

The Carter-Reagan debate Tangled web of world's media politics Warner wins in Dallas

Broadcasting Nov 3

The News Magazine of the Fifth Estate Established 1931

Our 50th Year 1980

Now 7 of the Twin Cities' 10 favorite programs are KSTP-TV's Eyewitness News!

ARBITRON TELEVISION Top 25 PROGRAMS

Market: Minneapolis-St. Paul Survey: July 9-August 5, 1980

Rank	Program	Metro Rating
1.	Eyewitness News (Wed. 10PM) 60 Minutes	34
2.	Eyewitness News (Tues. 10PM)	28
3.	Eyewitness News (Sun. 10PM)	27
4.	Eyewitness News (Thurs. 10PM)	26
6.	Eyewitness News (Sat. 10PM)	26
8.	Eyewitness News (Fri. 10PM)	24
	Eyewitness News (Mon. 10PM)	24
10.	Vegas	24
11.	Fantasy Island	23

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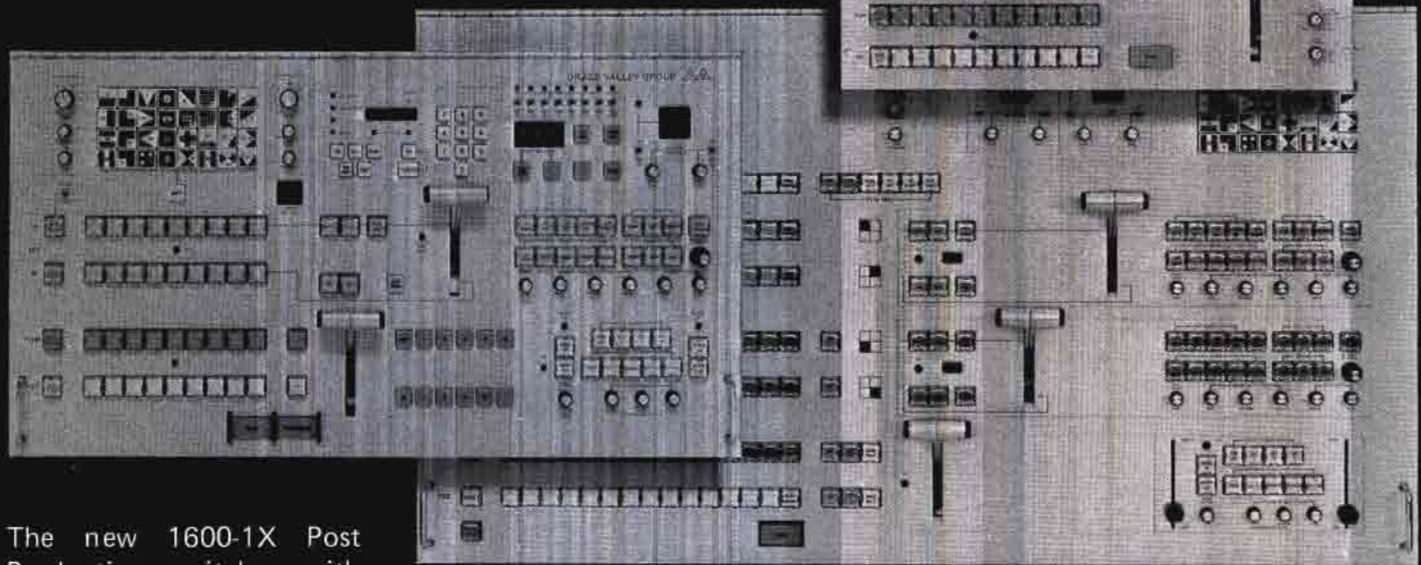
Minneapolis, St. Paul

The First
50
Years Of
Broadcasting
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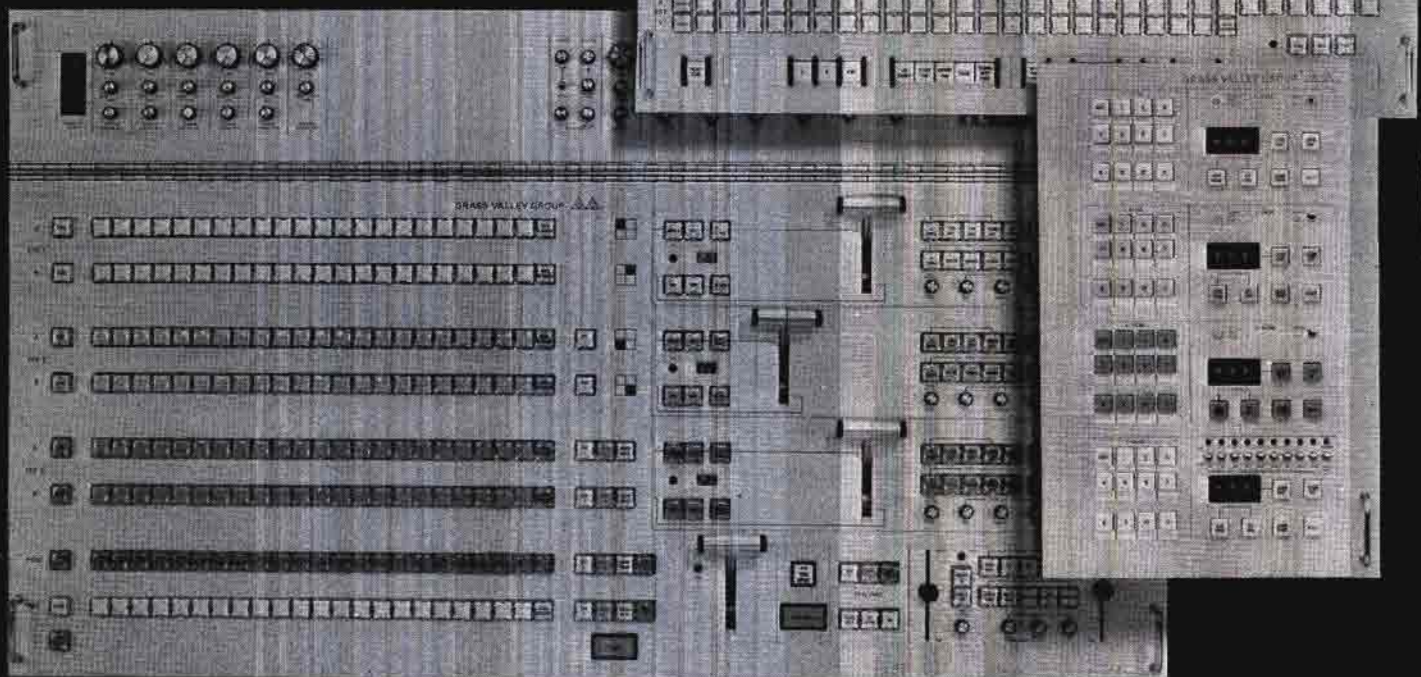
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The Week in Brief

TOP OF THE WEEK

FACING THE NATION □ Television brings country Carter-Reagan debate while Cable News Network also provides Anderson's views. **PAGE 23.**

GEARED UP FOR NOV. 4 □ With huge commitments of money and time, radio and TV networks are ready for what might be most covered election of all time. **PAGE 24.**

BACKFIRE □ ABC-TV's post-debate phone-in survey that finds Reagan winner is assailed by Carter camp, others as unscientific. **PAGE 25.**

WARNER WINS □ Company awarded cable franchise in Dallas, plans 80-channel system. **PAGE 26.**

BELGRADE REVIEW □ State Department calls news conference to make point that, contrary to impression of news reports, U.S. scored "success" at UNESCO conference. **PAGE 28.**

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THIRD-QUARTER PERFORMANCE □ Profits of publicly held companies in broadcasting have ups and downs, and fourth-quarter outlook is uncertain. **PAGE 30.**

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STILL EYE-TO-EYE □ AAAA seminar in Washington hears its members and regulators praise deregulation. But the adversary relationship is still there. **PAGE 36.**

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HERE COMES POLYGRAM □ Billion-dollar Dutch-West German entertainment conglomerate plans U.S. TV arm

with Horowitz in charge. **PAGE 46.**

FROM PASSIVE TO ACTIVE □ C-SPAN takes advantage of congressional recess to provide "election-process" coverage, speeches and other types of new programing. **PAGE 48.**

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WHITE HOUSE KIBITZING □ Neustadt letter on NCTA's privacy code planning irks Wheeler. Presidential aide also expresses interest in move to New Jersey of New York's channel 9. **PAGE 58.**

SHARING HOT SEAT □ FCC's Quello and Jones hear commission criticized for approach to minority access at American Council for Better Broadcasts conference. **PAGE 58.**

ORLANDO OVERTURES □ Interim operators of WFTV(TV) there work out ownership plan that could end 28-year-old contest. **PAGE 61.**

MEDIA

ANOTHER GOLD RUSH □ White House's Neustadt tells MIT session that public interest groups have chance to capitalize on new broadcast facilities that will be offered. **PAGE 63.**

DRASTIC CHANGE □ Gannett's Neuarth expects that in next 10 years communications will be reshaped more than in all previous history. **PAGE 70.**

1934

THE 'BROADCASTING' YEARS □ FDR orders creation of FCC, Mutual Broadcasting System is born, and Armstrong perfects FM. These are only few of many broadcasting events in 1934 when radio defies economics of the time by continuing to grow. **PAGE 77.**

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CONSERVATIVE, BUT CONFIDENT □ John Malone is not given to blue-sky predictions about cable's future. Rather, as president of Tele-Communications Inc., he feels CATV will go through cycles of growth and consolidation. **PAGE 105.**

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will be carried live on broadcast stations and cable systems simultaneously. TBN will access Satcom I with its mobile uplink, the "Compact 42," which is the newest and most innovative mobile uplink in the world today. The crusade will be available on transponders 13, 8 and 2 on Satcom I and transponder 7V on Comstar D-2.



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TBN

THE TRINITY BROADCASTING NETWORK

Infiltration

In an unexpected move engineered by All-Industry TV Stations Music License Committee, two broadcasters showed up at annual Broadcast Music Inc. stockholders meeting last week with enough proxy votes to get elected to vacancies on board of BMI—which is target of antitrust suit brought by committee almost two years ago. They were William B. Faber of Media General's WFLA-TV Tampa, Fla., and James T. Lynagh of Post-Newsweek's WDIV(TV) Detroit, and they were accompanied by counsel to All-Industry Committee. Committee Chairman Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y., says their companies are not represented by committee but that committee members and nonmembers contributed to their proxies.

Arries says tactics had been discussed at last meeting of committee, which felt BMI board included too many retired broadcasters and needed more who are up to date. Committee also felt, Arries says, that BMI has been foot-dragging on committee's suit, which also names American Society of Composers, Authors and Publishers and is aimed at lowering stations' music payments to both. Just what new members' role will be is not clear, but Arries said they might be called "dissidents." They'll be two of 15 members. Chairman Robert Wells (Harris Enterprises), President Edward M. Cramer and 11 other incumbents were re-elected.

Fates and fortunes

Number of U.S. senators and congressmen familiar to broadcasters are said to be in varying degrees of trouble in election. On Senate side, two Republican members of Commerce Committee—Bob Packwood and Barry Goldwater (who is ranking Republican on Communications Subcommittee)—are in heated campaigns, but observers warn against writing off either, particularly Packwood. Senator Birch Bayh (D-Ind.) of Judiciary Committee, who disturbed some broadcasters with his support of record companies in dispute over performer royalties and won journalists' praise for his role in steering *Stanford Daily* bill through Senate, may be in serious trouble. In North Dakota, House member being cheered on by broadcasters as he seeks vacant Senate seat is Republican Mark Andrews.

On House side, two Democratic members of Commerce Committee—Timothy Wirth of Colorado (member of Communications Subcommittee) and Robert Eckhardt of Texas—could lose, in view of observers. Facing uncertain

prospects is Representative Robert Kastenmeier (D-Wis.), chairman of Judiciary subcommittee concerned with copyright matters.

Neuharth trail-blazing

Gannett Co., fast growing communications enterprise, may spread its wings into full-time news services for broadcast media and cable. Inkling came in announcement last week by Allen H. Neuharth, Gannett's chairman and president, of top-level restructuring, with John C. Quinn, president of Gannett News Service, given added responsibilities to provide "broadcast news services" to Gannett radio and TV stations (see page 101).

Although there was no elaboration, Neuharth philosophy is to deliver media services where needs can be found. Whether this envisages acquisition of United Press International, now in crisis, or participation in or acquisition of Ted Turner's money-pinched Cable News Network, or both, is among unanswered questions. Neuharth believes there should be news association competition.

Tick tock teletext

Task force charged by Electronic Industries Association teletext subcommittee to come up with recommendation of single teletext system met in Washington last week, but made little progress toward primary goal. Day-long session at EIA headquarters centered on system-independent parameters. Meeting of full subcommittee in New York on Oct. 21 also generated little hope that subcommittee would be able to reach consensus on system in near future. Some sources say it might take all of 1981.

Meanwhile, consumer evaluation of Telidon system, to be conducted by WETA-TV Washington and Alternate Media Center at New York University, has slipped several months. Million-dollar project was to have begun this fall, but start-up date now set is March 1, 1981.

Street talk

Signs of "sluggishness" in advertiser demand in fourth quarter have Wall Street's analysts taking close looks at earnings estimates for networks and group broadcasters. There's no rush on yet to scale down those figures, and some companies, Metromedia, for example, seem to be riding out storm. But unless advertising dollars start to flow, at least one analyst cautions that it's lower ends of announced estimates that will be more realistic, if "there isn't even some penetration on the down side."

Up to snuff

Mass showing of Television Bureau of Advertising's annual TV promotional extravaganza for retailers across country is moving into satellite age. Originally, presentations were on film and bicycled to stations for local use. In recent years they've been on tape and shown virtually simultaneously to local businessmen in scores of markets. New one, "A New Perspective on the Changing 80's," will be distributed by John Blair & Co.'s Blairsat service.

Stations in satellite-served markets can show it live at their local meetings, or tape it for later. Stations in markets out of satellite range will get tapes for their own local use. Date is Jan. 28, but TVB members will see presentation in preview next week at their annual meeting in Las Vegas.

Slot search

FCC is busily working on 20 domestic satellite applications it received last spring before its May 1 "processing" deadline. Common Carrier Bureau has set two attorneys and three engineers to task of sorting through often conflicting claims of applicants and deciding who gets what orbital slots. Although work is "a little bit behind schedule," staff expects to bring its recommendations before commissioners "certainly before end of the year."

Damming data?

ABC Television Affiliates Association "has not ruled out" possibility of initiating court suit challenging FCC authority to collect routine annual financial data from radio and television broadcasters. Association comments to FCC addressing commission's proposed rulemaking to revise financial form 324 asserted FCC has no legal right to collect such data routinely ("In Brief," Oct. 20).

Source said that "industry benefits more from collection of financial data than anybody else," and that it would be more appropriate "to have National Association of Broadcasters or some other industry representative" collect such data.

Kitty

Commitment of Post-Newsweek to its newly announced television program distribution arm (see page 49) is understood to translate into \$5-million budget for 1981, with international plans in mind for 1982. Soon to join subsidiary's president, Carl W. Monk, is another syndication veteran, Madelyn Goldberg, Time-Life's director of program development.

Business Briefly

TV ONLY

Pressman Toys □ Quadominos/Trionimos. Begins this week for six weeks in about 40 markets. Late fringe times. Agency: Cohen & Marino, New York. Target: women, 25-49.

Detroit Optometric Centers □ Begins in November for six weeks in chain-wide markets including those in Michigan. All day parts. Agency: William B. Doner, Southfield, Mich. Target: adults, 25-54.

Chic-Fil-A □ Fast food restaurants. Begins in November for four-to-six weeks in over 15 markets. Day and fringe times. Agency: McCann-Erickson, MIS, Atlanta. Target: women, 18-49.

U.S. Postal Service □ Express mail. Begins Nov. 10 for five weeks in 24 markets. All day parts. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Mogen David □ Wine. Begins Nov. 17 for five weeks in about 50 markets. Fringe

and news times. Agency: Robert L. Cohn, Inc., Northbrook, Ill. Target: adults, 25-54.

Frederick & Herrud □ Thorn Apple Valley package meats. Begins Nov. 17 for six weeks in Grand Rapids and Flint-Saginaw, both Michigan, and Rochester and Syracuse, both New York. Day, early fringe and late fringe times. Agency: Lee King & Partners, Chicago. Target: women, 18-49.

Southern Bell □ Gift certificates. Begins this week for four weeks in Florida, Georgia and the Carolinas. Day and fringe times. Agency: Tucker Wayne & Co., Atlanta. Target: adults, 18 and over.

Guard Your Credit Card Association □ Test campaign begins Nov. 24 for four weeks in Atlanta. Day times. Agency: Luckie & Forney, Birmingham, Ala. Target: women, 25-54.

Brown & Haley □ Almond Roca candy. Begins mid-November for four weeks in

15 markets. Day and early fringe times. Agency: McCann-Erickson, MIS, Seattle. Target: women, 18 and over.

Circle K food stores □ Christmas gifts. Begins Nov. 15 for four weeks in 14 markets. All day parts. Agency: Jennings & Thompson/FCB, Phoenix. Target: adults, 18-49.

RADIO ONLY

Texman sportswear □ Lawman jeans. Begins Nov. 17 for four to six weeks in Idaho, Washington, Oregon and Utah markets. Morning drive, midday, afternoon drive and evenings. Agency: Graf, Hanson & Hoke, Seattle. Target: men, 18 and over.

U.S. JVC Corp. □ Radio cassette recorders. Begins Nov. 10 for five weeks in Atlanta, Boston, Miami, New York, Philadelphia, Washington, Chicago, Cleveland, Detroit, St. Louis, New Orleans, Houston, Dallas, Denver, Los Angeles and San Francisco. Agency: Burson-Marsteller, New York. Target: total teenagers; adults, 18-34.

Shreve & Co. □ Rolex watch give-away. Begins Nov. 5 for four weeks in San Francisco. Morning drive, middays and afternoon drive times. Agency: Grey Advertising, Minneapolis. Target: adults, 18-54.


Smith-Corona □ Typewriters. Begins Nov. 17 for four weeks in about 35 markets. All day parts. Agency: Waring & LaRosa, New York. Target: adults, 25-54.

Pennfield Corp. □ Clothing stores. Begins in November for varying flights in 20 markets. Agency: Muller, Jordan, Weiss, New York. Target: women, 18-49.

Worth Perfumes □ Je Reviens. Begins Nov. 24 for four weeks in Los Angeles, San Francisco, Miami-Fort Lauderdale, Washington and Boston. Agency: Firestone & Associates, New York. Target: women, 25-49.


Dana Perfume □ Canoe fragrance. Begins Nov. 24 for one week in Los Angeles, San Francisco, Cleveland, Detroit and Portland, Ore. All day parts. Agency: Timebuying Services, New York. Target: men, 18-34.

College Town □ Clothing stores. Begins Nov. 16 for four weeks in 10 markets. Day,



*There is nothing wrong
with America that faith, love of
freedom, intelligence, and energy
of her citizens cannot cure.*

Dwight D. Eisenhower



the gilmore group

WEHT-TV Evansville (Blair)	WREX-TV Rockford (HR)	KODE-TV Joplin (HR)	KODE Joplin (Pro)	WQPO Harrisonburg (Pro)	WSVA Harrisonburg (Pro)
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WESTERN OHIO CABLEVISION CUMBERLAND VALLEY CABLEVISION

THE PEOPLES' OBLIGATION TO KNOW

**BETTER AND MORE HONEST
GOVERNMENT IS MADE POSSIBLE
BY THE INVOLVEMENT OF
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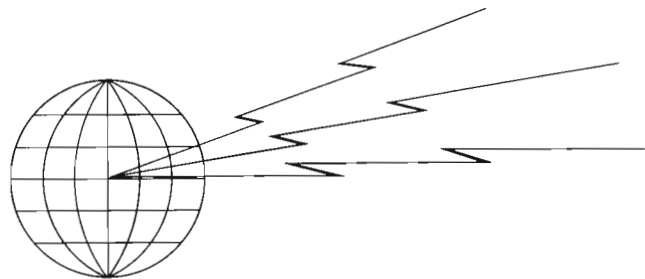


Satellite photo courtesy of Western Union.

Fourteen years ago, Bonneville, in addition to utilizing existing news services, established its own Washington news bureau. This was done chiefly to report news, which would directly affect the lives of millions of listeners and viewers within the primary coverage areas of Bonneville stations across the nation. And now by means of satellite, Bonneville not only helps our viewers and listeners to meet their obligation to know but to know very quickly.

This is just one more important way Bonneville stations serve their communities better.

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news, late fringe, prime access and weekend times. Agency: Modular Communications, New York. Target: women, 18-34.

Dallas Products □ Hot Pick. Begins late November for four weeks in Chicago, New Orleans and Washington. Prime access times. Agency: Creative Department, Dallas. Target: women, 18-49.

Best Products Co. □ Various products. Begins Nov. 10 for three weeks in 35 markets. All day parts. Agency: Webb & Athey, Richmond, Va. Target: teen-agers, 12-17; adults, 18-54.

Meta Henna □ Hair care products. Begins Nov. 10 for three weeks in New England markets. Day and fringe times. Agency: Media Marketing, Western Springs, Ill. Target: women, 18-34.

American Greetings □ Various gifts/cards. Begins in November for two to three weeks in about 20 markets. All day parts. Agency: Lang, Fisher & Stashower, Cleveland. Target: women, 25-49.

Glidden paint □ Begins Nov. 17 for one week in under 10 markets. Fringe, prime and weekend times. Agency: Meldrum & Fewsmith, Cleveland. Target: adults, 25-54.

Elaine Powers □ Figure salon/two-for-one promotion. Begins Nov. 9 for one week in 16 markets. Agency: CPM Inc., Chicago. Target: women, 25-54.

Kraft Co. □ Grand Union Co-Op. Begins Nov. 20 for one week in Florida markets. All day parts. Agency: Mars Advertising, Southfield, Mich. Target: women, 18-49

RADIO AND TV

Cling Peach Advisory Board □ Begins in November for one to six weeks in about 15 markets. Radio spots run during middays. Agency: Chiat/Day/Hoefer, San Francisco. Target: women, 25-49.

AdVantage

Selling without ads. Pearl Brewing Co. barely announced plans to market new J.R. Ewing's Private Stock superpremium beer, when "unsolicited phone orders for thousands of cases were placed." Releases were sent out Oct. 17 to broadcast and print media, which picked up story due to popularity of lead character from CBS-TV's series, *Dallas*. Other public relations tactics will be employed to promote beer by agency, GSD&M, Austin, Tex., including press parties with cast of *Dallas*, featuring Larry Hagman who portrays J.R. Frank Spinosa, senior vice president of sales for Pearl Brewing, stated that over half million cases had been sold and no need is seen now for advertising.

National push. Nestle is breaking national TV spot campaign for Chocolate Chip Cookie Mix, with concentration on such programs as *General Hospital*, *Hollywood Squares*, *Merv Griffin Show* and *Tonight Show*, plus nightly



newscasts. N.W. Ayer created 30-second commercial which features boy who claims "They're delicious, cause they're made with Nestle real chocolate morsels." Spot is geared toward young women with children in 6-12 age group.

Understanding advertising. Representatives from Young & Rubicam and General Foods outlined advertising ap-

proval process before open meeting of Federal Trade Commission. Kent Mitchell, General Foods, and Rosemary Nelson and Anne Zopfi, Young & Rubicam, described steps advertisers and agencies go through to substantiate, within legal and ethical bounds, claims made about products in advertising. Questioned by Commissioner Robert Pitofsky whether cost to consumer for so much legal and market research is worth it, Zopfi replied: "Yes. Lengthy approval process nearly always brings about changes in claims made in advertising." Meeting was fifth in series sponsored by American Association of Advertising Agencies, Association of National Advertisers and American Advertising Federation to promote better understanding of their industry at FTC.

Election night watch. Concord Watch Co. will promote its Delirium watches, "world's thinnest watches" during 12-hour TV campaign election night. Network outlets in New York, Los Angeles, Houston and Miami will carry spots during election returns. Harry Viola Advertising is agency.

Looking at commercials. National Advertising Division of Council of Better Business Bureaus resolved eight challenges to national advertising in September including three on television. Commercial for Abbott Laboratories (Murine eye drops) was discontinued by advertiser. Reviewed and found acceptable were TV spots for Chatten Inc. (Corn Silk face powder) and Sharp Electronics (800 Series Copier).

PRISM adds three. BBDO Health and Medical Communications announces three new accounts for year-old division, Public Relations in Science & Medicine (PRISM): The Kneipp Corp. of America, Miles pharmaceutical division of Miles Laboratories Inc. and Winthrop Laboratories division of Sterling Drug Inc., last two on a project basis. PRISM will handle product introductions and consumer education programs, said John F. Swift, BBDO/HMC.

Meeker in Philadelphia. Meeker Television, New York, will open Philadelphia office today (Nov. 3) at Western Savings Bank Building, Broad and Chestnut Streets, 19107. No telephone number has been assigned as yet. Cathy Brady, account executive for Harrington, Righter & Parsons, Philadelphia, named manager of Meeker office there.

Buckley moves. Buckley Radio Sales office in St. Louis has moved to 440 Mansion House Center, 63102. Telephone remains: (314) 621-6040.

METRO WEATHER SERVICE and WTVN*-COLUMBUS, OHIO and WSYR**--SYRACUSE, N.Y. are #1 in A.M. Drive.... YOU CAN BE TOO!!

Local and personalized forecasts — from 30 seconds to 5 minutes
freshly prepared when you want them; every hour, 2 hours, etc.

Flexible Format • Exclusively in your market
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*ARBITRON-Columbus, Ohio, Apr.-May, 1980-15.4 Avg. Share Metro Survey Area. T.P. 12+ 6-10 A.M.
**ARBITRON-Aug. Share 27.8 between 7 & 10 A.M. 25-75 Year Old Group



The 1980 World Series

The Action Is Over... But The Cheering Continues.

Executive Producer Don Ohlmeyer Coordinating Producer Michael Weisman Producer George Finkel Director Harry Coyle Pre-Game Producer David Stern Pre-Game /Replay Director Ken Fouts

“It has been a memorable World Series for baseball and for the television industry, which may see some major changes in the coverage of the national pastime because of NBC’s innovations.”

— Fred Rothenberg,
Associated Press

“... NBC’s penchant for using the *right* replay instead of *every* replay and its emphasis on fundamentals of the game by announcers Joe Garagiola and Tony Kubek keep people coming back.”

— Gene Quinn,
Philadelphia Daily News

“NBC’s picture-perfect coverage has made the first two games of the World Series memorable for much more than George Brett’s hemorrhoids, U.L. Washington’s toothpick, and umpire Bill Kunkel’s tape measure.”

— Larry Schwartz,
New York Post

“Inside the truck, eight people all talking into microphones, headsets or yelling aloud turns something that resembles trading on the floor of a commodities exchange into a slick, color broadcast of baseball’s premiere event.”

— Gerald Jordan,
Kansas City Star

“And in keeping with the high quality of the play on the field, NBC’s visual, technical and journalistic coverage of the Series has been absolutely first-rate.”

— Gary Deeb,
Chicago Sun-Times

“The World Series is a prime example of why NBC has overtaken ABC to provide television’s most capable, intelligent, and interesting sports coverage... like a long distance runner who can go on forever, NBC is running away from the competition.”

— Bob Wisheart, New Orleans
Times-Picayune /States Item



We’re proud to bring you the best in sports television.

Monday Memo®

A broadcast advertising commentary from Henry H. Joyner, Gulf State Utilities, Beaumont, Tex.

Spreading energy message via TV

Stores in major shopping centers with no cash registers or merchandise or services for sale and staffed with personnel specifically trained to help customers use less of the proprietor's product would seem to be a folly.

But we can say emphatically that customer response has been absolutely incredible. The stores are the best things we have done.

The Gulf State Utilities Co., one of the nation's top 20 electric utilities, serving nearly half a million customers in southeast Texas and southern Louisiana, operates "The Energy Store," a pioneering venture of the company. Actually, there are two Energy Stores now operating, one in Baton Rouge and another in Beaumont, Tex. Others are planned.

Their purpose is to provide a convenient, central source of information and ideas; demonstrate products and concepts, and arrange for energy audits to help homeowners, architects, builders, businessmen and other customers improve the energy efficiency of homes and buildings, all at no cost to the customer.

Television, radio, newspapers and outdoor advertising have been used by Gulf State to communicate The Energy Store service. However, television is the main thrust of the company, as it has been for the past four or five years. Currently, some 60% of Gulf State's more than half-million-dollar media expenditure is for television advertising.

Success of the "stores" is measured by Gulf State in various ways:

Customers visiting the Beaumont store and signing up for energy audits or receiving materials or demonstrations of energy-saving devices average approximately 1,600 a month.

