inc. for Port Orchard, Wash. (WA0167,8) add signal.
- Wildwood Cable TV for Lake Panasoffkee, Sumter and Wildwood, all Florida (FL0341,27,26) add signal.
- Bethany Cable TV for Bethany, Mo. (MO0068) add signal.
- Storer Cable TV Inc. for Clackamas, Ore. (OR0234) add signal.
- Dent County TV Cable system Inc. for Salem and Dent both Missouri (MO0202,3) add signal.
- Summit Communications Inc. for Thomasville, Lexington, Davidson and Rural Hall, all North Carolina (NC0083,84,112,235) add signal.
- Libby Cablevision for Libby, Mont. (MT0086) new system.
- Crest Cablevision for Libby, Mont. (MT0086) new system.
- Carolina Cablevision Properties Inc. for Dillon and Latta, both South Carolina (SC0011,134) add signal.
- Montgomery County Cablevision Inc. for Gaithersburg, Md. (MD0057) add signal.
- Direct Channels of Definace Inc. for Definace, Ohio (OH0055) add signal.
- Community TCI of Colorado Inc. for Lakewood, Colo. (CO0077) add signal.
- Cedar Grove TV Cable Corp. for Holly Grove, Ward, Handley, all West Virginia (WV0253,60,43) add signal.
- Global Cable TV et al Clarence, NY. (NY0854) new system.
- Deans Cable Vision Inc. for Lamoni, Iowa (IA0081) add signal.
- Suburban Cablevision Inc. for South River, N.J. (NJ0443) new system.
- Sammons Communications Inc. for Montreat, N.C. (NC0233) new system.
- Apollo Communications for Dakota, N.D. (ND0066) new system.
- Robinson Cable TV for Robinson, Pa. (PA1882) new system.
- Hanford CATV for Lemoore, Calif. (CA0816) new system.
- Community Cable TV Inc. for North Las Vegas and Henderson, both Nevada (NV0040,1) new system.
- Cable Video Inc. for Prairie Du Sac., Wis. (WI0229) new system.
- Cablevision Service Co. for Durham, N.H. (NH0085) new system.
- Sammons Communications Inc. for Hamblen, Tenn. (0037) add signal.
- Huntington CATV Inc. for Huntington Inc. (IN0078) add signal.
- Crest Communications Inc. for Haysville, Kan. (KS0126) add signal.
- Liberty Communications Inc. for Clackamas, Ore. (OR0157) add signal.
- Ind. Co. TV Cable Inc. for Magness, Ark. (AR0200) new system.
- Village Cable Inc. for Chapel Hill, N.C. (NC0234) new system.
- Home CATV Co. for Denmark, Bamberg, Allendale and Fairfax, all South Carolina (SC0157-61) new system.

- Frees Telecommunications Inc. for Columbia, Fla. (FL0497) new system.
- Blue Ridge Cable of Central Pa. Inc. for Dushore and Robinson, both Pennsylvania (PA1881,2) new system.
- Cable TV of Wister for Wister, Okla. (OK0203) new system.
- Warner Amex Cable Communications for Houston, Miss. (MS0064) add signal.
- Tallulah Cablevision Corp. for Tallulah, Madison and Richmond, all Louisiana (LA0147-9) add signal.
- Farmington Cablevision Co. for Farmington, Mo. (MO0216) new system.
- Todd Communications Inc. for Silver Bay, Minn. (MN0184) new system.
- Teletromper Corp. for Granville, Rowlesburg, Star City, Monongalia, Osage, Preston, Morgantown, all West Virginia (WV0155-8,394,276,608,156) add signal.
- National Cable Television for Connellsville, Pa. (PA0408,756) add signal.
- Teletromper Corp. for Keene, Marlborough and Swanzey, all New Hampshire (NH0001-3) add signal.
- Teletromper Corp. for Newport Beach, Calif. (CA0458) add signal.
- Teletromper Corp. for Boca Raton, Fla. (FL0284) add signal.
- Cable TV of North Kossuth Inc. for Bancroft, Iowa (IA0106) add signal.
- Booth American Co. for Empire, Glen Arbor and Kassoon, all Michigan (MI0438-42).
- Tri-County Cablevision Inc. for Willacoochee, Pearson, Lakeland, and Ray City, all Georgia (GA0267,8,5,6) add signal.
- Blue Water Cable Inc. for Langdon, Chicopee, Lone Star District, Free King Highway district, Capaldo, Radley, Ringo, Franklin, Beulah, Mulberry, Arcadia, Walnut, Hepler, Yale, Croweburg, Garland, Brazilton, Country Club Road, Lee Hurt Road District, and Fifty Camp, all Kansas (KS0229-48) new system.
- Delta Video Inc. for Wynnburg, Tenn. (TN0175) new system.
- Nokak Cablevision for Ashley, N.D. (ND0067) new system.
- West Shore Cable TV for North Olmstead, Ohio (OH0800) new system.
- Continental Cablevision of Oakland County Inc. for Madison Heights, Mich. (MI0450) new system.
- Cable TV Inc. for Starbuck, Minn. (MN0183) new system.
- Durand Cable Co. for Durand, Wis. (WI0023) add signal.
- Blue Water Cable Inc. for Victoria, Kan. (KS0227) new system.
- Cablevision Systems Long Island Corp. for Port Washington North, N.Y. (NY0855) new system.
- Community Cable of Utah Inc. for Salem and Payson, Utah (UT0053,5) new system.
- Total TV of Brown County Inc. for Ashwaubenon, De Pere, Allouez, all Wis. (WI0228,6,30) new system.
- Reed City Cable TV for Reed City, Mich. (MI0451) new system.
- Video International Productions for Dallas (TX0655) new system.
- Total TV of Dodge County Inc. for Horicon, Wis. (WI0227) new system.

- Badger CATV—Bloomer, Wis. (4.6 m; S-A; E2545).
- Hi-Net Communications—Miami Beach, Fla. (7 m; Microdyne; E2546).
- Liberty TV Cable Inc.—Bangor, Mich. (5 m; S-A; E2547).
- Spanish International—Little Falls, N.J. (10m; S-A; E2548).
- Eastern Cable Corp.—Newport, Ohio (4.6m; S-A; E2549).
- Satellite Business Systems—San Francisco (5.5m; Hughes; E2550).
- Satellite Business Systems—Hartford, Conn. (5.5m; Nippon; E2551).
- Satellite Business Systems—Chicago (5.5m; Hughes; E2552).
- Highland Cable TV Inc.—Hillsboro, Ohio (5m; S-A; E2553).
- Taracom Inc.—Topeka, Kan. (4.6 m; S-A; E2554).

## Grants

- Satellite Business Systems—New York (E2114).
- Warner Amex Cable Communications Inc.—Olean, N.Y. (E2361).
- Riverside Cablevision Ltd—Hemet, Calif. (E2367).
- Clar-O-View Community TV Inc.—Bangor, Pa. (E2368).
- American Television and Communications Inc.—Yerington, Nev. (E2372).
- Outer Banks Cablevision Inc.—Kill Devil Hills, N.C. (E2373).
- Outer Banks Cablevision Inc.—Manteo, N.C. (E2374).
- C&W Cable Inc.—Burning Springs, Ky. (E2376).
- Cablecom-General Inc.—Norfolk, Neb. (E2377).

## Call Letters

## Applications

Call	Sought by
	<b>New AM</b>
WVMR	Pocahontas Communications Cooperative Corp., Frost, W. Va.
	<b>New FM's</b>
KRZJ-FM	KRZJ Broadcasters Inc., Beloit, Kan
*WUMB-FM	University of Massachusetts, Boston
	<b>New TV</b>
KHAI-TV	Sunset Communications Corp., Honolulu, Hawaii
	<b>Existing AM's</b>
WSMQ	WYAM Bessemer, Ala.
WWME	WLOB Portland Me
	<b>Existing FM's</b>
WXYW	WEAD Winchendon, Mass
KCFM	KSCF Florissant, Mo.
	<b>Existing TV</b>
WNEV	WNAC-TV Boston

## Grants

Call	Assigned to
	<b>New FM</b>
*KCND	Prairie Public Television Inc., Bismark, N.D
	<b>Existing AM's</b>
KIEL	KGMR Jacksonville, Ark
KSKX	KEWI Topeka, Kan.
WSSJ	WCAM Camden, N.J
	<b>Existing FM's</b>
WAIL	WXEL Slidell, La.
WGLU	WFMM Johnstown, Pa.
KFMX	KBLK-FM Lubbock, Tex
	<b>Existing TV's</b>
WLNE	WTEV New Bedford, Mass.
KAUT	KFHC-TV Oklahoma City

## Satellites

### Applications

- 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.
- Harbor Vue Cable TV Inc.—Dunkirk, N.Y. (5m; S-A; E2544).



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**Station Manager** for group owned small market automated and profitable class 4 AM in northern New England. Must be sales oriented with strong sales experience. Salary plus strong incentives, other fringes. Box H-248

**Major market group** needs sharp, aggressive sales manager for top 50 market. Must be able to motivate sales staff of four and carry a strong personal list. Salary, commissions, bonuses, override, gas, company car and growth for the right person. Current Sales Manager is purchasing his own radio station! Sell us in your first letter. Reply Box J-53

**Sales Manager**, take charge, your success may result in ownership. Small market, Central Minnesota. Send complete resume Ken Eidenschink, 123 Central Avenue, Long Prairie, MN 56347

**Station Manager** with strong sales background for New England AM/FM. Real opportunity for growth. Box J-148.

**Radio Manager** to implement PTFP planning grant for 100 kw public radio station. Duties: prepare FCC, PTFP applications, budget development; community liaison; other activities to get on air. Qualifications: Five years radio experience, including management (two in public radio), familiarity with FCC, PTFP, CPB, NPR procedures. Salary \$1,600 per month plus benefits. Send resume, references by Oct. 10 to Chancellor Sam H. Frank, Louisiana State University at Alexandria, Alexandria, LA 71301. Equal Opportunity/Affirmative Action employer.

**Manager** with strong sales experience. Salary plus commissions. Country music station; mid-Atlantic state. Small market. Box J-161

**Wanted All Around Broadcaster.** Sales knowledge proven on-air ability. A desire to live in the great country... Ability to assume station manager position after learning the operation and displaying a desire to be part of a fast growing, successful company... It's an opportunity to earn success with good compensation. Tape, resume, and pertinent information to Box 708, Kodiak, AK 99615

**Excellent management opportunity** in medium-sized Michigan city. High salary and bonus combination. Experience in sales and management. Send confidential resume to Box J-171

**Classical: new 100-kW fine arts station** serving Tulsa seeks Music Director to program, announce, and train announcers; Sales Manager to sell and train salespersons. Office Manager to be receptionist, secretary, bookkeeper, traffic manager, and program guide editor. Please mail resume (no tapes) to J. Major, Room 440, 500 North Michigan Avenue, Chicago 60611

**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 J-189.

### HELP WANTED SALES

**FM radio station** looking for aggressive salesperson. Excellent growth opportunity. Salary commensurate with experience. At least one year street experience. Send resume to Box 701, Freeport, IL 61032.

**Sales/Production Pro** for award-winning network affiliate, small market in scenic Pennsylvania. Good benefits, management possibilities. No beginners, please. Resume, response to Box J-92

**Salesperson**, (or combination Sales/Announcing) needed at once. Excellent opportunity for a beginner in sales and copy. Good small market town of 20,000. Contact Buddy Peeler, Station Manager, KPAN Radio, Drawer 1757, Hereford, TX 79045. 806-364-1860. EEO Employer.

**High-powered sales manager** wanted for class C, group-owned FM in medium Texas growth market (live AOR format). Welsh experience preferred. Write Greg Gentling, 122 S.W. 4th St., Rochester, MN 55901

**Career opportunity** for a successful salesperson. Vacancy at thriving medium market station. Leadership qualities could lead to management. Full details to Radio Station KCIN, Drawer AF, Victorville, CA 92392

**Wanted now** a CBS affiliate is looking for a mature, responsible, and professional account executive with proven broadcasting sales experience. M.O.R.-contemp. in sunbelt. EEO. Qualify persons send resume to Box J-143.

**Versatile Sales Person** looking for growth needed by group owner. Sales most important but production, some announcing and play by play helpful. Must want stability and have strong desire to succeed. Contact Mike Edwards, 914-335-0941, WCHO AM-FM, Box I, Washington Court House, OH 43160. EOE

**Two, aggressive, experienced salespeople** wanted for FM Adult Contemporary in the Rocky Mountain Area. Paid Life, Health and Dental Insurance, plus profit sharing and gas allowance. 20% Commission, salary. Excellent opportunity with a growing and expanding company. Send resume, earnings history and salary requirements. E.O.E. M/F Box J-163

**Salesperson/Announcer** for Modern Country Music AM/FM located in beautiful central Virginia. Excellent opportunity. Rush tape, resume and requirements to WPED/WCMZ(FM), PO Box 8, Crozet, VA 22932.

**Sales Manager** . Midwest AM/FM Combo . Box J-165

### HELP WANTED ANNOUNCERS

**Announcer-Production** person wanted at 10kW AM radio station in Tomahawk, Wisconsin. This person must be of take-charge attitude and capable of working way up to program director. Station is Live-Assist operation and position open is sign-on man with production duties. Apply by calling Jeff Smith, General Manager, WJJQ, Tomahawk, WI 54487. 715-453-4481. EOE. Men and Women encouraged to apply.

**WHMQ needs all night personality** who knows and enjoys modern country. Experience and enthusiasm needed. Tape and resume to Don Andrews, WHMQ Findlay, OH 45840. EOE

**WPPA/Pottsville, Pa** interviewing announcers. Tape, resume Jim Thompson, PO Box 540, Pottsville, PA 17901.

**Immediate opening** for Announcer. Above-average salary and working conditions for our market size. (Good small market town of 20,000.) Contact Buddy Peeler, Station Manager: KPAN Radio, Drawer 1757, Hereford, TX 79045. 806-364-1860. EEO Employer.

**Experienced pro communicator** from multi-station market for successful Rocky Mt FM/contemporary and AM/country operation. Knowledge of automation and production helpful. Excellent benefits. EOE. Reply Box J-128.

**Announcer/Salesperson.** Country music station, mid-Atlantic state. Small market. Sales training available. Box J-167

**Illinois** downstate. AOR evenings. Send resume. Box J-146.

**Soul Station** in Sun Belt wants announcer who is ready to move up to production/programming duties. EOE. Send resume to Box J-150

**Excellent AM/FM** in central Pa needs mature air people with natural delivery. Minimum 2 years AOR or contemporary experience preferred. Salary and benefits above average. Stations are growing. EOE. Send resume to Box J-149.

**Morning Personality/Program Director.** Adult Contemporary, Heavy Promotions, Highly Competitive Market. Must be Mature, Hard Working and Able To Get 18-49 Numbers. Minimum two years experience. Send resume and aircheck to: General Manager, WROD, PO, Box 991, Daytona Beach, FL 32015. EOE M/F

**Wanted Experienced Morning DJ** who has what it takes to do the job. If your shoulders are as broad as your creativity, wit, and broadcast experience, you are answering the right ad. Call 303-336-2206 or tapes and resumes to KLMR, PO Box 890, Lamar, CO 81052.

**Shenandoah Valley** Top Rated AM/FM has immediate opening for afternoon drive personality. Commercial experience and production abilities required. We need a PRO to join our excellent staff. Salary commensurate with ability & experience. Air check and resume to Robert MacNeil, WSWA/WQPO, Harrisonburg, VA 22801. EOE

**Announcer** for Major Market FM Beautiful Music Station. Experienced professionals call David McKay, Operations Manager, WWBA Radio, Tampa, FL. EEO Employer. 813-576-6868

**An exciting midwest** adult contemporary station needs exciting personalities. If you act is together send resume to Box J-175.

**Aggressive:** Contemporary/religious radio in Macon-136th market. Outstanding lifestyle! Fast-growing group with plenty of future advancement, seeks mature/professional voice. Technical/engineering abilities considered a big plus, but not a must. 10 radio stations in market... we want to move-up fast!!! Send tape, resume and references (material will not be returned) position available now. No telephone calls. Patrick K. Foy, GM, WBML, Box 6298, Macon, GA 31208. Minorities encouraged. EOE.

**WLAM, Central Maine's** dominant adult contemporary station, is accepting tapes and resumes for openings in the air staff and news department. Females encouraged. Must have experience and third class license. Contact: Jeff Kelly, WLAM, Box 929, Lewiston, ME 04240. EOE

**New AM station** to go on air soon, in beautiful east Tennessee college community, seeks tapes and resumes for announcing, sales and news position. Send to: Harrogate Radio Company, Harrogate, TN 37752.

**50,000 Watt Mod-Country** WCAW. Tape/Resume to Rick Johnson, Box 4318, Charleston, WV 25304. EOE.

**Immediate openings** in Connecticut for experienced announcers at one of the Country's finest Beautiful Music stations. Two part-time weekend shifts are available plus opportunities for vacation/holiday/fill ins. Automation experience helpful, but not necessary. Call Ken MacKenzie at WEZN, Stereo 100 FM, Bridgeport, CT at 203-366-9321, 9 AM-3 PM. EOE.

**Adult Contemporary** 50 kw station on Cape Cod looking for a warm, intelligent communicator. Good reader and production. Tape and resume to Jim Connors, WCIB, Falmouth-Cape Cod, MA 02540.

**Morning Entertainer** for 50,000 watt FM Indiana country station. Above average pay plus benefits. Send resume to Box J-192.

**Announcer/Salesperson** for Modern Country Music AM/FM located in beautiful central Virginia. Excellent opportunity. Rush tape, resume and requirements to WPED/WCMZ(FM), PO Box 8, Crozet, VA 22932

**Announcers:** Immediate opening 50,000 watt top-40 FM. Excellent opportunity for the right person. Tape and resume to PO., WSPK, PO Box 1703, Poughkeepsie, NY 12601.