In Baton Rouge, more than 150 visited the store in the first week alone.

More than 20,000 energy-saving water flow restrictors for showers were handed out in Beaumont and thousands of foam plates to be used to insulate electrical outlets were distributed in Baton Rouge.

Surveys conducted by Economic and Industrial Research Inc., Baton Rouge, showed that 80% of the respondents perceived Gulf State as sincere in its effort to get consumers to reduce electrical usage in June 1979, as compared with 49% prior to the opening of the store.

Leaving The Energy Stores concept for a



Henry H. Joyner rejoined Gulf State Utilities Co., Beaumont, Tex., three years ago after having served for six years in Washington as press secretary to two congressmen. Earlier he had been with Gulf State, directing its advertising program, and with various advertising agencies and with ABC affiliate station in New Orleans in television news.

moment, we can also cite the company's current electrical safety campaign as an illustration of television's effectiveness. TV commercials were created to point out the hazards of installing CB or television antennas or moving heavy equipment, sailboats and farm equipment near power lines. Keyed to the theme, "Don't Put Your Life On The Line," the commercials incorporate the sound of a heart beat monitor. After one week on the air, research among customers showed a recognition factor of 40%. Since the media campaign was exclusively on television, you know where people heard about it.

The spots were so hard-hitting that local television stations supplemented the regular commercial schedule with the spots as public service announcements. Even other utilities are airing them.

Origin of The Energy Store traces to the mid-1970's when fuel prices began soaring and utilities generally switched from marketing and selling uses for electricity to urging conservation. Responding to the changed environment, Gulf State opened five Energy Information Centers in its main offices. They were staffed by consumer services representatives who had received special training in energy efficient equipment, architectural design, energy audits, insulating techniques and the like.

The Energy Information Center reached mostly people who paid their bills in person. Obviously, we were not covering a large portion of the potential market.

It was then that The Energy Store concept began to take shape. To promote the store, The Advertising Company of Baton Rouge, which handles special projects for Gulf State, developed commercials for the Baton Rouge television station, plus related advertising for radio, newspapers and billboards. Vance-Mathews Inc., Beaumont, incorporated the animated logo and music from the Baton Rouge-produced commercials and created new spots for use on Beaumont/Port Arthur stations. Since Gulf State is a year-round television advertiser in each ADI, The Energy Store commercials were integrated in its continuing news and prime-time schedule.

Other store locations are under consideration by GSU. Other utilities around the country have expressed interest in "The Energy Store" and are considering similar ventures. Public response has been so positive that Gulf State is planning to tie in The Energy Store concept for other messages, such as talking about rates, fuel adjustment and, possibly, nuclear energy.

With substantial capital required to meet expanding energy needs in one of the fast-growing areas of the country, as well as to develop economical and environmentally sound sources of generating electricity, public understanding and support have a high priority at Gulf State—and other utilities as well.

Continuing involvement with our customers is absolutely essential. Such innovative progress as "The Energy Store" and the electrical safety series on TV have given us an opportunity to communicate our story. The results we have seen so far tell us we are succeeding.

When your listeners want to know the outcome of their income, can you tell them?

Beginning November 1980 in the top 50 radio markets, The Wall Street Journal Report will be broadcast *live*, Monday through Friday, 17 times daily, from The Journal's newsroom in New York. It's all the money news your listeners want—and need—to hear.

Plus . . .

An international network of more than 250 Wall Street Journal reporters and editors will be covering late-breaking events from the world of business and finance. These correspondents are on the scene—gathering the business news that affects you and your listeners: your companies, your careers, your lives.

Plus . . .

On Saturdays, The Wall Street Journal Report will broadcast two special features. Reviewing the highlights of the week past...previewing the week to come. There'll be interviews with newsmakers and views

With the new Wall Street Journal Report, you can!

of the business world from the unique perspective of The Wall Street Journal.

What does all this mean for your station?

It means association with The Wall Street Journal—America's #1 newspaper—and its prestigious readership.

It means gearing your station toward an affluent community—a target group *your advertisers* want to reach.

It means combining the quality and accuracy of The Journal's research and reporting with the immediacy of radio.

The new, live Wall Street Journal Report. A big plus for your listeners—a sound investment for your advertisers.

For more information on this exciting new service, write The Wall Street Journal Report, 22 Cortlandt Street, New York, N.Y. 10007. Or call Robert Rush, Director of Broadcast Services, at (212) 285-5381.



THE WALL STREET JOURNAL REPORT

THE ARBITRON GUIDE TO THE BEASTS OF THE RATINGS JUNGLE

THE REPLICATION CENTIPEDE

It's a jungle out there... filled with all sorts of ferocious
beasts waiting to snare the unwary traveler.
We know what it's like to travel through the ratings jungle.
Your best protection is a highly refined and
sophisticated science of information.
The kind of information you get from Arbitron.



DESCRIPTION: A beneficial species created in the Arbitron labs. Demonstrates the reliability of Radio and Television audience demographic data.

EVOLUTION: Originally, when the only television audience estimates produced were those for: total households, people, men-women-children, there was no need for the Replication Centipede.

But as the need for additional and more descriptive demographics grew, people began to doubt the reliability of that data.

Arbitron, seeing the need for some way of measuring the reliability of the data, began work on Replication.*

SPECIES CREATION: Arbitron invested three years of research and a quarter of a million dollars in the creation of the Replication Centipede.

When the species reached maturity, it was able to demonstrate that ratings were far more accurate than had previously been thought.

Arbitron is currently investing another half of a million dollars to develop a second species of Replication to demonstrate the reliability of radio audience estimates.

ENVIRONMENTAL IMPACT:

Without the Replication Centipede, highly descriptive demographic data might be suspect. Fortunately this statistical beast has shown the increased reliability of audience data. This has enabled broadcasters, advertisers, and their agencies, to operate with a much higher degree of confidence in Arbitron data.

For more information on the Replication Centipede (we've even written a book about it!) and other beasts in the ratings jungle, contact your Arbitron representative.

ARBITRON



*The centipede represents a station with an audience rating of 10. If we divide the body into five sets of legs (five replicates) and recompute the rating for each of these segments, we find very little variance in the rating from leg to leg. And the small degree of variance between the ratings of the individual leg segments and the whole centipede demonstrates that Arbitron's total sample, which is five times larger, is highly reliable.

THE ARBITRON COMPANY
a research service of
CD CONTROL DATA CORPORATION

This Bud's for ESPN.



Anheuser-Busch and ESPN just signed the largest advertising contract in cable television history.

Bud and ESPN. It's a natural.

Anheuser-Busch is the king of TV sports advertisers. ESPN, the 24-hour total sports cable network, is the future of TV sports programming. That's why they just wrapped up a multi-year, multi-million dollar deal—the biggest ever in cable. Here are some other reasons:

Bud knows ESPN gets them in on the ground floor of television's cable boom. ESPN has grown to over 6 million homes since September, 1979. By the end of 1980, it will deliver nearly 40% of all cable households*.

Bud also knows that ESPN delivers a prime upscale audience. ESPN advertisers already include Pontiac, American Express, Michelin, Hilton, Noxzema and Magnavox.

That's why this Bud is for ESPN. Now discover how ESPN can perform for you. Call Mike Presbrey today at (212) 245-6650.

*According to industry sources.

The 24-hour total sports network **ESPN**

Where Things Stand

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

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

AM stereo. FCC has backed off from April 9 tentative decision to adopt Magnavox system as standard for AM stereo and issued further notice of rulemaking on matter, raising possibility that system other than Magnavox's may ultimately be adopted (BROADCASTING, Aug. 4). In fact, notice indicates that Motorola has inside track on winning approval (BROADCASTING, Sept. 22). Other system proponents are Belar, Harris and Kahn.

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

Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it un-

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

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

Cable copyright. Copyright Royalty Tribunal has issued final formula on how to divide \$14.6 million paid in royalties in 1978 by cable companies (BROADCASTING, Sept. 29). Under terms of formula, U.S. and Canadian TV broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants, 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Next phase of proceeding will be distribution of funds to members of joint claims. NAB filed petition for review Oct. 23.

Cable deregulation. FCC on July 24 lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting went to U.S. Court of Appeals in New York

seeking to block action (BROADCASTING, July 28). National Association of Broadcasters has filed motion to intervene on Malrite's behalf and has filed petition for stay of order at FCC. FCC denied petition, but broadcasters are now seeking stay in court. National Cable Television Association has taken FCC's side in court suit (BROADCASTING, Aug. 25). There has been no court action to date. In another development, Ted Turner, Turner Broadcasting, has asked commission to repeal "must carry" rules (BROADCASTING, Oct. 20).

Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as irresponsibility of broadcasters in providing insufficient volume of children's instructional and educational television throughout week (BROADCASTING, Dec. 24, 1979). Comments have been filed (BROADCASTING, June 23). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June on what's available in children's programming and on how to better it. Regulatory proposals, however, were chief topics of concern (BROADCASTING, June 30). On Oct. 15-16 commission held panel discussions on subject. Public interest groups strongly urged implementation of mandatory children's programming requirements, citing lack of self motivation on industry's part. Broadcasters opposed idea, citing First Amendment concerns, and resulting lack of quality in children's programming

Closed captioning. ABC-TV, NBC-TV and Public Broadcasting Service are participating in captioning project for benefit of hearing impaired, which began March 15 (BROADCASTING, March 24). National Captioning Institute is captioning average of five hours of ABC and NBC television per week (in prime time) and PBS more than 10 hours. It also captions two-and-a-half hours per week of syndicated programming and commercials of 25 major advertisers. Sears, Roebuck & Co. is manufacturing and distributing decoding equipment for home sets. Adapter for set costs \$250, while 19-inch color set with adapter built in sells for about \$500. NCI says over 24,000 adapters and about 1,000 sets have been sold. CBS declined to participate, saying it is more interested in proceeding with its work on teletext process (see "teletext" entry).

Communications Act. House Commerce Committee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions. Bill was referred to Judiciary Committee, which reported it "adversely without prejudice." Rules Committee will now have to decide whether to send bill to House floor for vote. In Senate, revised bill with bipartisan support, which includes broadcast provisions, was introduced (BROADCASTING, June 16). But displeasure with legislation, S. 2827, resulted in postponement of mark-up. Senate Com-

merce Committee Chairman Howard Cannon (D-Nev.) has not scheduled any dates for consideration of bill, and says he won't until further hearings have been held. Action in this Congress is unlikely just before adjournment, however, House passed bill introduced by Representative Al Swift (D-Wash.) that codifies existing FCC ownership rules, while protecting multimedia licenses against challenges on ownership grounds (BROADCASTING, Oct. 6)

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Comsat. Following adoption of staff report last April (BROADCASTING April 28), FCC adopted rulemaking to examine corporate structure of Communications Satellite Corp. to insure that its competitive domestic businesses operate independently of its congressionally mandated international ones. On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee plans hearings to determine whether legislation in this area is necessary.

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

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Direct Broadcast Satellites. Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of pay TV programming via high-powered satellites direct to homes equipped with small rooftop antennas (BROADCASTING Aug. 6, 1979). Filing, containing details of plans, was to have been submitted to FCC in first quarter of 1980, but failure of joint-venture talks with Sears caused filing date to slip indefinitely. Meanwhile, FCC is taking broad look at DBS in two separate dockets. Industry filed comments on inquiry aimed at formulating U.S. position from 1983 Regional Administrative Radio Conference on DBS last month (BROADCASTING, Oct. 13). Among comments was CBS's proposal (BROADCASTING, Oct. 13) that DBS be used as catalyst for development of high-resolution television. FCC also initiated inquiry on policy question arising from advent of DBS. Focus of inquiry is report of Office of Plans and Policy which advocates nonregulation of DBS (BROADCASTING, Oct. 6).

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

equal-employment guidelines for stations, effective April 1. Stations with five to 10 employees are required to have 50% parity overall with available work force, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC is also taking look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. In June, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employees (BROADCASTING, June 9). Comments due Oct. 30.

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Family viewing. Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions.

□
Federal Trade Commission. After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26). Under provisions of bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of proposed new rule would have to be published in advance, however, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission has directed staff to prepare recommendations on possible courses of action, including text of proposed rule. Commission will then solicit public comment and decide whether to proceed with inquiry

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Format changes. FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING July 9, 1979). Supreme Court has agreed to review case (BROADCASTING, March 10), and will hear oral argument on Monday (Nov. 3).

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

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Minority ownership. Carter administration,

which announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979), reviewed results of effort before group of black broadcasters (BROADCASTING, Sept. 15). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capitol Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29]), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program for members to help minorities learn station operations.

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Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals court decision siding with CBS in its demand for "per-use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with District Court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (BROADCASTING, June 9). It appealed Supreme Court to hear case Aug. 29.

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Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting Oct. 16, 1979. Report concluded that "structural" changes within industry promise most hope of new competition. Staff believes that although commission has jurisdiction to regulate networks, network-affiliate relationship is "clearly an efficient method of economic organization," and further attempts to regulate it would be pointless (BROADCASTING, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcasting—were released in Febru-

ary. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies poses "severe" barrier to development of more networks (BROADCASTING, Feb. 11). Final preliminary reports released in June concluded that three commercial networks have no monopoly power over broadcast industry—and that FCC must seek to amend policies to provide for further diversity (BROADCASTING, June 23). Network inquiry staff's final report was presented to commission on Oct. 20. Staff suggested to commission that best way to achieve goals of added competition, diversity and localism in television is to open existing allocations plan to many more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27).

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Network standings. Prime-time TV rating averages, Sept. 15-Oct. 26: NBC 20.7, ABC 17.1, CBS 16.2.

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Operator licensing. FCC has proposed dropping first-class operator licenses (BROADCASTING, Aug. 4). Proposal would delete examination requirements for operators who install, service, maintain and adjust transmitting equipment at all types of stations. FCC had abolished third-class operator permit after concluding that almost all 53,000 third-class permits it is now issuing annually are unnecessary, largely as result of other radio deregulation actions (BROADCASTING, July 28). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979.

□

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977), and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). World of pay cable was shaken April 24 when Getty Oil Co. and four major Hollywood motion picture companies announced that they were forming joint venture, Premiere, to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (BROADCASTING, April 28). Movie companies are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. Justice Department has attacked Premiere as antitrust violation. FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979).

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Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to phonograph record performers and manufacturers has been reintroduced as H.R. 997 by Representative

George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979).

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Public broadcasting. Congress has passed new legislation authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Board of directors of Public Broadcasting Service approved plan (BROADCASTING, Dec. 3, 1979) to create multiple program services under auspices of one system president and reduce size of board. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5, 1979). Commission has forwarded to Congress specific legislative language regarding its proposals.

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

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Shield legislation. Supreme Court's ruling in *Stanford Daily* (which held that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M.A. Farber (for refusal to turn over notes to New Jersey court) resulted in October in Congress passing, and President Carter signing, bill to protect press from such searches. Police at least in most cases, are now required to obtain subpoenas—which can be opposed in court—before entering newsrooms to seek evidence (BROADCASTING, Oct. 6).

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Teletext. CBS quit Electronic Industries Association Subcommittee attempting to work out industrywide teletext standards and submitted to FCC proposal based on French Antiope system (BROADCASTING, Aug. 4). Comments filed at FCC in response to CBS filing show pervasive interest in teletext. Although most commenters urged initiation of teletext proceeding, many, including EIA teletext subcommittee, felt any proceeding at this time would be premature (BROADCASTING, Oct. 20).

TV allocations. FCC approved VHF drop-ins for four markets—Salt Lake City (ch. 13), Charleston, W.Va. (ch. 11), Knoxville, Tenn. (ch. 8) and Johnstown, Pa. (ch. 8)—and proposed the creation of 139 more (BROADCASTING, Sept. 15 and Sept. 22). Drop-ins would be subject to same regulations as existing full-service stations and would be required to provide "equivalent protection" from interference to existing full service stations. Low-power stations, also proposed by FCC, would have vastly simpler rules governing start-up, programming and operation (BROADCASTING, Sept. 15). The low-power stations would be authorized on any VHF or UHF television channel from 2 through 69. VHF's would have 10-watt limit and UHF's would have 1 kw limit outside existing table of assignments. Comments on drop-ins, most of them negative from broadcasters, were received at FCC nearly three years ago (BROADCASTING, Dec. 19, 1977).

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UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Last year, it set up new task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released in March, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10). Subsequent report, "Comparability for UHF Television," released in September, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (BROADCASTING, Sept. 22). Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some of technical rules regarding UHF television. Comments due Jan. 5, 1981, replies Feb. 19, 1981.

□

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

■ Indicates new or revised listing

This week

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

Nov. 3—FCC deadline for comments on notice of proposed rulemaking on adoption of postcard-size renewal application form (Doc. 80-253). FCC, Washington.

Nov. 3—*Supreme Court* will hear oral arguments in radio format case. At issue is question of whether FCC has duty to review proposed changes in entertainment format if it is unique and members of public object to change, or whether, as commission says, it should leave decision to discretion of broadcaster and market. Supreme Court, Washington

Nov. 3—*Radio Advertising Bureau* co-op retail meeting. Registry hotel, Minneapolis.

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

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

Nov. 5-7—Conference on electronic delivery of news (teletext and videotext) designed particularly for news executives and sponsored by *Indiana University*, Bloomington, Ind

Nov. 6—*Federal Communications Bar Association* luncheon. Speaker: Martin Rubenstein, president and chief executive officer, Mutual Broadcasting System. Touchdown Club, Washington. Information: Carolyn McArdle, (202) 857-6031

■ **Nov. 6-8**—*Broadcast Education Association* faculty/industry seminar, "Programming: Competition and Innovation." Featured speakers include: Gene Jankowski, president, CBS/Broadcast Group. Squire Rushnell, VP children's and early morning programs, ABC Entertainment, and Dwight Cosner, assistant to executive vice president of A.C. Nielsen. National Association of Broadcasters headquarters, Washington.

Nov. 6-9—*American Advertising Federation* western region conference. Heritage Inn, Great Falls, Mont.

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

Also in November

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**—*Supreme Court* will hear arguments in *Chandler vs. Florida*, which involves question of whether broadcast coverage of court proceedings should be barred at request of defendants in criminal trial. Supreme Court, Washington.

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

Nov. 12—*Radio-Television News Directors Association* and *University of Illinois* region 7 management training seminar. University of Illinois, Champaign. Information: Eileen Goodchild, (217) 333-2880

■ **Nov. 12**—Second in series of luncheon meetings between representatives of business and journalists to discuss concerns about business/media relationships. Sponsor is *The Media Institute*. Guest speaker is Norman

Isaacs, president, The National News Council. The University Club, Washington.

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. Speaker: New York Mayor Edward Koch and panel of newsmen. Waldorf-Astoria hotel, New York.

■ **Nov. 13**—*Southern California Broadcasters Association* annual public service workshop. Kinsey auditorium, California Museum of Science and Industry, Exposition Park, Los Angeles

Nov. 13-14—*Practicing Law Institute* seminar, "Communications Law 1980" Biltmore hotel, New York. Information: Nancy B. Hinman, P.L.I. 810 Seventh

Avenue, New York 10019; (212) 765-5700.

Nov. 13-16—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo.

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 Programmers* Northwest regional conference. Seattle.

■ **Nov. 14-16**—*American Women in Radio and Television* board meeting. Sheraton Washington hotel, Washington.

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. Ramada Inn, Philadelphia.

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

■ **Nov. 18-20**—*Subscription Television Association* industry conference. Beverly Hilton, Beverly Hills, Calif.

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

Major Meetings

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* inter-

national TV program market. Palais Des Festivals, Cannes, France.

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

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

May 29-June 3, 1981—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1983, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, 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, Viktoriastr. 21, CH-3030, Berne, Switzerland.

June 6-10, 1981—*American Advertising Federation* national conventional. Hyatt Regency hotel, Washington.

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.

Sept. 20-23, 1981—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

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



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Nov. 19—*National Commission on Working Women's* annual Women at Work Broadcast awards, honoring broadcasters for quality programing and news coverage of importance to women. National Press Club Ballroom, Washington.

Nov. 19-20—*National Association of Broadcasters* broadcast leadership conference. NAB headquarters, Washington.

Nov. 19-22—*Society of Professional Journalists, Sigma Delta Chi* annual national convention Banquet speaker: William Small, president of NBC News Hyatt hotel, Columbus, Ohio.

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

■ **Nov. 21-23**—*Intercollegiate Broadcasting System* West Coast convention, hosted by *University of San Francisco's noncommercial KUSF(FM)* Golden Gateway Holiday Inn, San Francisco

Nov. 29-Dec. 3—*National League of Cities* annual meeting. Cable franchising is on agenda. Georgia World Congress Center, Atlanta

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

Nov. 30-Dec. 4—*Institute of Electrical and Electronics Engineers* National Telecommunications Conference on Telecommunications in a New Decade. Shamrock Hilton hotel, Houston.

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. 4—*Federal Communications Bar Association* luncheon. Speaker: Jack Valenti, president, Motion Picture Association of America. Touchdown Club, Washington. Information: Carolyn McArdle, (202) 857-6031.

Dec. 5-6—*Council of Communication Societies* annual seminar. Crystal City Marriott hotel, Arlington, Va. Information: Dr. Vernon Root, Applied Physics Laboratory, Johns Hopkins Road, Laurel, Md 20810, (301) 953-7100.

Errata

In Oct. 20 "In Brief" item on **Metro-media Producers Corp's** new basic cable division, **James A. Weathers** was named VP-general manager of MPC, not cable division.

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

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

■ **Dec. 10**—Third in series of luncheon meetings between representatives of business and journalists to discuss concerns about business/media relationships. Sponsor is *The Media Institute*. Guest Speaker is Ford Rowan, Independent Network News Washington correspondent. The University Club, Washington

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

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

Dec. 12—*Washington Area Chapter of Broadcast Pioneers* awards dinner. Kenwood Country Club, Bethesda, Md. Benefit for Broadcast Pioneers Library, Washington

Dec. 15—FCC deadline for comments on notice of proposed rulemaking on VHF generic drop-ins (Doc 21418) Replies due Feb. 15. FCC, Washington

Dec. 15—FCC deadline for reply comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc 20817) FCC, Washington.

■ **Dec. 15-16**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Diplomat hotel, Hollywood, Fla

January 1981

Jan. 8—Deadline for reply comments on FCC's further notice of proposed rulemaking on AM stereo (Doc. 21313) FCC, Washington.

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

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

Jan. 14—*New England Cable Television Association* winter meeting. Sonesta hotel, Boston. Information: NECTA, 8 1/2 N. State St., Concord, NH 03301, (603)

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

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

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

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

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

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

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

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

February 1981

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

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

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

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

Feb. 17—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York

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

Feb. 25—*Association of National Advertisers* television workshop. Plaza hotel, New York

Feb. 26—*Association of National Advertisers* media workshop. Plaza hotel, New York.

March 1981

March 2—*International Radio and Television Society* anniversary banquet and Gold Medal award. Waldorf-Astoria hotel, New York

March 12—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

On Turner's side

EDITOR: I just had to reply to your Oct. 20 editorial concerning Ted Turner's petition to the FCC to eliminate the "must carry" regulation which requires CATV firms to carry all local TV stations. I am 100% behind Mr. Turner's proposal. I have always felt that it was a total waste of channel space to carry local TV on cable. It seems that everyone (FCC included) has lost sight of the original purpose of CATV, that being to provide *distant* TV signals to those areas which have poor or no TV reception. Nothing would please me more

than to see the Scranton-Wilkes Barre stations removed from the cable system and having all of the New York City TV stations substituted on a full-time basis. The New York City stations are vastly superior.

Incidentally, you have made a somewhat misleading statement in your article. Subscribing to a CATV service does not eliminate receiving TV stations directly from an outside antenna. I have wired up TV sets to receive signals both from the CATV service and from a very elaborate outdoor antenna system by using three separate antenna amplifiers, antenna clips and a 75-ohm cable terminator.

No, I cannot agree with your assessment

of Ted Turner's proposal. It's time for the government to get out of the CATV business and let the marketplace be the guiding force.—*G. Robert Gorniak, Scranton, Pa.*

9 khz objections

EDITOR: The CBS proposals for DBS have injected a valuable consideration into the debate: the question of picture *quality*. I have no television interests, but I say hurrah. And this is why:

In discussions with my AM confreres on the 9 khz notion, I have been stressing the problem of reduced *aural quality*. I am not

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making much headway. I find that there are many owners and managers who are unaware that AM audio quality is related to bandwidth. I also strongly suspect that their chief engineers (if any) are of a generation that has been mesmerized by FM and is ready to let AM go to the dogs, and the possibility of AM stereo with it.

I believe that every one of us in AM broadcasting who has any respect for the art must rouse himself and do what he can to forestall the 9 khz disaster. The present concentration of criticism appears to limit itself to problems of cost and technical feasibility, and this is a mistake. It plays directly into the hands of the 9 khz cabal because it deals only with the potentially curable aftereffects and ignores what the change will inexorably and irreversibly do to AM audio quality.

I am aware that there are AM broadcasters who, for their own good reasons, do not share my concern for AM sound and who believe that they can come out with night operation or an improved facility if 9 khz becomes a reality. Before they plunge into unreserved partisanship for 9 khz, I would sincerely urge that they and their engineering counsel study the total inventory of western hemisphere AM frequencies. They may well conclude that after some putative "moving day" (the second one in my experience, heaven forbid) they could be worse off than before and heterodyne would rule the waves.—*Arnold Hartley, president, KATZ(AM)-WZEN(FM) St. Louis.*

EDITOR: I have been reading for months and months about the cost of reducing the AM frequency separation from 10 khz to 9. The cost of each radio station's letterhead, rate card, business cards, etc. would be astronomically high. You change, for example, from 1230 to 1229 or whatever and the paper work will take the FCC 20 years to clear. Please leave the AM frequency alone. If you want to make for better radio have the Class C FM's drop their 1,000-foot-plus towers and let them just cover their metro area. My FM station is over 150 miles from Tampa-St. Petersburg and a Class C bleeds into my frequency... That's what I call unrealistic!—*Bob Rice, sales manager, WSWF-FM Lehigh Acres, Fla.*

More First 50 fans

EDITOR: Heartiest congratulations on BROADCASTING's 50th anniversary. Your weekly digest of each of these years makes for fascinating reading, and I hope that at its conclusion it will be published in book form. It would be an excellent condensed history of our great business.

It's interesting to read how many of the industry's problems of those early days parallel those of today.—*Charles E. Gates, retired vice president and general manager, WGN-AM-FM Chicago, Geneva, Ill.*

Editor's note. "The First 50 Years of Broadcasting" will be published in a hard-cover version in the fall of 1981.

EDITOR: Your report in the Oct. 13 issue of BROADCASTING of how your superb publication came into being was a dramatic story of what can happen to an idea whose time has come, and what talented, hard-working individuals can do with it.

You played a key part in the growth of the industry, and have grown right along with it. As a relative newcomer—we acquired our first station in 1962—your own statement and the story of what was happening in 1931 is fantastic. It certainly is eye-opening. I will follow the series through the next 49 installments. I can hardly wait to read them!—*Roy H. Park, president, Park Broadcasting Inc., Ithaca, N.Y.*

EDITOR: BROADCASTING is truly one of the country's towering publications—unique in its field, respected by the specialized audiences it keeps informed, known for the depth and reliability of its news, and above all, a testimonial to you, whose honor has always been more sacred than a story purely for expediency.—*J. Raymond Bell, director, political communications, Reagan-Bush Committee, Arlington, Va.*

EDITOR: Congratulations on the first installment of your 50th anniversary salute! It fully captures the spirit of the industry and the important issues of concern during the closing months of 1931. It also confirms what I have long felt as a broadcaster, teacher, and broadcast historian—that BROADCASTING is the most valuable source of detailed facts about the everyday operation of the broadcasting industry: past, present, and future.—*Michael Biel, assistant professor, radio-TV, Moorhead State University, Moorhead, Ky.*

Rulemaking stance

EDITOR: I'd like to correct a couple of possibly erroneous inferences that some readers might have drawn from the necessarily brief report of my remarks during the FCC's children's television panels (Oct. 20 issue).

I did not intend to suggest an INTV endorsement of current FCC rulemakings, particularly that on the proposed VHF drop-ins. Indeed, we are quite concerned over the possibility that some of the proposals may not expand the broadcast "pie" so much as drive out existing local independent stations, hitting particularly hard at the UHF stations.