## HELP WANTED ANNOUNCERS CONTINUED

**Can You Write** and produce copy that sells? Can you do an A/C airstuff? Can you stand living in lovely, peaceful central Mass. with no pollution, no high taxes, no muggings. Can you show me two years or more of commercial radio experience? If you can do all of these things, send tape and resume to Gary James c/o W-A-R-E Radio, 90 South Street, Ware, MA 01082 E.O.E. No phone calls.

## HELP WANTED TECHNICAL

**Ass't Chief.** Must be strong in studio and transmitter maint. Creative, cooperative. Background in digital electronics could lead to greater opportunities in our broadcast/publishing firm. Contact Dennis Rund, Chief, WFIN Findlay, OH 45840 419-422-4545.

**Chief Engineer,** Central California AM-FM First phone and 5 years experience, minimum M. Hill, 209-723-2191, Merced, CA.

**Group Broadcaster** is expanding again. We are in need of a hands-on chief engineer. Must know AM directional/FM. \$18,000 per year plus benefits. Contact Bill Earman or Mike Haile c/o WKIO, Champaign, IL 217-352-1040. An Equal Opportunity Employer.

**If you're sick and tired** of paying high heating bills and you'd just as soon forget shoveling snow why not move to the "Land of Eternal Sunshine" in the Palm Springs area. A 5,000 watt full time radio station that's been in the market almost 30 years is looking for a chief engineer. Call Bob Osterberg at area code 714-347-2333 or after 5 PM at area code 714-564-4261.

**Assistant Chief Engineer** for WSPD Radio, Toledo, Ohio, a full-time 5 KW station. First Class License required, with experience in preventive maintenance, transmitters, studio construction and directional antennas. Salary negotiable. Equal Opportunity Employer. Send resume with references to Chief Engineer, WSPD Radio, 125 South Superior, Toledo, OH 43602.

**Engineer/Announcer.** Seeking 1st Class pro strong on air work for 1st Class network affiliate, small market in Middle Atlantic area. Top dollar and good benefits. Resume, response to Box J-102.

**Chief engineer/announcer** for California central valley AM/FM medium market leader. Must maintain best signal in the area and be strong on studio equipment. Contact Len Smith 209-951-8165, send resume to PO Box 7871, Stockton, CA 95207.

**Self-Starting Chief Engineer** wanted for a first rate AM-FM station in San Luis Obispo, CA. Moving into a brand new building and need a good workmanlike technician to make challenging improvements. No closet DJs, please. 3-4 years experience desired. Send resume to Robert A. Van Buhler, Mesa Radio Inc. Box 4227, Mesa, AZ 85201. Phone 602-833-8888. Equal Opportunity Employer.

**Radio Technician/Producer**—Engineering/light maintenance work. Weekend air shift of classical music/news. Produce features for radio news magazine. Coordinate broadcast remotes. First class FCC license. \$8,800. Send resume to Mary Diegert, WSKG Public Radio, PO. Box 97, Endwell, NY 13760. EOE/AA/M-F.

**Maintenance Engineer** needed for 5 kw AM, Class A automated FM in midwest small market. Good salary, equipment, and working conditions. Send resume, references, and salary requirements. Box J-164.

**PBS Depot Maintenance Technician.** PBS presently has an excellent opportunity in our technical operations department for a depot maintenance technician requiring a minimum of 2 years experience operating and maintaining radio frequency and/or broadcast audio/video equipment. Successful candidate should possess at least two years of formal technical school electronics training with first class FCC license mandatory. We offer competitive starting salary with excellent non-contributory benefits package. Interested individuals should submit resume with letter of interest stating salary requirement and three professional references to: Public Broadcasting Service, Attn: Carole Dickert-Scherr, 475 L'Encant Plaza West, S.W., Washington, D.C. 20024. Principals only. EEO/AA employer.

**Chief Engineer**—5 KW AM directional—3 KW FM automated, in small mid-west college town. Send resume to Jack Rohde, Box 156 Ripon, WI 54971 EEO Employer

## HELP WANTED NEWS

**Immediate Opening** for PM news reporter at this top rated northwest NJ station with strong commitment to news. If you're dedicated, hardworking with strong writing & reporting skills... this one's for you! But don't wait EOE. Tape & resume to News Director, WRNJ, Box 1000, Hackettstown, NJ 07840

**Experienced newspeople wanted** for Long Island's largest news operation Full and part-time (weekend) opportunities available. Send tapes and resumes to: News Director, WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. E.O.E.

**31,000 watt Regional Station** covering New Hampshire, Maine and Massachusetts seeks experienced news director. Strong on air delivery, writing and administrative abilities to manage 3 person department. Salary open. Rush tapes and resumes to Duncan Dewar, WHEB Radio, Portsmouth, NH 03801. No calls! EOE.

**Aggressive radio news reporter** wanted for N. Cent PA station specializing in local news. Experienced interviewer, will anchor PM drive newscasts. Immediate opening. Call, tapes, writing samples, resume (including salary) to Tony Kale, WWPA, PO Box 2168, Williamsport, PA 17701. E.O.E.

**Are You a local news digger?** Do you have a minimum of two years of commercial radio experience writing and delivering local news. Can you stand being a big fish in a small pond? If you love news, we may have the opportunity you've been looking for. Send tape and resume yesterday to Gary James, W-A-R-E Radio, 90 South Street, Ware, MA 01082. E.O.E. No phone calls.

**Kansas Kicks (KS-KX)** Topeka's best modern country station is looking for an aggressive and intelligent general assignment reporter. Some anchor work is available provided you have the talent. Applicants must have at least nine months experience. If you are interested send a resume, aircheck, and writing examples to Mike Manns, News Director, KSKX Radio, Box 4407, Topeka, KS 66604. KSKX is an equal opportunity employer.

**News: We anticipate expansion** in the news/sports department at some of our stations. If you have minimum 6 months commercial experience, send tape and resume to Command Broadcasting Group, PO Box 511, Beacon, NY 12508.

**KMJ Radio,** NBC affiliate, Fresno, California, located in the heart of Agribusiness country, has immediate opening for a Farm Editor. Applicants must be experienced all-round newsmen... especially well-oriented in farm reporting. Permanent position, 5-day week, attractive employer-paid benefits package. Salary up to \$365. week, depending on experience and ability. Send complete resume and tape to KMJ Radio, 3636 N. First St., Suite 106, Fresno, CA 93726. An Equal Opportunity Employer.

**S.W. station looking** for an experienced street reporter and editor for all-news morning format. Send resumes, tapes, and writing sample to: News Director, KPAC Radio, 7700 Gulfway Drive, Port Arthur, TX 77640.

**WNCI, Columbus.** Strong news commitment; mid-day air shift, heavy beat coverage. Emphasizing on-scene reports, weather. If you talk to people instead of a microphone, want to work hard in an excellent city, send tape and resume immediately. No beginners, please. Stan Broadway, News Director, WNCI, 4900 Sinclair Rd., Columbus, OH 43229.

**Immediate opening.** News/Talk Radio daytime for afternoon reporter/anchor. Good Delivery a must. Salary negotiable. Send tapes and resume to: Mike Edwards, PO Box 7700, Sarasota, FL 33578.

**Tender Lovin' Country** has opening for dedicated news reporter for anchor and street work. Must have experience. Tape and resume to Dave Broman, KTLG, Box 65, Twin Falls, ID 83301. 208-733-3381. EOE/ MF.

## 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.

**Production Manager:** Write copy and product for AM/FM. One year production/copywriting preferred. Contact Robert Hill, KEEK/KJCS, Box 1111, Nacogdoches, TX 75961. An equal opportunity employer.

**Program Director** needed for major market 50 KW adult contemporary station. Must be experienced, and willing to assume total responsibility to refine and motivate air staff and execute format to deliver 34+ audience. Air shift required. An equal opportunity employer. Send resume to Box J-87.

**Program Director.** Station with 48% share of the TSA in a 7-station market looking for knowledgeable country music information oriented program director. Heavy on farm programming. Resume and salary requirements in first letter please. EEO Employer. Box J-122.

**Experienced Program Director** for major market 50,000 watt country facility needed. Must have thorough knowledge of modern country music programming. Send tape and complete resume (with ARB numbers) immediately to General Manager, WYDE, Post Office Box 3326-A, Birmingham, AL 35255. Phone calls not accepted. EOE.

**TV Audio Director** to supervise department of three and work on programs ranging from talk to live performance, both in studio and remote. Must be familiar with recording studio practices including mixing, 8-track operation, and computer editing procedures. Three years broadcast experience minimum. Resume to Chuck Waggoner, KTCA(TV), 1640 Como Ave., St Paul, MN 55108. An Equal Opportunity Employer.

**Program/Fine Arts Director** for growing public radio station. Responsible for program and music selection for classical format. Possible airstuff. Do not apply unless you have experience, are energetic, like to work in a demanding position, and understand research. Salary \$13,000+. Deadline Oct 10. Resume to: David Anderson, KWGS, 600 S. College, Tulsa, OK 74104. EOE.

**Commercial Copywriter/Producer** to create award-winning spots and do short air shift at highly professional AM/FM. Experience a must! We'll pay top salary and benefits. If you are good, send tape of commercials you have written and produced to: Bob Burian, WCCW, 346 East State Street, Traverse City, MI 49684. EOE M/F.

**Production Manager/Continuity Director:** Experienced bilingual (Spanish/English) individual to do production/continuity department, growing medium market. AM/FM combo. To supervise production/to write, produce creative copy. Weekly PA program, assist news director. Benefit package; pleasant resort-agric. community. Salary D.O.E. An E.O.E. m/f; minority inquires encouraged. Send resume to Box J-152.

## SITUATIONS WANTED MANAGEMENT

**General Manager:** Thirty years experience with excellent track record in major markets — radio, various formats. Excellent administrator. Strong in national, regional and local sales. Operated flagship station in chain, plus Vice President of group. Knowledge of FCC requirements and renewals. Served for years as assistant to President. Reply to: Box J-95.

**Eight Year Professional** in management, production, journalism, D.J. with degrees. (West). Box J-145.

**Asterisks in your ratings** book don't sell... numbers do! I will deliver elephant numbers. Nationally recognized; case histories on request. Available and can do this book. Gerry 317-923-6710 now!

**Seeking management** opportunity with small market station, 17 years experience in sales, and programming. Call Bill Sutton, 607-734-1025.

**Sales Manager**—wants to move into general manager position. Will take two positions to save you money. Morris Levy, 16A Hill Court Circle, Rochester, NY 14621.



## SITUATIONS WANTED MANAGEMENT CONTINUED

**This General Manager Works!** After 20 years in the business, I'm still turned on, red hot and ready for more I've been managing an AM/FM in Rochester NY that needed classic turnaround treatment. At the current rate sales are up several hundred thousand dollars. Ratings have been significantly increased, good people hired and the stations are positioned for growth. Before that I spent 14 years managing an AM/FM in a six station western Massachusetts market. It was a most productive period in achieving a near model operation in sales, profits and community service. We hired and retained superior sales people and hiked the sales by hundreds and hundreds of thousands of dollars. Our ratings were almost legend in their long domination of the market. Our programming was fun, constructive and up-to-date. Our news department edged out the Boston giants by winning the state's most prestigious awards. We ran Call for Action, golf tournaments, bike rides, athlete of the year dinners, radio-thons, and bloodmobile drives. I headed Red Cross and the United Fund campaign and served on many boards. Our sales and promotion efforts frequently earned national publicity. Before coming East I held important sales and programing positions in Michigan. I offer top references, high energy, staying power, and willingness to relocate. Write 86 Bent Oak Trail, Fairport, NY 14450 or call 716-223-1972.

**General Manager** On full time or weekly consulting basis. Former owner and general manager, who can make us both money. No magic... just sound principles. Prefer a buy-in or buy-out, AM-FM combination in 25 to 100 thousand market in Wisconsin, Iowa, Illinois, Michigan, Minnesota, or Missouri. We can't make money if we don't talk. You can call references. All replies confidential. Box J-151.

## SITUATIONS WANTED SALES

**Sales Experience.** Also want airtime. First ticket. Will relocate. Tapes, refs and resumes available. Joe Muscato 312-594-3858.

## SITUATIONS WANTED ANNOUNCERS

**Hire the Tiger.** News/Announcing/Sports. Hard worker, spirited, experienced. Rod Morrison, 25 Harriet Avenue, Belmont, MA 02178.

**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.

**Young, capable, articulate!** Experienced PBP/col- or, enjoy sports-talk and production. Phil Harrigan, 9146 S. Pleasant, Chicago (60620), phone 312-445-0578.

**21 Year old male** looking for first break. Interested in news, copy, announcing, sells. One year experience college radio. Rt. 5, Box 390, Salisbury, NC 28144. 704-279-2280

**Currently afternoons** in Milwaukee, team player seeks position in Connecticut, Massachusetts. Market size, shift not as important as the people I work with. Available immediately. Keith, 414-769-6966, mornings.

**Dedicated DJ** 2 yrs. N.Y. exp. Will go anywhere available now! Box J-115.

**Relocation Anywhere:** A current AM FM Jock who loves to travel is seeking fulltime work. Scott Scarborough, 1119 Saguaro Dr., Globe, AZ 85501 602-425-6156.

**Situation Wanted:** After 7 years experience in a H.S. hockey PBP announcer in hockey crazy Minnesota. I am ready for the pro-minor league or top notch college level. Steve Jezierski, 701 Park Ave., Cloquet, MN 55720. 218-879-5303.

**Top Notch Sports Announcer** looking for opening as Sports Director and/or play-by-play man. You name it I can do it. I sound damn good and have the tapes, references, and experience to prove it! Contact: Burt Groner, 5455 Grove St., Skokie, IL 60077 312-966-3875 (Former Sports Director at WKDI Radio/Northern Illinois University)

**Exp. Rock Jock**--Ready to kick. For tape and resume, call Roger Channell, at 312-764-0262 or 312-929-0776

**Got the ticket.** Needed the break. Drove 2,000 miles for it, wife and son still in NY 1st phone willing and able. Seeks professional, oriented, station. Some on air experience, but good voice. Competitive energy and production skills. Will relocate. Contact Marty Kaye, PO. Box 846, Pagosa Springs, CO 81147 or call 212-369-5729. Leave message.

**Male DJ**--young, talented and ambitious. Tight board, good production, BA Broadcasting. Seeks A/C, MOR, or C&W format. Willing to relocate anywhere. Tape and resume available. Rich Ocskasy, 914-834-3076, after six 214 Richbell Rd., Mamaroneck, NY 10543

**First Ticket.** Limited air and sales experience. Will relocate. Tapes, refs, and resumes available. Joe Muscato, 312-594-3858.

**Humorous and creative air personality.** Prefer adult contemporary but can handle any format. Experienced dependable, hardworking. Great news and sports. Send for tape and resume with great references. Steve Shovan, 5359 N. Magnet, Chicago, IL 60630, 312-631-1843, after 6 p.m.

**5 KW AM/FM drive** experienced Top 40 personality with good deep voice available. Bill 516-423-0167

**Talk show host available.** With major market talk and news background. Contact Doug Carrick 314-533-6632 or 301-633-7191. All replies given consideration.

**Broadcaster,** 16 months experience, R&B format, jazz preferred. Third phone, will relocate, hard working, good voice. Write: Robert Alexander, 1055 Philip Apt No. 15, Detroit, MI 48215 Phone: 1-313-331-7699.

**Female 22 AOR.** Dependable hard working. 3rd will locate immediately. Tape and resume available. Carrie Robin 312-376-5843. Hours 2 PM-8 PM Monday thru Friday. 4354 So. Kedvale Ave., Chicago, IL 60632

**College of broadcast school graduate** seeking first slot as DJ, newscaster. Mature, married, communicator with personality and humor. Second phone. Prefer Northeast. All replies answered! Box J-180

**My shoes are too tight.** Small market morning man seeks medium market opportunity. If the shoe fits, I'll wear it. Call Jan, 505-445-5307

## SITUATIONS WANTED TECHNICAL

**Heavy maintenance, studio,** transmitter and array experience. Supervisory skills. Broadcast engineer seeks career opportunity in radio or TV. Great references. Call 1-209-658-7393

## SITUATIONS WANTED NEWS

**Sportscaster,** young, exciting. College grad PBP, all sports, talk, anchor. Steve Long, Box 296, Naples, NY 14512 716-374-2473.

**Black reporter** with two years experience, looking for a new home and ready to hit the streets. Call Don 312-623-8662.

**Top Fifty Market ND** inherited stars that management says must be coddled. Station going nowhere. Looking for situation, where I can direct professionals and beginners eager to learn. I stress good writing, street reporting, and above all, teamwork. Good record. references. Box J-114.

**Ambitious, bright, young** (23) announcer with 7 years on-air experience seeks entry-level news position. Have excellent writing skills. Willing to relocate anywhere. Call or write for resume and tape. Bob Risher, RR No. 3, Box 128, Linton, IN 47441. 812-847-2968

**Aggressive, hard working** recent graduate seeks a position in a news department. I am willing to relocate and can start immediately. Also strong in sports, play-by-play and reporting. Call in early morning and late afternoon and evening 606-261-0684.

**Recent College Grad** looking to break into radio. Experienced in news and sports reporting. PBP and production. Tape and resume available. Contact Dan at 312-255-3795

**First Ticket.** Announcing, limited experience. Sales experience also. Will relocate. Tapes, refs, and resumes available. Joe Muscato, 312-594-3858

**Black Reporter** is ready to move. See "Articulate Black" under television for details

**News-Sports Director**--Good voice--R-TV credits. Degree, References, Hank Holmes 617-679-6957 after 2 pm/eves.

**Network radio deskperson,** MSJ, newspaper background, seeks street reporter's job in medium/major market. Call 212-686-1449.

**News/sports Reporter.** Hard-working, with medium market experience in Ohio/Michigan. Does reporting and anchor work, plus pbp for all sports. Steve French, 2059 Willowdale Drive, Stow, OH 44224. 216-688-8461

**Aggressive, secondary-market** newscaster wants bigger challenges. Prefers street reporting, can also anchor. Five years' experience. No small markets wanted. Available on two weeks' notice. Box J-157

**Talk Show Host available.** with major market talk and news background. Contact Doug Carrick 314-533-6632 or 301-633-7191 all replies given consideration.