Second, when agreeing with the staff report that removal of commercial restrictions from federally funded educational programs was a good idea, I was referring to the effort currently being made to distribute them to commercial stations. Some readers may have gotten the impression that I was referring to commercials on PBS stations. That was the farthest notion from my mind.—*Herman W. Land, president, Association of Independent Television Stations, Washington.*

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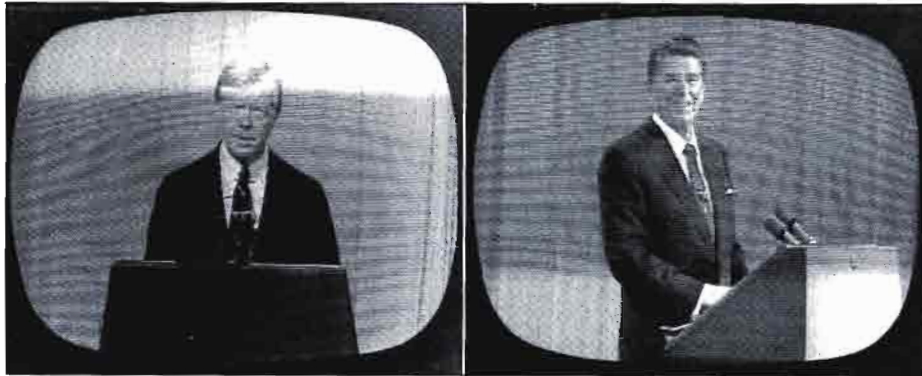
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Broadcasting **4** Nov 3

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NBC News Photos



The Carter-Reagan debate

Bringing it all together for Campaign 80

American television performed the function for which it is uniquely suited last week—gathering the populace together in a kind of electronic village to see

and hear the two principal candidates for President. Some 120 million Americans—more than half the population—are estimated to have tuned in for the 90-minute joint appearance in Cleveland. And more than anything else that has occurred during a presidential campaign that seems to have started when everyone involved was much younger, it shook up the country.

The event itself, arranged by the League of Women Voters only after it appeared that President Carter and his Republican challenger, Ronald Reagan, would never meet in head-to-head confrontation, was looked forward to with considerable anticipation. After all, it was American politics' version of the heavyweight championship of the world. What's more, in a dull campaign considered too close to call, the confrontation was viewed as a means of enabling one candidate or the other to break into the open.

Indeed, a large portion of the world was watching. ABC, CBS, NBC and the Public Broadcasting Service were plugged into the pool coverage provided by NBC. So was Cable News Network, which—with limited technical success—used a tape-delay technique to factor independent candidate John Anderson into the confrontation (see box this page). And satellite interconnection provided coverage to 13 countries in South America and the Pacific, and to Western Europe.

Under the circumstances, providing the coverage for the pool was no piece of cake. "We busted our butts," said NBC's pool

Whoever won or lost, and however limp the format, appearance focused presidential race for entire world

producer, Bob Asman. "This was the toughest.

The two camps were uptight, including their staffs and TV advisers. The League of Women Voters

was uptight. And I was under pressure from the other networks. The fact that we pulled it off without a flaw is something to be proud of."

The event itself may have been something of a disappointment. In answering the questions of the panelists—Barbara Walters of ABC, Marvin Stone of *U.S. News and World Report*, Harry Ellis of the *Christian Science Monitor* and William Hilliard of the *Portland Oregonian* (Howard K. Smith was moderator)—neither candidate demolished the other. Carter was generally credited with seizing and holding initiative, while Reagan was given points as a crisp and effective counterpuncher.

Whatever the level of discourse, coverage of the event filled acres of newsprint and hours of radio and television time. And the real fun began, as it always does in presidential forums, when viewers turned off their sets to ask those with whom they watched, "Who do you think won?" For those who were uncertain, help was not long in coming.

CBS correspondents offered their conflicting views during the network's post-confrontation wrap-up. NBC restrained itself on the question Tuesday night. But ABC offered the results of its admittedly unscientific call-in survey that showed Reagan was regarded as the winner by twice as many callers as those who named Carter—and that subjected ABC to substantial criticism (see page 25). The *Washington Post's* Robert G. Kaiser, for

instance, said "the new form of instant analysis ... set a new standard for pernicious irrelevance."

Then, of course, there were the pollsters, the independents and the hired guns.

A CBS-*New York Times* poll of a sample that included slightly more Reagan than Carter supporters showed that 44% felt Reagan had won, while 36% thought Carter had. An Associated Press poll provided support for those who thought the joint appearance failed to effect even a minor change in the electorate's attitude seven days before the election. In a poll of registered voters, a majority of whom said they supported Reagan, each candidate was found to have gained six percentage points, mostly from the ranks of the previously undecided. And while 44% of those polled felt Reagan won and only 34% felt Carter did, neither candidate won supporters from the other; each held on to virtually all of his supporters who watched the debate.

As for the country's only two-way cable television system—Warner Amex's Qube system, in Columbus—the results of its poll of subscribers revealed as much about their political predilections as about their response to the debate. Sixty-four percent



Odd man out. Cable News Network's idea of injecting independent candidate John Anderson, live, into a videotape of the Carter-Reagan debate proved as risky as it was innovative. When two CNN videotape machines in Washington failed and the backup in Atlanta turned out to have been miscued, the CNN tape being fed to cable systems around the country (and to PBS and C-SPAN) contained, for a few agonizing minutes, faces and voices that were out of sync. Then, after CNN technicians straightened that problem out, they twice had to deal with audio failures. But those glitches occurred in the first 45 minutes of the two-hour program; the remainder moved smoothly.

of those polled before the confrontation said they would vote for Reagan if the election were held that day, and the level of support rose to 67% afterwards. The level of Carter's support, on the other hand dropped from 36% to 33%. As for who they thought won Tuesday night, Qube viewers voted for Reagan by a margin of about two-and-a-half to one.

Not surprisingly, each candidate's camp claimed its tiger won. But one campaign aide who did not let loyalty overcome professional instincts was Carter pollster Patrick Caddell. "On the question of who won, I think it is basically a wash, with perhaps Reagan having a slight advantage," he said.

One veteran watcher of presidential debates is Leonard Reinsch, co-chairman of Warner Amex Cable and former board chairman of Cox Broadcasting Corp. He had been broadcast consultant to the Democratic party in the 1940's and 1950's, and had served as adviser to candidate John Kennedy in the country's first-ever presidential debate in 1960. His views seem to echo Caddell's, for he felt Reagan had the edge. "Most people considered the debate even," he said, "so it seems Reagan has the advantage. If the contest is even, the challenger always has the advantage."

Reinsch, speaking from the experience of 1960, had some views on presidential

forums in the future. As in 1960, he said, "Congress should suspend Section 315 to make it possible for the networks to provide a series of debates without the sponsorship of a third party. The League of Women Voters," he said, "should be eliminated. It imposes its standards. Arrangements should be left to the candidates and the media."

But for Reinsch, the league-sponsored joint appearance last week was, thanks to live television coverage, a major contribution to the electoral process. Such events, he said, "stimulate voter interest, and shake up apathy."

How much so should be evident by tomorrow night.

Fifth estate out in force for election

More than \$20 million and more than 12,000 people.

That's the financial and manpower commitment that the country's television, cable and radio networks have made to tomorrow night's election coverage.

More than the lion's share of resources will come from ABC, CBS and NBC, but not to be overlooked Nov. 4 are the efforts of such new starters as the Cable News Network and the RKO Radio Network.

Millions will be spent tomorrow and millions already have been spent—by network election units over the past couple of years, the News Election Service and for other preparations. Aside from the more than 2,000 workers directly on line election night, more than 10,000 others will be out in the field, in precincts and elsewhere, collecting information.

ABC News has assembled a staff of more than 500 to provide its widespread election night coverage, and executive producer Jeff Gralnick estimates that the cost "will be no more than for previous national elections, except for the inflation factor." On television, ABC will swing into action at 7 p.m. and remain on the air until the presidential and other major contests are decided.

Co-anchoring the television presentation from New York will be ABC News correspondents Frank Reynolds and Ted Koppel.

In addition to projecting the winners, ABC News will conduct a nationwide "Exit Poll" to determine which issues and events were most significant in influencing the voters' choices. Confidential questionnaires will be submitted to more than 6,000 voters as they leave their polling places in 300 locations.

At CBS News, correspondent Walter Cronkite is serving as anchor for the last time on a presidential election, starting at 7 p.m. over CBS-TV.

CBS provided some insight into the logistics of arranging for election night coverage. It said more than 20 miles of cable will run underneath the feet of Walter Cronkite and other correspondents and producers who are working at Studio 41 tomorrow night. For the occasion, 180

telephones have been installed throughout the studio; only one will have a ringing bell, the others will have flashing lights to indicate incoming calls. There will be 75 teletype machines operating in the studio. Approximately 75 computer terminals will be providing correspondents and producers with significant data.

NBC will begin its extensive television coverage at 7 p.m. and will remain on the air throughout the night until key races are decided. Co-anchoring the coverage will be John Chancellor and David Brinkley, with Tom Brokaw and Jessica Savitch in prominent roles.

Chancellor and Brinkley will focus on the national and state-by-state presidential contests while Brokaw will cover the Senate races and Savitch, the House and gubernatorial competitions. NBC will project the ideological complexion of the new House of Representatives to determine whether it will be more liberal or more conservative than the last House. "It's the biggest thing we have going," says Roy Wetzel, general manager, elections and pollings, NBC News. "Or at least the biggest new thing we're prepared to talk about publicly."

On the Atlanta anchor desk for the Cable News Network's first presidential election night coverage will be Mary Alice Williams, New York bureau chief, and Bernard Shaw, principal Washington anchor. *Election '80* reports are to begin at 8 p.m. NYT but CNN will not limit its service to politics. News events will determine air time realities, but last week Jane Caper, executive producer for elections, expected that the evening might begin with 50% election news and 50% other stories, with about a 70/30 breakdown as substantial returns start coming in.

Elsewhere on the cable front, the USA Network promises an "insightful and humorous alternative" with its *Election Night Live*. Hosts are journalist Sidney Zion and P.J. O'Rourke, editor of the *National Lampoon*. Monitoring actual election returns and computer projections will be Hodding Carter, former State Department spokesman, and—according to Kay Koplovitz, USA Network president—

"viewers will be entertained while being informed." All from 11 p.m. to 3 a.m.

The Public Broadcasting Service, with its "first national news update service," will be offering 55-second *Election '80: The Results* reports on the hour and half-hour from 4 p.m. to 3 a.m. (NYT). Since the reports will come during normal break periods between shows, the regular PBS schedule will go uninterrupted. The series of reports will be produced by WGBH-TV Boston, with remotes from the candidates' headquarters. Jack Cole is anchor.

On radio fronts: ABC Radio's election night broadcasts will include a dozen special reports each hour beginning at 7:06 p.m.

Radio coverage will begin on the CBS Radio Network at 7:18 p.m. and will consist of three scheduled nine-minute reports each hour, reports on *News-On-the-Hour* broadcasts and NetAlert bulletins.

The NBC Radio Network has scheduled 36 minutes of coverage per hour, starting at 7 p.m.

Mutual Broadcasting System's continuous coverage will begin at 9 p.m. and extend through midnight.

AP Radio, beginning at 8 p.m. and running at least until 3 a.m., will offer four-and-a-half minute election reports on the hour and at 20 and 40 minutes after the hour.

UPI Audio will start its coverage at 9:06 p.m. NYT with two-and-a-half minute national reports on the presidential election. Regional reports also will be presented four times an hour, with a minute for the presidential race for each section of the country and another 90-seconds for other key races.

The RKO Radio Network will begin election coverage (outside regularly scheduled newscasts) with two two-minute updates each hour beginning at 7:15 p.m.

Sheridan Broadcasting Network will devote 15 of its five-minute newscasts mainly to political news on election day, starting at 6:50 a.m. and continuing until 8:50 p.m. The National Black Network will supply at least nine five-minute reports on the political elections, starting at 4:15 p.m. and continuing through midnight.

ABC takes flak for post-debate phone survey

Viewer phone-in on who gained more shows Reagan the winner; survey prompts complaints about unscientific technique and attempt to manipulate election

The only intent, according to *Nightline* anchor Ted Koppel, was to elicit an "honest, quick reaction."

The reaction to ABC News's post-debate "viewer preference survey" last week was quick. In a few hours, 727,328 telephone calls had been received, favoring Ronald Reagan by a margin of two-to-one as the candidate who "gained more by his performance in the debate."

But whether the survey results reflected national opinion—and, indeed, whether ABC News had acted responsibly in going with the survey in the first place—later became the central issue.

Following the viewer response came outrage from President Carter's camp, complaints from professional pollsters and angry calls from those who claimed they couldn't get through to register their sentiment—enough negative reaction to have *Nightline* back on the air the following night to examine the controversy it had created.

During the follow-up *Nightline*, Wednesday evening, Koppel was steadfast in reminding viewers and critics that the survey never was intended to be scientific and that he had made "disclaimers seven or eight or nine times."

After that broadcast, Koppel maintained that he was "inclined to believe most people took [the survey] in the spirit it was intended."

For the larger issue at stake—whether ABC's unscientific survey could affect the election itself—Koppel said, "I really don't believe that it has."

But clearly there was enough of an uproar to cause concern. Soon after going off the air, Koppel was on the phone with ABC News and Sports President Rooney Arledge for about a half-hour, with Koppel's immediate comment after hanging up, "There is some genuine soul-searching here."

Koppel explained that "what we are now agonizing about is whether [critics] have an axe to grind or if it is generally an outpouring of emotion." He asked rhetorically, "How many times do you say to a relatively intelligent audience" that it is "not scientific, not a poll and has potential failings, and still have people totally misinterpret it?"

The disclaimers, however, were not enough to satisfy the survey's critics who appeared on *Nightline* and gave reason for the "soul-searching."

All sharply disagreed with ABC, with the exception of a Bell Telephone execu-

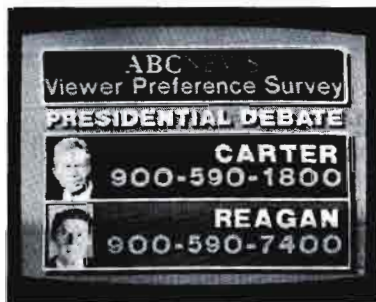
tive who was there to explain how the calls were processed at the phone company's network operations center in Bedminster, N.J. He claimed callers had "equal opportunity" to phone in their opinions.

Not so, argued Carter pollster Patrick Caddell, who said he was "really concerned because of the methodology." He said the survey allowed a bias against urban areas and an advantage to callers in the West Coast time zone (where Reagan support is strong). He also mentioned factors such as the 50-cent charge per call and the possibility of organized efforts.

Caddell said the survey was "far too important an area to experiment with, where the experiment failed."

White House Press Secretary Jody Powell also had his say—on tape—claiming that the survey had "no credibility at all."

NBC also did what it could to add to ABC's discomfiture. Spokespersons called reporters to express NBC's critical views, in part based on a memorandum written by Vice Chairman Richard S. Salant. It says that before NBC was aware of ABC's plans, Barry Cook, director of news audience and methods research, evaluated a telephone company proposal for use of such a tallying service. "He urgently recommended that NBC never use such a



method because it was misleading and invalid," Salant wrote. He also brushed off ABC's repeated disclaimer that its survey did not involve a scientific sample. Mere use of the survey "as the major thread of [ABC's] broadcast obviously meant that some considerable importance should be attached to it—actions speak louder than words."

Koppel stressed that the call-in was "never presented as a poll." When it was suggested that it may have been perceived as such, Koppel mentioned the disclaimers and added "what newspapers do with this is not really ABC's responsibility."

Another pollster who, like Caddell, had strong disagreement with the survey was Lou Harris, uninvolved with the telephone call-in, but a frequent researcher of public opinion working with ABC.

"I was very surprised to find ABC News was going to use it," he said, adding that it was "bound to find a Reagan tilt." He said "you can't leave it to the voter to call in," and in this election, in particular, he said, Reagan supporters seem to be more intensely for their candidate and therefore

would be more likely to pick up the phone and call.

Harris, who is also working on a formal voter-sentiment poll for ABC, said that it would be "pure coincidence" if the results of his poll and ABC's survey were similar.

Another feature of the expanded *Nightline* Wednesday was viewer complaints, with one having called in earlier to say it was a "terrible example of the network using its power to influence an election."

Toward the end of the broadcast, in a seemingly tongue-in-cheek manner, Koppel explained that the lines again were being flooded at ABC New York and said "Please don't call."

Right after the show, the production staff returning to the newsroom was barraged with calls. And by 3:30 a.m., ABC had counted about 1,400 calls coming through its New York switchboard, with most complaining they couldn't get through the night before. (The previous evening, ABC counted about 3,600 calls by about the same time. Koppel, on air, also mentioned 250 people had even called NBC.)

Back in the newsroom, executive producer Bill Lord stressed the flexibility he says *Nightline* has to be able to put together such a program.

He said, "There were no apologists. It was a show to evaluate [the issues]," adding that "It's not like someone in the public relations department had written a press release." Lord and other *Nightline* staff members were visibly impressed with the production; seemingly absent however was any immediate discussion about the issues raised on the show and prompted by ABC News itself.

Koppel, on another floor, appeared the more pensive one. Aside from the more immediate concerns he added another point, that the survey may have demonstrated that the public may not be as apathetic about the elections as thought, given the number of people who "cared" enough to participate. Aside from the 727,328 who were counted by phone, "tens of thousands" were said to have been unable to get through.

The debate over the survey, however, was not limited to ABC's airwaves. A particularly strong assault on ABC came in an editorial page "footnote" in the *New York Times* last Thursday (Oct. 30) when the paper said the ABC action was "not responsible . . . and overwhelmingly meaningless, exploiting the credibility that legitimate polls have painfully established over the years. Voodoo polling, one might call it, in the spirit of the season."

The only available ratings last week for *Nightline* were overnight scores in New York, Chicago and Los Angeles, where the 90-minute post-debate broadcast earned a 9.3 rating/34 share, 15.0/39 and 5.1/29 respectively. Those were considerably higher-than-normal levels for the program. The following night's 32-minute broadcast brought a 6.9/20, 13.9/28 and 4.4/20.

Big deal in Big D: Warner wins cable race

Sammons is losing finalist; award is one of richest remaining in major U.S. markets; 80-channel system in prospect, with \$43.20 maximum in monthly charges

The city of Dallas—the heart of the 10th largest ADI—awarded to Warner Amex Cable Communications last week the rights to wire and provide cable services to the city's 376,000 homes. Assuming all goes well, the franchise is expected to produce average annual revenues of \$36 million over the 15 years of the franchise.

Warner has promised to build a three-cable interactive system, capable, at its highest level of service, of bringing 80 channels of television and other cable services to its home subscribers. The system also includes a 54-channel loop, connecting municipal, educational, medical and commercial institutions.

Although the franchise is potentially lucrative, the system is also potentially burdensome: It will take four-and-a-half years and \$146 million to build and equip the elaborate cable grid.

One way to gauge how much the franchise is worth is to look at Warner's own projections. And that can be done from a number of perspectives. According to Warner's application, the system will generate \$533 million in gross revenues and \$59 million in net income over the 15-

year life of the franchise. Average annual revenues and net income over the franchise will amount to \$36 million and \$3.9 million, respectively. As would be expected, the system will become more lucrative as it gets older. After five years, they system will produce \$35 million in revenues and \$2.5 million in net income. After 15 years, the systems will generate \$46 million in revenues and \$8 million in net income.

The Cable Television Information Center, (the consultancy hired to evaluate the six bids received last spring) and the city staff recommended the Warner system, but they also praised Sammons Communications' 54-channel proposal. Thus, the winner of the award was in doubt until the votes were counted last Wednesday afternoon. Sammons's headquarters are in Dallas.

As with the award of any major urban franchise, there's a real possibility that a disgruntled losing applicant may sue to reverse the verdict. The most likely plaintiff in Dallas is Sammons, but that company's vice president, William Strange, had nothing to say last Thursday. The *Dallas Morning News*, however, quoted a disappointed Ernest Blank, Sammons's president, as saying the company is "thinking about" filing suit.

Sammons has at least one gripe. After the CTIC report was issued, Sammons complained that it had unfairly lost points because of its penetration figures, which CTIC felt were too high and made Sammons's second-level price of \$5.95 (comparable to Warner's \$7.50) unrealistic (BROADCASTING, Oct. 20). Sammons and other losing applicants took full advantage of scheduled presentations before the city council a week before the vote to air their complaints. Bill Brown, assistant director of public utilities for the city, said that, ex-

cept for Warner, "all the companies took pot shots at the CTIC report."

A possible means of short-circuiting Warner's victory is a public referendum. Brown said just 500 signatures on a petition can force a referendum on the franchise. The petition, however, must be submitted to the city before the effective date of the franchise ordinance, he said.

The franchise ordinance—the actual contract between Warner and the city—becomes effective after it is passed by the council and accepted by Warner. According to Tom James, director of public utilities, the ordinance still needs work, but it should be ready for presentation to the city council on Nov. 19. James anticipates "no problems" in preparing the ordinance, but, he said, "we want to make sure we have everything in a 15-year franchise nailed down."

Besides Sammons, the other losing applicants were Storer Broadcasting and subsidiaries of American Television & Communications, Cox Cable and United Cable.

As the award was a corporate victory for Warner, it was a personal one for Richard Aurelio, the vice president of government relations who heads Warner's franchising efforts. Aurelio was, of course, del "was by the outcome, but said that it "was very much in suspense" until the day of the vote and the vote itself was "dramatic."

According to Aurelio, the 11-member council needed three ballots to make up its mind. With six votes needed to win, Warner and Sammons each received three on the first ballot. Warner picked up Storer's lone first-ballot vote on the second ballot, and won it on the third ballot when Councilman Ricardo Medrano abandoned ATC for Warner and Councilman Max Goldblatt kept his promise and

InBrief

ABC-TV, in what may be unprecedented action, has **agreed to run four-minute unedited response to report on Kaiser Aluminum & Chemical Corp.** that appeared in network's *20/20* program and that Kaiser regards as "attack" on it. Program alleged that Kaiser intentionally marketed unsafe product—aluminum residential electrical wiring—and withheld information on product's performance. Company denied allegations, and began laying groundwork for libel action and for complaint to FCC on basis of personal attack rule. It also called for congressional hearing on issue of what it called "trial by television." Cornell C. Maier, chairman of Kaiser, said four minutes is not adequate to deal effectively with detailed charges made in *20/20* segment. But, he said, "importance of precedent being set by ABC by agreeing to provide an opportunity for rebuttal outweighs the time considerations." Kaiser spokesman said ABC's decision to run unedited response settles complaint to FCC but that Kaiser is retaining option of filing libel suit. ABC spokesman said Kaiser response would air "within couple of weeks."

TV networks' combined rating on coverage of **Carter-Reagan debate** was 58.9, representing 45,824,200 homes tuned during average minute, according to estimates released Friday by Nielsen. Share of audience was put at 84%.

Actors' strike had "no effect" on TV viewing levels in opening weeks of what normally would have been new TV season, **Television Bureau of Advertising** said Friday. It cited Nielsen figures showing

homes-using-television (HUT) for seven weeks from second week of September through fourth week of October at average of 58.9% for 7-11 p.m. NYT period this year versus 58.6% year ago. For 8-11 p.m. period in same weeks it was 60.6% versus 60.5% in 1979. TVB President Roger D. Rice said figures prove "television viewing is habitual," and "American public will not significantly modify their viewing habits because of rerun programming." TVB's figures reflected total viewing and this did not necessarily conflict with Ketchum, MacLeod & Grove estimate that *networks'* prime-time ratings were off about 5% during strike period ("Closed Circuit," Oct. 27).

Viacom subsidiary MGS is testing satellite distribution of television commercials, experimenting on Comstar D-2, transponder 8V. Parent Viacom has been assessing practicality of satellite distribution of programming.

Independent candidate **John Anderson** late last week was still **engaged in controversy with NBC** over its failure—through what network spokesman said was "human error"—to run five-minute Anderson program, as scheduled, before Carter-Reagan debate at 9:30 p.m. NBC ran Anderson program at 11:30 p.m., after local news. But Anderson forces were, as one aide said, "apoplectic" over losing "irreplaceable" \$30,000 time slot at 9:25 p.m. And NBC's subsequent offers were not satisfactory. Anderson aides sought ten 30-second spots to run in prime time through election as compensation, but NBC said that would subject it to equal time demands by other candidates. As result, Anderson counsel, Mitchell Rogovin, wrote FCC, requesting that it direct NBC to negotiate with Anderson and to rule that making spots available would not obligate network to give equal time to other candidates.

cast a deciding sixth vote for the first company to garner five. One final vote adopting a resolution naming Warner the franchisee was also taken. With a couple of Sammons supporters jumping on the bandwagon, that vote was 8-2.

Aurelio said that Sammons, as a local company, had exerted a lot of pressure in the final days before the decisive meeting and it was "obvious that it was going to have some kind of impact."

Aurelio praised the franchising process as "scrupulously run" and the "purest that I've ever encountered." He said it's always possible that one of the losers might file suit, but he said, "I don't know what ground there could be for one."

An interesting aspect of the Dallas award is that Warner, Sammons and Storer had gathered no local partners to enhance their standing before the council. The council had made it clear from the start, Brown said, that it did not want to be put under any "undue political pressure." It spelled out in the RFP (request for proposal) and a resolution that it didn't want any contact with the companies or their representatives, Brown said.

Aurelio said the three companies that did line up local partners "misread the spirit of the city. We thought they made an error in sticking with the local partners."

Local partners have become common features of franchise applications—a means for out-of-town companies to muster the necessary political strength to sway a council to its side. Aurelio thinks that it would be wrong, however, to interpret the Dallas award as the beginning of a trend away from local ownership. But, he said, he hopes the Dallas franchising process "will serve as a model" and that "it will have some impact."

The 80-channel system that Warner has proposed for the home market will be



Warner's Aurelio

offered in three levels of service. The first 24-channel level costs subscribers \$2.95 a month and includes all local television stations and numerous access and local origination channels. At this level, there are two optional pay services: Family Features for \$4.95 and Galavision for \$5.95.

The second level of service, priced at \$7.50, includes all the channels of the first and 24 additional channels filled mostly with such satellite programming as Satellite Program Network, WGN(TV) Chicago, WTBS(TV) Atlanta, the Entertainment and Sports Programming Network and C-SPAN. It also makes available two additional pay cable services, The Movie Channel and Showtime Plus, each for \$7.45.

The 80-channel third level of service costs \$9.95 and includes all the channels of the first two levels and features Warner interactive Qube service. Among its addi-

tional services are five pay-per-view channels, the Cable News Network and the Home Box Office option for \$7.45.

Those so inclined can receive maximum cable service, including five pay television services and the Qube-related services for \$43.20. The Qube not only makes possible pay-per-view movies and special events to the level-three subscribers, but also home and business security systems, home shopping and data retrieval.

The local origination and access facilities were major elements of the Warner system. Warner has tentatively agreed to purchase two studios from the local public television station KERA-TV and use them for its headend and its main local origination center. Under the agreement, KERA-TV is to build two new studios. Warner would also lease the new studios' unused hours to producers of local origination programming.

In addition to the KERA studios, the Warner package also includes 10 access studios; three ENG vans, two equipped with microwave gear for remote feeds; six mobile production units, and 22 portable production units. To facilitate cable conferencing, Warner is also making available 50 portable television modulators for origination of programming from any location connected to the institutional loop, which has 39 channels "downstream" and 13 channels "upstream."

The manufacturers that will supply the equipment to build the 2,360-mile system also are winners. In the Warner application, General Cable was specified as the supplier of the cable, C-Cor of the line amplifiers and Scientific-Atlanta of the satellite earth stations. Pioneer is the maker of the BT-1300 Qube terminals, but Warner will also use the converters of Hamlin, Jerrold and Scientific-Atlanta in non-Qube homes.

NBC has agreed to retract story it broadcast last February saying **Representative John M. Murphy** (D-N.Y.) had **accepted money** from undercover federal agent, in return for introducing immigration bill in support of man believed to be Arab sheik. NBC said it had investigated and found it was in error on these two points. It planned to carry correction on *NBC Nightly News* on Saturday (Nov. 1). In turn Murphy agreed to withdraw \$10-million libel suit he filed against NBC last month (BROADCASTING, Oct. 13).

'Washington Post,' in banner-headlined "Style" section piece by Tom Shales last Friday (Oct. 31), **charged TV networks with deliberate campaign to harass** Republican presidential candidate Ronald Reagan. Shales leaned heavily on NBC evening newscasts anchored by John Chancellor, coverage pattern he said was "merrily and lazily emulated" by other networks. Responded NBC News President Bill Small: "[Shales's] analysis of network coverage, ours and others, is shallow, inaccurate, unsophisticated, superficial and silly. He seems to spell well, however."

Once again, **contract talks have broken off in three-month-old American Federation of Musicians strike.** Negotiations had resumed Oct. 27 after month-long hiatus, but ended Oct. 29 with no major progress reported or new talks scheduled.

NBC last week declined to air retraction demanded by lawyers for performer **Wayne Newton** in response to Oct. 6 *Nightly News* report on federal investigation surrounding singer's bid for purchase of Las Vegas' Aladdin hotel. Newton's representatives claimed report falsely depicted Newton as involved with organized crime figures. NBC denied charge.

Network response was sent out on its behalf and that of affiliates that carried broadcast—they also had been sent retraction demands.

NBC's 'Today' show has scored **ratings victory** over ABC's **'Good Morning America'** for first four weeks of fourth quarter. Averages, Sept. 29-Oct. 24, were 5.1 rating/29 share for *Today* and 4.7/27 for *GMA*.

George H. Duncan, president of Metromedia Radio, **elected chairman of Radio Advertising Bureau** to succeed Elmo Ellis, WSB(AM) Atlanta. George W. Armstrong, Storz Broadcasting, elected RAB executive committee chairman, and Richard W. Chapin, Stuart Broadcasting, elected finance committee chairman.

NBC's Washington VP **Peter B. Kenney**, expects to return to work Nov. 11 following successful abdominal surgery six weeks ago.

UpComing

At FCC: Commission on Thursday will consider petitions to reallocate New York City's channel 9, now licensed to RKO General, to New Jersey. **At Supreme Court:** Oral argument scheduled today (Monday) on whether FCC has obligation to review proposed changes in station's format, if unique and if objected to by public. **Also in Washington:** MBS's Martin Rubenstein is to address Thursday luncheon of Federal Communications Bar Association at Touchdown Club.



Belgrade debriefing. At the State Department last week (l to r): Sara G. Powers, deputy assistant secretary of state; Leonard Marks, Washington attorney and secretary-treasurer of World Press Freedom Committee; Robin Homet, of the International Communication Agency, and William Harley, consultant to the U.S. National Commission for UNESCO.

Split decision over UNESCO

Press is generally gloomy about Belgrade outcome, but State Department holds out hope for happy ending

For weeks, much of the press coverage of the 21st UNESCO general conference, in Belgrade, Yugoslavia, pictured the U.S. and other Western countries as being forced to give ground to Third World countries, supported by the Soviet Union, as they pushed through proposals and resolutions aimed at furthering the concept of a "New World Information Order"—or, in the West's view, legitimizing government control of the media. The developing countries see the "new order" as an attempt to right an imbalance perceived to favor developed countries now.

At the windup of the conference last week, most of the press was not reassured. "The traditional process of compromise produced measures acknowledging the principle of media control," *Newsweek* reported. But the U.S. State Department took a different position. "We view the conference as largely a success, in which our basic objectives were achieved," said a State Department official.

The official, Sara G. Powers, deputy assistant secretary of state for international organization affairs, cited two principle "accomplishments." One was the establishment of a U.S.-proposed communications developing clearing-house, through which governments of and private agencies in developed countries can provide the equipment and journalist-training needed by developing countries to strengthen their communications systems (BROADCASTING, Oct. 27). The other was in "fashioning a resolution which deflected efforts to rush into indiscrimi-

nate implementation" of the controversial MacBride Commission Report on international communications problems. The resolution calls largely for study of the document.

But there were a number of items on the "minus" side of Powers's ledger. One was the adoption of a Venezuelan resolution calling for a study of the elements to be included in a New World Information Order. There also were several projects added to the UNESCO budget for 1981-83. And although Powers did not list them, they included proposals for programs providing for "the protection" of journalists (which was viewed by Western representatives as providing for licensing of them), a universal definition of "responsible" journalism, and assisting the Palestine Liberation Organization in strengthening its propaganda capability. Powers indicated that the U.S. has not given up on those issues; she said it would monitor developments to make sure "the UNESCO secretariat takes our views on these projects into account as it moves into the implementation stage"—diplomatic language that indicates the U.S. will continue to attempt to block or at least influence implementation.

But it was those Third World victories on which Western reporters focused primarily in their coverage. And it led to editorial comment expressing concern that the United Nations Educational, Scientific and Cultural Organization was approaching its goal of becoming the "arbiter" of international media practices. (UNESCO resolutions carry no legal weight; governments are not obliged to follow them. But U.S. officials and news media organizations point out that those adopted in Belgrade could provide a moral basis for government actions that run counter to

the principles of a free press.) It also led some State Department officials privately to complain about unbalanced reporting. Elie Abel, the former NBC and *New York Times* correspondent who now teaches journalism at Stanford University and played a key role on the U.S. delegation to Belgrade, was openly critical. "The press has not covered itself with glory on this one," he said last week. "The coverage was poor."

One reason for the State Department's relatively upbeat version of events is that officials there view the conference results against a background of 10 years of struggle within UNESCO to preserve First Amendment values against Third World calls for the New World Information Order. Those calls, in turn, were generated by developing countries' dismay over the manner in which the Western press covered them—emphasis on disasters rather than on accomplishments.

But over the years, Powers said last week, the West has improved its position, despite being heavily outvoted in the 153-member organization. Other State Department officials say there has been a trend away from ideological harangues at UNESCO meetings and toward concern for practical means of dealing with communications problems—witness, they say, the adoption of the clearing-house project.

It was to help make the point that the U.S. and its relatively few Western allies did well "on balance," as Powers put it—in the face of press coverage that indicated the contrary—that the State Department called a press conference. Attending were three members of the U.S. delegation, recently returned from Belgrade. Among the speakers: attorney Leonard Marks, secretary-treasurer of the World Press Freedom Committee.

To Marks, particularly, the Venezuelan resolution—which he referred to scornfully as "son of MacBride"—seemed to symbolize the futility of New World Information-type rhetoric. He noted that the U.S. had opposed creation of the committee to review for two years communications issues that the MacBride Commission—made up of 16 experts in the field—had not been able to resolve fully. And while he agreed that the debate in UNESCO over the years had sensitized the West to legitimate complaints of Third World countries, he said, "the time has come to stop the rhetoric and go on with practicalities." Furthermore, he said, "there is no Third World position. Many countries don't agree with the rhetoric . . . They want printing presses, broadcasting equipment and training for their people."

Regardless of the degree of the success the U.S. and its Western allies achieved in Belgrade, Powers made one point clear: The U.S. will not quit the contest in frustration. "The choice for us has always been to fight for our free press values inside the organization or to leave the field by default to those who do not share our values. We have chosen the former as the only realistic and effective way to defend our interests."

AT&T freed to provide data communication

FCC opens door to Ma Bell to offer computer services; action is hailed by commission as most significant deregulatory move

The FCC last week signaled what its chairman suggested was an invitation to American industry to move into the information age. The barriers are down, the restrictive regulations are off. And AT&T, the nation's largest corporation, seemed primed to take advantage of what amounts to an offer to enter an unregulated field for the first time.

The commission's action was a tentative approval of an order affirming, with some modifications, the decision last April that resolved the knotty problem of distinguishing—for purposes of regulation—between computer and communications services (BROADCASTING, April 14). The order also deregulates terminal equipment.

The bottom line in the order issued in connection with what is known as Computer Inquiry II would permit AT&T to enter the computer services field despite a consent decree into which AT&T entered with the Justice Department in 1956 barring the company from operating in unregulated areas.

The commission contends that, in view of the specific conditions and provisions of its order, AT&T would not be in violation of the decree if it provides computer services. But that point is arguable. The Justice Department early in the proceeding said the decree would bar such activity. However, the department has not commented since the commission issued its first "tentative" decision, last year. And a department spokesman last week declined to comment on the commission's action—on whether it would seek to invoke the consent decree as a barrier to AT&T entry into the computer services field—or even on whether the department stands by its original comments in the proceeding.

Even if the department does not attempt to block AT&T's entry into the unregulated field, the litigation field would not be clear. A number of computer companies filed appeals following the commission's action in April. Those appeals have been held in abeyance pending a decision on reconsideration.

AT&T apparently harbors no doubts it is free to enter the growing and lucrative market in which computer and communications services are merging. James Billingsley, an AT&T vice president, said, "This is a landmark decision which will profoundly affect telecommunications and data communications services. We are pleased that the FCC has reaffirmed its decision to allow the Bell System to offer sophisticated data communications ser-

vices. . . ."

FCC members hailed the action in a similar vein. Chairman Charles D. Ferris said the action "reaffirms one of the most significant deregulatory actions this commission has ever taken. We have sent a clear signal that the innovative products of the new information age will not be slowed down or made more expensive by needless regulation." Commissioner Joseph Fogarty said the item was "the most important to be considered by the commission since 1934," when the commission was established.

The order—which must be voted on again after the staff makes drafting changes required by the commissioners—is designed, officials say, to encourage industry to provide the public with the kind of computer-related services that technology increasingly is making possible.

The key element in the order is the "dichotomy" the commission sets forth between basic and enhanced services. The former are conventional, regulated services, such as telephone, which simply move information, untouched and in real time, from one point to another. The latter combine basic services with computer applications that provide different or restructured information—such as the transmission of data and printed matter.

The commission will not regulate the latter, at least not yet. It says it has jurisdiction over common carriers providing enhanced services and could adopt regulations if it felt it necessary—to protect customers of the carrier's regulated services, for instance. The commission last week said it is withholding a judgment on whether it has jurisdiction over other companies providing those services.

For AT&T to enter the computer industry, it will be obliged to establish a separate subsidiary. The commission said that because of AT&T's role as the largest force, by far, in the communications industry, it could absorb the costs of the separation required and still enter the "competitive and riskier enhanced services markets." But the commission said the basis of its decision was its conclusion that AT&T "has more significant ability and incentives to engage in broadly damaging predatory or discriminatory practices than other telephone companies."

In its original order, the commission had imposed the same separate subsidiary requirement on GTE. However, the commission last week, at the urging of Commissioner Joseph Fogarty, exempted GTE. Fogarty argued that GTE, whose interexchange private-line revenues are only 5% of the national total, is hardly a "dominant" company.

The commission's action, which provides AT&T with much of the freedom to compete in a new area that it has sought in vain from Congress—which has failed to adopt legislation that would cover much of the same ground—is meaningful to broadcasters interested in joining the new information age. Videotext services—viewdata and teletext, for instance, will be provided

by companies offering enhanced services.

And although the issue is not addressed directly in the commission order, there seems little if any danger that newspapers or others hiring an "enhanced-services carrier" to transmit copy would be subject to government regulation. The carrier would be subject to FCC jurisdiction, but not the material, according to a commission official. He also said a newspaper that chose to move its material by microwave need not be concerned about content regulation. Content would be subject to government regulation only if a carrier originated the material.

FCBA asks to be heard on FCC's leaving town

Says taking agency out of walking-distance reach will work hardships on legal community, impair dialogue with many publics

The Federal Communications Bar Association—which wrote to the FCC in September to ask that its views be heard on that agency's plans to leave 1919 M Street in Washington for an address in northern Virginia—wrote another letter last week. Over the signature of FCBA President Linda Cinciotta, and addressed to FCC Chairman Charles Ferris, it outlined nine reasons why the FCC should proceed with great care—and after listening to its many constituents—before finalizing the move across the Potomac river to Rosslyn, Va.

Points five and six got to the heart of the matter: "Many of the individuals and groups which must have regular access to the commission have located their offices within easy walking distance [and] have long-term leases which were entered into under the assumption that the commission would continue to be located in the downtown business district." That proximity, Cinciotta noted, "allows them to return to their offices during brief breaks in hearings and other proceedings . . . and between appointments with the commission's staff. This convenience permits them to utilize the facilities and privacy of their own offices to conduct their business . . ." Given the "vagaries of public transportation," Cinciotta suggested that one or more daily round trips from Washington to Rosslyn and back (or anywhere else outside the downtown business district) would waste excessive time.

Cinciotta took pains to point out that she was speaking in behalf of the public interest legal community as well as lawyers representing established licensees, and also in behalf of the general public. In general, she said the FCC's move to Virginia would tend to "decrease access to the commission, inhibit beneficial interaction and dialogue and result in an undesirable isolation of the commission and its staff from the general public and the many groups and persons interested in the commission's processes."

Tracking the peaks and valleys of third quarter reports

Some are up, some are down, with weak local TV demand cited; worse 4th quarter predicted

A peat bog might offer a firmer footing for analysis of the broadcasting industry's third quarter than do the earnings reports provided by broadcasters themselves. It's a little difficult to draw firm conclusions about the business when Metromedia's broadcasting profits climbed 40% thanks to "stronger advertising demand and station ratings for both television and radio" while Taft saw its profits shrink 7% as margins were trimmed because of "softness in local advertising revenues in Taft's broadcast markets combined with higher programming and depreciation costs." And yet Taft, as a company, nevertheless had a net earnings increase of 7%, to \$13 million, helped along by the 127% profit boost at its Entertainment Group. Total revenues were up 10%, to \$81.3 million.

Still, if the members of the broadcasting pack picked their way around the quagmires of the third quarter by different routes, for the most part they emerged dry-shod. And that at a time when some sectors (notably the auto industry) were sinking in up to their necks. According to the *Wall Street Journal's* survey of third-quarter results, corporate profits across the board fell 5%. In contrast, adding the net incomes reported by ABC, CBS, Capital Cities, Cox, LIN, Metromedia, Storer and Taft, the broadcasting community's earnings rose, albeit slightly, for the three months ending in September. Those companies in total earned \$144,345,000 in the 1980 third quarter, against \$142,394,000 the year earlier, an improvement of 1.4%.

If any broadcaster needed wading boots in that time, it was probably Storer. Operating profit slid 21% to \$6.9 million, net earnings dropped 62%, to \$3.2 million (last year the company had experienced a \$4.7 million after-tax gain from the sale of radio stations). Revenues in the quarter were up 16% to \$47.4 million. The company tied the operating earnings drop to "its intensive cable construction and expansion program." Indeed, cable revenues were up 77%, while earnings fell 35%. However, at the same time the company acknowledged that a 5% drop in its broadcasting revenues chiefly reflected downturns at its television stations; broadcast earnings for Storer were off 13%.

Dichotomies appeared at the network level as well. RCA doesn't break out

NBC's results other than to say they were "slightly ahead." ABC logged network profit increases, which it attributed to cost benefits from the actors strike that helped overcome "sluggishness" in the network marketplace. CBS didn't mention the strike (the network told some analysts it had no appreciable effect), and said its broadcast group profits "declined modestly" because of higher costs associated principally with political convention coverage.

At the corporate level, conversely, CBS earnings were up 5% while ABC's were down 7%. One thing the two companies did agree on was local television—CBS spoke of "soft economic conditions in the television station advertising marketplace" and ABC said local television earnings were down "due to the recent slowdown in national spot and local advertising."

Metromedia, as noted earlier, would have disagreed on that point. Taft goes

along on the weak local television demand, but said that was partly offset in the quarter "by strong demand by national and regional advertisers for time on both television and radio." Capcities (whose net income rose 18% thanks to a one-time gain) said a good portion of its 12% net revenue gain in the third quarter came from television broadcasting, while allowing that its 1% operating earnings decline in part reflected reduced advertising demand for radio. Cox meanwhile showed a 23% revenue gain for radio operations, 10% for television, with total broadcasting revenues up 15%. That company's net income was up 8%, to \$11.2 million, on a 25% revenue climb to \$76.5 million. In a not uncomfortable middle of all this is LIN, with earnings up 17% to \$3.7 million on revenues of \$15.7 million, up 10.5%.

It's the mixed nature of the results, said one analyst, "that's getting people nervous." Another, John Reidy of Drexel Burnham Lambert, said that his concern is "not that the third quarter was so terrible" but that "the signs for the fourth are less good." And he wondered if "the media are really entering their own recession" as other sectors of the economy recover.

Those looking for indications of the future in the reports just out might find

Bottom Line

Financing the debt. Outlet Co. announced securing of loans from Teachers Insurance & Annuity Association and Mutual Life Insurance (\$15 million and \$5 million, respectively) — with proceeds to be used to repay part of bank debt incurred in \$65-million purchase of KOVR-TV Stockton-Sacramento, Calif. Last month, Outlet arranged to sell major part of its retail stores operations, bringing in \$44.7 million (BROADCASTING, Oct. 6).

T-M's Denver move. Times Mirror Co., major cable MSO and television group broadcaster, has agreed to buy afternoon *Denver Post* for \$95 million — \$25 million down, balance deferred over 20 years. Agreement is reversal of prior T-M decision to drop out of bidding for *Post*, paper reportedly running at loss.

Debenturing debt away. Storer Broadcasting announced plans to offer minimum of \$80 million in convertible debentures. Proceeds are to be used for reduction of revolving bank credit that stands at \$50 million. Aim, says company, is "to minimize interest expense" during period of cable system expansion.

Three-for-two step. Shares of both Gannett and Wometco are bursting at seams. Gannett will undergo three-for-two split Jan. 5 on shares of record Dec. 17, and company declared cash dividend increase of 14% on pre-split shares to boot. Wometco executive committee recommended to directors same ratio split, to be paid Jan. 30 to stock of record Jan. 2, plus boost in quarterly payout from 16.5 cents to 18 cents on pre-split shares, setting a yearly payout level that will be maintained post-split.

More 'supplements.' Home videocassette recorders continue to proliferate. According to Consumer Electronics Group of Electronics Industries Association, sales to retailers in September rose to 93,747 units compared to 53,766 in same month of 1979. Sales-to-date in 1980 rose to 487,267, increase of 65.4% over 294,643 sold during same period last year.

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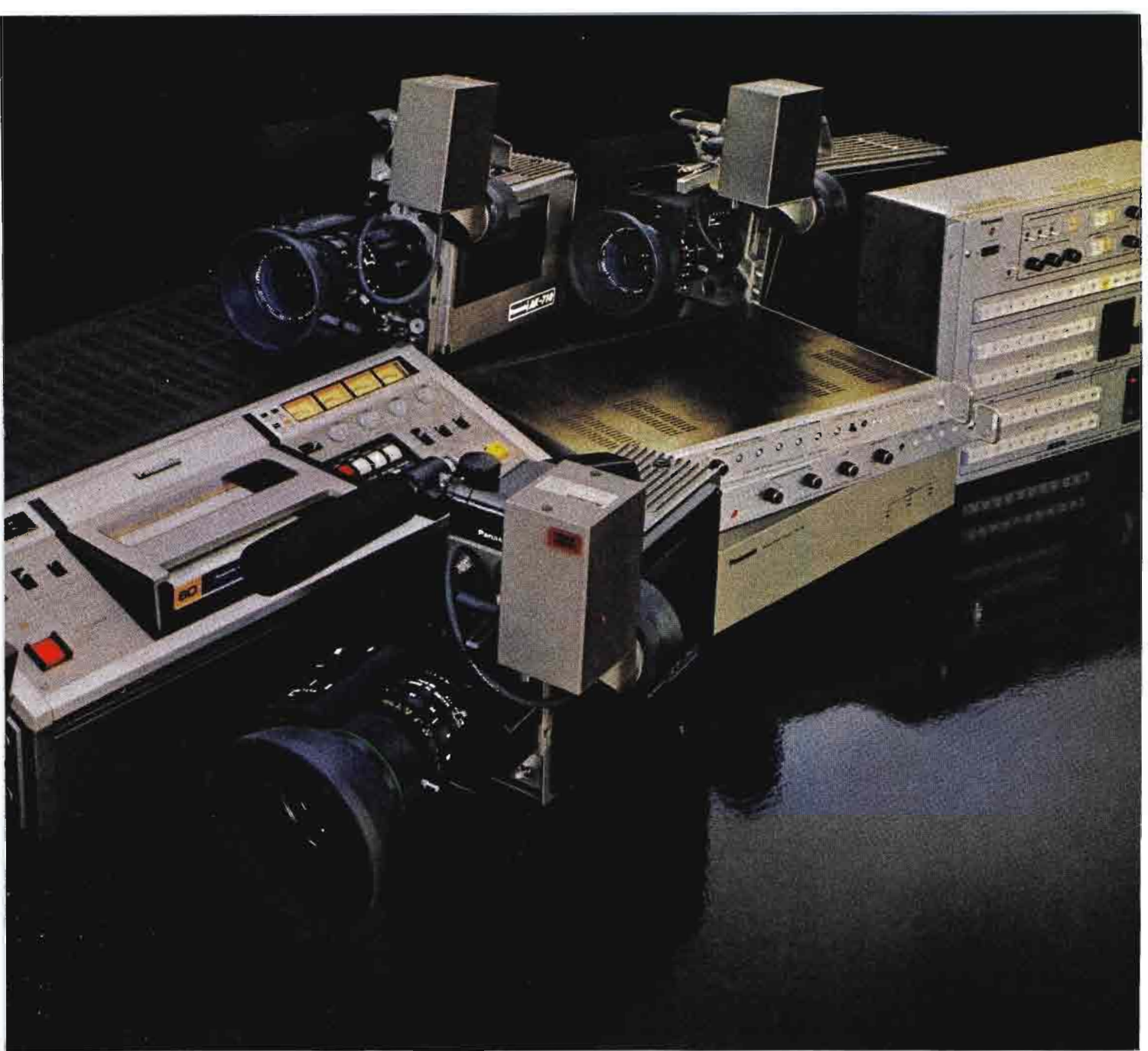
When one network executive first saw the special effects produced by the Panasonic AV-7000 video squeezer, he couldn't believe his eyes. But then he'd never seen a special effects generator that combines digital techniques with microprocessor technology. The members of the National Academy of Television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

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

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

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

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



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

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

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

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

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We Just Added Another Metro To Our Media

Now Metromedia Radio is covering more of America since we added Seattle's KJR to our station roster.

A "Top 40" personality station, KJR provides a perfect mix of the latest Rock hits, golden oldies, news and public interest programming. So perfect, in fact, that KJR is the number one young adult station in the Pacific Northwest.*

And KJR uses its popularity to do more than raise its ratings. It also raises a lot of money. Over \$1,000,000 during the last 5 years sponsoring dance marathons, skatathons, carnivals and other events on

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It's an outstanding record of accomplishments. So outstanding, we're convinced we haven't only added another good station, we've added a lot of very good people. And at Metromedia Radio good people is what good broadcasting is all about.

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**Important stations
in important places**

MM

*Source: ARB APRIL/MAY 1980 Metro Area 6:00 AM to 12:00 Midnight Monday through Sunday, 12-34 CUME

cause for reflection. Capcities says sales in both publishing and broadcasting were flat through October's first three weeks. Taft says business bookings "indicate the rate of growth of broadcast revenues [next quarter] will be lower" than in the three months ended in September. Cox cautioned that broadcasting gains over the fourth quarter "will largely depend on national advertisers' acceptance of the delayed network season and the strength of national TV spot advertising." And ABC said its fourth-quarter earnings will be "substantially less" than last year, "largely due to the sluggish economy and its impact on broadcasting."

And yet there are those who see light at the end of the tunnel. Storer, which took a drubbing last time around, claims the economic situation "seems to have improved significantly in recent weeks. Television advertising business shows signs of recovery in the fourth quarter ... and at their current pace revenues and profits ... would be ahead of last year."

P&G appraises spots on return of Rely tampons

Company, other ad executives view four-week campaign as success; citizen group calls it 'misleading and inaccurate'

Procter & Gamble Co., Cincinnati, which ended a four-week TV, radio and print campaign last week to persuade women not to buy or use its Rely tampons (BROADCASTING, Oct. 6), calls the public response to its advertising effort "tremendous."

As the extensive campaign on TV in 203 markets and on radio in 234 markets came to a halt last week, a P&G spokesman said "thousands upon thousands of unused Rely tampons have been returned in line with directions in our commercials" and "we've received favorable feedback from the many people who called our 800 number."

The television and radio commercials urged women in possession of Rely tampons to stop using them and return any unused product to P & G for a refund. The spots stated that tampons have been associated with, but have not been held to cause, a disease called toxic shock syndrome, and added, "Some studies suggest that Rely tampons increase the risk more than other tampon brands."

The campaign for Rely was handled by Benton & Bowles, New York, which last week labeled the campaign "a success." Some other advertising agencies were reluctant to discuss the campaign of a competitor but indicated the effort was a bold and straightforward one.

Willing to talk for the record was Louis Hagopian, chairman and chief executive officer of NW Ayer ABH International, New York. He said he was "impressed by



P&G's action once it learned that something might be wrong." He said P&G acted "quickly and responsibly and in a highly professional manner."

A spokesman for the Association of National Advertisers said P & G "seems to be bending over backward to do the right thing," and added:

"It's a forthright, upstanding position to take. It's a public stance that you would expect a company like Procter & Gamble, with its great investment in consumer products, would take."

On the other hand, a spokesman for the Public Citizen Health Research Group in Washington called the broadcast and print campaign "misleading and inaccurate." He said the commercial states that tampons don't cause the disease but insisted "it is clear that tampons are one of the two causes of TSS" (the other: presence of staph-aureus bacteria in some women). In addition, he said, the advertisements "obscure the hazards of using Rely by not mentioning that Rely users face about eight times the risk as users of other tampons."

The P&G official said there are no present plans to present further advertising in support of the Rely recall campaign and said there are no immediate plans to bring another tampon product on the market "until we know more about the whole situation."

Two points of view on ad issues

AAAA Washington seminar hears regulators and agency members praise deregulation, but there is still adversary relationship with FTC, including areas of agency accountability; opinions differ on comparative advertising

A new climate of deregulation and government-industry cooperation may be taking hold in Washington. Industries that want to encourage this climate in the future will do well to pay close attention to self-regulation to preclude giving government an excuse to get involved again.

That was the message in nearly every session at last week's American Association of Advertising Agencies' Washington seminar. Convening Oct. 26-28, at Georgetown's Four Seasons hotel, the

seminar brought more than 200 advertising executives face-to-face with bureaucrats who regulate their industry.

"The cold winds of hostility and confrontation are being replaced by the warm winds of compromise and cooperation," said AAAA's President Leonard Matthews in opening the seminar. "Government, more and more, is seeking our help in defining and developing solutions for the problems they perceive."

Matthews urged those present to keep in mind the new climate in Washington while considering advertising's role in the system. "Our primary responsibility," he said, "is to keep advertising true to itself and its most important consumer function—to sell products and services—to persuade—to sell. Advertising is not education," he said.

The view from the regulators' side came pointedly from Federal Trade Commission Chairman Michael Pertschuk during a luncheon session Monday. "The fate of the commission is in ill hands," he said. Pertschuk noted he is troubled by Congress's willingness to listen to affected industries instead of the FTC. "In some cases congressional action is tied to pressure," he said. "Little thought goes into decisions, just the influence of power."

Pertschuk said the FTC is not intimidated by Congress's curtailment of its power this year. With the exception of a "frontal lobotomy" on investigations into insurance industry practices, Pertschuk said 95% of FTC activities proceed "uninhibited and unimpaired."

Rulemaking proceedings, however, "have not proved to be a free lunch," according to Pertschuk. Calling them "an expensive and adversary tool," he said, "you'll find them taking place only after lots of research and looking at alternatives."

Joining Pertschuk on the dais and in expressing the regulators' viewpoint was Federal Communications Commissioner Abbott Washburn. Commenting that "TV is in transition" because of the proliferation of new media, Washburn said the slow-paced introduction of teletext and viedata is not due to regulatory delay, but to question marks in the marketplace. "We're asking the same questions you are," said Washburn in speculating about what the consumer will accept in new services.

Commenting on programing and advertising directed to children, Washburn said he believes self-regulation is the way to go. He said FCC Chairman Charles Ferris's approach of mandating a certain number of hours per week for programing to pre- and grade-school children is out of focus. "There is no basis for the number of hours recommended and the choice of that number was totally arbitrary," he said.

The contrast between industry and the regulators' viewpoints surfaced repeatedly on Monday. In a full day of sessions, industry executives followed regulators in offering thoughts on current issues.

The issue most prominent in the minds of advertising representatives—agency accountability—emerged with opposing



Both sides now. Participating in dialogues on comparative advertising and industry self-regulation at last week's Washington seminar (l to r): John O'Toole, Fotee, Cone & Belding; FTC Commissioner Robert Pitofsky; Graham Phillips, Ogilvy & Mather; Albert Kramer, FTC director of consumer protection, and James Willette, chairman, AAAA Mid-Atlantic Council.

viewpoints. FTC New York Regional Director Leroy Ritchie outlined procedures by which the FTC determines agency accountability for an ad. "The agency is the expert in determining the meaning of the claims and can't assert lack of responsibility for claims which go beyond the substantiating material," he concluded.

Offering the industry side was Wayne Fickinger, president and chief operating officer, J. Walter Thompson Co. Fickinger argued that one problem with the notion of agency accountability is the "tacit assumption that we are more or less in partnership with our clients. I wish it were the case," he said, and described the "expensive proposition" of trying to live up to this "illusion of partnership."

"Advertising agencies, by their very nature, generate an enormous amount of paperwork," he said. "The process of internal legal surveillance probably quadruples the flow of paper." Getting legal, creative and marketing departments of both agency and client to agree on claims is costly and difficult, according to Fickinger. "The only partnership between us," he said, "is in liability for advertising claims."