**Play-by-Play**--Football and basketball. 15 years major college. Exciting, enthusiastic, expert, experienced. Lost assignment due to sale of station. Audience builder. Major college or pro only. Box J-173

**College grad,** one year experience. Looking for sports position. Can do board shift. Bob 516-221-2498.

**News Director.** Major-Medium Market. Seeking southern metro position. Veteran take charge professional, with proven track record. Can produce results. Box J-198.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Small/Medium Markets:** Stable, innovative, motivating, winning programmer desires long-term commitment. Rated No. 1 in Top 10 Market 717-264-9083 Dave.

**Producer/Director**--Major credits. 15 yrs Radio & TV News & Public Affairs Commercial & PBS. Drama BBC. Hard-working self-starter. 518-725-1454

**Professional Program/Music Director.** Sales, copy, production, promotion, organizer. Box J-154.

**8 years experienced** Program-Music Director/Announcer, including staff and copywriting supervision, budgeting, promotion, community involvement, motivation, sales ideas. Proven ARB's-Excellent references. Bill McCown 803-226-1408.

**Exceptionally creative,** award-winning top-40 Producer/Writer, stagnating in apathetic, small-minded company. Seeks producing/programing position with professional organization. Single. Relocation no problem. Box J-176.

# TELEVISION

## HELP WANTED MANAGEMENT

**Promotion Manager** with experience in on-air promotion production for dominant N.E. regional VHF station. Good writing skills, creativity, print layout and budgeting capabilities are necessary. Minimum two years' experience as television promotion manager required. Excellent benefits. EOE. Send resume and salary requirements to Box J-67

**Promotion Manager,** 2-3 yrs experience. Send samples of work which will be returned. Network affiliated TV station on East Coast. A/A, EEOE. Send all inquiries to Box J-190.

**Marketing Services Manager,** KING-TV, Seattle. New position within Sales Department of major market NBC affiliate for individual with minimum three years experience at a television station in marketing, sales promotion or promotion. Job requires strong writing and graphics skills, knowledge of broadcast research and television selling. Self motivation essential. Please send resume, samples of work and letter outlining interest to: Sturges Dorrance, General Sales Manager, KING Television, Box 24525, Seattle, WA 98124. King Broadcasting is an equal opportunity employer. M/F

## HELP WANTED MANAGEMENT CONTINUED

**TV Station Manager**—Building new UHF country market Southern town. Must be qualified to take it from ground up, direct all depts. Call 813-879-8267

**Business Manager**, 2-3 yrs. experience. Accounting degree required. For network affiliated TV station on East Coast. A/A EEOE. Send all inquiries to Box J-166.

## HELP WANTED SALES

**Account Executive**. WSOC-TV (ABC) Charlotte, N.C. knowledgeable, experienced sales person needed. Send resume with phone followup acceptable to Mark Keown, Local/Regional Sales Manager — WSOC-TV PO. Box 34665 — Charlotte, NC 28234. An Equal Opportunity Employer M/F.

## 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

**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**—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.

**South Florida Television needs** maintenance engineer 3 to 5 years experience all phases of television—E.N.G.—installation—digital and microprocessor experience desired. EOE Please send resume to Box J-54

**Maintenance Engineer**—Rocky Mountain area. Familiar with studio and transmitter maintenance. First phone. Contact Ken Renfrow, KOAA-TV, 2200 7th Ave., Pueblo, CO 303-554-5782

**The Rex Humbard Ministry** has immediate openings for experienced video operator/engineer and video tape maintenance engineer with experience on late model RCA. Please send resume with salary history to T. Holleron, 2690 State Road, Cuyahoga Falls, OH 44223.

**Broadcast Technician**. Experienced in master control, video tape, telecine operations and studio maintenance. Must have first class FCC license and a minimum of 3 years practical experience. Send all replies to the attention of Chief Engineer, WSNL-TV, 3200 Expressway Drive South, Central Islip, NY 10022. An equal opportunity employer

**Maintenance Supervisor** for small production studio. Experience with helical recorders and color cameras required. For details call Barrett Giorgis 415-495-8646 or send resume to 1175 Potrero Ave., SF, CA 94110

**Television Maintenance Engineer**: Near beautiful Monterey coast. First phone required. Minimum of 2 years television broadcast studio equipment maintenance experience. Maintain ICR-100, reel to reel quad, studio cameras and related equipment, plus some ENG/EFP maintenance. EOE. Send resume to Jim Bassett, C.E., PO. Box 81651, Salinas, CA 93912 (408) 422-6422.

**TV Engineering Supervisor**—Major market CBS affiliate, WNAC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background, and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**Operations Engineer**—Immediate need. Switching. 1st Class FCC License. \$10,000. Contact Mary Diegert, WSKG Public TV and Radio, PO Box 97, Endwell, NY 13760. EOE/AA/M-F

**TV Engineer**: Houston independent UHF station needs a Transmitter Maintenance Engineer. Must have 1st class FCC license and minimum 5 years transmitter experience. Will assume responsibility of new facility construction. Send resume to Metromedia, Inc. PO. Box 22810, Houston, TX 77027. We are an equal opportunity employer.

**Central Michigan University** is seeking a Senior TV Engineer to be responsible for operation, modification and preventative maintenance of University owned television and radio apparatus. Qualified candidates must have two years of broadcast related repair training at the college or trade school level and at least two years of regular broadcast experience in both radio and television. Possession of a valid first class FCC Radio-Telephone Operator license is required. Salary is competitive and commensurate with qualifications. Excellent fringe benefit package. Submit resume by October 3, 1980 to: Personnel Office, 109 Rowe Hall, Mt. Pleasant, MI 48859. CMU is an affirmative action & equal opportunity employer.

**Evangelical Ministry**—Studio Maintenance Engineer—immediate opening—must have first phone, experience with IR 600 Quad TK-45 cameras, etc. Minimum two years broadcast studio equipment maintenance experience. Good salary, benefits, growth potential for qualified person. Send resume: David Hall, Chief Engineer, WHFT-TV 45, 3324 Pembroke Road, Pembroke Park, FL 33021—Equal Opportunity Employer.

**Chief Engineer**. "Hands-on" person needed to establish and manage maintenance activities for network affiliated UHF-TV station on East Coast. A/A, EEOE. Send all inquiries to Box J-191

**Television Engineers needed** for expanding production facility. Must have 5 years experience in Video, Audio, or Videotape maintenance and/or operation. Send resume to Personnel Dept., Oral Roberts Evangelistic Association, PO Box 2187, Tulsa, OK 74171.

## HELP WANTED NEWS

**Weathercaster**. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Contact Dennis Smith, KARD-TV3, Box 333, Wichita, KS 67201

**Reporter**: You might fit on our team if you've got what it takes to put together top packages in a variety of situations. We're aggressive, innovative and a top rated news organization; medium market, southeast. Send us complete information about your background and experience. EOE. Address replies to Box J-55

**Anchor/Reporter**: We're looking for that spark that communicates; the enthusiasm that will fit on a top news team, we may be looking for you. Management committed to excellence in news. Good living conditions in south. If you think you've got what it takes, let us take a look at you. EOE. Address replies to Box J-72

**Producer/Anchor** for fast growing well equipped, group owned network affiliate in top 100 market. If you can work with live gear, and think on your feet, let us hear from you. No beginners. Send resume and tape to Max Tooker, News Director, WAFF-TV, PO Box 2116, Huntsville, AL 35804. EOE.

**South Florida television station** is looking for an experienced street reporter for a total ENG station. Send resume and air check to News Director, PO. Box 510, Palm Beach, FL 33480 EOE

**Producer**. Tired of plugging pieces into somebody else's format? Use your creative talent with Corinthian-owned, aggressive CBS affiliate. Resume, sample of newscast and writing to: Robert Allen, News Director, KOTV, Box 6, Tulsa, OK. EOE-M/F

**Top 20 Sun Belt Station** looking for weeknight meteorologist. The person should have an excellent presentation with lots of energy and a creative approach to delivering weather information. An Equal Opportunity Employer. Send resumes to Box J-94

**News director** for small market N.E. station. We seek an experienced broadcast journalist with administrative ability. Salary negotiable. Contact Mike Trudel; Box 934, Bangor, ME 04401. E.O.E.

**Weathercaster**—Excellent opportunity for very personable weathercaster. Some training in meteorology highly desirable. Number one station in market with fax, color radar and other aides. Need take-charge person with the technical knowledge to handle mid-west weather extremes and present an interesting and fast-paced cast. Send resume and VTR immediately to Don Blythe, KOAM-TV, Pittsburg, KS 66762. Salary negotiable. Equal opportunity employer.

**Reporter** need hard working, creative reporter with solid journalistic background. Anchor opportunities in 37th market. Send resume, VTR, and salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/M/F

**Sportscaster**: Anchor early and late sports in aggressive small market news operation. Cover local sports, edit ENG, some shooting. Salary to \$12,500. E.O.E. Send resume to Box J-105.

**News photographer**, background in film and ENG preferred, position includes duties in shooting, editing and processing. Tape and resume to News Director, WISC-TV, 4801 West Beltline Highway, Madison, WI 53711. EOE.

**Weathercaster**, to be second person in the department responsible for weather presentations on TV and radio. Competitive midwest market. Duties include weekend TV weathercasts. Tools include weather wire, fax, color radar. Must have on-air TV weathercasting experience. Equal Opportunity Employer. Send letter and resume to Box J-179.

**Assistant Producer** for TV news documentary unit. Involve assisting the producer in researching and developing stories, arranging interviews and locations, and structuring weekly 30 minute minicam news documentaries. Should be experienced in news documentary production as a TV news journalist. Working knowledge of ENG editing equipment desirable. Send resume to Mr. Fran Lucca, News Dept B WNED TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Managing Editor** for major markets network affiliate. Must be able to execute a dynamic coverage concept motivating reporters and photographers. Must be self-starting idea person with strong leadership capabilities. Must have minimum 2 years experience as TV-news assignment editor and/or producer. An EEO employer. Send reply to Box J-160.

**News Director**, tropical island Cable TV ENG with daily satellite news feed. Salary open. Some anchoring. Send tape and resume to Lee Holmes, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam, 96910.

**Sports Director**: On-Air, 6 & 11 p.m. M-F. Experienced only. Emphasis on local sports. Mid-Atlantic city, medium market. Salary negotiable. Send resume to Box J-141.

**News Anchor/Reporter**—applications now being taken for a fully experienced anchor/reporter with an absolute minimum of 3 years prior experience in this position necessary. Those not having the background indicated are asked not to apply as they will not be considered. Send tape and resume to News Director, KMPH-TV, 5111 East McKinley, Fresno, CA 93727. An M/F EOE station

**Producer** for 6 and 10 PM news. Must have TV news experience. Send resume to News Director, WTVW-TV, PO Box 7, Evansville, IN 47701. E.O.E.

**Anchor**. Market-leading SE affiliate in top 100 range needs anchor for weekday 6 and 11 p.m. newscasts. Send resume to Box J-169.

**Reporters**: Aggressive, creative, experienced applicants only. Resumes and cassettes to Ron Scott, KTVH, Box 12, Wichita, KS 67201

**Mid Western Top 100** market is looking for news anchor, co-anchor, sports anchor and good investigative reporters. Must be able to edit and shoot ENG. Send resume to Box J-156

**News Director**: experienced, take-charge leader. Strong on content, presentation, and people. Resumes and newscast cassettes to Ron Scott, KTVH, Box 12, Wichita, KS 67201.



## HELP WANTED NEWS CONTINUED

**We are seeking** an assignment editor who looks upon each day as a unique opportunity to discover more about his/her world. The person we seek should be extremely curious, an excellent journalist, understand the elements that make up a TV news broadcast, is well organized, and can motivate people, as well as "move the crews around." We hope that this person will become a key member of our executive team. An Equal Opportunity Employer M/F Please send resume to Box J-185.

**Reporter**—Coastal Florida affiliate seeks energetic person with proven experience. We've covered all the big news stories, and want aggressive street reporter to join us. Send tape and resume to Harry Horn, News Director, WINK-TV, P.O. Box 1060, Fort Myers, FL 33902. No phone calls. Equal Opportunity Employer.

**Assignment Editor**—This job probably pays more than you're making. But you can't do it for the money alone. If you have TV newsroom experience, and desk experience you may be the person to motivate and direct a large and aggressive news staff. If you're working the desk nights or weekends in a major market, this job is right up your alley. Send resume to John Howell, KFSN TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications is an Equal Opportunity Employer.

**Reporters**; need two reporters to join strong News operation in southeast —top 100 market; some experience preferred; must be aggressive and have good writing ability. M/F E.O.E. Reply to Box J-193.

**Assistant Assignment Editor.** Creative, aggressive, assistant assignment editor wanted for one of the countries top local news operations. Contact Bob Yuna, KDKA TV, 1 Gateway Center, Pittsburgh, PA 15222. EOE

**Producer**—6 pm and 11 pm newscast organizer. Work with dual anchor, fast paced show. Must be good writer, visual oriented, creative, cool head. Former reporters make good producers. Net affiliate in Florida. Write with video and writing samples to Harry Horn, News Director, WINK-TV, P.O. Box 1060, Fort Myers, FL 33902. Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**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.

**ENG Photographer** for top rated prime time magazine in a top ten market. E.O.E. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box J-51.

**Technical Assistant** for top rated prime time magazine in a top ten market. Work in the field with BVU recorder and audio. Prefer person with audio background looking for TV experience. E.O.E. Box J-77

**TV Producer-Director** or director for public TV station. Applicants should have at least two years of full time TV directing experience at a broadcast station and have strong background in live and taped performance and cultural affairs programs. Send resume and cassette sample of work to Office B, WNET TV, 184 Barton Street, Buffalo, NY 14213. WNET is an equal opportunity employer

**Television Programing Coordinator.** Plan, select, obtain and schedule entertainment, academic and service programs for closed circuit cable TV system. Supervise scheduling of production facilities and equipment. Bachelor's degree in Communication or related field necessary. Master's degree and experience in TV programing, traffic, scheduling or related area helpful. Part-time position, four day work week or equivalent schedule. Send resume: Personnel Manager, Box B9, Bldg. 60, Rochester Institute of Technology, National Technical Institute for the Deaf, One Lomb Memorial Drive, Rochester, NY 14623. An Affirmative Action/Equal Opportunity Employer.

**Minority Affairs Producer:** State public television network has immediate opening (contract) for a producer to manage the conceptualization, development, design, and production for a full range of minority audience programs. Assignment will include the establishment of a strong presence for minority audience programming in the broadcast schedule. The producer will actively interface with public affairs producers for opportunities for mutual benefit. Position requires five (5) years of increasingly responsible experience in television production with emphasis on line producing, research, writing, and demonstrated management skills including project administration. Statewide travel will be required. Salary commensurate with skills. Send resume and demo tape to Director of Broadcasting, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, LA 70805. No phone calls. Deadline for receipt of applications October 3, 1980. Louisiana Public Broadcasting is an equal opportunity employer.

**Video, Ltd.,** a leading Midwest producer of high quality industrial video tapes and movies currently has a position available for an individual with EFP and on line video tape editing experience. Send resume/tape to Attention: Carl Swanson, Vice President Production, Video, Ltd., 200 Guaranty Building, Cedar Rapids, IA 52406

**On-air Promotion Producer.** Major market independent needs strong production-oriented individual to handle on-air promotion. One to two years production experience necessary, along with ability to do high quality work under tight deadlines. Send resume to on-air producer, P.O. Box 7696, St. Louis, MO 63103.

**PM Magazine Photographer:** Station is making heavy commitment to PM Magazine and needs an excellent photographer who is not afraid of hard work. Must be totally familiar with ENG equipment. Send resume, tape, and salary requirements to: Production Manager, WMTV, Madison, WI 53711. An equal opportunity employer.

**TV Audio Director** to supervise department of three and work on programs ranging from talk to live performance, both in studio and remote. Must be familiar with recording studio practices including mixing, 8-track operation, and computer editing procedures. Three years broadcast experience minimum. Resume to Chuck Waggoner, KTCA(TV), 1640 Como Ave., St. Paul, MN 55108. An Equal Opportunity Employer

**Assistant Traffic Manager.** Top 25 Midwest network affiliate seeks an assistant traffic manager with previous traffic experience, as well as experience with the BIAS system. The person will work with the traffic manager in all phases of traffic activity. The person will enter orders, commercial and program change information, and maintain cut-ins and CTN information. Salary is negotiable. Send resume to: Bill Beindorf, General Sales Manager, WISH-TV, 1950 N. Meridian, Indianapolis, IN 46207. WISH-TV is an Equal Opportunity Employer.

**Traffic Manager** needed in major southern market. BIAS experience preferred along with aggressive and hard working attitude. Excellent salary and benefits. An Equal Opportunity Employer-M/F. Please send resume with salary history to Box J-155.

**Production Designer.** Duties: To design and produce visual solutions for Twin Cities Public Television productions. Requires: Experience in scenic design and construction. Working knowledge of illustration, still photography, typography, animation and graphic design. Contact: Robert Born, Twin Cities Public Television, 1640 Como Ave. St. Paul, MN 55108 612-646-4611.

**Are you a top-flight** control room director? Can you turn-out "Mistake-Free" newscasts night after night? Would you like to work with the latest equipment in modern studios? To top it off, would you like to live in beautiful Florida? EOE/MF. If so, send your resume to Box J-158.

**Central Michigan University** is seeking a Director of Publicity and Promotion. Responsibilities include corporate underwriting, grant proposals, on-air fund raising for both radio and TV, public relations, and advertising. Bachelor's degree in communications or related field and 3 years experience in fund raising required. Starting salary commensurate with qualifications. Excellent fringe benefits. Send resume and references to: Personnel Office, 109 Row Hall, Mt. Pleasant, MI 48849 by October 3, 1980. CMU is an affirmative action & equal opportunity institution.

**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

**Program Coordinator:** A top independent station in the Mid-West is looking for a bright and energetic person with good communication skills to schedule films and syndicated programming. Also must have some knowledge of operations, production, and promotion, with a good research background. We're looking for a person on the way up, who is looking for a real challenge. EOE/M-F. Please send resume & salary requirements to Box J-178.

**Television Director:** Central Florida PBS affiliate. Director with minimum of three years full-time directing experience. Experience in remote and studio operations. Strong background in cultural and public affairs productions. Demonstration tape required. Deadline: October 22, 1980. Resume and tape to Personnel, WMFE-TV, 11510 East Colonial Dr., Orlando, FL 32817. Equal Opportunity Employer.

**Director of Studio Operations.** If you have had five or more years of supervisory experience in a TV studio environment, with some exposure to labor relations, we have an exciting opportunity for you in Northern New Jersey! Areas of responsibility include supervision of union and non-union employees in depts.; administration and control of operating and capital budgets; the planning, organizing, and control of studio activities — the successful candidate will have knowledge of financial operations of a studio, as well as background in studio equipment and programming. We offer an attractive compensation package in an exciting work atmosphere. Qualified applicants should write to Box J-186.

## 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.

**Attractive and single black** female with first ticket wants entry level TV position. Career minded, challenge oriented, even tempered, but eager to "Get it going." Good work habits and will follow direction. Sonya Davis 215-365-0673.

**Female FCC First-Class License** (recently obtained). Twelve years experience at major TV station in administration, personnel, and news coordination. Ready for entry-level technical position. Very negotiable. Box J-140.

## SITUATIONS WANTED NEWS

**Experienced, young, eager** broadcast journalist seeks break in television news or sports. Producing, reporting experience. Major market news/sports assistant experience. Phil Plofsky 157-43 80th Street, Howard Beach, NY 11414. 212-641-3117

**Aggressive Reporter** 2 years experience eager for small to medium market opportunity. Strong production skills. Mary Ann Herman 614-486-2882.

**Thinking about expanding** your sports staff? Award winning sports reporter/photographer with solid sports background. Can do it all; features; profiles, game highlights, live, shoot-edit ENG. Box J-118.

**Experienced Sports Director/Anchor/Reporter** wants to relocate. 33, college grad, family man. Scintillating athletic background combined with top sportscasting skills. Current work includes Sports Director/Anchor, play-by-play, reporting and commentary for Statewide TV Sports Network. You'll like my work. Let's talk. Box J-172.

**Aggressive, Hard Working** recent graduate seeks entry level position in TV News or Sports. Willing to relocate anywhere. Will give 120% Call in early morning or late afternoon or evening. 606-261-0684.



## SITUATIONS WANTED NEWS CONTINUED

**Photographer;** 3 yrs. ENG and film experience. Creative. Energetic. Efficient. 309-698-1957

**Lead Anchor** — Also produces. Mature, network experience. Currently employed Midwest. Some reporting. Box J-182.

**I am the top rated anchor** in a medium market looking to move on. If you want a journalist behind the face and voice, then I am the person you are looking for. Call 609-561-0619.

**Weather Anchor,** A.M.S. Seal. five years medium market. Box J-153.

**Add an established team** to your broadcast organization. Husband & wife looking for positions in news, public affairs, or local programming — top 100 markets. He is: experienced news writer, reporter/producer with Ph.D. She is: production assistant/associate producer with prior experience in promotion and sales. They are: ready to relocate and flexible to negotiate terms. Call 212-873-9027 after 6 p.m.

**Anchor:** Our news program is the dominant number one. I have accomplished my goal and would like to bring my track record, youth, masters Degree, and winning attitude to the right news operation. Box J-147

**Articulate Black Reporter** with four years experience on daily newspapers is ready for a career change to radio or television news. I am a personable, hardworking reporter with bright copy and three years extensive college radio experience. Write Box J-188.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Seeking a director-producer?** Have four years commercial and educational TV experience in studio and ENG work. M.S. in systems management. First Phone, B.A. broadcasting. Call 703-726-2521

**Operations/Programming/Promotion** Nine years of experience, including management. Open-minded, dedicated, enthusiastic. Box J-108.

**Dependable, enthusiastic, female** seeks entry level position in video production. Have broadcasting degree, crew experience, good sense of visuals, research skills, logging experience. Will relocate. Call Terry 215-482-4039

**Host of top rated TV magazine** in top 30, extremely creative, on air presence very strong. Looking for bigger challenge like variety talk, game or children's show. Call Steve Shannon 614-457-9131.

**Producer/Director** with national and regional commercial production credits, strong managerial background and 15 years television production experience seeks position with production house or television station with emphasis in production. Available now. K. Dwight Werle, 385 Good Ave., Indianapolis, IN 46219 317-357-4709. Will relocate.

**Producing for cable.** Experienced PBS Producer seeking public station wanting to develop cable option for future. Box J-144.

**Major market experience** in on-air and pre-production and public relations with strong writing background. Degreed male seeks position, relocation open. Steve Saunders, 521 W. Briar Place, Apt. 205, Chicago, IL 60657. 312-248-7405.

**Production Asst.** for leading international industry seeking broadcast position. Box J-174.

## CABLE

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Television Programing Coordinator.** Plan, select, obtain and schedule entertainment, academic and service programs for closed circuit cable TV system. Supervise scheduling of production facilities and equipment. Bachelor's degree in Communication or related field necessary. Master's degree and experience in TV programing, traffic, scheduling or related area helpful. Part-time position, four day work week or equivalent schedule. Send resume: Personnel Manager, Box B9, Bldg. 60, Rochester Institute of Technology, National Technical Institute for the Deaf, One Lomb Memorial Drive, Rochester, NY 14623. An Affirmative Action/Equal Opportunity Employer

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Executive Director,** California Chicano News Media Association. The California Chicano News Media Association (CCNMA), a non-profit educational and charitable corporation housed at the University of Southern California School of Journalism, is seeking applicants for the position of Executive Director. The Executive Director's responsibilities include administration and supervision of CCNMA programs and staff, fund raising, relations with professional groups and community organizations, counseling of students and preparation of reports. The Executive Director reports to a 15-person board of directors. Present staff includes an Executive Director, Associate Director and Administrative Assistant. The anticipated salary for the full time position starts at \$30,000 per year, plus fringe benefits. Applicants should have at least five years of experience in journalism, journalism education or related fields and a working knowledge of grant writing would be useful. The CCNMA is made up of more than 50 working reporters, editors and news technicians interested in encouraging young Latinos to pursue careers in journalism, assisting those studying journalism, and promoting career advancement of Latino journalists. CCNMA's activities consist of comprehensive program of conferences, workshops, publications, referral services, scholarships and related activities. Deadline for applications is October 6. Those interested should send a letter and resume to: Search Committee, California Chicano News Media Association, School of Journalism, University of Southern California, Los Angeles, CA 90007

### HELP WANTED TECHNICAL

**Engineer** with strong background in State of the Art Video Equipment with desire to move into sales. Major equipment supplier has opening in Washington, D.C. Send resume to Ken White, 4700-G Boston Way, Lanham, MD 20801, phone: 301-577-4903.

**\$40,000+ First Year Guaranteed.** Our company has grown so quickly in the past 5 years, we are in desperate need of a very special person who knows broadcast equipment intimately and has aggressive sales ability. We are diversifying into other areas and need someone to take over the equipment sales division. Responsibilities include sales of new and used broadcast equipment and further development of equipment sales division as business demands. We are a first rate company and believe in paying top dollar for the right person. Call Bill Kitchen, Quality Media Corp., 800-241-7878.

**Video Ventures** is now taking applications for audio, video and video tape engineers. Video Ventures, P.O. Box 2795, Rocky Mount, NC 27801 919-446-8734.

### HELP WANTED NEWS

**Senior Video Producer.** Major energy company seeks television news producer to handle public relations video programming. Candidate should have several years experience in a major market with news documentary experience preferable. Salary competitive with top 15 market producers slot. Send resume to: Rick Whitmyre, Texaco, Inc., 2000 Westchester Ave., White Plains, NY 10650. Equal Opportunity Employer.

### 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, KiiS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038. 213-462-5600.

**Broadcasting, Search Reopened:** Instructor, Assistant Professor; Tenure track position teaching a variety of courses in radio and television, plus a basic course in speech communication. Some professional broadcasting experience in addition to teaching experience is desirable. Masters Degree in appropriate field required. Starting date is January 1, 1981. Apply by October 15, 1980 to Dean Ronald O. Champagne, Salem College, Salem, WV 26426. 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 Iturbide Street, Laredo, TX 78040 Manuel Flores 512-723-3331

**Instant Cash For TV Equipment:** Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Wanted:** Stereo broadcasting studio equipment for programming on public radio by community center, including console, cartridge equipment, other. Contact United Migrant Opportunity Services, Inc., 809 West Greenfield Avenue, Milwaukee, WI 53204. 414-671-5700.

**Wanted to lease or buy,** TV Mobil Unit with five or six camera capability, slo mo, etc., Write full information to Box J-162.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585

**5" Air Hellaz** Andrews HJ-90. 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.

**GE TT-25 UHF-TV Transmitter,** ea. \$35,000.  
**RCA TT-10AL VHF Transmitter**—\$5,000  
**RCA TT-35CH VHF Transmitter**—\$20,000.  
**RCA TT-50AH VHF Transmitter**—\$12,000  
**Sony 2850 3/4" Video Recorders**—\$1,500 ea  
**Sony 2860 3/4" Video Recorders**—\$2,500 ea  
**Spectavisjon 3/4" Editor**—\$3,000 ea.  
**Complete film island**—\$30,000.  
**IVC 500A Color Cameras**—\$7,500.  
**GE PE-350 Color Cameras**—ea \$4,000  
**GE PE-240 Film Camera**—\$8,000  
**CDL VSE-741 Switcher**—\$2,500.  
**RCA TK-27A Film Camera**—\$12,000.  
**RCA TP-6 Projectors**—\$1,000.  
**Amplex 1200 A VTR's**—ea. \$22,000.  
**New Garrard Turntables**—\$100  
**New Edutron CCD-2h Time Base Corrector**—\$5,800.

**UHF Antennas**—Various Models and Prices.  
**New 1000 foot TV Towers**—best 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. F.O.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.

**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.

**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" conrac 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.

**Tektronix 465M Oscilloscope,** \$1900. TRI EA-3 Edit Control system with DDT-1 Digital Reader, \$1800. Singer-Graflex 93-OR 16mm Film Projector, like new, with TV shutter, mirrors and remote control, \$1500. ITE Camera Pedestal P/37, \$250. 212-691-1300.



## FOR SALE EQUIPMENT CONTINUED

**Gates Stereo Automation.** Change of format Mark Howard 912-232-0097

**2 TR 50's**—w/DOC. electronic splicer avail. Dec. Best offer. WXON-TV, 27777 Franklin, Southfield, MI 48034 A Johnson, 313-355-2900

**UHF Transmission line and accessories.** 47 sections. 19½ feet each. 6 1/8 inch Prodelin Type 100-867 5 each—6 1/8 inch 90° elbows 92 each—6 1/8 inch spring hangers. For package price. Contact Charles Harper, 213-462-7711, or Jack Kruger, 603-497-3000

**Equipment for Sale:** 1 Magnasync/Moviola model 2300-R; magnetic film sound displacement Recorder; this unit has been used very little so condition is like new—make offer. 1 Houston Fearless mini-color film processor model MC-16/ME4, complete with chemical mixer; Ray Taylor, Chief Engineer, KOLN-TV, 40th and "W" Streets, Lincoln, NE 68503. 402-467-4321

**For Sale:** 4 ea.—GE 350 color cameras complete with pedestals, lenses, and cable. \$9,000/ea.; 1 ea.—GE 240 film chain complete with Eastman numeric multiplexer w/ 2 ea.—Eastman 275 projectors 1 w/1 ea.—RCA TP6 slide projector total \$10,000, 1 ea.—GE 50KW transmitter tuned to Channel 12 with spare plate transformer, spare cavity, and all associated parts. \$22,000 Contact William Moore, KBMT-TV, 713-833-7512

**Film processor** 16 mm Houston Color-Master, good condition Asking \$2000. F.O.B. KIRO Studios John Lippman, KRIO-TV, 3rd and Broad St., Seattle, WA 98121 206-624-7077

**ORK Omega 10 Channel** stereo audio console, good condition, \$2,800. Andy Booth, CE, WQRK 804-497-1067

**IGM-500 Stereo Automation,** 2 Scully 270, 3 carousels, peg clock, time announce, single cart deck, numeric encoder/logger & encoder cart deck, 3 racks. \$5000 Steve Dinkel 816-279-6346.

**Automation-DP-1 Stereo,** 2 RS carousels, 2 dual deck cart machines, 3 Revox PB, 1 Metrolec R/P/W tone encoder, encoder with CRT & logger, 4 racks. As is \$8,500 Steve Dinkel 816-279-6346

**Gates 1 Kilowatt AM Transmitter.** BCA 404-487-9559.

**For Sale:** Complete 4-track recording studio. Broadcast quality, excellent equipment. Tascam Model 5, Tascam 70 4-track, ½" recorder 2 Otari 50 50's plus all accessories. Great production setup. Terms available—ready for shipment. 913-341-5768.

**Ikegami - HL-77 camera** w/15-1 Ang. lens. AC pac. case, for: \$17,000. Also includes RGB Pre-Amp, ROV w/200' cable. Contact Carmi at Videography Company, 8928 Ellis Avenue, Los Angeles, CA 90034. 213-204-2000.

**For sale:** Television Technology 100 watt UHF translator (Ch 8 input and ch 63 output) with solid state updated UST-20 and RA-7 Amplifier. \$5,000 or make offer. Contact Gary Mackley, City Clerk, Deer River, MN. Phone No. 218-246-8195

## 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

**"Phantastic Phunnies"**—month's 400 hilarious, topical 'phunnies' . \$2.00! 1343-B Stratford, Kent, OH 44240

**Comedy/Personality Jocks:** Write for our amazing audio sample kit See 'Miscellaneous' ad for LA. Air Force

**"Comic Relief."** Just for laughs: Bi-weekly Free sample While Creative Services 20016 Elkhart, Detroit MI 48225

**Jocks!** Recording artist Bio's—music information (Monthly Service) Sample Issue \$1. Radio Times, 200 South Glenn 98-C, Camarillo CA 93010

## MISCELLANEOUS

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Five volume production library** jammed with hundreds of dynamite cuts! Exciting music beds synthesizers, drums, jingles. SFX gag cuts—the industry's finest package priced right! Audio sample kit \$1.00 (refundable) LA. Air Force Box 944-B, Long Beach CA 90801

**Prizes! Prizes! Prizes!** National brands for promotions contests programming No barter or trade better! For fantastic deal write or phone Television & Radio Features Inc. 166 E. Superior St. Chicago, IL 60611 call collect 312-944-3700

**Antenna Site** 9 Acres in Louisville, Kentucky for sale by owner Ideal location for radio or communications antenna. 502-239-2747

**Wanted, to buy** Country Western Library. Contact KZIQ-Radio Phone 714-375-1360 or write PO Box 369, Ridgecrest, CA 93555.

## RADIO PROGRAMING

**Nostalgia:** Music! Actualities! Commentary! 1920/1970! Free "demo" tape: R.T.W.I.W., Box 174, Jacksonville, TX 75766.

**Radio's golden age.** Mystery-Comedy-Drama. The original radio programs, at a very reasonable price. Evergreen Sound, PO Box 954, Point Roberts, WA 98281

**Musical Showcase** 2 hour weekly taped program of Broadway original cast and Hollywood sound track music. Station inquiries invited. Reel Radio, Box 213, Dunkirk, MD 20754.

**Best of Radio,** highly polished weekly series of radio history Local avails, plus national sponsor. Exclusive trade 312-467-5430

**Radio and TV Bingo.** Serving over 1 000 stations oldest promotion in the industry World Wide Bingo—PO Box 2311 Littleton CO 80160 303-795-3288

## 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 "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test" Proven! \$9.95 Moneyback guarantee. Command Productions, Box 26348-B, San Francisco. 94126

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school 61 N. Pineapple Ave., Sarasota, FL 33577 813-955-6922.

**San Francisco,** FCC License 6 weeks 10/27/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415-392-0194

**KIIS Broadcasting Workshop** in Hollywood Announcing Disc Jockey, News. Plus top rated account executive program—all taught by top LA radio-TV teaching broadcasters Evenings or day sessions Kiis Broadcasting Workshop, 1220 N Highland Hollywood 90038 212-462-5600 Where tomorrow's broadcasters are today

## For Fast Action Use BROADCASTING'S Classified Advertising

## RADIO

### Help Wanted News

## NEWS DIRECTOR

KCMO, Kansas City, seeks applicants for the position of NEWS DIRECTOR. This person will direct the activities of a staff of more than 20 at NEWS/TALK 81 KCMO. 3-5 years on-air experience in major market radio required, plus managerial skills. Send tape and resume with first letter. No telephone calls. Mail to: Mike McGee, Operations Manager, KCMO Radio, 4500 Johnson Drive, Fairway, KS 66205. KCMO Radio is and EOE, M/F.

# KCMO

## NEWS/TALK 81

KANSAS CITY, MISSOURI

### Help Wanted Sales

## SALESPERSON

WARM—a Susquehanna Station—Northeast Pennsylvania's No. 1 radio station for 22 consecutive years seeks proven salesperson. Reply only if experienced winner who wants increased earnings, excellent benefits and opportunity for management. Position available immediately. Send resume to: Jim Davey, VP/GM, WARM Radio, PO. Box 590, Avoca, PA 18641.

Equal Opportunity Employer

### Help Wanted Announcers

## ANNOUNCER WANTED

A good production voice for combination contemporary AM and automated FM. Covering Charlotte market, broadcasting from Statesville—36 miles north. Lovely Carolina living, growing company. Call 704-873-4343 Jim Shipley.