"Our expertise basically is in communications, not in the manufacture or evaluation of thousands of different products whose messages we present to the public," said Fickinger in summing up. "As members of the FTC you are profoundly concerned with fairness and equity. I am asking you to extend that fairness and equity to us by taking a more realistic view of the true nature of the client-agency relationship."

Opposing viewpoints on another controversial issue, comparative advertising, came from FTC Commissioner Robert Pitofsky and Graham Phillips, executive vice president, Ogilvy & Mather.

Pitofsky said the FTC encourages comparative advertising because it can present information in clearer form, despite its occasional tendency to confuse. It can also, he said, result in lower prices and improved quality of products and can offer an enormous benefit to a new entrant in an industry.

Phillips argued with a battery of statistics that potential problems from comparative advertising may outweigh its marginal benefits. Increasing litigation between competing companies and a widespread view among consumers that comparative advertising is unsportsmanlike and too aggressive make it a tool to be used carefully, according to Phillips.

A declining public opinion of advertising and business also makes it necessary for advertising agencies to practice comparative advertising carefully. "If we fight one another's claims," said Phillips, "how will people feel about us and our clients' products?"

According to Phillips, studies show that people want more price comparisons and visual demonstrations in comparative advertising. They also want less comparison of insignificant qualities of products.

In the final analysis, according to Phillips, comparative advertising can be extremely effective when used as a short-term tactical weapon and tied into a long-term campaign of product development. Phillips advocated using the technique, but urged that a warning be kept in mind: "This practice may be harmful to your health."

"Regulating the New Technologies," a Monday afternoon session, drew fewer observers, but caused minor sparks between those on the dais.

FCC Assistant Broadcast Bureau Chief Frank Washington outlined a "clear change in policy at the FCC toward regulating new technologies." Washington said he believes the FCC is looking for ways to restrict its involvement to those instances where marketplace forces can't determine the outcome.

"There will be trade-offs between regulatory and marketplace forces," said Washington, but the feeling at the FCC is that "we shouldn't block the advent of new technologies." Panelist John Summers, executive vice president, National Association of Broadcasters, disagreed with references to the FCC's new rule of free and open competition. "There will never be free and open competition with the cable industry," said Summers, "until

we have adequate copyright laws." Summers also said it would be a "terrible mistake" to preclude radio and TV stations from opportunities to own low-power TV facilities in their own markets.

"I don't believe regulations such as the fairness doctrine and public affairs requirements should be foisted on other industries," said Summers, "but it's time to get rid of these regulations with the growth of new technologies."

Responding to a question from the audience about copyright laws, panelist Kathryn Creech, senior vice president, National Cable Television Association, said, "No one in the cable industry is convinced that the fee scale is fair right now." Creech also said advertisers see cable as an industry that can be shaped to fit their own needs because it has so much capacity for programming.

Richard Neustadt, White House assistant director, domestic affairs and policy, offered the Carter administration's view of the emerging technologies. "There will be some chaos," Neustadt said, "but that kind of chaos is a necessary byproduct of allowing marketplace forces to determine who will win in the end."

A Tuesday breakfast speech from FTC Commissioner Paul Rand Dixon offered the seminar's final perspective from a regulator. Dixon, who was an FTC staffer for 23 years before being appointed commissioner in 1961, suggested that advertising people find creative ways to describe client's products instead of stating or implying things that arouse questions about substantiation.

Commenting on other issues, Dixon said: "Self-regulation is a pipe dream. There has to be somebody to blow the whistle." Dixon also said he wouldn't be surprised if this election decided the future of the FTC, and that, "nothing could be worse than transfer of the FTC to the Justice Department."



Changing times. Prior to addressing Washington seminar participants on Tuesday morning, FTC Commissioner Paul Rand Dixon shared with breakfast companions some perspectives on his 42 years in Washington. "The biggest disappointment of my life has been the change in the Congress," said Dixon. "I used to think that no matter what happened, the Congress, the common people, would set things right. I don't feel that way any more." Dixon said Congress is more prone to be influenced by powerful interests groups now than in earlier years of his career. "You couldn't create an FTC or a Sherman Act today," he said.



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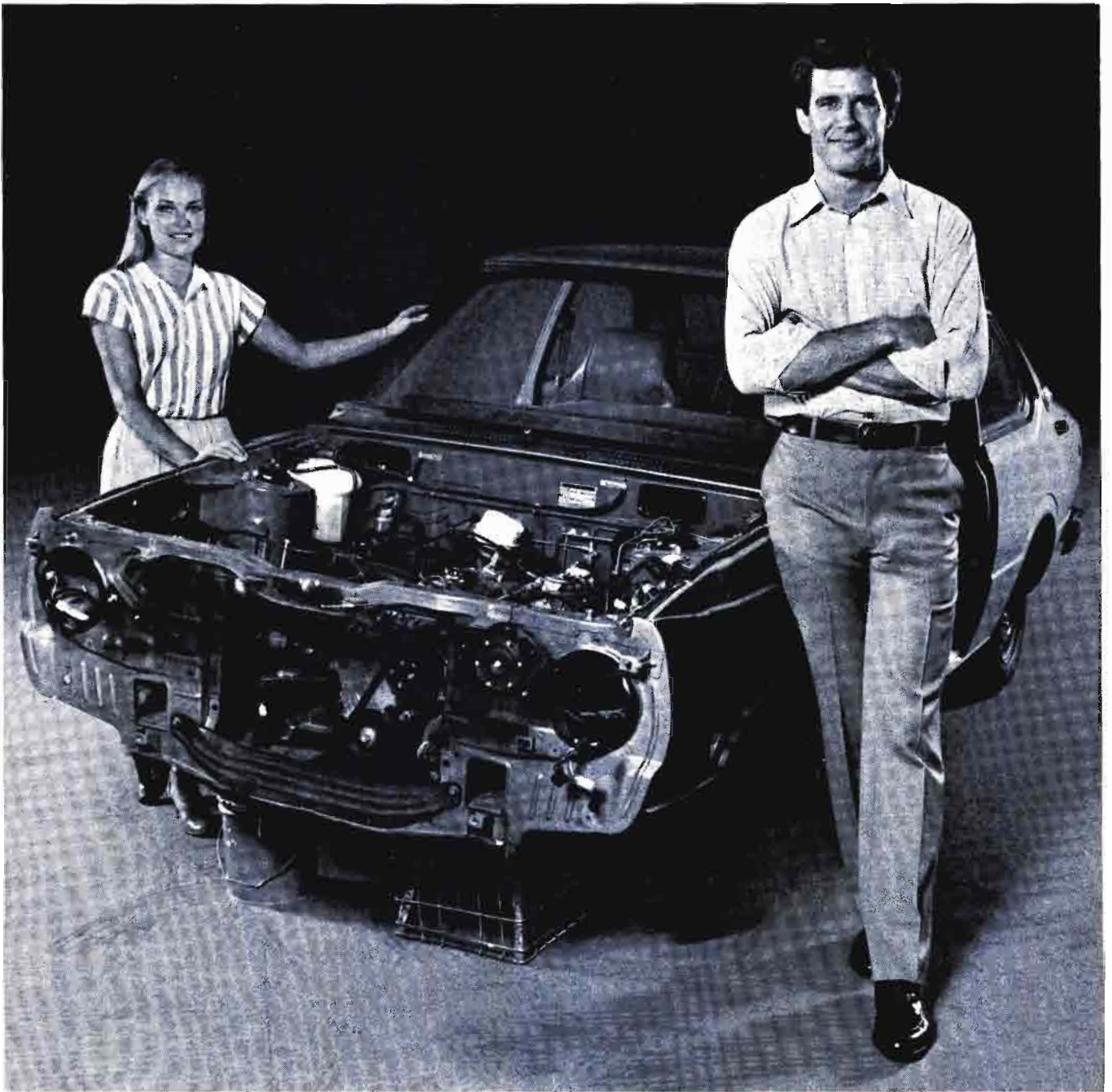
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Harrington, Righter & Parsons, Inc. is pleased to announce the addition of BUY LINE, the electronic avail and data management system, to its array of services.

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Introducing the 1980 Fraudmobile.

Among the 1.1 million cars stolen last year was a growing fleet of Fraudmobiles...vehicles like the one you see above.

Some car owners, you see, keep pace with inflation by having their cars dismantled in whole or part. Then they hide the remains,

collect the claims...and do a reassembly.

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These are only two ways owners pocket millions annually in illicit payments and drive up auto rates for everybody.¹

Is anyone out there tempted to join them? Ætna Life & Casualty offers a few words of warning.

We're participating with other insurers in the National Automobile Theft Bureau, whose central computer doggedly sniffs out Fraudmobile traffic.

Over the past two years, we've devoted ourselves to seminars which help John Law pinpoint Fraudmobile owners.²

And along with using "fraud profiles,"³ we're offering cash rewards to our 37,000 employees for information leading to the recovery of stolen vehicles.

More can be done. It should be. *It will be!*⁴ Because neither you nor Ætna wants to see a day when insuring your car might cost more than paying for it.

Ætna wants insurance to be affordable.

¹Another popular technique is the "paper" car—a phantom automobile registered and insured solely to be reported stolen, then collected on. Thanks to such methods, auto theft *in general* is accelerating at over 10% a year, and cost Americans \$2 billion plus in 1979.

²Ætna participated in the 1978 National Workshop on Auto-Theft Prevention and was a primary sponsor of last year's Connecticut Auto-Theft Reduction Seminar.

³A "fraud profile" asks such questions as: Was the theft reported within 60 days of the

insurance policy's effective date? Or was it *not* reported to the police—a basic policy violation? Was the car recovered burned, and hence of no value except to support a claim? Can the claimant produce no ownership title at all? The more suspicious answers, the higher the red flag gets

hoisted.

⁴Ætna supports standardizing title procedures and effective disposition of vehicle identification numbers at the wrecking yard. This would put the brakes on "paper" car theft by giving every legitimate vehicle its own "birth" and "death" certificates.





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INTERNATIONAL
"The Good Buy Guys"

New Oklahoma City outlet to program news and STV

Golden West's KAUT will offer locally oriented information during the day, syndicated shows in early evening and then seven hours of pay fare

The nation's first locally oriented all-news television station by day and subscription operation at night is scheduled to begin operation today (Nov. 3) in Oklahoma City.

KAUT(TV), owned by Golden West Broadcasters, will program all news between noon and 5 p.m., syndicated programming between 5 and 7 p.m., with the subscription fare beginning at 7 and running to 2 a.m.

Jerry Birdwell, vice president and general manager of the channel 43 operation, admitted the all-news/STV format is "somewhat ambitious." He said the news portion of the station will try "to capture Oklahoma City being itself," whether that means covering a tornado or the state fair or a little league baseball game.

KAUT will rotate three anchors and present an on-air appearance somewhat similar to that of the Cable News Network. Birdwell said there will be a "strong emphasis on weather" and local news and specialized hours during the day. For example, one hour might be business and finance, another, a women's feature, said Birdwell, adding the programming will be daytime oriented. Thus, Birdwell said, sports coverage "would not be that expanded."

The subscription portion is operated by Video Entertainment Unlimited (VEU), a division of Golden West. Costs of the Zenith decoders GW uses are \$50 and \$35, respectively, for installation and deposit. The monthly subscriber rate for the STV service is \$22.50, and a small UHF antenna is recommended by KAUT to guarantee good reception.

GW doesn't expect piracy problems. The decoders can all be controlled from the studio, according to Tony Cassara, president of GW's television division.

The VEU movie programming includes "Rocky II," "10," "Close Encounters" and "Superman." Ken Belford, vice president and general manager of VEU, says a "prime difference" between VEU's and other pay programming services, is that KAUT will not "run a movie to death," but repeat offerings only four or five times.

VEU is also investigating pay-per-event

possibilities, including the annual football showdown between Oklahoma and Nebraska. Southwestern Conference football is part of the subscription offering, which is to be transmitted via Westar I.

Birdwell said he is "very pleased" with the marketing effort of the all-news portion so far, although he says advertising commitments are "never fast enough."

Part of his problem, he says, is educating advertisers and the public as to what exactly KAUT's format will be and what it can do.

To the suggestion that cable will eventually make STV operations obsolete, the station's management points to the below-average cable penetration of 7%-8% in the five-county area surrounding Oklahoma

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Inside stories—star interviews—featured performances—behind the scenes—on location reports—previews—critiques—firings and hirings—successes and failures—lovers and enemies—and all the gossip! If it's going on, you'll see it first on ENTERTAINMENT TODAY. Wherever and whenever entertainment news happens we'll take you up front and back stage.

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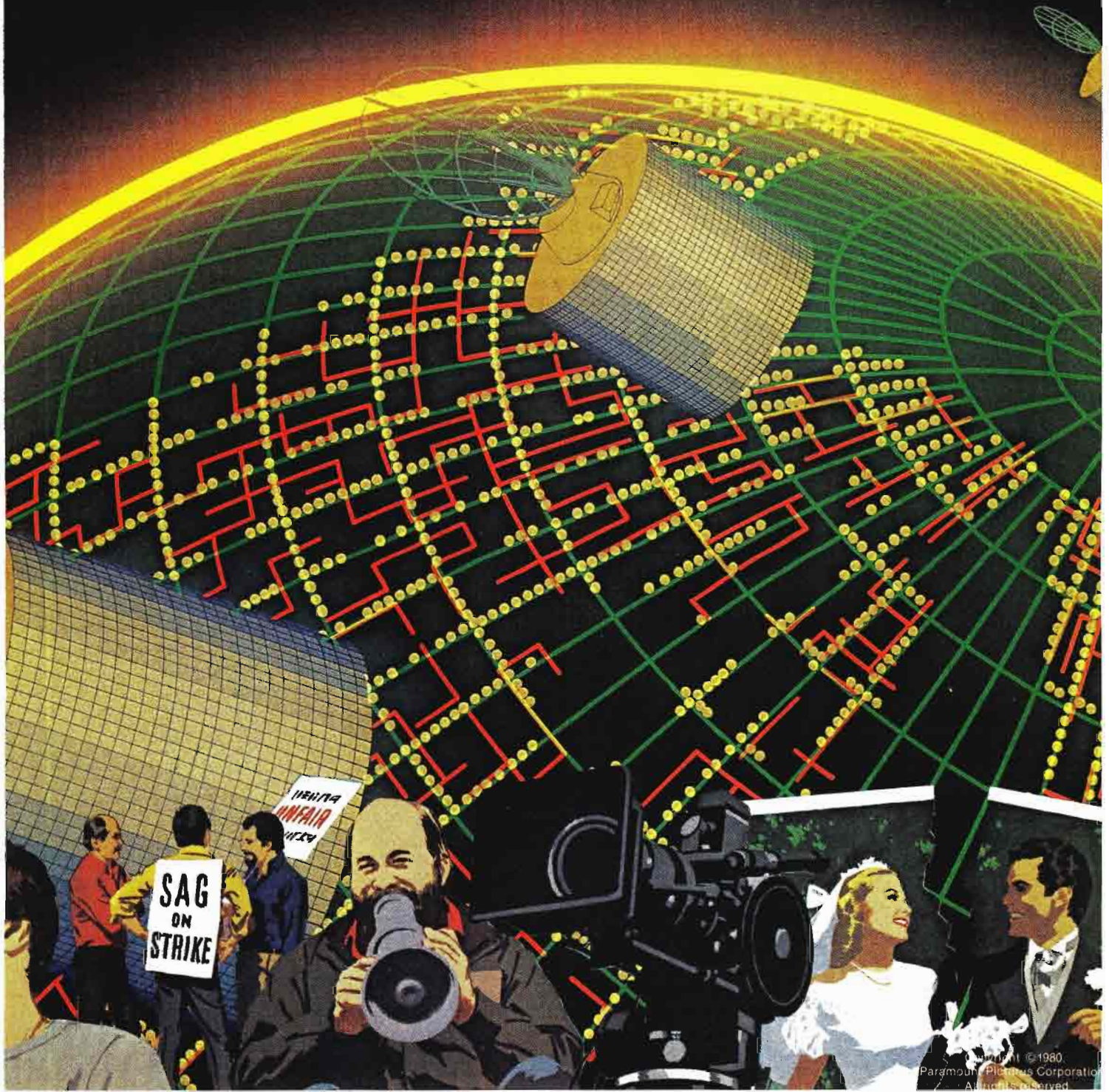
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FROM PARAMOUNT TELEVISION DISTRIBUTION



AGENT TODAY

DELIVERED TO YOU LIVE 5 DAYS A WEEK*
24-HOUR IN TELEVISION.



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Birth of a station. Anchorman Ralph Combes and meteorologist Gene Moore rehearse in the newsroom of KAUT(TV) Oklahoma City, scheduled to be on the air today, Nov. 3, programming all news between noon and 5 p.m. The station will emphasize local news and weather. KAUT will offer STV at night.

City. Couple that with the low population densities, and cable may not be viable, they argue. But STV can reach 100% of the market, they say, facing no geographical obstacles on Oklahoma's flatlands.

The news and pay operations share the same studio facilities, but are separate fiscal operations. Birdwell estimates the staff to be 45, with 24 working for the news operation. The station will have three remote units capable of going live, three RCA studio cameras, two Ikegami field cameras and seven-meter and 10-meter earth stations.

KAUT is not the first all-news/STV operation, although it will be somewhat unusual in its emphasis on local news and weather. KWHY-TV Los Angeles has operated an all-news/STV operation since 1967. Though it programs international and national news, sports, etc., it aims for an upscale audience and covers the news with a financial slant.

According to Rodney Buchser, KWHY-TV operations manager, the station has been successful principally because of its upscale audience and its advertisers—brokers, banks and other financial institutions.

In the end, Birdwell hopes to expand the KAUT news to eight hours a day. He said KAUT's costs were about equal to those of conventional stations. Yet with rising syndication costs, he said the all-news and recent movie format will be more viable in the long run. "Commercial television is in a state of change," said Birdwell, and KAUT in breaking into "new territory" is looking for its place in the future.

Another all-news/subscription television station is slated to go on the air in Dallas in mid-November. It plans to emphasize financial news.

KAUT will operate with 2,000 kw visual, 200 kw aural and an antenna height of 1,596 feet above average terrain.

Horowitz to head new Polygram television unit

Former Columbia Pictures executive will be in charge of American operation of Philips-Siemans concern; initial thrust will be for local station syndication

The Polygram Group, a billion-dollar Dutch-West German entertainment conglomerate seeking to establish itself as a TV distributor and producer in the U.S. and abroad, last week announced the formation of Polygram Television, with Columbia Pictures Television Distribution veteran Norman Horowitz assigned to build the organization.

According to Horowitz, named president and chief executive officer of the Los Angeles-based subsidiary, the new venture represents an "acknowledgement by Polygram that to be in the video business you have to have an American presence."

While Horowitz hopes to have Polygram Television involved in all video forms, the initial distribution thrust is to be broadcast station syndication.

However, he said, "the project now is organizational," explaining that it probably will take about five years to build an international operation. He added that the Polygram Group (owned by N.V. Philips of the Netherlands and Siemens A.G. of West Germany) is looking for steady growth rather than an overnight splash.

Horowitz said that he'd "love to have a first-run series in syndication next year" but added that he's not going to rush to do it. He claimed that Polygram will be a place where the "adversary relationship" won't exist between the creative community and

management—a relationship "that will, we trust, dispense with painful auditing and litigation."

Horowitz said that the "major studios' day of power is behind them" and that the future belongs to the smaller companies that are more maneuverable and flexible. Until leaving Columbia earlier this year, Horowitz had been president of its worldwide television distribution arm.

While the Polygram Group has established a major presence in the U.S. through the record business (Casablanca, Decca, Polydor and other companies) and also has backed feature films released here ("Hollywood Knights," "Foxes" and others), its television involvement to date has been limited to various international co-productions such as public television's *The Scarlet Letter*.

'Centennial' suit

A \$10-million suit has been filed in Los Angeles Superior Court against three Hollywood motion picture executives for alleged improprieties associated with the NBC-TV series *Centennial*.

Oscar-winning director William Friedkin alleges civil conspiracy, breach of implied contract and intentional misrepresentation by Sid Sheinberg, MCA president; former Universal Television president Frank Price, and former Universal Television senior vice president Marvin Antonowsky. Price is now head of Columbia Pictures and Antonowsky is a senior vice president and assistant to Price.

The suit asks \$1 million in compensatory damages and \$9 million in punitive exemplary damages.

Friedkin claims he submitted a 50-page treatment of James Michener's best-selling novel, with the author's consent, to Universal in early 1975. When he was out of the country and the three executives had moved to Universal, according to Friedkin, the rights were purchased directly from Michener. NBC bought the series from Universal two years ago in October 1978.

PBS station cooperation

Plans are under way at five public television stations to develop a "consortium" for the daily exchange of news and features for their own local programs.

Participating stations are WGBH-TV Boston, WTVS(TV) Detroit, WNET(TV) New York, KCET(TV) Los Angeles and WETA-TV Washington.

Meetings have been going on since mid-summer, and, according to WGBH-TV's program manager, Peter McGee, the project "seems to be on track."

For about three years, PBS stations have been able to receive feeds via satellite from other PBS stations, but with the consortium, it is hoped exchanges among the five stations "will be much less accidental and quixotic," McGee said.



A drive against cancer.

One of the fund-raising activities the Wexford County (Michigan) Chapter of the American Cancer Society depends on most is its annual Walter Hagen Golf Tournament. And this year, with the full promotional support of WWAM/WKJF(FM) in Cadillac, the event was the most successful ever.

The station provided facilities and personnel for taping the Society's public service announcements and made duplicate tapes available to all other area stations. In addition, on the day of the tournament WWAM/WKJF(FM) added to the excitement by providing live coverage of the match.

In a letter to the station manager, the co-chairmen and president of the Chapter wrote, "In our opinion, as the most influential member of local media, your participation helped make the difference between success and failure . . . You and your people are to be commended for a job well done."

Giving such organizations the media support they need to reach the people who want to help is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City



C-SPAN's Barry Katz covering a National Press Club speech

C-SPAN: Carving out a new programing niche

Public affairs network takes advantage of congressional recess to provide 'election process' coverage; speeches and roundtable discussions highlight programing

It's not the slickest television being produced. The set is tucked away in a corner of the East Lounge of the National Press Club in Washington. There's a round table cluttered with microphone cables and papers, and four chairs borrowed from the dining room. A three-sided partition, hastily covered with blue fabric, serves as a backdrop.

But the modest nature of the set detracts little from the content of a series of nationwide talk shows being served up by the Cable Satellite Public Affairs Network.

Two weeks ago, three award-winning print journalists—Dennis Farney of the *Wall Street Journal*, John Herbers of the *New York Times* and Joseph Volz of the *New York Daily News*—discussed the presidential election and answered telephoned questions put to them by cable viewers around the country and the show's host, C-SPAN President Brian Lamb.

In all, C-SPAN will carry about 150 hours of "coverage of the election process" during the month preceding election day—Nov. 4—all made possible by a \$100,000 allocation from its board of directors. C-SPAN—a nonprofit, industry-supported programer—went on the air in February 1979 and normally carries live coverage of the House of Representatives over Satcom 1, transponder 9 to 850 cable systems.

When Congress closed up shop on Oct. 3, C-SPAN was free to produce and schedule a month of live and taped political speeches of candidates and their aides, a series of talk shows featuring political observers and specials that take advantage of C-SPAN's and cable's ability to spend many hours on subjects ratings-conscious broadcasters might never recognize.

Although the taping of speeches at National Press Club luncheons and at campaign stops as far away as San Antonio, Tex., and Los Angeles, form the backbone of C-SPAN's coverage, it's the talk shows that, in Lamb's words, "put a lot of life in the whole thing." The numerous calls that C-SPAN receives during those shows have special meaning for Lamb. They mean people are watching and "interested enough to call in on their own nickel."



Roundtable. Among live and taped coverage of political events and speeches (left) presented by C-SPAN last month were series of talk shows, featuring variety of guests. Three print journalists discussed the presidential campaign with C-SPAN President Brian Lamb and telephone callers from across the country two Monday's ago. Show



featured (l-r): Joseph Volz, *New York Daily News*; John Herbers, *New York Times*; Dennis Farney, *Wall Street Journal*, and Lamb. One of the delicacies of the coverage was the taping (right) of three hours of the Mutual Broadcasting System's *Larry King Show*, featuring Washington political satirist, Mark Russell

Although Lamb repeatedly encouraged callers to take advantage of the opportunity to question the three journalists, he never had to beg for calls or stall for time. The buttons on his phone were continually lit.

Lamb said that during the series of talk shows, over 400 calls were taken from about 225 cities and 48 states. (The only states that didn't respond were Vermont and Maine.)

C-SPAN has conducted six days of live talk shows so far. Each has featured a number of guests appearing separately or in groups at different hours of the afternoon. The first shows followed a speech by FCC Chairman Charles Ferris at the National Press Club, carried live by C-SPAN, and were the only ones in which the subject matter was not directly related to the presidential campaigns. Ferris appeared for about 10 minutes but received no calls. He was followed by representatives of the trade press and a director of the Corporation for Public Broadcasting who discussed the Ferris FCC and answered questions from callers, primarily on the subject of home earth stations. Later that day, Harry (Chip) Shooshan, the former chief counsel for the House Communications Subcommittee, now in private practice, appeared with Lamb for an hour.

Television evangelist Jerry Falwell also spent an hour at the round table. Falwell, who heads the Moral Majority, had earlier spoken before the C-SPAN cameras at the press club. He was followed by Hyman Bookbinder, the Washington representative of the American-Jewish Committee, and Forest Boyd, president of the International Media Service, a religious news service.

Lamb balanced coverage of President Carter's press club speech on Oct. 13 by inviting Alton Frye, head of policy planning for John Anderson's campaign, and Charles Walker, economic adviser to Ronald Reagan, to the talk show.

And following coverage of John Anderson's press club speech two weeks ago, Michael McLeod, Anderson's campaign manager; Paul Weyrich, executive director of the Committee for the Survival of a Free Congress, and Ben Wattenberg, an adjunct at the American Enterprise Institute, appeared before the C-SPAN cameras and talked to C-SPAN viewers.

Last Tuesday the scheduled talk show with Patrick Lucey, Anderson's running mate, was canceled after his press club speech was canceled due to lack of interest. His spot was filled by Joyn McLaughlin, a talk show host at WRC(AM) Washington, who betrayed Reagan leanings; Morton Kondrake, executive editor of the *New Republic*, and Richard Viguerie, publisher of the *Conservative Digest*. Two days later, C-SPAN followed its coverage of the pollsters Lou Harris George Gallup at the press club with a round-table discussion with pollster Peter Hart; Hodding Carter, the former State Department spokesman, and Sims Fentress, *Time* magazine political correspondent.

Monitor

In business. Post-Newsweek Distribution, Los Angeles, has been formed as subsidiary of Post-Newsweek Stations to handle sales of all future programming as well as some current productions. Carl W. Menk, vice president, national sales manager, Group W Productions, has been named president of Post-Newsweek Distribution. Offices are at 2049 Century Park East, Los Angeles 90067 (213) 557-0321. ■ Ballato, Jones & King, New York, has been formed to represent producers and distributors of video and television product for international distribution. Partners are Lora Ballato, formerly with VIDCOM and MIP-TV; Judith Jones, consultant to Electronic Industries Association of Japan, and Cynthia King, former general manager of Nord Media Inc., New York, 10 West 33d Street, Penthouse, New York, 10001 (212) 947-2445.

More of a Nightline. ABC News's late-night news broadcast, *Nightline*, now airing Monday through Thursday for 20 minutes (11:30-11:50 p.m.), next year will be Monday through Friday half-hour. Network plans to extend newscast anchored by Ted Koppel to 30 minutes on Jan. 5 and says Friday *Nightline* will start no later than April. News broadcast, born out of ABC's late-night coverage of Iran crisis, is cleared by all but 10 of network's 207 affiliates.

Look who's not talking. Play-by-play and color commentators, standard features on televised football, will be absent from NBC-TV's presentation of Dec. 20 New York Jets-Miami National Football League game. As experiment, network plans to see how game speaks for itself. Only extra information will come in form of gridiron-action updates from commentator Bryant Gumbel and information periodically running at bottom of screen. Network, however, is leaving itself escape clause for experiment, should either team prove in contention for playoffs.