## Help Wanted Management

### 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.

### HEY SUPERMAN . . . HELP US FIGHT CRIME

The crime is, we don't have *everyone* on the air . . . We need a Sales Manager. Our Superman must be an organized, people motivating, "BOOK" understanding, selling, son of a gun. Superman can be a Sales Manager already or, the Number Two, who's ready to move up and there's no room at the top . . . What do you get?

. . . A Super salary . . . Plus incentives based on a Super AM/FM facility with Super proven formats with Super numbers . . . a Super, brand new half million dollar building with Super equipment, Super people, Super signals and coverage area in California. INTERESTED? Reply in strictest confidence with resume and salary history to Box J-142.

## Help Wanted News Continued

### CO-ANCHOR

seeking communicator with personality for 6 and 11-PM anchor position. Negotiable salary. Excellent company benefits. Journalism degree needed. Send resume, VTR to News Director, WOTV, Box B, Grand Rapids, MI 49501 EOE/M/F.

### CO-ANCHOR

Top 25 market station seeking co-anchor. The person we hire probably will be working in top 10 market (or be a network reporter). The person we hire will want to make a long term commitment to our community. Salary and fringe benefits are above average. We need a person with a track record to help lead our commitment to news, which includes several microwave units and live helicopter. This is a career opportunity which comes along only once in a lifetime. Please send resume to Box G-133. E.O.E., m/f.

## Situations Wanted News

### NEWS DIRECTOR

Major market success. Knows full service news, talk and community involvement. Excellent people manager who motivates the staff to beat the competition. Seeking long term association with manager who wants the best radio news. Box J-168.

### 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 Technical

### TELEVISION TRANSMITTER ENGINEER

#### We've Got a Mountain of Opportunity

If you enjoy working in a mountain environment and are experienced with solid-state microwave and 2-way VHF radio equipment, you should consider a valuable position with KNBC.

An FCC first-class license and a familiarity with RCA, VHF, and FL transmitter lines are also necessary.

If you are qualified, please send resume immediately to:

Employee Relations  
KNBC  
3000 W. Alameda Ave.  
Burbank, CA 91523



We are an equal opportunity/  
affirmative action employer

## Help Wanted News

### CO-ANCHOR

6 and 10 p.m., M-F, for ABC affiliate, Upper Midwest, competitive market. Must have experience in all fields of TV news . . . on-camera delivery, producing, field reporting, live remotes, ENG and film editing, and packaging. If you're the one we're looking for, you will be well paid. We are an Equal Opportunity Employer. Send letter and resume to Box J-183.

### METEOROLOGIST

37th Market. Must have degree and experience in broadcasting. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501 EOE/MF.

### REPORTERS

Top 10 West Coast market. Must be experienced, aggressive and with talents as either back-up anchor or live ENG field work. Excellent salary with an industry leader. Please send resume to Box J-181. EOE.

## Help Wanted Programing, Production, Others

### The No. 1 station

in the Bermuda market requires a top, experienced and creative Television Programme Director/Directress. Minimum of 5 years television programming experience required, along with good working knowledge of networks and syndicated programme producers. Ability to write and a strong ability to lead and supervise people very necessary. If qualified, send resume to the Bermuda Broadcasting Co. Ltd., P.O. Box 452, Hamilton 5, Bermuda.

### Computer Video Editor

For newly added salon in state of the art production facility. Requires heavy spot work, broadcast and industrial training program experience. Preferably with Sony BVE 5000 or CMX background. Additional 1" VTR, Squeezezoom and Chryon abilities needed. Midwest location, salary commensurate with experience. Send resume to Box J-194



**Help Wanted Programing,  
Production, Others  
Continued**



America's top rated medium market PM show seeks co-host with on-air and story producing experience. Our co-host has gone to our sister station in Dallas. Please send tape and resume to Kathy Connelly, KFDM-TV, P.O. Box 7128, Beaumont, Texas 77706. An Equal Opportunity Employer.

**Are you a  
Director/Writer  
who does  
creative, quality  
production?**

We're a highly respected, top 25 mid-western station looking for an experienced Director to do commercial writing and production for one of country's most aggressive promotion departments. We have the facilities and budgets to do the job right. Reply to Box J-121. M/F. An equal opportunity employer.

**Situations Wanted News**

**PERSONABLE  
WEATHERMAN**

I am looking for my start in a small market. After working as a fill-in, part-time, I would like a chance to show you my tape. Call me at 615-331-9757 Michael Blue.

**CABLE**

**Help Wanted Management**

**DIRECTOR  
OFFICE OF  
TELECOMMUNICATIONS**

The City of Erie, Pennsylvania is soliciting applications for the Director of their Office of Telecommunications. The Director will oversee the franchisee's construction of the cable system within the City and enforce compliance of the franchise. The Director will also be responsible for the organization, start-up and administration of the community access facilities. The Director will act as liaison between the City, the cable company and the community to promote the effectiveness and efficiency of the cable system. Salary commensurate with experience, ranging from \$15,000 to \$25,000. Please send application, including a complete resume, to City Clerk, City of Erie Municipal Building, 626 State Street, Erie, PA 16501. All applications must be received no later than October 14, 1980. (E.O.E.)


**ALLIED FIELDS  
Help Wanted Sales**

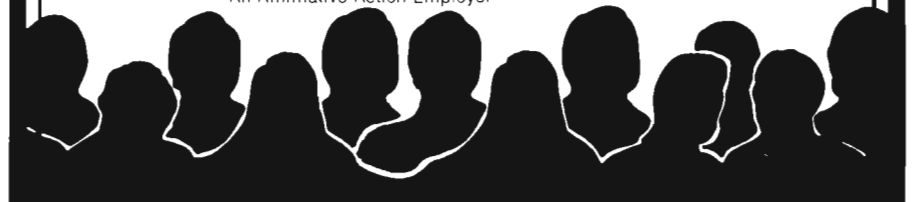
**CLIENT SERVICE  
REPRESENTATIVE**

**DALLAS OFFICE**

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. Radio station sales experience preferred. Duties will include extensive telephone contact and correspondence with clients. If you are qualified, send a resume with salary requirements to:

**THE ARBITRON COMPANY**

 a research service of  
**CONTROL DATA CORPORATION**  
3131 Turtle Creek Blvd.  
Dallas, Texas 75219  
An Affirmative Action Employer



**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



**SALES/MARKETING  
REPRESENTATIVE**

Soundshop, Inc., one of the nation's foremost production companies, is seeking a highly skilled and experienced individual for its broadcast sales staff. Unlimited income potential and opportunity with this company that has such accounts as Budweiser, Levis and Honda.

A highly motivated, self-starter with strong organizational abilities and prior experience in broadcast sales or programming desirable. This challenging position requires extensive travel in the eastern U.S.

Interested and qualified candidates call or write:

Ted Johnson  
Director of Broadcast Operations  
The Soundshop, Inc.  
1307 Division Street  
Nashville, TN 37203  
(615) 244-4149



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**STEVE WYMAN  
& ASSOCIATES, INC.**

**BROADCASTING**  
Executive Search & Recruitment  
100 COLONY SQUARE • SUITE 2301  
ATLANTA, GEORGIA 30361  
(404) 873-2959

**Services**

**CABLEWORLD Program  
Services**

A Buying—Selling—Programming Service  
Serving the CABLE industry:  
contact: Jerry Liddiard  
Gene Wilkin  
PO Box 567, San Juan Capistrano, CA 92693  
phone (714) 493-5333

**MANAGEMENT SERVICES COMPANY**  
Specializing in Individual & Corporate  
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Representing over 500 Clients & 1100 Episodes  
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NATIONALLY 800/528-6050 Extension 758  
INVESTORS MANAGEMENT SERVICES, INC.  
366 No. B'way, Jericho, NY 11753 516 935-5567

## Radio Programing



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

### PAUL FREES

"The Most Dramatic  
Voice in Radio"



**Charles H. Stern Agency, Inc.**  
9220 Sunset Boulevard, Los Angeles,  
California 90069. Telephone: 273-6890

## ISRAEL - EGYPT - PEACE??

Inform your listeners of the behind the scenes circumstances in the Middle East negotiations - subscribe to the Jewish Broadcasting Network: "Mid-East Report," five 15 and 30 minute reports available weekly.

Call (202) 431-1977 or write the Jewish Broadcasting Network, c/o The World Jewish Heritage Foundation, Route 524, Adelphi, New Jersey 07710.

## Television Programing

# TV BARTER FISHING SHOW

Nation's Number One  
Half Hour Fishing Show  
Contact Fritz Lisec

**Lisec Productions, Inc.**  
225 Gateway Two  
Kansas City, Kansas 66101  
**913/281-5600**

## Public Notice

### PUBLIC NOTICE

The Town Board of the Town of Somers in Westchester County, New York, invites applications for a Cable Television Franchise. Applications shall be prepared and submitted in accordance with a "request for proposals" available from the undersigned. Applications will be accepted until 12 noon December 16, 1980, and all applications received will be available for public inspection during normal working hours at the Town Clerk's office.

Charlotte Gavaghan  
Town Clerk  
Town House, Somers, NY 10589  
(914) 277-3323

## Public Notices Continued

### PUBLIC NOTICE

The Village of Gowanda in the Counties of Erie and Cattaraugus, New York, invites applications for a cable television franchise.

Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned.

Applications will be accepted until November 24, 1980 at 2:00 P.M.E.S.T and all applications received will be available for public inspection during normal business hours at the Gowanda Municipal Building, 27 East Main Street, Gowanda, New York.

HENRY E. MILLER  
Village Clerk/Treasurer  
27 E. Main Street  
Gowanda, New York 14070  
Telephone: 716-532-3353

### The City of Seward

with a population of 2,000, is soliciting a Statement of Interest from firms interested in providing Cable Television to our community. The statement will be received at the Seward City Hall, PO Box 337, Seward, Alaska, until 4:00 p.m., local time, on November 4, 1980.

To obtain specific information please contact:

Mr. Darryl Schaefermeyer  
Administrative Assistant  
PO Box 337  
Seward, AK 99664  
(907) 224-5214

## Wanted To Buy Stations

### WANTED TO BUY

CP's... will buy 100% of your CP for any broadcast property or will consider buying percentage and putting on air. Will show profit first month of operation. Box J-159.

## For Sale Stations

### H.B. La Rue, Media Broker

RADIO TV CTV APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434 1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

### LARSON/WALKER & COMPANY

Los Angeles, CA. Washington, D.C.

Pennsylvania AM	\$ 550,000
New York AM-FM	350,000
Pennsylvania AM-FM	650,000
Carolina AM	300,000
Mid-Atlantic FM	900,000
Eastern FM	450,000
Southeastern AM-FM	1,000,000

Contact:

Ben Larson	Bill Walker
213/826-0385	202/223-1553

## For Sale Stations Continued

### RALPH E. MEADOR

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

## R.D.HANNA COMPANY

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Ln., Suite 505, Dallas, Tx. 75225 • 214-696 1022

8340 E. Princeton Ave., Denver, Co. 80237 • 303 771-7675

6257 Garwood St Las Vegas, Nv. 89107 • 702-810-7106

### MIDWEST FM

Very profitable. \$2 million cash.  
Financially qualified principals  
only.

Box J-170

### FAR NORTH- WEST:

Pioneer regional full time AM. \$700,000 with \$175,000 down and 10% balance carried by Seller.

### CALIFORNIA FM:

Needs development in strong market. \$735,000 with Seller financing.

### SUBURBAN AM:

Full timer near top 10 Western market. \$1,275,000 Seller with finance.

### CALIFORNIA COMBO:

Full time AM and new FM did \$350,000 in 1979. Priced at \$875,000 on terms.

*William A. Erwin, Inc.*

4340 Redwood Hwy, Suite F 121, San Rafael, CA 94901  
415/456 5005

MEDIA BROKERS - CONSULTANTS

**MEDIA BROKERS • APPRAISERS**  
AT YOUR SERVICE WITH OVER 25 YEARS EXPERIENCE

**RICHARD A.  
SHAHEEN, INC.**  
435 NORTH MICHIGAN AVE • CHICAGO 60611

**312/467-0040**





## For Sale Stations Continued

- AM/FM in Northwest Mississippi. \$360,000.
- Fulltimer near Charlotte, NC. \$600,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- UHF-TV-C.P., in the Deep South. At cost—\$250,000.
- 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.
- 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.
- 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.

Drop by our Hospitality Suite No. 2178 at the NRBA American Radio Expo, Bonaventure Hotel, Los Angeles.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

### PENNSYLVANIA AM/FM

Single station market. Long profitable history under one owner. Growth market. Real estate. Priced at industry multiples. \$600,000. Standard terms if financially qualified. Box J-187

### MIDWEST AM & CLASS C FM

1,000 Watt AM—100,000 Watt FM Antenna 870 ft. above average terrain. Choice Medium Market. Well equipped. Good growth market. Box H-258.

### LOW DIAL POSITION

Florida Gulf-Coast AM. Once dominant in market, this well-equipped station needs owner-operator. Principals only. Box J-177.

### THE KEITH W. HORTON COMPANY, INC.

For prompt service contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants

### FOR SALE STATIONS

S	Med. AM/d	50kw	\$860k terms
S	Sm AM/d	1kw	150k terms
W	<b>SOLD</b>	44kw	415k terms
S	Lg AM/d	1kw	1.5kk cash
MW	<b>SOLD</b> AM/FM		540k terms
MW	Sm FM	100kw	700k terms

**Carolina Media Brokers**  
516 Fenton Pl.  
Charlotte, NC 28207  
(704) 376-1161

### undeveloped TELEVISION STATION

Good position on the UHF band. Unlimited potential in good economic market. Under 1 million dollars

Box J-184

W. John Grandy  
Broadcasting Broker  
1029 Pacific Street  
San Luis Obispo, CA 93401  
805-541-1900

### COLORADO

AM & FM \$425,000 Terms

Bill David Associates, Inc.  
2508 Fair Mount St.  
Colorado Springs, CO 80909

### Select Media Brokers

(912)883-4917

P.O. BOX 850 ALBANY, GA. 31702

AR	Fulltime FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
IL	Daytime AM	660K	Suburban
FL	Daytime AM	400K	Medium
MI	Daytime AM	370K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
MN	Daytime AM	225K	Metro
NJ	Daytime AM	395K	Small
SC	AM—Down payment	\$25,000	
NC	AM—Down payment	\$25,000	
FL	AM—Down payment	\$30,000	
TN	AM—Down payment	\$25,000	

### EDEN BROADCAST SERVICES MEDIA BROKERS

919-623-3000  
P.O. BOX 647

628 WASHINGTON ST., EDEN N.C. 27288

### TELEVISION STATION Network Affiliated

\$4.5 million. Qualified principals write General Manager, Box J-99.

**Dan Hayslett**  
a associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

For Sale Stations Continued



STATIONS				CONTACT	
W	Small	AM	\$300K	\$75K	Dan Rouse (214) 387-2303
MW	Small	Fulltime	\$350K	29%	Jim Mackin (312) 323-1545
MW	Small	AM/FM	\$559K	Cash	Peter Stromquist (218) 728-3003
W	Small	FM	\$600K	25%	Ray Stanfield (213) 363-5764
NW	Medium	Fulltime	\$450K	Cash	Ray Stanfield (213) 363-5764
S	Metro	AM	\$425K	\$175K	Bill Cate (904) 893-6471

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

**SUNBELT AM** daytime Powerhouse \$775,000. Terms.  
**SUNBELT AM** fulltime Single station market. \$500,000. Terms.

MOUNTAIN STATES BROADCAST PROPERTIES, INC  
 John Runkle (208) 344-0947  
 (303) 466-3851

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or money order only (Billing charge to stations and firms \$2.00). When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted: Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., 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.

**UNDERDEVELOPED CLASS "C" FM**

- Unique Opportunity In A Growth Market
- Wide Retail Trade Area
- Located In Southern Missouri
- #1 Signal In The Market
- \$650,000.00
- Liberal Terms To Qualified Buyer

Call 901/767-7980  
 In Complete Confidence!



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**Stan Raymond & Associates**  
 Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C.  
 Call or write now.

1819 Peachtree Road N.E.  
 Atlanta Georgia 30309  
 404-351-0555

**Books for Broadcasters**

**T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

**T419. HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$12.95**

**T426. MODERN RADIO BROADCASTING: Management & Operation in Small to Medium Markets** by R.H. Coddington. A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. 288 pages, illustrated. **\$12.95**

**T421. HOW TO SELL RADIO ADVERTISING** by Si. Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si. Willing illustrates it by theory and by practice. You'll hear of all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment," and how to convert a "No" to a "Yes." 320 pages. **\$12.95**

**T423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**

**BROADCASTING BOOK DIVISION**  
 1735 DeSales St., NW  
 Washington, DC 20036

Please send me book(s) number(s) \_\_\_\_ My \_\_\_\_ payment is enclosed.

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_



# Fates & Fortunes

## Media

**Tony Hirsh**, VP-general manager of KDKA(AM) Pittsburgh, named VP-general manager of WINS(AM) New York, succeeding Cecil R. Forster Jr., who resigned (BROADCASTING, Sept.



Hirsh



Klein

1). **Jonathan Klein**, general sales manager, KDKA-TV Pittsburgh, replaces Hirsh as VP-general manager of KDKA (all stations are owned by Group W).

**Norman Schrott**, VP-general manager of WKBW(AM) Buffalo, N.Y., named VP-general manager of KZLA-AM-FM Los Angeles, both Capital Cities' stations. He succeeds **Peter Newell**, who will become involved in Capcities' newly formed cable division. Schrott's successor will be named



Schrott

shortly.

**William T. Abbott**, senior counsel, NBC, New York, named assistant general attorney. **Oliver London**, director of organization development and manpower planning, Kaufmann's department store, Pittsburgh, joins NBC in New York as director, management development.

**Elizabeth Shriver**, senior VP-general counsel, Public Broadcasting Service, Washington, has resigned. **Eric Smith**, deputy general counsel, succeeds Shriver as general counsel. **Lawrence Horn**, associate general counsel, succeeds Smith as deputy general counsel.

**Sheila Mahony**, attorney and co-author of *Keeping PACE With the New Television*, follow-up to 1978 report of Carnegie Commission on Future of Public Broadcasting, of which Mahony was executive director, enters "full time association" with Cablevision Systems New York City Corp., with responsibility for managing company's New York franchising effort.

**Keith Donald**, former president and general manager of KOWH(AM) Omaha, now KCRO, named general manager of WIGO(AM) Atlanta.

**Arnold Wallace**, director of university relations, Howard university, Washington, named general manager of university's noncommercial WHMM-TV, which is scheduled to go on air before end of year. Wallace formerly worked at WCAU-TV Philadelphia as director of community affairs.

**Hal Bouton**, program manager, noncommercial WIPB(TV) Muncie, Ind., joins noncommercial KIXE-TV Redding, Calif., as general manager.

**Jim Nesbit**, local sales manager, WSOC-AM-FM Charlotte, N.C., joins WIST(AM) there as president and general manager.

**Claire Russell Shaffner**, general sales manager, WTMA(AM) Charleston, S.C., named general manager of WTMA-WPXI(FM).

**Howard Meagle Jr.**, program manager, WRAL-TV Raleigh, N.C., joins KFVS-TV Cape Girardeau, Mo., as manager of station operations.

**Hugh Roberts**, general manager, WVOP(AM)-WTCQ(FM) Vidalia, Ga., joins WJAZ(AM) Albany, Ga., in same capacity.

**Chuck Tweedle**, national sales manager, WCLR(FM) Chicago, assumes additional duties as assistant station manager.

**John Mueller Jr.**, VP in charge of national and international accounts, Central Bank of Denver, joins Communicom Corp. of America, Denver, as VP for finance and acquisition. Company owns WWDJ(AM) Hackensack, N.J., and WZZD(AM) Philadelphia.

**Linda Jones**, former network business manager for Christian Broadcasting Network, Virginia Beach, Va., joins WTVZ(TV) Norfolk, Va., as business manager.

## Advertising

**E. Wyatt Hicks**, managing director of Compton Group of Agencies, including Compton, Rumrill Hoyt, Cadwell, Davis & Savage and Ross Roy NY/Compton, joins Creamer Inc., New York, as corporate executive VP and executive VP for consumer accounts.

**Bert Rosenberg**, business group manager, Marsteller, New York, named senior VP-director of account management-marketing. **Chuck Reynolds**, director of client services in Los Angeles office of Marsteller, named VP-general manager of Los Angeles office.

**Bernard Endelman**, advertising director, Pan Am, joins Dancer Fitzgerald Sample in Los Angeles as senior VP-management supervisor.

**Robert Petizon**, executive VP of Independent Media Services, and formerly with DKG Advertising, New York, as VP-associate director, rejoins DKG as senior VP-director of media and programing. **Frank Paul DiSalvo**, director of broadcasting production, DKG, named VP-executive producer.

**Michael T. Rogers**, senior VP, executive creative director, Leo Burnett Co., Chicago, appointed senior VP and creative director-New York, Benton & Bowles.

**George Godard Hadley**, VP-account supervisor, McCaffrey & McCall, New York, named management supervisor. **William Huff**, **William Metzger** and **Georgia Pollak**, account executives, named account supervisors.

**George C. Coakley**, founder of Coakley Heagerty Companies Ltd., Santa Clara, Calif.,

who left company in 1977 to develop product marketing business, rejoins company as management supervisor.

**Michael Mohamad**, former VP-advertising, promotion and design, NBC-TV, New York, joins Shapiro Budrow & Associates there as VP-creative director.

**James Minsinger**, senior negotiator in media department of Ketchum MacLeod & Grove, Pittsburgh, named broadcast supervisor.

**Brenda Brooks**, freelance film production assistant for New York film companies, joins Earle Palmer Brown and Associates, Washington, as broadcast production coordinator. **Jacqueline Deitsch**, assistant media buyer, J. Walter Thompson, Washington, joins Earle Palmer Brown as media buyer.

**Vicki Jo Hoffman**, from sales and marketing department of National Airlines, joins Gold Key Media, barter arm of Gold Key Entertainment, as sales coordinator in Los Angeles office.

**Edward Hartnett**, with William B. Tanner Co., Memphis, named VP-marketing and sales.

**Joseph Grady**, secretary-treasurer, Haines, Grady and Associates, Muncie, Ind., elected president.

OVER  
**1000**  
PLACEMENTS

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**Mark Buttitta** and **Michael Hedge**, assistant group heads, BBDO, New York, named assistant media directors. **Michelle Shotts** and **Joyce Shotwell**, media planners, named group planning supervisors.

**Elizabeth IlgenFritz**, writer, D'Arcy-MacManus & Masius, Minneapolis, joins Carmichael-Lynch there in same capacity.

**John Bitting**, general manager of KMJQ(FM) Houston, and formerly regional manager of Philadelphia office of McGavren Guild, rejoins McGavren Guild as sales manager of Chicago office. **Robert Saltzman**, from sales department of WEFM(FM) Chicago, joins McGavren Guild there as account executive.

**Lynda Ottersbach**, account executive, John Blair Co., and formerly with Buckley Radio Sales in San Francisco, rejoins Buckley as manager of San Francisco office.

**Gayle Carrett**, account executive for Avery-Knodel Television, New York, and **H. William (Skip) Dornseif**, sales representative with Peters, Griffin, Woodward, Chicago, have joined Katz American Television's sales staff in New York and Chicago, respectively, assigned to red team. **Richard E. Raposa**, account executive, Adam Young Television, Los Angeles, named to sales staff of Katz American Television's Los Angeles office. **Michael Moran**, account executive for Kenyon & Eckhardt, Detroit, joins sales staff of Katz Radio there.

**James D. Broderick**, account executive with Peters, Griffin, Woodward, New York, named to same post with Meeker Television, Chicago.

**Lynda Adams**, account executive, KTTV(TV) Los Angeles, joins HR Television there.

**Maggie Morino**, media buyer, J. Walter Thompson, Chicago, joins Kelly, Scott & Madison there, national media buying service, as senior media buyer.

**Sandi Alter**, assistant media director, Firestone Advertising, New York, joins Unirep Broadcasting Co. there as account executive.

**Michael Schweitzer**, from WFAA-TV Dallas, joins KTVK(TV) Phoenix as general sales manager.

**David Loveland**, local sales manager, KOCO-TV Oklahoma City, named VP-general sales manager.

**Jack Sweeney**, sales manager, KCBS-FM San Francisco, named general sales manager.

**Mary Hamer**, on sales staff of KMJQ(FM) Houston, named general sales manager.

**Helen Feinbloom**, account executive, WJLA-TV Washington, named local sales manager.

**Nelson Trottier**, account executive, Katz Agency, Cleveland, joins WLWT(TV) Cincinnati as national sales manager.

**Arne Ramberg**, account executive, WMAQ(AM) Chicago, joins WCFL(AM) there as local sales manager.

**Deborah McLaughlin**, national sales manager, WHTT(AM)-WHYI(FM) Fort Lauderdale, Fla. (Miami), joins KYW(AM) Philadelphia as sales manager.

**Alan Ecklund**, account executive, KOAX(FM) Dallas, named sales manager.

**Mark Keown**, local sales manager and director of retail advertising development, WDBJ-TV Roanoke, Va., joins WSOC-TV Charlotte, N.C., as

local and regional sales manager.

**Tim Russell**, account executive, WYAH-TV Portsmouth, Va., named local sales manager. **Brock Potter**, from Kyrus Realty, Virginia Beach, Va., joins WYAH-TV as account executive.

**James Clark**, sales manager, KMSP-TV Minneapolis, named director of marketing.

**Tim Bowling**, with WCLR(FM) Chicago, named marketing director.

**Judy Currier**, general sales manager for Davis-Fowler Weaver Broadcasting's KLOK(AM) San Jose, Calif., and director of sales for its KARM(AM)-KFIG(FM) Fresno, Calif., assumes additional duties as director of national sales for its KWIZ-AM-FM Santa Ana, Calif.

**Tom Burkhart**, former partner in Sheehy, Dudgeon & Burkhart, Louisville, Ky., joins WTMA(AM)-WPXI(FM) Charleston, S.C., as retail sales manager.

**Robert Sukys**, advertising copywriter, Stockton, West, Burkhart Inc., Cincinnati, joins WCPO-TV there as commercial services manager.

**Theodore Byrne**, assistant to president for external affairs, American International College, Springfield, Mass., joins noncommercial WGBY-TV there as marketing manager.

**Spencer Williams**, sales manager, Leue Solar Inc., Clovis, Calif., joins KMST(TV) Monterey, Calif., as account executive.

**June Lund**, account executive, KHOW(AM) Denver, joins KSBY-TV San Luis Obispo, Calif., in same capacity.

**Michael Breault**, from Virginia National Bank, joins WTVZ(TV) Norfolk, Va., as account executive.

**Sue Hauman**, formerly with Pittsburgh stations WPEZ(FM), WSHH(FM) and WJOI(FM), and **John Schutrick**, general manager and account executive, WQTW(AM) Latrobe, Pa., join WPNT(FM) Pittsburgh as account executives.

## Programing

**Robert McGroarty**, VP-marketing, Warner Amex Satellite Entertainment Corp., New York, named senior VP-marketing and sales.

**William Hart**, senior VP-national program sales, Columbia Pictures Television, New York, named VP-domestic sales manager, Warner Bros. Television Distribution, Los Angeles. He will succeed George Mitchell, VP-domestic sales manager, who retires at end of year (BROADCASTING, Sept. 8). Until that time, Hart will work on special projects with Charles McGregor, president of Warner Bros. Television Worldwide Distribution.



Hart



Kelley

**John D. Kelley**, VP-Eastern division manager, responsible for syndication and network sales, Worldvision Enterprises, New York, joins

Viacom Enterprises there in newly created position of VP off-network sales. **Dale Paine**, broadcast consultant for RKO Television Representatives and D.L. Taffner Ltd., joins Viacom Enterprises as VP market strategy, domestic syndication.

**Joseph D. Zaleski**, VP, feature film sales, Viacom Enterprises, has resigned, effective end of 1980, to join **William P. Andrews**, senior VP-domestic syndication, Viacom Enterprises, in new TV program syndication firm, Andrews-Zaleski Inc., with offices in New York and Los Angeles (BROADCASTING, Sept. 1).

**William Landers**, technical engineer and studio sports cameraman, NBC Sports, Los Angeles, named manager, operations.

**Susan A. Nerenberg**, television agent with International Creative Management, New York, since 1974, appointed director, prime-time program development, ABC Entertainment. **William Potts Jr.**, manager of sports program sales, NBC, New York, joins ABC Video Enterprises there as director of marketing services.

**Susan Nemeroff**, manager, advertising design, CBS Sports, named director, talent, CBS Sports.

**Patricia Narup**, from Showtime, joins Premiere, Los Angeles, as manager of sales administration and affiliate services.

**Kathryn Cass**, head of nonaffiliated sales, Home Box Office, Time Inc. subsidiary, named director of international marketing in motion picture division of Time-Life Films.

**Jack Whalen**, Western sales manager, Modern Talking Picture Service, Los Angeles, named VP **Lynn Meek**, general manager of Canadian division, Toronto, named VP.

**Mike Baer**, former general sales manager, TM Companies, joins FirstCom Broadcast Services of Dallas as VP of sales force. **Fran Sax**, sales coordinator, TM, joins FirstCom and will handle national sales. FirstCom is new company formed by Jim Long, former TM Companies president.

**Stuart Doriss**, former regional sales manager, Alcare Communications, Philadelphia, joins BBI Communications, Boston, as assistant director of sales. **Debra Shapiro**, advertising-public relations manager, BBIC, named head of newly created station relations department.

**Bonnie Tiegel**, freelance show business photographer, joins Sandy Frank Productions, Los Angeles, as photo coordinator for firm's *Face the Music*, daily syndicated television show.

**Harold Buckley Jr.**, staffer with Osmond Television, joins Cates/Hagan, production company in Nashville, as VP in charge of syndicated sales. **Sandy Emerson**, administrative assistant, Cates/Hagan, assumes additional duties in station clearance.

**Deana Deck**, producer-director, DMK Inc., Nashville, joins Louisville (Ky.) Productions in same capacity.

**Ruth Ann Meyer**, director, program development, NBC Radio, New York, named VP-programs.

**Kevin Metheny**, from KSLQ(FM) St. Louis, joins WNBC(AM) New York as program manager.

**Bob West**, production manager, WFIE-TV Evansville, Ind., named director of operations



**NRBA chooses.** The National Radio Broadcasters Association has elected regional directors in 10 of its 15 regions. They are: Region 2—Murray Green, WNYR(AM)-WEZO(FM) Rochester, N.Y.; Region 3—Larry Keene, WWOC(FM) Avalon, N.J.; Region 5—Ralph Edwards, WWGS(AM)-WCUP(FM) Tifton, Ga.; Region 7—J.F. Kauper, WCSI-AM-FM Columbus, Ind.; Region 8—Bob Burk, KNOC(AM)-KDBH(FM) Natchitoches, La.; Region 9—Tim Ives, WJBC(AM)-WBNO(FM) Bloomington, Ill.; Region 11—Ed Wodka, KIOA(AM)-KMGK(FM) Des Moines, Iowa; Region 12—Jay Harpole, KVOU(AM)-KYUF(FM) Uvalde, Tex.; Region 13—Gary Grossman, KRKT-AM-FM Albany, Ore.; Region 15—Bill Clark, KABL-AM-FM San Francisco. The incumbent directors are: Region 1—Robert Herpe, WOMN(AM) Hamden-WPLR(FM) New Haven, Conn.; Region 4—Bernard Mann, Mann Media, High Point, N.C.; Region 6—Ron Kempff, WHIO-AM-FM Dayton, Ohio; Region 10—Paul Lange, KDLR(AM) Devils Lake, N.D.; Region 14—Eric Hauenstein, Sandusky Broadcast Group, Mesa, Ariz.

Officers of the board will be elected at NRBA's Los Angeles convention Oct. 5-8.

department. **Shirley Kirk**, continuity director, named program manager. **Bruce Villines**, producer-director, named production manager.

**Larry Bruce**, research director, KBPI(FM) Denver, joins KGB-FM San Diego as program director.

**Dave Loyd**, air personality, WPLO(AM) Atlanta, joins WTMA(AM)-WPXI(FM) Charleston, S.C., as program director.

**Gary Cubberley**, host and co-producer of live morning program on WYTV(TV) Youngstown, Ohio, joins WJBK-TV Detroit as co-host of *Good Morning Detroit*.

**Marirae Dopke**, reporter, WKEF(TV) Dayton, Ohio, joins WTVH(TV) Syracuse, N.Y., as *PM Magazine* co-host.

**Dick Fabian**, former account supervisor, Parker, Wilcox, Fairchild & Campbell Advertising, Saginaw, Mich., and before that, news and public affairs director, WEYI-TV Saginaw, and **Cindy Cheatham**, assistant director, Creative Technology, commercial production company in Akron, Ohio, and earlier, associate producer, WXYX-TV Detroit, join WNEM-TV Bay City (Saginaw), Mich., as co-hosts of *PM Magazine*. **Geoffrey Baer**, commercial production manager, WKRC-TV Cincinnati, joins WNEM-TV as *PM Magazine* producer. **Lou Wirth**, news photographer, WJRT-TV Flint, Mich., and **John Amadio**, on studio production crew of WNEM-TV, named to production staff of *PM Magazine*.

**Guy Le Bow**, executive director of Air Time International's Sportsphone service in New York, named director of sports programming and planning, WWRL(AM) New York.

**Bob Hillman**, sportscaster and feature reporter, WJBK-TV Detroit, joins WHEC-TV Rochester N.Y., as sports director.

**Drew Wathey**, sports director, KOAI(TV) Flagstaff, Ariz., joins KSBY-TV San Luis Obispo, Calif., as sports director and anchor.

**Mike Miller**, on-air personality at WTIC(AM)

Hartford, Conn., joins WXYZ(AM). Detroit, as morning program host.

**Bob Bolton**, operations manager, WKIX(AM) Raleigh, N.C., joins WFBR(AM) Baltimore as air personality.

**Jackson Hayward III**, former production supervisor and executive producer for public affairs, WESH-TV Daytona Beach, Fla., joins non-commercial WGBY-TV Springfield, Mass., as operations manager.

**Ron Winders**, sports director, WOWK-TV Huntington, W.Va., joins WRQC-TV Rochester, N.Y., as assistant sports director.

**Jerry Vaughn**, air personality, KWEN(FM) Tulsa, Okla., named sports director, KRMG(AM) Tulsa.

**Ron DeFrance**, sales representative, WUHF(TV) Rochester, N.Y., joins WNYR(AM) there as anchor of *Morning Line* sports program.

**Randy Schimmelpennig**, from University of Tulsa, Okla., joins noncommercial KWGS(FM) there as operations director.

## News and Public Affairs



Loory

**Stuart Loory**, managing editor, *Chicago Sun-Times*, joins Cable News Network as VP and Washington managing editor. Loory is former executive editor at WNBC-TV New York, White House correspondent for *Los Angeles Times* and Moscow bureau chief for *New York Herald Tribune*.

**Chris Marrou**, former anchor on KENS-TV San Antonio, Tex., named 5:30 p.m. anchor, WBZ-TV Boston.

**Jim Redmond**, anchor-reporter, KMGH-TV Denver, named managing editor. **Robert Mike Fenwick**, from WFMV-TV Greensboro, N.C., and **Ann Simons**, from WJBK-TV Detroit, join KMGH-TV as weekend co-anchors.

**Leo Greene**, reporter and producer, KARK-TV Little Rock, Ark., and **Carlos Amezcua**, former anchor and northern Utah bureau chief, KUTV(TV) Salt Lake City, join KHOU-TV Houston as reporters.

**Amalia Barreda**, from KCST-TV San Diego, joins WJBK-TV Detroit as reporter. **Glenn Barbour**, from KTHV(TV) Little Rock, Ark., joins WJBK-TV as producer-editor.