Hold the Bravo. Launch of Bravo, pay cable service, devoted to performing arts, has been rolled back from scheduled Oct. 26 premiere. Delays in getting uplink capability operational were identified as principal reason. Start is now set for Dec. 8, to tie in with Western Cable Show

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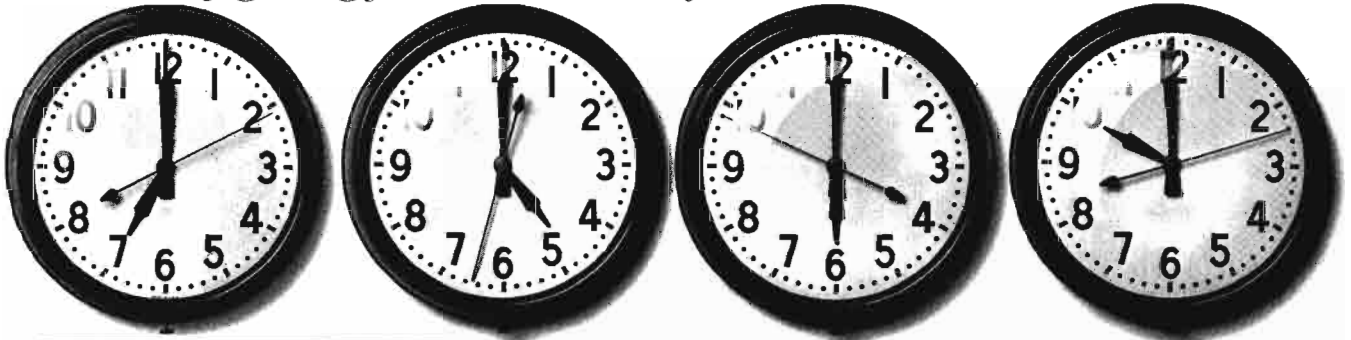
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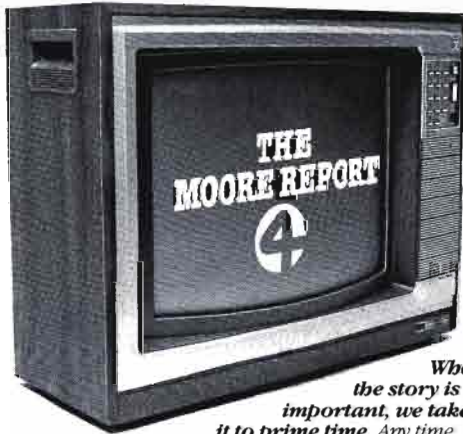
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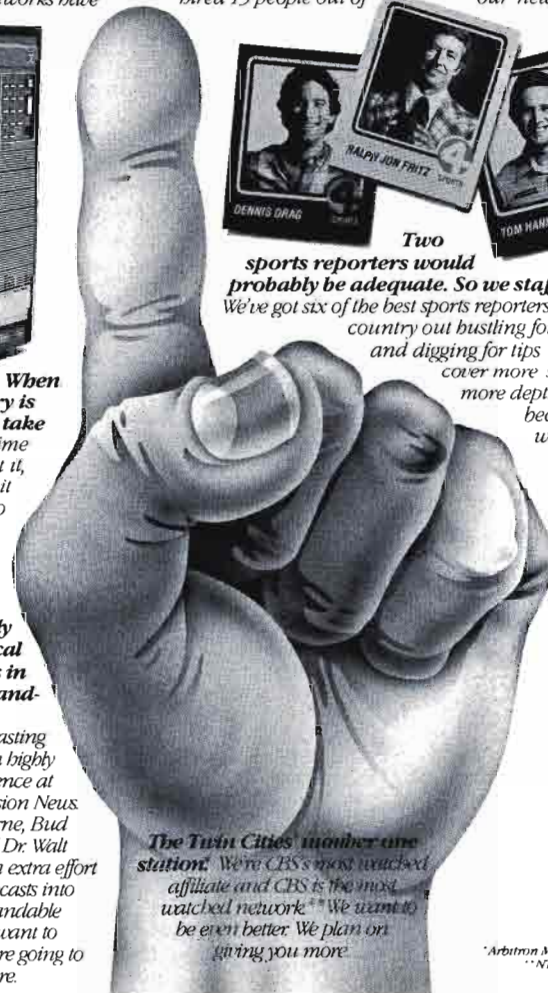


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During the last two days of its coverage—today (Nov. 3) and tomorrow—C-SPAN planned to fill the afternoons with more talk show discussion. As of last week, the only guest scheduled was Alfred Kahn, President Carter's inflation fighter.

Despite the heavy line-up of talk shows, the bulk of the programming has been speeches—in full, and when possible, live. Most of the speeches get multiple airings and most were videotaped by C-SPAN's own ENG crew. Coverage of about a quarter of the speeches was done under contract to independent producers—as was the case with a Walter Mondale speech in San Diego and a Reagan speech in Los Angeles—or picked up from one of the three news organizations with which C-SPAN has reciprocity agreements: Cable News Network, Independent Television News Association and Independent Network News. Also, Lamb said C-SPAN was able to buy a tape of a Reagan speech in Jacksonville, Fla., from a local television station “for practically nothing.”

As far as Lamb is concerned, the most exciting thing C-SPAN has done so far “in terms of television” is the taping of three hours of the *Larry King Show*, Mutual Broadcasting System's late night talk show. The tape was tied to C-SPAN's election theme by the show's guest, Mark Russell, a Washington political satirist.

Another of C-SPAN's special events was three hours in the life of the *Washington Star*. On Oct. 27, C-SPAN went into the *Star*'s newsroom and sat in on editorial meetings, peered over the shoulder of Pat Oliphant, the political cartoonist, as he worked, and recorded interviews with Executive Editor Sid Epstein and other reporters and editors.

Helped by numerous reruns, Lamb has been able to fill his television days (which have been running about five hours) with a diverse line-up of programming, some of which even Lamb admits has been “drab and dull.” But that doesn't disturb Lamb. In fact, he sees it as a virtue. Television, he says, has developed into a “hyper medium” that tries to inject excitement into everything. Part of C-SPAN's mission, Lamb said, “is to show that [politics] isn't always exciting.” Characterizing the political events that C-SPAN has covered, Lamb said, “Some have turned out to be super television, some have turned out to be dull.”

Lamb's programming efforts have been made more difficult by the general uncooperativeness of the candidates' campaign staffs and by that omnipresent gremlin, the federal bureaucracy. Carter and Reagan have been reluctant to supply people for the talk shows, Lamb said. The Anderson camp has been better, he said, but “we've really had to hustle after them.” Lamb attributes the reluctance to the issues being discussed. He said he knows “definitely” that Carter's campaign avoided following Falwell, because of the political volatility of the religious theme.

C-SPAN's coverage has brought it some kudos. *Washington Post* television critic

Tom Shales, speaking on ABC's *Nightline* last week, slammed the network television for its tendency “to turn campaigns into Kentucky Derbys, candidates into cartoon characters and elections into game shows” and then said “the best political coverage may have been on something called C-SPAN.” He said its special campaign coverage “lets you see political speeches and rallies without the overly interpretative translation of the national news people.”

Jeff Greenfield, CBS's television critic, appearing on the network's morning news a couple weeks ago, said the C-SPAN coverage illustrates what cable television can mean to the “information-hungry American.” He said most television viewers “never have a chance to see and hear any political coverage other than the inherently truncated versions shown in newscasts.” Cable television, he said, “may be the only way we'll find out what a campaign is all about.”

There are, including Lamb, just six permanent members of the C-SPAN team. To carry the extraordinary load of the month, 11 temporary people, mostly technicians, have been hired. Gail Picker was hired for the month as senior producer; Brian Lockman is technical director.

C-SPAN's election coverage is not an entirely new experience for the network. It has been taping speeches at the National Press Club since January and has been producing “Close-Up” seminars in which high school students ask questions of Washington officials and media types. But the month-long coverage has applied that original programming experience on a grand scale.

And it has been what Lamb has envisioned C-SPAN could be since its inception 18 months ago—a vehicle for the telecast of news, primarily political news, in its entirety without the benefits and detriments of editing and reporter commentary.

Ratings Roundup

Buoyed by record-breaking viewership for the final game of the World Series (BROADCASTING, Oct. 27) and a solid following for a Sophia Loren made-for-TV movie, NBC-TV continued its winning ways for the week ended Oct. 26. With a two-rating-point lead over its closest competitor, NBC scored a 19.7 rating and 32 share to CBS-TV's 17.6/28 and ABC-TV's 17.1/28.

The First 20

Rank	Program	Network	Rating/Share
1	World Series (game six)	NBC	40.0/60
2	World Series (pre-game six)	NBC	27.4/45
3	60 Minutes	CBS	26.4/41
4	Dallas	CBS	25.8/46
5	Love Boat (premiere)	ABC	24.7/41
6	Real People	NBC	24.0/38
7	Big Event: "Sophia Loren: Her Own Story"	NBC	22.8/36
8	NFL Monday Night Football	ABC	22.7/39
9	Dukes of Hazzard	CBS	21.7/35
10	The Last Song (movie)	CBS	21.6/37
11	Life's a Circus, Charlie Brown	CBS	21.4/36
12	It's the Great Pumpkin, Charlie Brown	CBS	21.2/35
13	That's Incredible	ABC	21.1/32
14	Fantasy Island (premiere)	ABC	20.5/37
15	Little House on the Prairie	NBC	20.0/30
16	Pleasure Palace (movie)	CBS	19.9/33
17	A Cry for Love	NBC	19.8/31
18	Father Figure	CBS	19.2/29
19	Nashville Palace	ABC	19.0/33
20	Games People Play	NBC	18.9/32

The Final Five

57	CBS Reports: The Saudis	CBS	7.9/12
56	NBC Magazine	NBC	8.2/15
55	First Time, Second Time	CBS	10.6/20
54	Angie	ABC	10.8/18
53	Paradise Alley	NBC	11.6/20
	Mork & Mindy	ABC	11.6/20

PlayBack

Signing up. Enterprise Radio, all-sports network scheduled to go on air Jan. 1, has announced Viacom stations as first affiliates. WWRL-AM-WKHK(FM) New York (WKHK was formerly WRVR), KDIA(AM) San Francisco, WMZO(FM) Washington, KKKK-AM-FM Houston, and WDIA-AM-WOUD(FM) Memphis will carry 48 daily sports updates, 20 two-hour weekly features and three hours per day of all-night sports talk show. New address for ER, which moved from Farmington to Avon, in Connecticut is: P.O. Box 796, 40 Darling Dr. (06001).

Honored. CBS Radio has presented Gold Mike Awards to WHBL(AM) Anderson, Ind., KARZ(AM) Phoenix, KIFW(AM) Sitka, Alaska, and WWPA(AM) Williamsport, Pa. CBS presents awards to stations attaining 30 years' affiliation. Network now claims total of 375 affiliates, 49 of them added since last April, and 65 30-year members.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Woman In Love* by Barbra Streisand on Columbia; (2) *Lady* by Kenny Rogers on United Artists; (3) *He's So Shy* by the Pointer Sisters on Planet; (4) *Real Love* by the Doobie Brothers on Warner Brothers; (5) *Wanderer* by Donna Summer on Warner Brothers. The top five in **country radio airplay**: (1) *On the Road Again* by Willie Nelson on Columbia; (2) *If You Ever Change Your Mind* by Crystal Gayle on Columbia; (3) *I Believe In You* by Don Williams on MCA; (4) *Could I Have This Dance* by Anne Murray on Asylum; (5) *Lady* by Kenny Rogers on United Artists.

Women 18-49: Mike's got your number!

The Mike Douglas Show today delivers more women in its audience 18-49* than ever before.

September 1980

51%

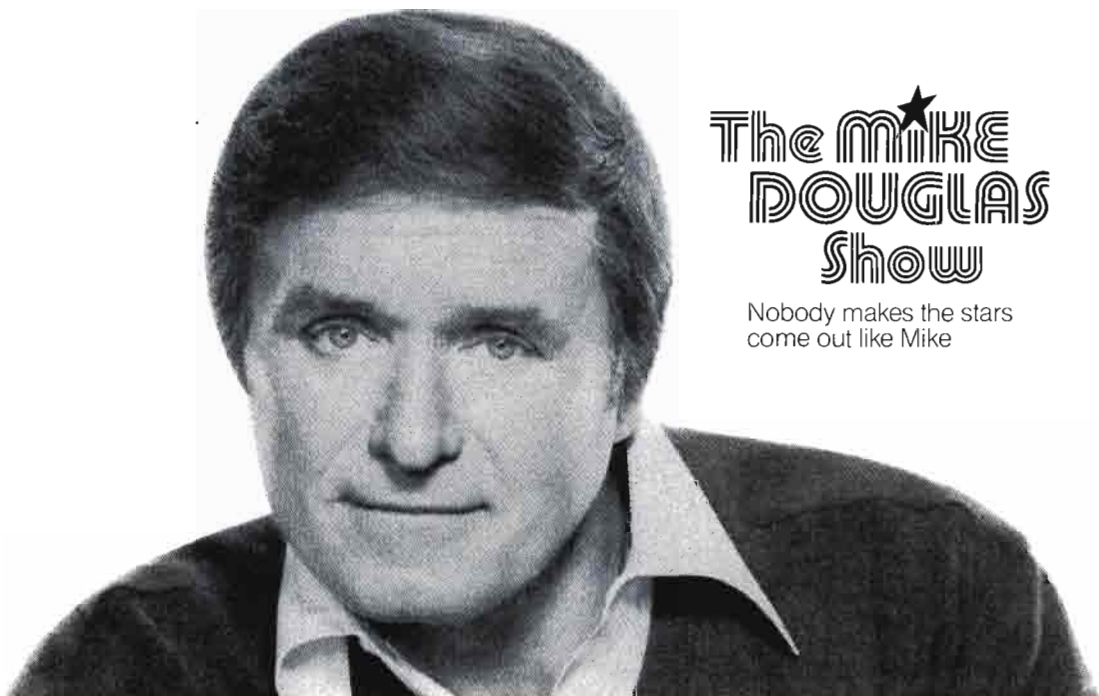
September 1979

39%

That's a full 25% increase in the prime female audience over a year ago. But that's not all

The Mike Douglas Show today also delivers a higher percentage of women 18-49 in its audience than the John Davidson Show.

With numbers like this, plus the most stations (117, with virtually every one firm for 52 weeks), 31 national advertisers (the most), and 100's of top stars, one thing is crystal clear. The Mike Douglas Show is #1 in talk/variety.



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DOUGLAS
Show

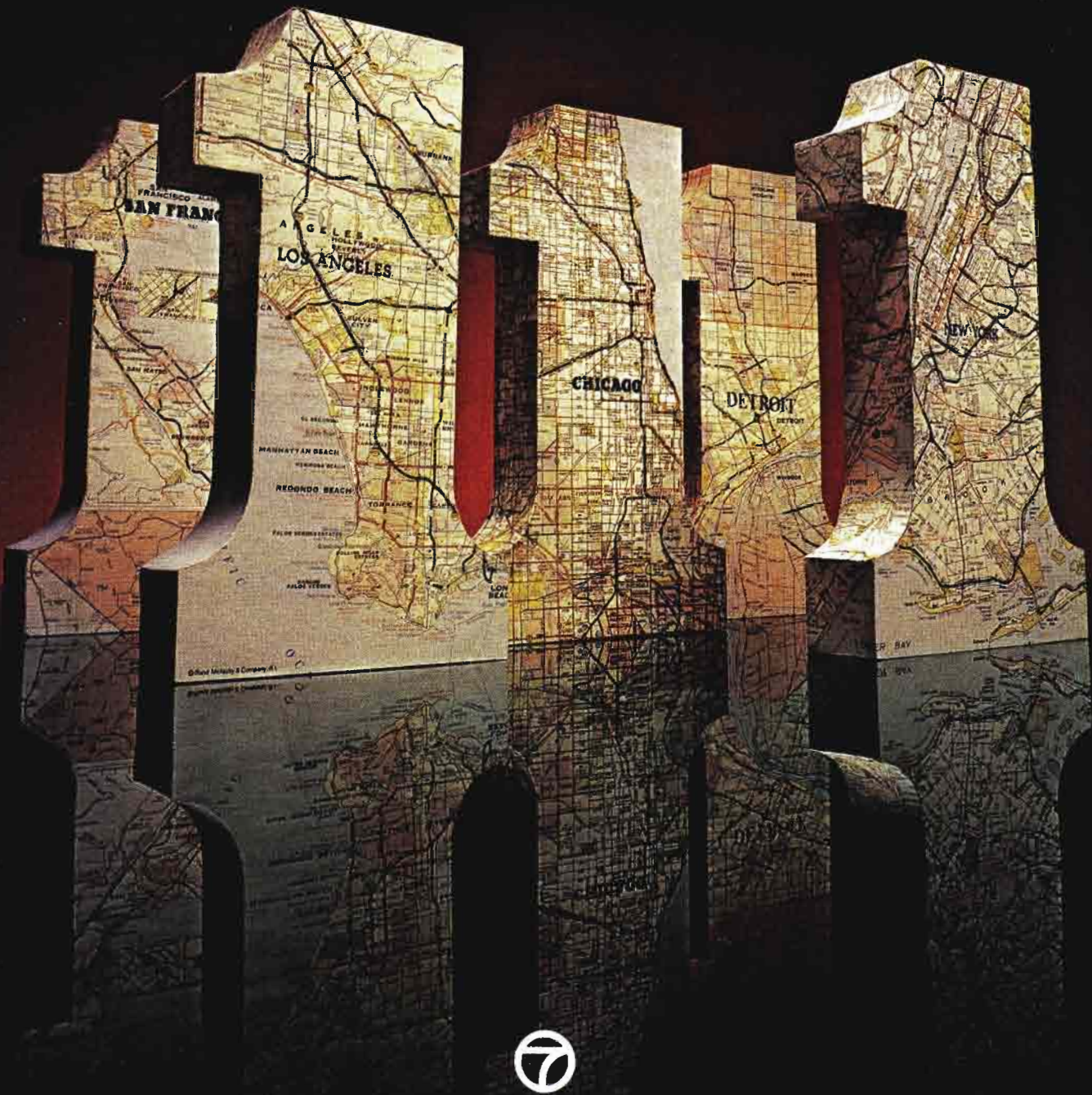
Nobody makes the stars
come out like Mike

Television/Radio Age

**Special ratings analysis shows that
The ABC Owned Television Stations
lead substantially in both
18-49 men and women viewers and
households in all five markets.**

	Station	HH DMA Share	W18-49 DMA Share	M18-49 DMA Share	Average 1/4-Hour DMA Homes (000)
New York	WABC (ABC)	22	29	23	452
	WCBS (CBS)	18	18	15	323
	WNBC (NBC)	16	18	15	323
	WNEW	15	12	15	258
	WPIX	13	12	15	258
	WOR	9	6	8	194
Chicago	WLS (ABC)	26	30	25	257
	WBBM (CBS)	21	20	19	200
	WMAQ (NBC)	17	15	13	171
	WGN	17	15	19	171
	WFLD	12	10	13	114
Detroit	WXYZ (ABC)	30	33	31	144
	WJBK (CBS)	26	22	23	128
	WDIV (NBC)	22	22	23	96
	WKBD	13	11	15	64
Los Angeles	KABC (ABC)	22	26	21	291
	KNBC (NBC)	17	16	14	208
	KNXT (CBS)	16	16	14	208
	KTLA	12	11	14	166
	KTTV	10	11	7	125
	KCOP	8	5	7	125
	KHJ	8	5	7	83
San Francisco	KGO (ABC)	25	28	29	153
	KPIX (CBS)	20	17	21	115
	KRON (NBC)	15	17	14	96
	KTVU	14	11	14	76
	KBHK	9	11	7	57

Source: Nielsen, July 1980, 7AM-1AM Sun-Sat, subject to qualifications available upon request.
Analysis and Tabulation Copyright TELEVISION/RADIO AGE



The ABC Owned Television Stations

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

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

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

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

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

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

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

With AVA your image is consistent and always professional.

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

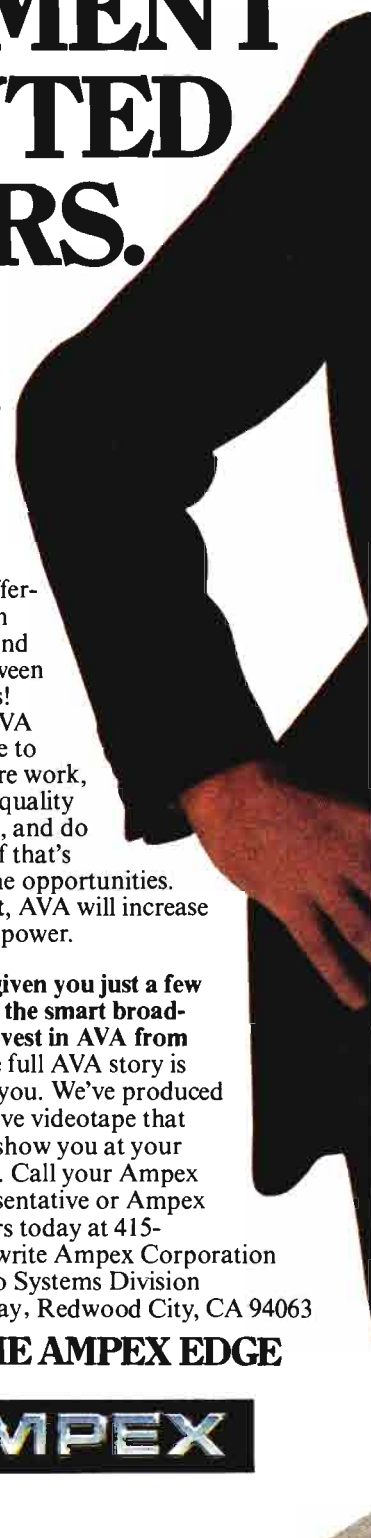
With AVA you'll be able to produce more work, increase the quality of that work, and do it with a staff that's excited by the opportunities.

In short, AVA will increase your people power.

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

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White House shows interest in privacy, New Jersey VHF

Neustadt letter to NCTA on developing privacy code irks Wheeler; presidential aide also supported WOR-TV move

Thomas M. Wheeler, president of the National Cable Television Association, was a little disturbed two weeks ago when he received a letter from White House aide Rick Neustadt, urging him to develop "a voluntary privacy code" for the cable industry. And it wasn't because Wheeler did not think developing a privacy code was something the NCTA should or could do. Quite the contrary.

"It's something we're looking at," Wheeler said last week. And Neustadt, he said, knew it. "We discussed it at lunch two days before he sent the letter."

And Wheeler indicated he felt the letter—sent as the presidential campaign was reaching a climax—had political overtones. "The letter makes it look like the White House is the moving force," he said.

Neustadt had called reporters after Wheeler made it clear to him that releasing the letter smacked of politics to suggest that stories on the letter at least be delayed. Politics was not involved, Neustadt said last week. "That's why I called; I didn't want to create that impression."

Neustadt agreed that he and Wheeler had discussed the matter, and said the letter was not intended as criticism of NCTA. "My only purpose [in writing Wheeler] was to give suggestions on how NCTA might proceed [with its own study]."

Neustadt, in his letter, said he knew of no privacy abuses by the cable industry and "the pace of development—especially in interactive systems—makes the issue timely." He said "failure to deal with privacy now could both allow privacy invasions and place a needless cloud over the industry's image."

Neustadt enclosed a copy of President Carter's message to Congress last year laying out a privacy policy. It recommends federal and state legislation for some categories of records and voluntary codes for others. Neustadt said that although local authorities should consider the matter in reviewing cable-franchise applications, the White House believes that "a voluntary industry code is desirable."

The message suggests four basic principles for a privacy policy. Individuals



Neustadt



Wheeler

should be:

- Told what personal information will be collected and how it will be used, when they contract for a service.

- Permitted to see records concerning them and to correct errors.

- Told when an adverse decision—for example, a refusal to extend credit—is based on recorded information.

- With some exceptions, notified when government agencies seek access to their records and given an opportunity to contest access in court.

"I hope that you and the cable industry will consider this approach," Neustadt said, in the concluding paragraph of his letter.

Wheeler did not say whether that is the approach being followed by NCTA. But he said the privacy question is one of several being examined by the association's Enhanced Services Committee, as it examines regulatory implications of new services.

It was something NCTA would prefer to work on quietly, he suggested. "Suddenly this posturing letter comes along."

The letter to Wheeler was the second action in which White House political motivations were suspect. The other was the White House's expressions of interest in New Jersey's efforts to effect—through the FCC or Congress—a shift of WOR-TV New York's channel 9 to a city in the politically significant state that lacks commercial VHF service.

Neustadt had suggested the National Telecommunications and Information Administration study which concluded that the most feasible way of improving television service to New Jersey would be by a reassignment of channel 9 to the state without moving WOR-TV's antenna from New York's World Trade Center building ("Closed Circuit," Oct. 27). And he said he had suggested to FCC officials that they

"take seriously" the petition filed by New Jersey officials last summer calling for the switch.

But, Neustadt said, in response to a published report in a New Jersey newspaper, "nothing I've done could be described as pressure." Besides, he noted, anyone familiar with the commission knows it is not subject to that kind of pressure.

FCC's role in minority access in the spotlight at L.A. conference

Quello and Jones handle questions and criticisms on commission's posture in fostering minority entry; annual sponsor awards also presented

Two members of the FCC have come under sharp criticism in Los Angeles for the commission's approach to minority representation in broadcasting.

Commissioners James A. Quello and Anne P. Jones shared the hot seat at the 27th annual conference of the American Council for Better Broadcasts, meeting at the University of Southern California on Oct. 25.

Although the conference was billed as an assessment of "The First Amendment in an Information Society," the discussion quickly moved to how the FCC should help minorities improve their standing in the broadcasting industry.

Repeating his call for "total deregulation," Quello argued that the commission is giving minorities a "discriminatory

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*Of course, if you want faster service there's Express Mail Next Day Service.

preference" in its approach to new technologies such as VHF drop-ins, low-power TV stations, 9 khz AM channel separation, and elimination of AM clear channels.

"It's true that minorities are under-represented," Quello conceded, "but the pervasive scarcity is not spectrum, but economic ability." He said the FCC is considering a lottery system for new channel applicants, weighted in favor of minorities. He cited the commission's existing distress sale and tax certificate programs, and its equal employment opportunity requirements as indications of its commitment to help minorities.

Participating in the same panel, National

Association of Broadcasters Chairman Tom Bolger told the 150 attendees that the NAB has raised \$11 million in its minority investment fund which "eventually could be leveraged into approximately \$500 million worth of properties for minority usage."

In contrast, the executive director of the Citizens Communications Center, Nolan Bowie, cited statistics that he believed showed that the FCC has not done enough to help minorities.

"After 11 years of EEO enforcement, minorities hold only 14% of all jobs in the industry," yet they make up 20% of the population, Bowie said. "They are also not concentrated in decision-making posi-

tions," he added. "Only about 1.4% of 9,600 broadcast stations on the air are owned by minorities."

Pointing out that some corporations have already applied for as many as 100 of the newly approved low-power television allocations, Bowie argued for the same kind of FCC consideration for minorities as was shown for public broadcasting in the assignment of noncommercial spectrum space.

"The programing, programers, and owners of the new technologies will generally be the same people as there are today [in the industry]," said Bowie. "Decisions will be made almost exclusively in the marketplace, with the premium on profits."

Bowie also charged the FCC "is making EEO less stringent, when it should be expanded to include salary ranges, pay grades and network employees."

Later, in another panel, Jones reiterated her claim that simply hiring more minorities will not necessarily change programing significantly.

"This degree of specific impact on hiring decisions by small businesses seems to me questionable at best," Jones said. "I have some question in my own mind as to whether the commission ought to leave equal employment opportunity to the Equal Employment Opportunity Commission and concentrate its resources on its particular responsibilities."

She also expressed reservations about the FCC's distress sale policy, which allows minorities to buy troubled stations at 75% of market value.

"I question whether we should not follow up on the sale to see how long the purchasers retain the station, whether they really control it, and whether they alter the programing, in any significant way making it more responsive to minorities."

Jones said she has fewer problems with the commission's tax certificate policy, but labeled it "something of a quick fix, and a limited one at that."

The commissioner defended her contention that the FCC "doesn't have all the answers" to the minority access problem while Pluria Marshall, chairman of the National Black Media Coalition, charged "much of what has come from the commission has been an attempt to try and make minority ownership appear to be a trade-off for advancement in minority employment. I think that notion is criminal," Marshall said.

"The new technology does offer some hope," Marshall continued, "but I ask: 'Who's going to pay for it?' We're going to have to get some economic answers."

Jones countered with the observation that FCC research indicates enough advertising potential exists to justify creation of a fourth TV network. Arguing that minority operators should appeal to a broad audience, Jones suggested that "anyone who goes into broadcasting with programing that cannot sustain his operation is an idiot. They're going to wind up in bankruptcy."

Responding to Marshall's charge that

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"the real black experience has not been considered yet by people who make programming decisions," Jones observed that "if you think *Laverne and Shirley* is representative of the kind of woman that I like to think I am, you're wrong. I'm disenfranchised too."

On other matters, Jones said the FCC is looking at the possibility of allowing "time brokering" on stations as a means of insuring minority access, but declined to provide details.

In the earlier session, Quello proposed assessment of "a practical spectrum usage fee" for broadcasters. He discouraged open-market bidding on spectrum fees, saying "that would limit access to the top one-half of one percent of the population."