**Debbie Bromberg**, reporter, KUTV(TV) Salt Lake City, **Al Owens**, reporter, WISN-TV Milwaukee, and **Ken Montoya**, reporter, KOA-TV Denver, join KPX-TV Mesa, Ariz. (Phoenix), as general assignment reporters.

**Kai Maxwell**, 6 and 11 p.m. co-anchor, WDIV(TV) Detroit, joins WTVH(TV) Syracuse, N.Y., as 11 p.m. co-anchor.

**Jackie Hayes**, reporter and 10 p.m. anchor, WPSD-TV Paducah, Ky., joins WHAS-TV Louisville, Ky., as noon anchor and general assignment reporter.

**Keith Martin**, managing editor and anchor, WBRE-TV Wilkes-Barre, Pa., joins WGAL-TV Lancaster, Pa., as 7 and 11 p.m. anchor.

**Rory Devine**, teacher, Locke high school, Watts, Calif., joins KSBY-TV San Luis Obispo, Calif., as 5:30 p.m. co-anchor. **Laura Diaz**, graduate, California Polytechnic State university, San Luis Obispo, joins KSBY-TV as correspondent and morning anchor. **Ed Martin**, news coordinator, KSBY-TV, named correspondent.

**Paula Wilson**, former reporter and ENG and film photographer, WJRT-TV Flint, Mich., named general assignment reporter for *PM Northwest* on KOMO-TV Seattle.

**Warren Williams**, from WJIM-TV Lansing, Mich., and **John Damschroder**, from WLIO(TV) Lima, Ohio, join WTVN-TV Columbus, Ohio, as general assignment reporters.

**Jim Berry**, anchor of *This Morning* on WBT(TV) Charlotte, N.C., named weekend anchor. **Beatrice Thompson**, reporter, succeeds Berry.

**Ann MacLean**, news director, KMYC(AM) Marysville, Calif., joins KHSL-TV Chico, Calif., as general assignment reporter in Redding, Calif., bureau.

**Mike Krasner**, assistant news director, WTAG(AM) Worcester, Mass., joins WSMW-TV there as general assignment reporter.

**Trudy Haynes**, anchor and reporter, KYW-TV Philadelphia, named host of *Sunday Magazine*, new public affairs program on KYW-TV.

**Clint Bond**, editor, WFAA(AM) Dallas, named managing editor. **Howard Greenblatt**, former news director, KZEE(AM) Weatherford, Tex., joins WFAA as reporter in Fort Worth bureau. **Carol Lorah**, reporter, WSJM(AM)-WIRX(FM) St. Joseph, Mich., joins WFAA as news assistant.

**Adrienne Weissman**, news researcher and

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writer, KCST-TV San Diego, joins KCBQ(AM) there as public affairs director.

**Lee MacKenzie**, news director, KWG(AM) Stockton, Calif., joins KUZZ(AM)-KXXX(FM) Bakersfield, Calif., as anchor-reporter.

**Bill Nole**, graduate, University of Tulsa, Okla., joins noncommercial KWGS(FM) there as news director.

**Carlos Gonzalez**, cameraman and production assistant, Instructional Television Center, Fort Lauderdale, Fla., joins WJLA-TV Washington as producer of *Revista*, weekly public affairs program geared toward local Hispanic community.

**Andrew Reese**, Mississippi editor and manager of Jackson bureau, UPI, reassigned to cover Mississippi legislature, statehouse and politics. **Jack Elliott Jr.**, with UPI, succeeds Reese. **Tommy Yates**, in Little Rock, Ark., bureau of UPI, named Arkansas editor and Little Rock bureau manager. **Janet Walsh**, with UPI, named Cincinnati bureau manager. **John M. Perry Jr.**, regional executive in Florida, named general executive for UPI, based in Atlanta.

## Promotion and PR

**Nancy Fields**, editorial assistant, Crown Publishers, New York, joins SIN National Spanish Television Network there as publicity coordinator. **Tania Bien**, director of public relations, Jamaica Arts Center, Queens, N.Y., joins SIN as affiliated publicist.

**Ruth Macy**, owner and operator of TeleWords, Los Angeles-based editorial consulting firm for communications industry, joins Robert Wold Co. there as manager of information services.

**Carol Fleisher**, account executive, Solters/Roskin/Friedman Public Relations, Los Angeles, joins NBC, Los Angeles, as press editor. She succeeds **Ken Kantor**, who retired in August.

**Peter Cohen**, public relations manager for Boston Broadcasters Inc.'s WCVB-TV Boston, named advertising-public relations manager for co-owned BBI Communications there.

## Technology

**Robert Patterson**, senior VP-sales and operations, Robert Wold Co., Los Angeles, named manager of new market development. **Robert E. Wold**, VP-radio operations, Robert Wold Co., named VP-sales for radio and television for Wold Communications, new operating division of Robert Wold Co. Robert E. Wold is nephew of company founder and chairman Robert N. Wold. **Richard Marsh**, VP-coordinator of TV operations, Robert Wold Co., named VP-operations for radio and television for Wold Communications. **Bruce Hall**, TV operations coordinator, named manager of television operations, Wold Communications. **Mark Walhauser**, formerly with Mutual Broadcasting System, joins Wold Communications as Eastern sales manager, based in Vienna, Va.

**Bernard Lechner** of RCA Laboratories named chairman of Broadcast Television Systems Teletext Subcommittee of Electronic Industries Association. He succeeds **Robert A. O'Connor** of CBS-TV who resigned as subcommittee chairman.

**Steve Yoneda**, marketing manager, Fuji Magnetic Tape Division of Fuji Photo Film U.S.A., transfers to Tokyo to assume new respon-

sibilities with Fuji Photo Film Co. Ltd. **Tony Kobayashi**, from export sales division of magnetic products department of Fuji Photo Film Co. in Tokyo, assigned to Fuji Magnetic Tape Division in New York in marketing capacity. **Tom Daly**, former sales manager with R.H. Macy, New York, joins Fuji Magnetic Tape Division as national sales administrator.



Beakley

**Dr. Guy Beakley**, general manager of Scientific-Atlanta's satellite communications division, appointed director of research and development for company.

**Louis Pollack**, executive director, satellite communications research, Comsat, Washington, elected VP-Intelsat Technical Services. **Walter Munro**, manager, satellite TV operations, Western Union International, joins Comsat as assistant director, TV and customer services division.

**Harvey Caplan**, Midwest regional manager, Thomson-CSF Broadcast Inc., St. Louis, joins Ikegami Electronics as West Coast regional manager, based in Torrance, Calif.

**Robert Maroney**, director of corporate planning, General Signal Corp., Stamford, Conn., named president of company's Bishop Electric, Cedar Grove, N.J.

## International

**John E. Lawrence**, counsel to Privy Council Office in Canada, named vice chairman of Canadian Radio-Television and Telecommunications Commission, Ottawa. **Andre Lamy**, VP-audience relations, Canadian Broadcasting Corp., named executive director of Canadian Film Development Corp., Ottawa.

**Geoffrey Johnson Smith**, member of Parliament for East Grinstead, England, named special consultant to board of Maldwyn Bowden International Group, Brighton. Company designs, constructs and installs professional sound systems.



**International engineer.** George Jacobs, director of engineering for Board for International Broadcasting, responsible for technical oversight of Radio Free Europe and Radio Liberty, retired Aug. 23. He will become

consultant in broadcasting and international telecommunications in Washington. Jacobs is specialist in international frequency allocation. He has represented the U.S. at international telecommunications conferences, including the World Administrative Radio Conferences of 1959 and 1979. Ambassador John Gronouski, chairman of the B.I.B., said Jacobs has been "an engineer and international negotiator of distinction."

## Allied Fields

**Aaron Shainis**, formerly with Hearing Division of FCC's Broadcast Bureau, joins Washington communications law firm of Baraff, Koerner & Olender.

**Bill Johnson**, owner and operator of cable system in Columbus, Ohio, named chairman of National Cable Television Association's Equal Employment Opportunity Committee.

**Norman Haaf**, manager of syndicated television services, Arbitron, Laurel, Md., named radio product manager. **Ronald Craven**, general manager, WBMX(FM) Chicago, joins Arbitron Radio Station Sales in Chicago as account executive.

**Todd Branson**, former general sales manager, WCCB(TV) Charlotte, N.C., and general manager, WGIV(AM) there, named associate of Carolina Media Brokers, Charlotte.

**Roger Ponto**, VP and partner in representative firm of Fleehart & Sullivan, and formerly with Shure Brothers, has formed Roger Ponto Associates, manufacturer's representative in Bellevue, Wash.

## Deaths

**Giancarlo Rossini**, 58, president of international division of Kenyon & Eckhardt from 1966 to 1968, died at his summer home in Chatham, Mass., on Sept. 12 after brief illness. He joined agency in early 1960's and previously had been newscaster with Voice of America and panel moderator on WNET(TV) New York, public station. He is survived by his wife, Mildred and two sons from previous marriage, Douglas and Peter.

**Edward F. Basista**, 51, systems engineer in network operations department, Home Box Office, New York, and veteran of more than 30 years in cable TV and broadcast engineering, died of heart attack on Sept. 6 after jogging near his home in Wayne, N.J. He is survived by his wife, Gloria, and three children.

**Lillian Randolph**, 65, who played Madame Queen in television series, *Amos 'n' Andy*, died of cancer Sept. 12 at Arcadia Methodist hospital in Arcadia, Calif. She also played part of housekeeper Birdie in radio and television versions of *The Great Gildersleeve*, and Beulah in radio comedy of same name, in which she succeeded Hattie McDaniel. She had recently appeared in several movies, and had part on *Roots* television series. Survivors include son, Charles.

**James W. Booth**, 63, chief engineer, WHBF-AM-FM Rock Island, Ill., died of heart attack Sept. 6 while on vacation in Wisconsin. He had been with WHBF-AM-FM-TV 43 years in engineering department, and had been in charge of radio stations engineering since 1972. Survivors include his wife Delores, son and daughter.

**Alan Dubenetsky**, 64, chief engineer, WICH(AM)-WCTV(FM) Norwich, Conn., died of heart attack Sept. 8. He had been with stations since 1949. Survivors include his wife, Vera, son and daughter.

**Verona Lee (Veri) Button**, 55, assistant manager, KSVP(AM)-KTZA(FM) Artesia, N.M., died Aug. 31 in Artesia General hospital of cancer. Survivors include husband, Dave Button, general manager of stations, daughter and son.



# Stock Index

Exchange and Company	Closing Wed. Sept. 17	Closing Wed. Sept. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	30	31 1/4	- 1 1/4	- 4.00	5	845
N Capital Cities	69 1/8	63 1/2	+ 5 5/8	+ 8.85	14	910
N CBS	53 1/2	51 3/4	+ 1 3/4	+ 3.38	8	1,550
N Cox	60 1/4	52 1/2	+ 7 3/4	+14.76	9	812
A Gross Telecasting	28 1/2	25 1/8	+ 1 3/8	+ 5.47	7	21
O LIN	62 1/2	54 1/2	+ 8	+14.67	13	172
N Metromedia	94 1/8	92 1/8	+ 2	+ 2.17	10	399
O Mooney	9 1/2	9 1/4	+ 1/4	+ 2.70	13	4
O Scripps-Howard	58	56 1/2	+ 1 1/2	+ 2.65	9	149
N Storer	30 1/2	29 1/8	+ 1 3/8	+ 4.72	10	398
N Taft	30 1/8	30 1/4	- 1/8	- .41	8	294

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	25	20 7/8	+ 4 1/8	+19.76	20	46
A Affiliated Pubs.	26 3/4	24 7/8	+ 1 7/8	+ 7.53	11	137
N American Family	7 7/8	8 1/8	- 1/4	- 3.07	4	82
N John Blair	24 3/8	24 1/4	+ 1/8	+ .51	8	90
N Charter Co.	19	18 3/4	+ 1/4	+ 1.33	1	530
N Chris-Craft	26	26			13	69
N Coca-Cola New York	7 1/8	6 1/2	+ 5/8	+ 9.61	16	125
N Cowles	28 1/2	26 1/2	+ 2	+ 7.54	19	113
N Dun & Bradstreet	57 3/8	56 3/4	+ 5/8	+ 1.10	17	1,598
N Fairchild Ind.	29	25 7/8	+ 3 1/8	+12.07	9	331
N Fuqua	16 1/8	15 7/8	+ 1/4	+ 1.57	3	205
N Gannett Co.	55	52	+ 3	+ 5.76	14	1,933
N General Tire	21 1/8	20	+ 1 1/8	+ 5.62	9	499
O Gray Commun.	53	50	+ 3	+ 6.00	11	25
N Harte-Hanks	30	29 3/8	+ 5/8	+ 2.12	14	280
O Heritage Commun.	21 7/8	20 1/4	+ 1 5/8	+ 8.02	11	71
N Insilco Corp.	17 7/8	18	- 1/8	- .69	7	192
N Jefferson-Phot	28 3/8	27 3/4	+ 5/8	+ 2.25	6	622
O Marvin Josephson	11 1/4	13 1/4	- 2	-15.09	7	29
O Kansas State Net.	28 3/4	28 3/4			23	54
N Knight-Ridder	30 1/4	26 3/4	+ 3 1/2	+13.08	11	983
N Lee Enterprises	24 1/2	23 3/4	+ 3/4	+ 3.15	12	175
N Liberty	15 1/2	15 3/8	+ 1/8	+ .81	6	200
N McGraw-Hill	39 1/4	37 7/8	+ 1 3/8	+ 3.63	12	974
A Media General	32 1/2	30 3/4	+ 1 3/4	+ 5.69	9	231
N Meredith	41 1/4	40 1/8	+ 1 1/8	+ 2.80	6	129
O Multimedia	32 1/4	30 1/4	+ 2	+ 6.61	17	324
A New York Times Co.	30 1/4	30	+ 1/4	+ .83	9	363
N Outlet Co.	32	30 1/8	+ 1 7/8	+ 6.22	46	80
A Post Corp.	16 3/8	15 3/8	+ 1	+ 6.50	8	29
N Rollins	34 3/4	31 1/2	+ 3 1/4	+10.31	14	476
N San Juan Racing	19 3/8	19	+ 3/8	+ 1.97	22	48
N Schering-Plough	45	41 1/4	+ 3 3/4	+ 9.09	11	2,387
O Stauffer Commun.	44	44			11	44
A Tech Operations	14	13 3/4	+ 1/4	+ 1.81	15	19
N Times Mirror Co.	45 1/4	43	+ 2 1/4	+ 5.23	11	1,535
O Turner Broadcasting	14	13 1/4	+ 3/4	+ 5.66		140
A Washington Post	24	23	+ 1	+ 4.34	9	338
N Wometco	24 1/2	22 1/4	+ 2 1/4	+10.11	11	216

<b>CABLE</b>						
A Acton Corp.	16 3/4	15 3/8	+ 1 3/8	+ 8.94	12	50
N American Express	37 3/8	35 3/4	+ 1 5/8	+ 4.54	8	2,664
O Burnup & Sims	15 1/8	14 1/4	+ 7/8	+ 6.14	19	132
O Can. Cablesystems	8 1/2	8	+ 1/2	+ 6.25	16	161
O Comcast	29	31 1/2	- 2 1/2	- 7.93	33	74
O Entron*	5	5			5	4
N General Instrument	81 3/8	70	+ 11 3/8	+16.25	14	704
O Geneve Corp.	43	42	+ 1	+ 2.38	30	48
O Tele-Communications	20 1/8	20	+ 1/8	+ .62	19	463
N Teleprompter	26	24 1/8	+ 1 7/8	+ 7.77	22	442
N Time Inc.	61 3/4	58 3/8	+ 3 3/8	+ 5.78	12	1,736
O TOCOM	19 1/4	17 1/4	+ 2	+11.59		57
O UA-Columbia Cable	73	75	- 2	- 2.66	54	245
O United Cable TV	44 1/4	39 3/4	+ 4 1/2	+11.32	31	182
N Viacom	57 1/4	50 1/2	+ 6 3/4	+13.36	21	241

Exchange and Company	Closing Wed. Sept. 17	Closing Wed. Sept. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods.	4 3/8	4 3/8			4	13
N Columbia Pictures	36 1/2	36	+ 1/2	+ 1.38	11	366
N Disney	49 1/2	47 5/8	+ 1 7/8	+ 3.93	12	1,608
N Filmways	9 5/8	9 1/2	+ 1/8	+ 1.31		60
O Four Star	1 1/2	1 1/2			15	
N Getty Oil Corp.	86 1/8	79 1/2	+ 6 5/8	+ 8.33	10	7,075
N Gulf + Western	20 1/4	19 1/2	+ 3/4	+ 3.84	5	1,131
N MCA	52 1/2	54 3/8	- 1 7/8	- 3.44	9	1,234
O Medcom	8 1/8	8 5/8	- 1/2	- 5.79	29	14
N MGM Film	9	8 5/8	+ 3/8	+ 4.34	6	291
O Reeves Commun.	37	34	+ 3	+ 8.82	26	89
O Telepictures	4 5/8	4 3/4	- 1/8	- 2.63	21	11
N Transamerica	19	17 7/8	+ 1 1/8	+ 6.29	5	1,240
N 20th Century-Fox	38 1/2	38 1/2			6	8,113
O Video Corp. of Amer.	9 3/4	9 3/4			20	9
N Warner	62 1/8	58	+ 4 1/8	+ 7.11	15	1,768
A Wrather	20	18 7/8	+ 1 1/8	+ 5.96		46
<b>SERVICE</b>						
O BBDO Inc.	45 1/2	43 3/4	+ 1 3/4	+ 4.00	10	114
O Compact Video	24 1/2	22 1/8	+ 2 3/8	+10.73	23	63
N Comsat	44 1/4	43 1/8	+ 1 1/8	+ 2.60	9	354
O Doyle Dane Bernbach	35	34	+ 1	+ 2.94	10	91
N Foote Cone & Belding	35 1/2	35 1/2			9	95
O Grey Advertising	58	55 1/2	+ 2 1/2	+ 4.50	6	35
N Interpublic Group	35 1/4	34 1/2	+ 3/4	+ 2.17	7	157
O MCI Communications	13 3/8	11 3/4	+ 1 5/8	+13.82	67	407
A MovieLab	9	9			7	14
A MPO Videotronics	5 1/2	5 1/4	+ 1/4	+ 4.76	15	3
O A. C. Nielsen	36 5/8	32 5/8	+ 4	+12.26	15	402
O Ogilvy & Mather	30	29	+ 1	+ 3.44	9	124
O Telemation	2	2			12	2
O TPC Communications	9 1/8	8	+ 1 1/8	+14.06	65	8
N J. Walter Thompson	35 3/4	35 5/8	+ 1/8	+ .35	8	109
N Western Union	29 7/8	28 1/4	+ 1 5/8	+ 5.75		453