Other conference sessions dealt with "user experience" in media access, the intent of the First Amendment, and television commercials as an art form.

The council also presented its Sponsor Recognition Awards to 15 companies. ACBB President Genevieve Finnigan commended them for their financial support of outstanding television or radio programs. The winners:

Atlantic Richfield □ *The Cousteau Odyssey*
Weyerhaeuser □ *If Japan Can, Why Can't We?* and *Bill Moyer's Journal*.

IBM □ *Baryshnikov on Broadway and The Miracle Worker*.

Hallmark Cards □ *All Quiet on the Western Front*

Texaco □ *Metropolitan Opera Broadcasts* (radio) and *Live From the Met*.

Procter & Gamble □ *Son-Rise*.

Ford □ *Washington Week in Review*

Mobil Corp. □ *Masterpiece Theater*.

AT&T and Timex □ *Live From Studio 8H—An Evening With Jerome Robbins* and *Live NBC Theater—The Oldest Living Graduate*.

Corporation for Public Broadcasting □ For "consistent efforts to encourage and uphold high standards of quality in its support of television and radio programs in public broadcasting."

The Center for the Book Library of Congress and CBS □ *Read More About It* project.

NBC □ *Parent Participation Workshops*.

ABC □ *FYI* public service announcements and sponsorship of research by Jerome and Dorothy Singer to develop critical viewing skills curricula for school aged children.

Channel 9 Orlando case may be close to a resolution

Interim operators have worked out ownership plan which they hope will end 28-year-old litigation before FCC and courts

The 28-year-old battle for the license of channel 9 in Orlando, Fla., may be drawing to a close . . . again ("Closed Circuit," Oct. 13).

The five competing applicants for the license of the station, WFTV(TV)—all of whom have been operating it jointly since 1969—have signed an agreement in principle to end the extended litigation before the FCC. The agreement calls for the creation of a joint venture in which each of the five parties would have an ownership interest.

The five competing applicants are Mid-Florida Television Corp.—which was in-

Washington Watch

NUC nixed. FCC denied National Unity Campaign (John Anderson) request that ABC, NBC, and CBS and their O&O's provide Anderson air time comparable to the first five minutes of President Carter's Sept. 18 press conference. Commission said networks' coverage of Carter's entire news conference was valid news judgment and not deliberate intention to advance Carter's candidacy, as National Unity contended.

Neutral on time brokering. FCC has adopted "policy statement" regarding broadcast industrywide practice of time brokering (buying blocks of time and selling spots in it). Time brokering is used most often in connection with foreign language programs. Adoption of policy statement came in response to National Telecommunications and Information Administration petition urging commission to encourage time brokering as way of fostering increased minority involvement in broadcasting. Policy is effectively neutral on issue, but as one FCC staffer says, it recognizes "practice as valid means of serving community needs."

Push it back. FCC has again extended effective date of its order eliminating cable television syndicated exclusivity and distant signal carriage rules to Nov. 28 (previous extension was to Nov. 14). Appeals court in New York asked commission for further extension because of court's postponement of oral arguments on petition by National Association of Broadcasters for stay of commission's order. NAB asked for stay until court decision is reached in Malrite appeal challenging commission's decision to delete rules in first place.

EEO disagreement. FCC has granted short-term renewals for KEBE(AM)-KOOI(FM) Jacksonville, Tex., and KTBB(AM) Tyler, Tex., for failing to meet equal employment standards. Commissioner Abbott Washburn took up cause of Tyler station citing its good affirmative action program, saying that commission was imposing excessive short-term sanction "just because the numbers don't show up" (Out of 46 hiring opportunities in past three years two minorities were hired at KTBB, bookkeeper and part-time announcer.) Washburn also said commission shouldn't "overdo a good thing" Chairman Charles Ferris's reply: "[FCC] can't overdo a good thing" in equal employment opportunity.

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Murray Oken, Vice President, Domestic Sales
 Jim Kraus, Director, Syndicated Sales

initially granted a construction permit for the station in 1955 after a three-year comparative hearing—TV 9 Inc.; Comint Corp.; Central Nine Corp., and Florida Heartland Television Inc.

In 1957 the commission affirmed the initial grant to Mid-Florida, but that decision was appealed through the courts, and in 1958 the Supreme Court remanded the case to the commission with orders to review the case in light of findings that a former Mid-Florida attorney, William Dial, had made improper representations to the late FCC Commissioner Richard A. Mack. The case has been bouncing back and forth between the courts and the commission ever since.

The case has been pending commission review since July 1978 when the FCC Review Board denied Mid-Florida's application and awarded the license for the station to TV 9 (BROADCASTING, July 24, 1978).

The FCC review board based that decision on the fact that a former Mid-Florida board member, attorney Martin Segal, allegedly had financial ties to a reputed organized crime figure in central Florida.

TV 9 was awarded the license on grounds of integration of ownership and

management—holders of 47.5% of the TV 9 stock planned to work full time at the station.

Under the new settlement agreement, which is subject to FCC approval, TV 9 Inc. (Gordon Gray, principal) and Comint Corp., among whose principals are two blacks, and Mid-Florida, owned by Joseph Brechner and his wife, Marion, will each own 28 1/3% of the proposed joint venture licensee with an income interest of 23 1/3%. Central Nine Corp. will own 5% of the venture and have an income interest of 20% and Florida Heartland Television Inc. will own 10% with the same income interest.

In addition, the black stockholders of Comint have an option to buy an additional 14% of the joint venture within three years of FCC approval.

WFTV is currently appraised at between \$40 million and \$50 million. The station's facilities and real estate are owned by Mid-Florida which is now renting both to the interim joint venture group. These would be sold to the newly proposed joint venture licensee for \$3.5 million.

The final draft of the settlement agreement is expected to be filed with the commission within two months.



Abscam application. The Supreme Court ruling permitting the major television networks to copy and broadcast the videotapes introduced as evidence in the first Abscam trial (BROADCASTING, Oct. 20) seems likely to be a key that broadcasters can use to unlock similar courtroom evidence. WdAM-TV Laurel-Hattiesburg, Miss., on two nights last week played pieces of a videotaped murder confession introduced in a trial in Forrest County Court.

Bobby Ray Dixon, who was one of three men charged in the rape and knife murder of a woman on May 4, 1979, is shown above, second from right, from the videotaped confession. Shown with him (l-r) are Charles Boykins, Forrest County National Association for the Advancement of Colored People, and Willie Fluker, a Hattiesburg police detective. To Dixon's right is James Dukes, the attorney who took Dixon's confession.

The videotape, entered in the proceeding to support Dixon's plea of guilty to simple murder (which carries a life sentence), was not played in court. But WdAM-TV's attorneys said it constituted a public record and, on the basis of the decisions of the U.S. Court of Appeals for the Second Circuit and the Supreme Court in the Abscam tapes proceeding, should be made available for broadcast. And, over the objections of the prosecuting attorney, Circuit Judge Jack Weldy agreed.

Up to speed and then some

FCC's facilities division is setting records for processing applications for new stations and major changes; once criticized for slowness, it's ahead of schedule in some cases

The FCC's broadcast facilities division has made substantial gains for fiscal year 1980 in processing applications for new broadcast stations and major facilities changes for existing stations.

The greatest gains came in the processing of applications for new and major facilities changes for television stations. The division disposed of 218 applications—an all time processing record. The 1980 goal for that category was 113.

The year before that when 165 new and major television applications were received, the division was able to process only 69 applications.

Other categories in which the facilities division significantly increased its productivity in the disposition of applications for fiscal year 1980 were:

- New and major commercial FM applications—615 applications (1980 goal: 495) as compared to 447 in 1979—another processing record.

- New and major translator applications—714 applications (1980 goal: 805) as compared to 593 in 1979—still another record.

Jerry Jacobs, who has been chief of the broadcast facilities division since November 1978 attributes the division's increased productivity in part to his attempt to "scientifically project [realistic goals] based on the knowledge of how long it takes to process a given application." Before his tenure, Jacobs said goals were "just numbers" that were not scientifically calculated in relation to the processing capabilities of the division's staff.

The division is required to submit processing goals along with other budgetary information that is submitted to Congress each year.

The facilities division had come under sharp criticism in recent years because of an increasing backlog of new television applications.

In 1976 there were 54 new and major television applications and in 1977 the figure more than doubled with 122 applications filed. Jacobs said that at first staffers thought the increase was an "aberration" that would soon disappear. But the flow has not let up as new and major TV applications figures indicate for the last three years: 1978—147; 1979—165, and 1980—218.

But as Jacobs said about his division, "at least we're holding our own now," so that TV applications are moving faster through the processing line and the division expects "to do even better in the future."

'Second gold rush' for TV facilities seen by Neustadt

White House staffer tells MIT meeting that nonprofit and minority groups should get busy and apply for low-power TV stations and be ready to ask for new AM allocations

Public interest groups have a tremendous chance to capitalize on a "second gold rush" for radio and television outlets, according to Richard Neustadt, associate director of the White House's Domestic Policy Staff.

Neustadt, keynote speaker at a day-long conference on access to broadcasting that drew some 200 community leaders, public interest representatives and broadcasters to the Massachusetts Institute of Technology, Cambridge, urged nonprofit groups and minorities to "reach out and grab this opportunity" before it vanishes.

He credited his group, the courts and the FCC with having won an "intense struggle" to lift restrictions he said had protected the networks' dominion over the airwaves.

Neustadt said minority ownership of stations has doubled in the past two years but is still "totally unsatisfactory" at less than 2% of all licensees. "There's not much more we can do in Washington" about that, he said, calling on his audience to "get into the fray" on its own.

He said cities considering granting cable TV franchises should build in public access requirements in the early stages, to avoid later problems.

Nonprofit groups should explore the possibility of starting their own low-power TV stations, he said, in the wake of the FCC's decision to allow such operations.

"For a \$10,000-\$30,000 investment, you can reach a whole metropolitan area, as long as you don't interfere with existing stations. Licenses will be granted on a first-come, first-served basis, but minority and nonprofit groups have preference. There are already hundreds of applications on file, and thousands of opportunities," he said.

Neustadt sees narrower AM spectrum spacing as a "tremendous one-time chance" for public interest station ownership, predicting that 1,000 new stations will be phased in by 1990 and saying that "we and the FCC have a strong preference" to give these slots to nonprofit groups.

Neustadt said that although his office has been "frustrated, it's not likely that any rules will be changed to force broadcasters to give more access time."

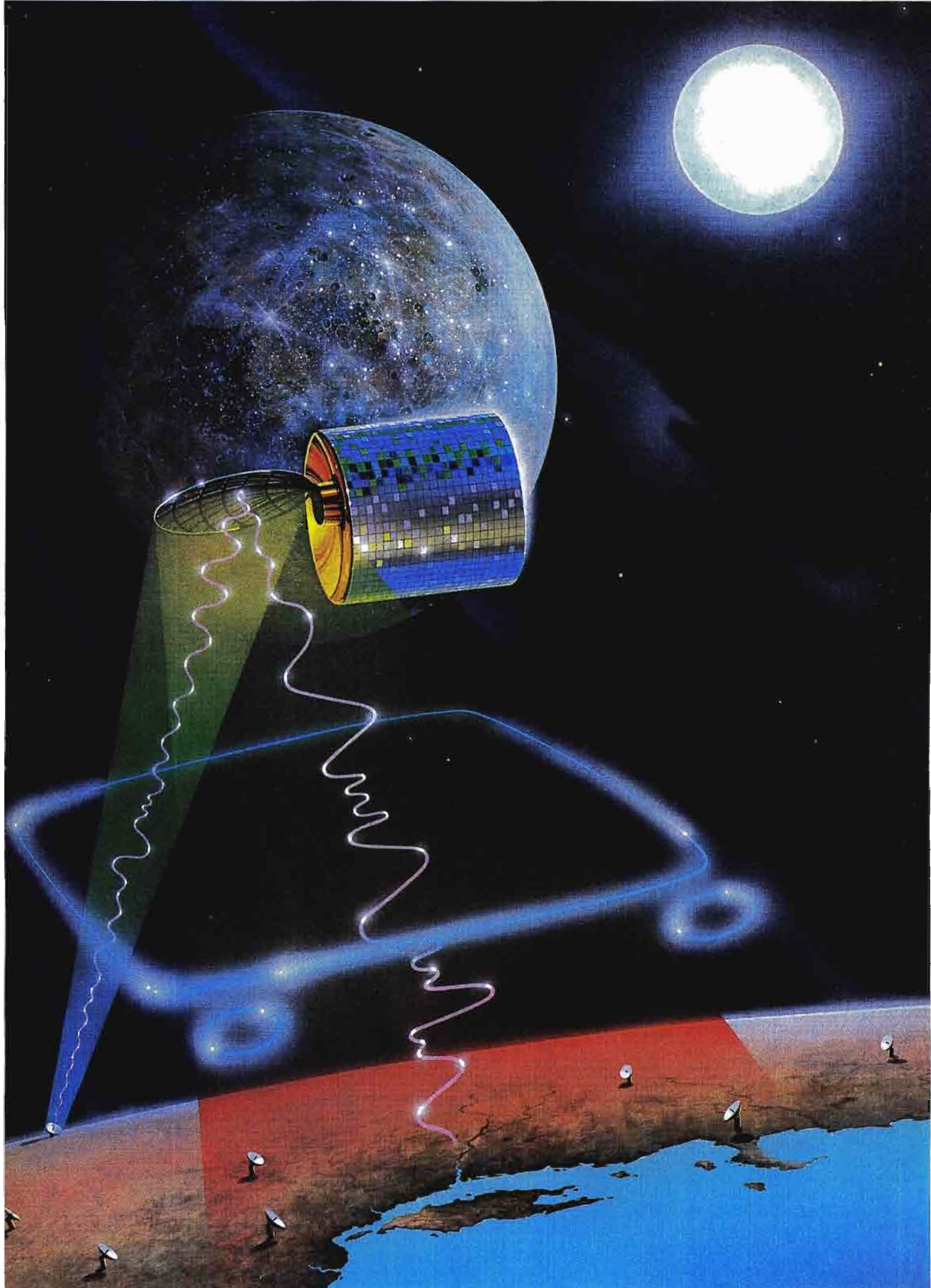
But the editorial directors of two Boston TV stations asked for more suggestions about how to use existing time. Even though he heads a three-person staff which keeps busy seeking out issues,

Philip S. Balboni, WCVB-TV Boston public affairs and editorial director, said: "We tend to get caught up in the daily news flow," called thousands of eyes better than six and urged public interest groups to "do a better job of communicating your concerns to us. We are interested. We are open."

Balboni, a former president of the Na-

Chicago didn't hesitate!





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tional Broadcast Editorial Association, voiced "serious disagreement" with the theory that stations be required to provide access time. He sees a tension between community groups and broadcast journalists, who believe that First Amendment rights should cover them as well as their print colleagues. "We have the maturity to provide access without being told we have to do it," he said.

Arch MacDonald, editorial director of WNAC-TV Boston, said his access spots are underused.

"Too often," he said, "We have to go looking for legitimate, issue-oriented organizations" to put on the air. "We want to hear from you. Please call us."

Rick Borten, cable TV coordinator for the city of Boston (which is now in the first phase of franchising plans), said public interest groups should recognize that their demands for cable program access will have to be balanced with financial needs. He wouldn't like to see first-rate cable companies frightened away by the prospect of municipal ownership of a system, but thinks steep investment costs may make some firms welcome the city's financial participation.

Borten is, however, concerned about the public response to municipal ownership of a cable system: "People may say, 'If you're not good at collecting garbage, how good will you be at operating cable?'"

(Newark, N.J.). Buyer is owned by Harold Koplar (president) and family. They own KPLR-TV (ch. 11) St. Louis and are applicants for new UHF's in Omaha and Des Moines, Iowa. Koplar will not operate STV service on KMUV-TV if FCC approves transfer. KMUV-TV is independent on channel 31 with 537 kw visual and 107 kw aural and antenna 1,020 feet above average terrain.

■ WIZD(FM) Fort Pierce, Fla.: Sold by Gulf Stream Broadcasting Co. to 99 Broadcasting Co. for \$3 million including assumption of liabilities. Seller is owned by Ronald E. Crider (50.5%) and Robert A. Roberts (49.5%). They have no other broadcast interests. Buyer is owned by Henry D. and Carmen Vara, brothers, Francis J. DiMento and James J. Sullivan (21.9% each) and three others. Vara brothers have restaurant interests in Boston area. DiMento and Sullivan are Boston law partners. They have no other broadcast interests. WIZD is on 98.7 mhz with 100 kw and antenna 1,500 feet above average terrain.

■ WKTQ(AM) Pittsburgh: Sold by Nationwide Communications Inc. to Broadcast Enterprises National Inc. for \$1.5 million. Seller is group owner of three AM's, four FM's and three TV's owned by Columbus, Ohio-based Nationwide Mutual Insurance Co. Charles Fullerton is president. Buyer is group owner of five AM's, two FM's and one TV principally owned by Ragan Henry. It has sold WTAN(AM)-WOKF(FM) Clearwater, Fla., earlier this year to separate buyers (BROADCASTING, Aug. 25). WKTQ is on 1320 khz with 5 kw full time. Broker: Blackburn & Co.

■ KAAP-AM-FM Santa Paula, Calif.: Sold by Rancho Broadcasting Inc. to Pac West Broadcasting Corp. for \$1.2 million. Seller is owned by William F. Wallace who has no other broadcast interests. Buyer is owned equally by Gordon Miller, Tom Chilcott and John Lego. Miller is president of Denver outdoor advertising company. Chilcott is Fort Collins, Colo., commodities investor. Lego is former general manager of KLDK(AM) Denver. They have no other broadcast interests. KAAP is on 1400 khz with 1 kw day and 250 w night. KAAP-FM is on 96.7 mhz with 87 kw and antenna 1,500 feet above average terrain. Broker: Chapman Associates.

■ KTRB(AM)-KHOP(FM) Modesto, Calif.: Control (65%) sold by Pete Pappas Co. to Pete Pappas (as individual) for \$1.1 million. Pappas, 35% owner of stations, is purchasing outstanding stock from other shareholders, Michael Sturtevant, Roger L. Roberts and James M. Toco (11 2/3% each) and Norman W. Johnson, Robert H. Olson and Robert M. Piccinini (10% each). Sellers have no other broadcast interests. Pappas is manager of KTRB-KHOP and has sold KGEN(AM)-KBOS(FM) Tulare, Calif. (BROADCASTING, Jan. 28). KTRB is on 860 khz with 10 kw day and 1 kw night. KHOP is on 104.1 mhz with 50 kw and antenna 500 feet above average terrain.

■ KWKC(AM)-KORQ(FM) Abilene, Tex.:

Changing Hands

PROPOSED

■ KMUV-TV Sacramento, Calif.: Sold by Tandem Productions Inc. and Jerry Perenchio (50% each) to Koplar Communications Inc. for \$7.6 million. Seller, which bought station earlier this year (BROADCASTING, Jan. 28) to provide subscription television service (STV), is seeking waiver of FCC's rule against sale of a station within three years of acquisition, citing changes in Sacramento market

(cable expansion and MDS operations) which prevent successful operation of STV service there. Tandem Productions is Norman Lear's TV production company of which Perenchio—STV entrepreneur—is chairman and chief executive officer. Perenchio is also 50% owner of National Subscription Television which owns and operates two subscription TV stations: KBSC-TV Corona, Calif. (Los Angeles), and WXON-TV Detroit. Tandem and Perenchio also own WNJU-TV (STV) Linden

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11/3/80

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

■ KWYO(AM)-KLWD(FM) Sheridan, Wyo.: Sold by Big Horn Communications Corp. to Community Media Inc. for \$937,500. Seller is owned by William R. Sims who owns 51% each of KVSF(AM) Santa Fe, N.M.; KUGR(AM) Green River, Wyo., and KSAA(FM) Casa Grande, Ariz. Buyer is owned by David F. Palmerlee, Senator Malcolm Wallop (R-Wyo.) and Stan Huckaby (one-third each). Palmerlee is Sheridan, Wyo., attorney. Wallop, who assumed office in 1977, also owns ranch in Sheridan. Huckaby is Washington political financial consultant. They have no other broadcast interests. KWYO is on 1410 khz with 5 kw day and 500 w night. KLWD is on 96.5 mhz with 25 kw and antenna 13 feet below average terrain.

■ WIGO(AM) Atlanta: Sold by WIGO Inc. to Sheridan Broadcasting Corp. for \$650,000 or 65% of market value, whichever is less. Sale is contingent upon FCC reversal of administrative law judge's decision on June 6, 1979, revoking station's license for alleged lottery violations. Seller is owned by Emil Mogul (70.3%), former New York advertising agency owners, and wife, Helene (29.7%). Moguls have no other broadcast interests. Buyer is owned by Ronald R. Davenport (86.06%), Thomas E. McKinney (3.64%) and 10 others. Sheridan is licensee of WUFO(AM) Amherst, N.Y., and WYJZ(AM)-WAMO(FM) Pittsburgh. It also owns Sheridan Broadcasting Network (formerly Mutual Black Network). It has sold WILD(AM) Boston (BROADCASTING, July 21). WIGO is on 1340 khz with 1 kw day and 250 w night.

■ WFAU-AM-FM Augusta, Me.: Sold by Capitol Communications Corp. to Tanist Broadcasting Corp. of Boston for \$600,000. Seller is owned by Harold Vigue (57.5%), Norman Gallant (24%) and Joseph Roy (18.5%). Vigue also owns 50.8% of WKRD-AM-FM Rockland, Me. Gallant and Roy have no other broadcast interests. Buyer is owned by T. Barton Carter (97%) and C. B. Wismar (3%). Carter is Boston University professor of communications. Wismar is associated with Washington religious film production company. They have no other broadcast interests. WFAU(AM) is on 1340 khz with 1 kw day and 250 w night. WFAU(FM) is on 101.3 mhz with 4.8 kw and antenna 315 feet above average terrain. Broker: Blackburn & Co.

■ WCNX(AM) Middletown, Conn.: Sold by David E. Parnigoni to Berkshire Broadcasting Co. for \$550,000. Parnigoni has no other broadcast interests. Buyer is owned

by Donald A. Thurston (51%) and William H. Vanderbilt (49%). They also own WMNB-AM-FM North Adams and WSBS(AM) Great Barrington, both Massachusetts. Thurston, immediate past chairman of National Association of Broadcasters joint board, manages stations and Vanderbilt is Williamstown, Mass., investor. WCNX is 1 kw daytimer on 1150 khz. Broker: Blackburn & Co.

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

Gerald P. Mikitka, Chicago investment broker. He is also principal owner of KIXY-AM-FM San Angelo, Tex.; WKZN-AM-FM Zion, Ill., and WADC(AM)-WBIZ(FM) Parkersburg, W. Va. WIVI-FM is on 99.5 mhz with 4.9 kw and antenna 205 feet above average terrain. Broker: Chapman Associates.

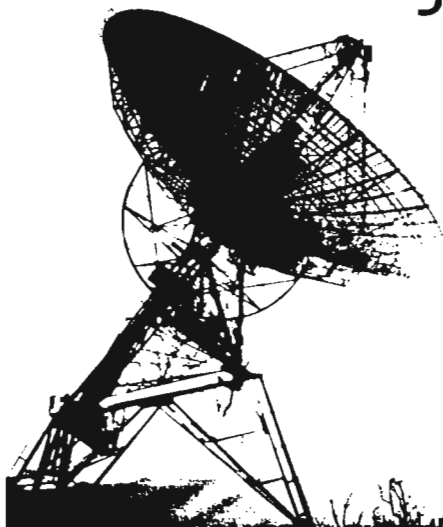
■ KCRT(AM) Trinidad, Colo.: Sold by Trinidad KCRT Inc. to Colorado Broadcasting Inc. for \$450,000. Seller is owned by Jim Platt who has no other broadcast interests. Buyer is owned by Tony A. Cranford, sales representative for KLAQ(AM) Lakewood, Colo. (Denver). He is also CP applicant for new FM in Trinidad. KCRT is on 1240 khz with 1 kw day and 250 w night. Broker:

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■ **WFIF(AM)** Milford, Conn.: Sold by Colonial Broadcasting Co. to K.W. Dolmar Broadcasting Co. for \$425,000. Seller is owned by Blair Walliser (89%), J. Olin Tice Jr. (1.5%) and six others. Seller parent, Communications Corp. of America, has 49% interest in **WBUG(AM)** Ridgeland, S.C. Tice has sold, subject to FCC approval, **WCAY(AM)** Cayce, S.C. (BROADCASTING, Oct. 20). Buyer is owned by Walter W. Curley and Kenneth R. Chapin (35% each) and Edward T. Jones (30%). Curley is retired president of Liverpool, N.Y., manufacturer of library furniture and supplies. Chapin is Milford,

Conn., media broker. Jones is operations manager of **KPLX(FM)** Fort Worth. They have no other broadcast interests. **WFIF** is daytime on 1500 khz with 5 kw.

■ **KRRO(FM)** Ardmore, Okla.: Sold by J.W. Brauer to Pro Media Inc. for \$300,000. Brauer has no other broadcast interests. Buyer is owned by Richard L. Moore (51%) and Robert D. Hanna (49%). Moore, based in Midland, Tex., has various oil and gas interests throughout state. Hanna is Dallas-based media broker. He owns 20% of **KERV(AM)-KPFM(FM)** Kerrville, Tex., and 33% owner of **Black Cat Broadcasting** which has purchased **KROX(AM)** Crookston, Minn.

(BROADCASTING, July 14). In addition, he is 27% owner of applicant for new FM in Crookston. **KRRO** is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KAPR(AM)-KRRK(FM)** Douglas, Ariz.: Sold by James Coursolle to E.V. Tetrault for \$250,000. Coursolle also owns **WLKE(AM)-WGGQ(FM)** Waupun, Wis. Tetrault is Stockton, Ill., real estate investor with no other broadcast interests. **KAPR** is on 930 khz with 2.5 kw. **KRRK** is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Milton Q. Ford & Associates.

■ Other proposed station sales include: **KLYX(AM)** Sioux Falls, S.D.; **KBUH-AM-FM** Brigham City, Utah, and **WEMP(AM)-WNUW(FM)** Milwaukee (BROADCASTING, July 21) (see "For the Record," page 83).