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	15 1/2	14 3/8	+ 1 1/8	+ 7.82		25
N Ampex	27 1/4	26 1/4	+ 1	+ 3.80	13	313
N Arvin Industries	16 5/8	16 1/8	+ 1/2	+ 3.10	8	129
O CCA Electronics*	1/8	1/8			1	
A Cetec	6 3/4	7 1/8	- 3/8	- 5.26	8	14
A Cohu	6 5/8	6 5/8			9	11
N Conrac	20 1/2	20 1/8	+ 3/8	+ 1.86	9	42
N Eastman Kodak	65 1/2	63 5/8	+ 1 7/8	+ 2.94	10	10,571
B Elec Missile & Comm.	6 3/8	6	+ 3/8	+ 6.25	80	17
N General Electric	54 1/2	53 1/2	+ 1	+ 1.86	9	10,059
N Harris Corp.	45 1/4	43 1/4	+ 2	+ 4.62	17	1,368
O Intl. Video*	5/8	5/8				1
O Microdyne	29 1/4	30 3/4	- 1 1/2	- 4.87	22	3
N M/A Com, Inc.	49 3/8	43 7/8	+ 5 1/2	+12.53	43	492
N 3M	60 1/4	57 5/8	+ 2 5/8	+ 4.55	11	7,017
N Motorola	63 1/4	59 1/2	+ 3 3/4	+ 6.30	12	1,805
O Nippon Electric	56 1/4	51 5/8	+ 4 5/8	+ 8.95	43	1,847
N N. American Philips	36 5/8	35 1/2	+ 1 1/8	+ 3.16	6	440
N Oak Industries	46	44 1/2	+ 1 1/2	+ 3.37	15	247
A Orrox Corp.	7 7/8	7 7/8			25	13
N RCA	27 3/4	26 3/4	+ 1	+ 3.73	7	2,077
N Rockwell Intl.	33 3/4	30 1/2	+ 3 1/4	+10.65	9	2,505
A RSC Industries	6 1/8	6 3/8	- 1/4	- 3.92	15	14
N Scientific-Atlanta	43	39 5/8	+ 3 3/8	+ 8.51	38	446
N Sony Corp.	15 7/8	13 3/8	+ 2 1/2	+18.69	26	3,423
N Tektronix	64 5/8	67	- 2 3/8	- 3.54	14	1,162
O Texscan	16 3/4	14 3/4	+ 2	+13.55	33	17
O Valtec	48 1/2	43 1/4	+ 5 1/4	+12.13	49	193
N Varian Associates	32 1/4	30 1/4	+ 2	+ 6.61	15	247
N Westinghouse	27 1/8	27 3/4	- 5/8	- 2.25	7	2,301
N Zenith	17 3/4	17 1/2	+ 1/4	+ 1.42	16	334

Standard & Poor's 400  
Industrial Average 146.41 141.64 + 4.77




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

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# 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:

- Oct 6  Advance report on the **NRBA Convention**. Full listing of agenda events, full display of equipment, program and service exhibitors, and full coverage of what's on the aural medium's mind as the National Radio Broadcasters Association assembles in Los Angeles.
- 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.*



## Ziff-Davis's Becker: a man for all media

Ralph Becker's roots in communications track back almost as far as he can remember. They also have spread far afield, touching almost every phase of broadcasting and occasionally lapping over into print as well.

It all started, he says, when he was about 7 years old, when his grandmother gave him a silent movie projector for Christmas. To make the most of it, he built himself a little theater, with benches and a curtain that pulled back, and charged his friends two cents admission to see his cartoon movies. For his 8th birthday, his parents gave him a printing press with rubber type, and he started putting out "a little newspaper" for the neighborhood kids. From there it was just a step into engineering:

"There came a time when they made phonographs with wireless oscillators in them," Becker recalls, "and you could play a phonograph record, but you had to dial a frequency on your radio in order to hear the record. So I went to an electronics store and bought some surplus Army parts and I figured out a way to feed a microphone into the wireless oscillator so I could speak through the radio."

Thus, at age 11 or 12, he broke in as a radio announcer.

Southwest High School in St. Louis had a radio workshop course, and he broke in there, too—and in time met some people from KMOX(AM) St. Louis where soon he could be found in nonschool hours, working "as a kind of assistant, doing whatever they asked me to do, from passing out scripts to helping with the cueing."

After high school he was more interested in working in radio than in going on with a formal education, but eventually wound up at Southern Illinois university's School of Communications where he found a situation much to his liking. "They had this old Army barracks, with parachutes strung up to improve the acoustics, and they had thousands of dollars worth of electronic equipment, some of it still in the cartons," Becker says.

"They told me, 'We sure need someone who can hook this up,' and I told them I could do it, but I'd want to be paid for it. The only thing I'd really done in electronics was build an amplifier from a kit, but I convinced them I could wire up that equipment, and so I simultaneously got a job with SIU and enrolled as a student."

He did as promised, but that was just for starters on what he now describes as "four really terrific years" in which he produced and directed SIU football and basketball game coverage on regional radio networks,



Ralph Edward Becker—president, Ziff-Davis Broadcasting Co., New York; b. Sept. 18, 1931, Carbondale, Ill.; BS, School of Communications, Southern Illinois university, Carbondale, 1955; U.S. Air Force to rank of captain, 1956-59; graduate work, Southern Illinois university, 1959-60; local salesman, KTVH(TV) [now WRAU-TV] Peoria, Ill., 1960-61; with WTTG(TV) Washington as local salesman, 1961-64, and national sales manager, 1964-66; general sales manager, KPLR-TV St. Louis, 1966-68; general sales manager, KNEW-TV San Francisco, 1968-70; national sales manager, KBHK-TV San Francisco, 1970-72; vice president and general manager, WJKS-TV Jacksonville, Fla., 1972-73; executive vice president, Rust Craft Broadcasting Co., Pittsburgh, 1973-79; present position since March 1979; m. June Mulholland, May 9, 1959; children—Susan, 16, and Nancy, 14.

sometimes also handling the color commentary. Branching out, he arranged for and then wrote and produced pickups of the performances of big-name bands when they came to Carbondale, setting up small regional networks to carry them live and simultaneously taping them for distribution to other stations.

He also put in some time studying, which he says often kept him up till two or three in the morning. The long hours became apparent when, upon graduation, he entered the U.S. Air Force. "I was probably the only person," he says, "who went into the Air Force and was put on rest and relaxation for the first two weeks."

With what some would call typical military efficiency, the young second lieutenant was trained to be an aircraft controller and then was abruptly made adjutant and personnel officer of his base. "That was a marvelous experience for me," Becker says. "I got acquainted with a lot of things having to do with human relations and the use of human resources."

Discharged with the rank of captain, Becker went back to SIU to manage the school's FM station while working for his master's degree. "But the bureaucracy involved in managing things with state funds got the best of me," he says, "and I gave it up." He wanted to become a TV salesman, sent out his resume and was hired by WTVH-TV (now WRAU-TV) Peoria, Ill., as a local salesman.

The station was then owned by Metropolitan Broadcasting, later to become Metromedia, and after a year—"and terrific training"—he was sent to the company's WTTG(TV) Washington, where he rose from local salesman to national sales manager. He was lured away in 1966 to become general sales manager of KPLR-TV St. Louis, but when Metromedia put KNEW-TV San Francisco on the air two years later, he rejoined the company as general sales manager there.

"People sometimes forget it, but we were one of four UHF stations that went on the air that year in San Francisco—which already had four stations," Becker recalls. Only one of the four U's still remains—Field's KBHK-TV—and when KNEW-TV went dark in 1970, he moved to KBHK-TV as national sales manager.

A pivotal move came in 1973 when a national station rep called him to say he had a client who was looking for a general manager. The client was Rust Craft Broadcasting and the station was WJKS-TV Jacksonville, Fla. "I didn't know Rust Craft and I didn't know Jacksonville," Becker says, "but my friend said it was a terrific opportunity. He also said if I took the job, he thought I'd end up running the company."

And so he did, 19 months later, when he was promoted to executive vice president of Rust Craft. Some difficult times were ahead, as it turned out, when Ziff-Davis's purchase of Rust Craft's TV stations was stalled by what proved to be a bitter rift among Rust Craft owners. But he came through apparently unscathed by the crossfires, and when the sale was finally completed in early 1979 he was named president of Ziff-Davis Broadcasting.

Becker plainly wouldn't trade away any of the experience he has had, but he speaks with special fondness of the role of the local salesman.

He loved it so much he would go on Saturday mornings to help the Royal Crown Cola franchise manager for instance, do his weekly sales meetings. At WTTG, he also collaborated with Barry Klein of the Kal, Merrick & Salan agency in creation of the famous Ronald McDonald character for McDonald's—played originally by Willard Scott, now of the *Today* show. "I encouraged Barry to do it," he says. "Only I wanted to call him Donald McDonald."

## Change of course

Leonard Goldenson went to Washington last week with a message. If he left before converting any natives, he at least got home without an arrow in his back. The guess here is that he may have hit upon a theme that will be heard again and could eventually attract support.

ABC emissaries who have preceded their chairman of the board have tended to argue for government controls on non-broadcast enterprises to equalize competition in the marketplace. Goldenson has at least partly turned that around. Although he has not abandoned ABC's traditional positions, the main point of his new approach is that the government ought to release broadcasters from existing regulation to let them meet the less regulated competition without excessive handicaps. As he put it, more succinctly: "It is time for the government to get off our backs."

The same sort of message came last week from the chairman of the National Association of Broadcasters television board, Bob King of Capcities. In a speech to the Broadcast Financial Management Association, he said of the proliferating competition: "If we're going to play the same game, let us share the same rules for all the players."

It is, of course, politically unrealistic to hope for regulatory parity under present circumstances. The arguments against radio deregulation that the FCC heard last week illustrated the difficulty the agency faces in the removal of rules that have provided dependable livelihoods for professional agitators.

Despite the opposition, however, broadcasters are likely to make more headway in Washington these days with a campaign for their own deregulation than with pleas for regulation of somebody else. Goldenson's National Press Club audience just may have witnessed a turning point in Washington affairs.

## Staying power

The extension of CBS News President Bill Leonard's contract for a year beyond his normal retirement time calls attention to the ferment that has been roiling in network journalism over the past few years.

Let it be said first, however, that that extension given Leonard, which is reported in more detail elsewhere in this issue, is generally applauded. He has earned good marks in the relatively brief time—17 months—he has been in the job.

He has also contributed to, and at times been a victim of, the recent ferment, which dates to about the time Roone Arledge was named president of ABC News as well as of ABC Sports. Many professional newsmen were aghast at that choice, certain in their hearts that Arledge would turn ABC News into a branch of show business and that network journalism would never be the same again.

Arledge did not do such thing, of course, but network journalism is certainly not the same. ABC News, once a lagging third in the three-way competition, has been built and polished into a thoroughly professional organization that not only has turned a two-way race into a three-way race but has also been nosing NBC out of second.

Partly because of the new ABC News competition, NBC News has done some significant building of its own. Bill Small, passed over at CBS for the job Leonard got 17 months ago, was recruited into NBC News as president (after Dick Salant, for forced-retirement reasons that may seem ironic now, reluctantly took his CBS pension, but wound up at NBC). Small in turn has been building

his own staff, often at the expense of CBS News, whence he recruited the likes of Roger Mudd and the Kalb brothers, Marvin and Bernard.

Leonard, for his part, has had to make the most critical decision of all: the choice of a successor to Walter Cronkite, the patriarch of anchormen. He chose Dan Rather, of course (and lost Roger Mudd in the process). That choice alone may decide whether CBS News remains king of the hill or yields that long-held eminence to ABC or NBC—or conceivably to both.

If Leonard's choice proves right, he'll end his extended tenure in triumph. If it's wrong, the ferment will boil up again. Nobody can say television journalists don't earn all that money.

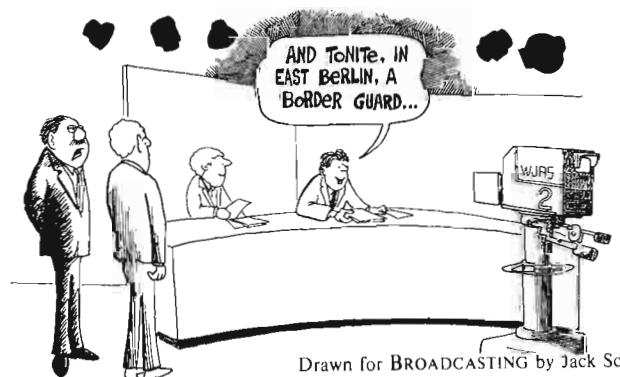
## Why a two-mile limit?

The Twin Towers under construction in Rosslyn, Va., just across the Potomac river from the Georgetown district of Washington, are bush-league versions of the World Trade Center towers of lower Manhattan. Still, upon completion, they will be the highest things in their neighborhood, aside, of course, from the flower children who infest Georgetown on Saturday nights.

Up in one of those towers in a year or so may be the FCC, empowered by a slipped-through act of Congress to extend the boundaries of the District of Columbia by two miles to encompass Rosslyn in the jurisdiction that the Communications Act prescribes as the site of FCC headquarters. The impending transfer may satisfy the FCC's dreams of new bureaucratic pinnacles. It is a sore subject for communications lawyers (BROADCASTING, Sept. 8) and others whose unenviable lot requires appearances before the agency (see story this issue). Visiting broadcasters will find few hotels in affordable taxi range of the new location.

FCC officials are saying as little as possible about the move, except to defend it as an act of economy. That story would be more plausible if figures were provided to prove it. The FCC admits that its rent will be higher at the outset than the \$6.1 million it is paying now but will be lower in the long run under a lease still in negotiation. Maybe so. Maybe also as good a deal or better could have been found closer to the present quarters of the FCC and of all the private enterprises that moved to their present locations to be near the fountainhead, or sinkhole, as the case may be, of communications regulation.

It may be too late to keep the FCC where it is or nearby. But if the agency is moving, why not make the move worthwhile? To, say, Ulan Bator, just across the Gobi desert from Inner Mongolia.



"Captioned news."



# 11

**WIIC-TV**  
**PITTSBURGH**

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# Station strikes at tornado!

When was the last time a weatherman actually did something about the weather? After recent tornadoes left hundreds hurting and homeless in the areas surrounding Pittsburgh, WIIC-TV weathermen Pat Finn and Pat Shingleton helped spearhead a

drive to raise money to aid the victims. At Channel 11 we're proud of the spirit of Pittsburgh. The same spirit that wins Superbowls and World Series championships shines through when our viewers strike back at a tornado!

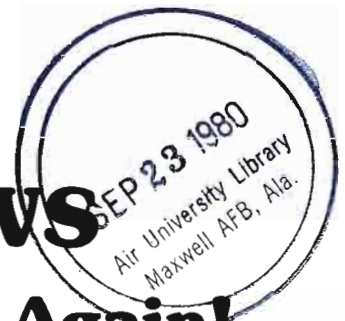


courtesy  
of NOAA

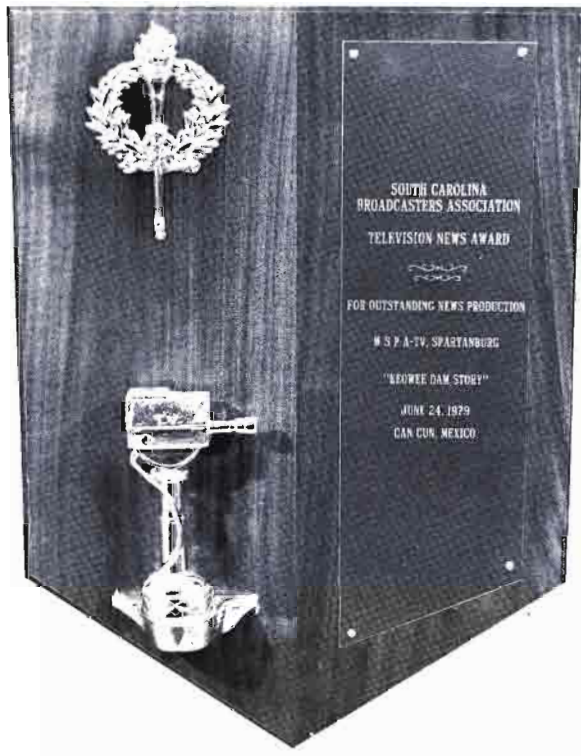
**COX**  
Broadcasting

WSB TV-AM-FM Atlanta    WHIO TV-AM-FM Dayton    WSOC TV-AM-FM Charlotte    WIIC-TV Pittsburgh    KTVU-TV San Francisco: Oakland    WIOD WAIA-FM Miami    KFI KOST-FM Los Angeles    WLIF-FM Baltimore    WWSH-FM Philadelphia

# WSPA-TV's EYEWITNESS NEWS



**The Best in South Carolina Again!**



It's habit-forming. For the second consecutive year our fellow broadcasters agree on the high quality of Channel 7's newscasts. We've been honored by the South Carolina Broadcasters Association award for outstanding local coverage of a major news event.

In addition, for the third year in a row Stan Olenik has received the "South Carolina Sportscaster of the Year" award from the National Sportswriters Association, completing our dominance of news and sports reporting in the nation's 36th market.\*



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36th in the U.S.**