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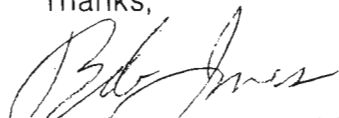
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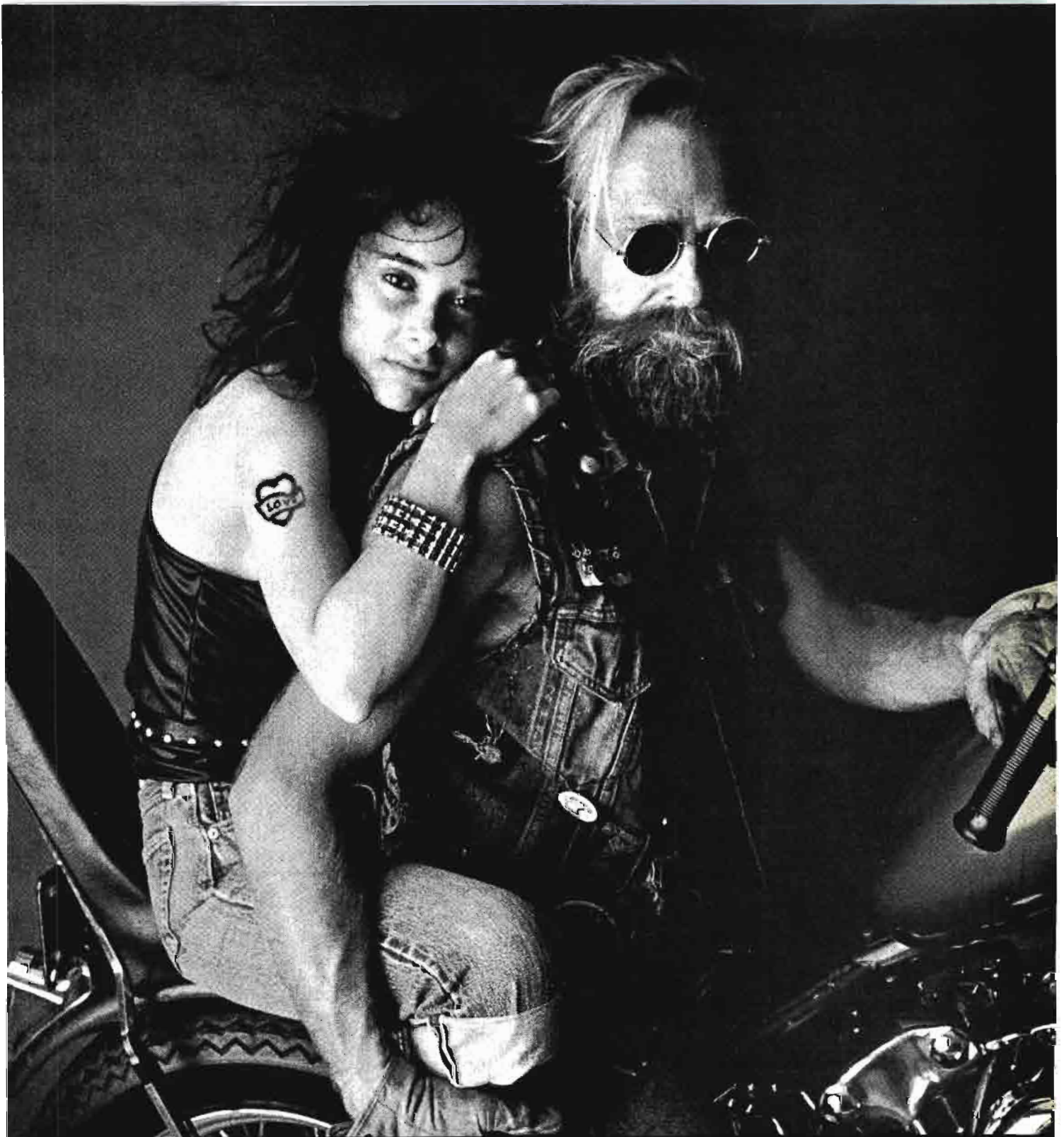
Thanks,


BOB JONES, President
SBE

APPROVED

■ **KTIV(TV)** Sioux City and **KWWL-TV** Waterloo, both Iowa: Sold by Black Hawk Broadcasting Co. to American Family Corp. (AFC) for \$45 million in common and newly issued preferred AFC stock ("In Brief," Oct. 1, 1979). Deal also includes six cable television franchises in Dallas-Fort Worth area and industrial catering firm and outdoor advertising company in Waterloo. Seller, closely held company headed by Chairman Robert Buckmaster and President Harry G. Slife, will become subsidiary of AFC. It has spun off its other broadcast properties to comply with FCC duopoly and crossownership rules: **KCBC(AM)** Des Moines, Iowa (see below); **KLWW(AM)** Cedar Rapids, Iowa (BROADCASTING, March 10); **KAAL(TV)** Austin, Minn. (BROADCASTING, Oct. 6), and **KWWK(AM)-KFMW(FM)** Waterloo (BROADCASTING, Sept. 29). Buyer is Columbus, Ga.-based holding company with principal subsidiaries in insurance business. It also owns **WYEA-TV** Columbus and **WTOG-TV** Savannah, both Georgia; **KFVS-TV** Cape Girardeau, Mo., and **WAFF-TV** Huntsville, Ala. AFC is publicly traded but controlled by John B. Amos, chairman and chief executive officer, and family. **KTIV** is NBC affiliate on ch. 4 with 100 kw visual, 20 kw aural and antenna 1,920 feet above average terrain. **KWWL-TV** is also NBC affiliate on ch. 7 with 316 kw visual, 27 kw aural and antenna 1,980 feet above average terrain.

■ **KCBC(AM)** Des Moines, Iowa: Sold by Black Hawk Broadcasting Co. to Des Moines Broadcasting Co. for \$500,000 as last of spin-offs from Black Hawk Broadcasting-American Family Corp. merger (see above). Buyer is owned by C. Ross Martin, Glen Stanley, Max Landes, Ed Podolak, Bill Fischer and Paul Olson (10% each) and others. Martin is president and 15% owner of **KQAQ(AM)** Austin, Minn. He is also manager of Iowa Radio Network, association of 17 Iowa radio stations. He also owns 15% of **KVFD(AM)** Fort Dodge, Iowa. Stanley is executive vice president and general manager of **KBOE(AM)** Oskaloosa, Iowa. He also owns



So they threatened the magazine. They didn't like their picture in the exposé on "a gang of thieves and killers." They'd left the gang—back when it was just another motorcycle club. So they sued for libel; then settled out of court. Fortunately, the magazine had ERC's protection. Because for just this kind of unforeseeable threat, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. **Employers Reinsurance Corporation.**

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15% of both KQAZ and KVFD. Landes is president, general manager and 15% owner of KVFD and also owns 15% of KQAZ. Podolak is former professional football player with Kansas City Chiefs and now has various business investments there. Fischer is associated with St. Louis advertising agency. Olson owns KLEM(AM) Le Mars, Iowa. KCBC is on 1380 khz with 1 kw full time.

CABLE

■ Cable systems serving city of Redlands and San Bernardino and Riverside counties, all California: Sold by Televents Inc. to Field Communications for approximately \$4 million ("Closed Circuit," Sept. 29). Televents will manage systems for unspecified period of time after completion of sale. Seller is privately held Walnut Creek, Calif.-based multiple system operator with systems or franchises in California, Florida, Colorado and Wyoming. Carl M. Williams is chairman and Gail E. Oldfather is president. Field Communications, subsidiary of Field Enterprises which also owns *Chicago Sun-Times*, is group owner of five UHF stations. Don B. Curran is president. Redlands, San Bernardino and Riverside systems have total of 7,600 basic subscribers with 5,800 Home Box Office subscribers and pass 23,000 homes.

Neuharth says media must change way they see selves

Gannett chief emphasizes future will belong to those in the information business

Broadcasters and publishers will survive and prosper in the coming "information society" if they understand that they're in the information business—not in radio, television, magazines or newspapers.

That's the prediction of Allen W. Neuharth, Gannett Co. chairman and president, who foresees more communications strides in the next 10 years than in all previous history.

Neuharth, whose company owns seven television and 13 radio stations as well as 82 daily newspapers, told a Boston meeting of the New England chapter of the Society of Professional Journalists, Sigma Delta Chi that he agrees with estimates that by 1990, half of America's households will have cable TV.

But that doesn't mean, he added, that any medium will be obsolete. He envisions more papers in a decade, as well as more over-the-air television and radio stations.

"The key is the mix" of media the public will accept, Neuharth said, declining to be specific either about Gannett's future "mix" or about what he thinks it should be.

He thinks Americans will be hungrier than ever for information—"at a reasonable price"—and that this should provide an opportunity, not a threat, for large newsgathering organizations such as his own, which he estimates distributes less than 20% of the information it gathers.

Neuharth said he thinks Ted Turner's Cable News Network and superstation have a better chance for survival than Turner gives newspapers. The Gannett chief said the traditional paper—ink, delivery boys and all—will be with us for a couple of generations at least, supplemented by other media.

Existing information sources can find "complementary niches" instead of battling one another for survival, Neuharth said. He regretted, however, that although philosophically he would want to see competition between such services as the Associated Press and United Press International, the "economic facts of life" are that UPI may not be able to survive (BROADCASTING, Oct. 13).

"Ideally" competition is desirable, Neuharth stated, but added that just as the days of the four-newspaper town are gone, the public adapts, and does the best it can with fewer competitors in one market.

Communicators are "perfectly poised on the threshold of the new information society," Neuharth maintained, asking listeners to remember that the railroads failed because they forgot that they were in "the transportation business, not the railroad business."

New department and personnel for NCTA

The National Cable Television Association has taken action to realize some of the goals it set for itself at its last board meeting (BROADCASTING, Sept. 22). Last week it established a new department, media services and research, "to meet the cable industry's growing demands in the fields of programming and advertising." It also hired a vice president to head the operator services department.

Char Beales was promoted from director of research to vice president, media services and research, as newcomer Bernard Carver claimed Beales's old title. Michelle Minarcin was named assistant director of research; Gail Dosik, assistant director of media services; Anne Pagano, media services assistant, and Rona Herman, administrative assistant.

Beales, a 1973 graduate of George Washington University, Washington, worked in the research departments of WRC-TV Washington and WBBM-TV Chicago before joining NCTA in 1979.

Carver joins NCTA from the Public Broadcasting Service where he served as a research associate. He holds a degree in communications from Michigan State University (1972) and a master of education degree from Harvard.

Edward J. Burakowski, executive vice president of the Future Business Leaders of America, was named vice president of operator services, whose expanded scope includes providing assistance to state and regional associations. Jadz Janucik, assistant director of the department, was named director. And Diana Munger, assistant to NCTA President Tom Wheeler, has taken over Janucik's former post.

Touch that dial

New York broadcasters propose plan to ask people to keep their radio sets turned down to avoid county ban on outdoor use

Radio broadcasters in Westchester county, New York, are planning a promotional campaign to encourage people to respect the audio rights of one another. The campaign is part of a compromise being forged with county officials who in late September voted to ban radios from public beaches and pools.

Complaints from citizens about loud music from too many radios prompted the county's Department of Parks, Recreation and Conservation to initiate the ban. The action caused an angry reaction from area radio broadcasters.

"The issue concerns the right of state government or Westchester county to regulate the time, place and manner of speech and, in this case, the right of people to receive information via radio," said Bill O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, who is among those lead-

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Speaking in Sydney. The Federation of Australian Radio Broadcasters celebrated its 50th anniversary in Sydney Oct 11-15, at the Hotel Wentworth. Vince Wasilewski, president of the National Association of Broadcasters in Washington, spoke during the convention, and also served as speaker at a luncheon held Oct 15 by the Advertising Club/Sydney Time Club. Among those at the luncheon pictured above, l to r: Stan Wilmott,

president of the Federation of Australian Radio Broadcasters, Don Neely, president of the Advertising Club; Bob Francis, general manager of Radio 5AD in Adelaide; Jim Robertson, director of marketing, Radio New Zealand; and Ken Archer, general manager of the Commonwealth Broadcasting Network. Above, right: Wasilewski and his wife, Pat, hold Kilori stick memento at the Advertising Club/Time Club luncheon.

ing the broadcasters' countereffort.

O'Shaughnessy and John Winkel, WFAS(AM)-WWYD(FM) White Plains, have enlisted the support of the National Association of Broadcasters and the New York Market Radio Broadcasters Association in organizing their effort. "We haven't brought out the big guns yet," said O'Shaughnessy, "but we're glad they're poised."

The decision by the Department of Parks, Recreation and Conservation is not yet a county ordinance, according to O'Shaughnessy. Local broadcasters hope to convince officials to rescind the order before it becomes law. "We've received strong signals from County Executive Al Del Bello that he is not at all comfortable with the ban," said O'Shaughnessy.

On Friday, Oct. 17, O'Shaughnessy met with Del Bello and developed what may be a compromise. At that meeting, Del Bello asked county parks commissioners to develop alternative solutions to the problem of too much loud music on the beaches. He also asked broadcasters to create a campaign encouraging people to be more considerate of one another.

"It's a positive approach to the problem," said O'Shaughnessy, "and a nice campaign for us." Area broadcasters plan to meet Nov. 6 to begin developing the campaign.

PBS proposal to allow corporate logos gets first OK

Committee approves plan it hopes will increase underwriting by corporations; it rejects liquor and cigarette support; next step is full board action

In its search for ways to increase funding, a Public Broadcasting Service committee has given initial approval to a proposal for

program underwriters to include their corporate logos in on-air announcements.

At the same time, the committee rejected a plan to allow cigarette and liquor companies to underwrite PBS programs.

Meeting in Las Vegas, the Distribution and Support Committee endorsed a plan to allow corporate logos to be displayed in

the underwriting announcement following PBS programs. Currently, the FCC requires that the underwriter's corporate, generic name be used in announcements.

If PBS's board of directors approves the proposal at its meeting Nov. 18, it would clear the way for PBS management to examine the use of corporate logos. The

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Jim Kraus, Director, Syndicated Sales

FCC must give final approval on any change in policy.

By allowing companies to use familiar designations and logos, PBS hopes more companies will consider funding programs, thus increasing revenues.

PBS spokesman Mark Harrad said the full board "generally goes along with" the committee's recommendation. Therefore, because the committee recommended retaining the ban on cigarette and liquor participation, that proposal will probably not be considered by the board.

The proposal to remove the ban against cigarette and liquor companies was not a "universal" one, Harrad said. To avoid the appearance of an endorsement, the proposal would have restricted a company with the same name as its product from underwriting programs, and allowed a diversified company with some cigarette or liquor interests to be an underwriter.

Cigarette advertising on radio and television has been prohibited by federal law since 1971. A voluntary ban on hard liquor commercials is part of the National Association of Broadcasters' television and radio codes.

In addition to hearing the logo proposal, PBS's board will examine the possibility of increasing revenue through its satellite and teleconference services.

NAEB convention attracts 900 in Las Vegas

56th annual gathering features workshops on broadcast education, engineering, management; scheduled for first time by association's Public Telecommunications Institute

Specific, instructional sessions were emphasized over the big-name speakers at the National Association of Educational Broadcasters' 56th annual convention in Las Vegas last week—and the billing earned high marks.

Nearly 900 professionals in the educational telecommunications field attended the four-day conference Oct. 26-29, participating in more than 100 individual sessions and mini-courses offered in broadcast education, engineering, production, management and research.

The Public Telecommunications Institute, an NAEB division, organized the conference for the first time, and scheduled seminars with specialists in various areas of educational broadcasting.

Among the session leaders were Richard Shibben, chief of the FCC's Broadcast Bureau; Elaine Carter, discussing women in telecommunications management; Roberta Clarke, marketing professor at Harvard University, and attorney Richard D. Marks, a copyright expert.

Sessions in previous years were "a hodge-podge," according to NAEB President James Fellows, who was pleased with the structure and diversity of this year's offerings. Reaction from participants, Fellows said, has been "very positive."

Representatives from the Public Broad-

InSync

Bit early. In early reply comments, Telease, developer of pay-TV systems, strongly endorsed CBS's petition for teletext rulemaking. It said it joins "with those . . . who said that the CBS system is so far advanced technically that it merits serious and prompt consideration by the commission." Telease said FCC should not wait for Electronic Industries Association teletext subcommittee to complete its work. "If the EIA, or any other party, has reason to request a delay in the time for the filing of comments or reply comments in the proceeding, . . . the commission will be free to continue the proceeding for as long as it deems appropriate."

Another in a series. Teac, Montebello, Calif., has introduced two new audio recorders in its Tascam Creative Series. Model 22-4 is compact four-track costing \$1,425. At slightly more than half that price, 22-2, compact half-track, is available.

Check it out. Elcon Associates has extended line of videotape evaluators from one- and two-inch to videocassette. Model 750, to be on display at Society of Motion Picture and Television Engineers exhibition Nov. 9-14, incorporates same technology as its predecessors. It features bar-graph displays and can clean, evaluate, rewind (with constant tension) and grade one-hour cassette in six minutes. Elcon gear is distributed by Television Equipment Associates Inc., South Salem, N.Y.

Everybody's in act. Even NASA is in satellite programming business. It will distribute 13-week series, *The History of Space Travel*, via satellite beginning next month through cooperation of Southern Educational Communications Association. First of half-hour shows will be put on Westar I, transponder 8, on Dec. 13 at 2:30 p.m. (NYT). Remaining 12 will be transmitted at rate of one per week at same time and on same satellite. According to NASA, series consists of NASA films packaged with updated opening and closing and can be received by anyone.

Another group, another meeting. First STV industry conference, sponsored by Subscription Television Association, is scheduled for Nov. 18-19 at Beverly Hilton, Los Angeles. Speakers include Burt Harris, chairman of Premiere; Isaac Blonder, Blonder-Tongue Labs; Andrew Wald, vice president for programming, National Subscription Television, and Paul Kagan, Paul Kagan Associates. Information: (213) 973-1100.

Pulling it together. Broadcast Electronics has shut down Fresno, Calif., plant and moved production of its QRK line of studio equipment to main plant in Quincy, Ill. To make room for QRK, BE has expanded Quincy plant from 30,000 to 50,000 square feet. QRK line includes 12-inch and 16-inch turntables, Rek-O-Kut tone arms, pre-amplifiers and audio consoles.

Less than six months. Engineering department of National Association of Broadcasters is making ready for annual NAB convention, April 12-15, 1981, in Las Vegas. It is asking for technical papers and nominees for 1981 Engineering Achievement Award. Those interested in presenting papers should send 100-word abstract to engineering department at NAB headquarters in Washington no later than Nov. 30. Nominations should be sent to same address. Engineering Conference Committee will pick award winner at December meeting.

New lessons. Conference on uses of telecommunications for development of new profit centers and improved corporate communications has been planned by Communications Technology Management, McLean, Va., and University of Southern California Annenberg School of Communications for Dec. 8-9 in Los Angeles. Speakers include Ted Turner, president of Turner Broadcasting System; Representative Timothy Wirth (D-Colo.); Tom Wheeler, president, National Cable Television Association; Jim Jimirro, Walt Disney Productions; George Billings, Satellite Television Corp. (Comsat); John Puente, MA/COM; Chet Simmons, Entertainment and Sports Programming Network; Mike Trager, D'Arcy-MacManus & Masius; Herb Granath, ABC Video Enterprises, and Gus Hauser, Warner Amex Cable Communications.

Qatar sale. Robert Bosch has been awarded \$6.1-million contract to supply complete television studio for Arabian Gulf state of Qatar. Order includes eight KCK studio cameras, four BCN-51 videotape recorders and four solid-state film scanners. Studio, to be located in Doha, is for country's second television channel.

Sony overseas. Sony Broadcast will open two more regional sales offices—in Cairo and Vienna. Cairo office, to be managed by Dan Anco, will be responsible for sales, service and counseling for Middle East. Vienna office will be responsible for Austria and Yugoslavia. It will be run by Gunter von Cavallar.

NEW YORK

Nurad meets the challenge.



Nurad, the leader in microwave television systems, became known to broadcasters through its QUAD, SUPERQUAD™, and GOLDEN-ROD™, landmarks in ENG/EJ antenna design that have virtually become the standards of the industry. In the case of the World Trade Center, the challenge was to develop an antenna that could be fitted within very narrow confines on the face of the tower and still deliver adequate performance for reliable STL/TSL links for the several New York TV stations involved in relocating their transmitters and broadcast antennas. The result was the WT-series, an asymmetrical, offset-fed, circularly polarized antenna that couples circular polarization with maximum achievable

system gain for these absolutely vital links. The WT-series has now been accepted as *THE* World Trade Center antenna by the New York TV broadcasters.

Nurad is more than a developer of high quality circularly polarized microwave antennas. Our product line features power amplifiers in the 2 and 7 GHz bands, digital remote control subsystems, and airborne ENG/EJ systems in the COPTER POD™ and MINI POD™. In addition to our high-quality components, we also offer complete microwave TV systems from design through turnkey installation. **FOR YOUR MICROWAVE REQUIREMENTS. GO WITH THE LEADER.**

See Nurad's WT-Series World Trade Center antenna, dual-band SUPERQUAD™ II, COPTER POD™, MINI POD™, DUALROD™, and MC3 Digital Remote Control at the 122nd SMPTE Technical Conference and Equipment Exhibit at the New York Hilton Hotel, November 11th through 13th.

NURAD
The leader in microwave
TV systems.

casting Service, Interregional Program Services, and independent producers discussed buying and selling; academics debated the reliability of predictors of television shows' popularity, and personnel experts presented recruiting and interviewing techniques.

The association presented its distinguished service award to Nicholas Zapple, former communications adviser to Senator Warren Magnuson (D-Wash.) and retired chief counsel of the Senate's Communications Subcommittee, for his commitment to public broadcasting.

Awards for distinguished teaching were given to Elinor Richardson, retired director of the Las Vegas city school system, and Arthur Hungerford, former professor at Pennsylvania State University.

Leadership in telecommunication awards went to Frank Blythe, of the Native American Public Broadcasting Consortium; Nolan Bowie, executive director of the Citizens Communication Center, Washington; Valeria Lee, general manager of WVSP(FM) Warrenton, N.C.; Florence Monroe, assistant vice president for telecommunications, University of Alabama; Mary Umolu, professor at Medgar Evers College, Brooklyn, N.Y., and Ernie Sanchez, general counsel, National Public Radio.

Complementing the convention schedule were a variety of general interest speakers. Representatives of the three major presidential candidates spoke at the Policymakers' Luncheon Oct. 29. White House staff member Richard Neustadt represented President Jimmy Carter; adviser John Eger spoke for Ronald Reagan, and Texas politician Cissy Farenthold spoke for John Anderson.

The 1981 convention will be held in New Orleans.

More Telco fears

Lee's Schermer says phone company is greatest threat to newspapers as well as to cable operators

Although ruling out participation in the cable industry as a strategy for his company, Lloyd Schermer, president of publisher/broadcaster Lee Enterprises, pointed to the same looming figure as many cable operators when identifying the main threat to his business in the coming decades—Ma Bell.

Speaking to security analysts in New York, Schermer noted that while the publishing industry's record for the last decade has been "great," when viewed through advertising and circulation revenue figures, looked at in "real growth" terms—advertising linage and circulation—its record is flat.

He then pointed to "some basic economic facts underneath the surface"; soaring costs for newsprint, the gasoline for delivery trucks, labor, and shrinking prices for telecommunications and computer memory. Newspapers, he suggested should "deliver some of our information

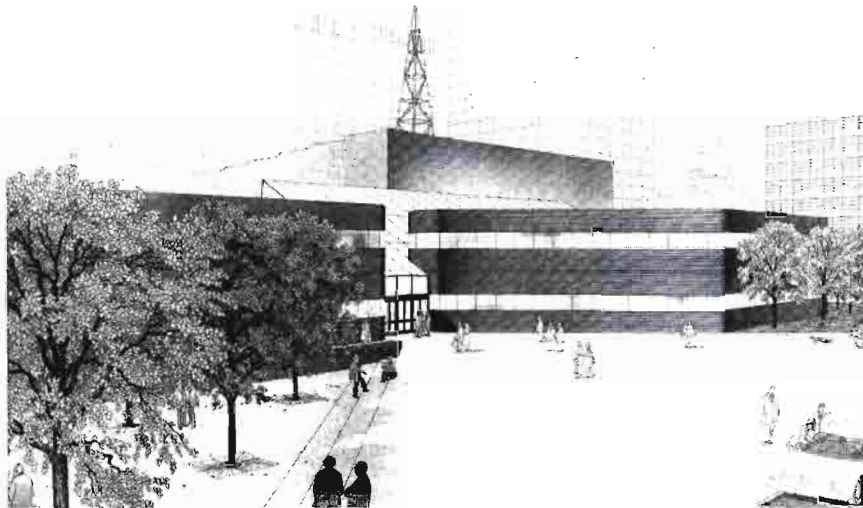
using declining computer memory and transmission costs."

And that's where the telephone company comes in. Schermer called it the only other "interactive system for the distribution of information" beside newspapers and the post office, and Ma Bell, he said "has her sights focused directly on our industry."

Through yellow pages advertising, which he said electronics will soon turn into "essentially ... the same service" as classified advertising, AT&T is already the biggest publisher in the USA, according to Schermer. And in his telling of the story it was only as a result of "a successful 11th hour effort on [Capitol] Hill by American

Newspaper and Publishers Association directors and its member publishers" that AT&T was prevented from pushing a Communications Act rewrite through the last session of Congress.

Newspapers, Schermer proposed, will achieve "real growth" in the coming decade by selling their information in non-traditional ways, such as small units of information delivered "using print, or audio or visual, or combinations of all three," and by using technology to increase services to advertisers. Technology, Schermer said, is providing mass circulation newspapers "the opportunity to serve our mass of customers on an individualized custom-made basis."



New digs for WDIV. Work is under way in downtown Detroit on a new broadcast facility for wdiv(tv) there. On Lafayette Boulevard adjacent to the current wdiv building, the new complex is scheduled for completion in October 1981. The 81,000-square-foot layout will include four independently controlled studios that will increase local production capabilities, a computerized newsroom incorporating state-of-the-art newsgathering and studio technology, an electronic weather station with radar, a tree-lined plaza in front of the area, a closed-loop system to redistribute heat from TV equipment and other sources as well as an atrium around the entrance and center to add sunlight heating. At an Oct. 13 ceremony (lower photo), Katharine Graham, chairman of the parent Washington Post Co., broke ground. Looking on: James T. Lynagh, vice president and general manager of the Post-Newsweek station, and Detroit Mayor Coleman Young.



TWA's Next Flight OutSM Service Des international. we're celebrating with a sweepstakes.



Grand Prize: a first class two-week European extravaganza. And prizes for everyone who enters.

Think of it. Two first class weeks for two, in London, Paris, Rome, Lisbon—in any of eight international TWA cities that you choose. Or a trip to the excitement and spectacle of Las Vegas. Or luggage. Or a Polaroid camera. And more prizes. In fact, prizes for everyone who enters.

That's our way of saying that everyone's a winner, with TWA's new Next Flight OutSM International Small Package Service.

We're proud to announce that our high-speed, low-cost Next Flight Out Service can now get your small package to Europe *overnight*, including pickup and delivery, and customs clearance. All for as little as \$55.* And of course, we still provide service to 54 cities throughout the U.S. For shipping details, call 800-638-7380.

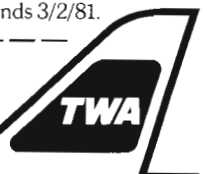
How the Sweepstakes Works.

The great thing about our Sweepstakes is that you can enter more than once. When you send a small package or our convenient Next Flight Out Pak, you can send us the airbill number on the Official Entry Form, and we'll enter you in the Sweepstakes. However, no purchase is necessary.

Our colorful Sweepstakes package contains all the details, rules, and Sweepstakes Entry Forms. If you haven't already received it, just cut out and send us the handy coupon below. (Sweepstakes void where prohibited by law.) TWA's Next Flight Out Sweepstakes. It's one more reason you're going to like us.

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TWA, P.O. Box 25, Grand Central Station, N.Y., N.Y. 10017 Please rush Sweepstakes information and entry forms to me.		
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You're going to like us



*London rate from New York. Prices vary for other cities.

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

News is the heartbeat of Mutual. That's why we're at the heart of the news, Washington, D.C. Mutual is the only commercial radio network headquartered in the Nation's Capital, and that makes a big difference in getting the news and getting it out faster.

And we get the news in faster. With 950 affiliates, we have 950 news sources, literally, covering the nation. Add to that our resident correspondents in every major world capital and the big news is that Mutual is the largest single radio news network.

Because radio is our only business, our network reporters and correspondents are a special breed of journalists.

Radio only journalists business, not show business, in a meaningful way, the

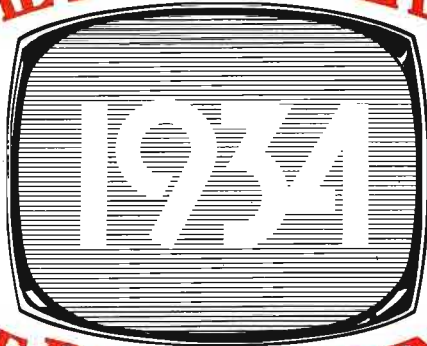
One of the key dimensions of the year has been the race for the White House with the primaries, then reporting the news with the conventions as the only commercial radio network to-gavel coverage. And we follow the news to the wire. On the campaign trail, it's a step.

Because radio is our only business, Mutual is the last word in radio news.



MUTUAL BROADCASTING SYSTEM 
Radio is our only business.

THE FIRST 50 YEARS



OF BROADCASTING

IN 1934 President Roosevelt called for a Federal Communications Commission. Congress responded by creating one.

Broadcasters wanted static-free programming. Edwin H. Armstrong perfected frequency modulation.

Radio listeners demanded more news. Broadcasters organized their own news services.

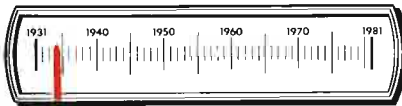
Sponsors encouraged new networks. Entrepreneurs formed the Mutual Broadcasting System.

The National Association of Broadcasters intensified its efforts to counter escalating music copyright demands. The Department of Justice filed an antitrust suit against the American Society of Composers, Authors and Publishers.

As the Depression abated for broadcasters, advertising revenues rose, and the New Deal took a firmer hold. Radio entered what some later called its "golden age"—a time after conceptual immaturity but before the competition of television and the interruption of World War II. In this same time beyond its genesis, radio grew as the word of politics, the voice of free entertainment, the promulgator of news and the prophet of a new age beyond unemployment, bread lines and static.

Dun & Bradstreet predicted 1934 would be the best year for radio since 1930, saying that radio "is now on a more stable basis than at any time in its history, and fully capable of keeping pace with any industry in the recovery movement." With 60% of U.S. homes (17,948,162) having radios as of Jan. 1, 1934, and with 1.5 million car radios as of June that year, radio enjoyed a prodigious reach over a widely spaced, diversified and growing audience. Prior to the Communications Act of 1934, federal regulation of the communications industry had been parceled out to a number of agencies. The newly envisioned Federal Communications Commission, said Herbert Pettey, secretary of the predecessor Federal Radio Commission, would monitor the "600 broadcasting stations . . . 30,000 telegraph and cable offices . . . more than 16 million telephones connected by 80 million miles of line . . . [and] that developing newcomer, television, with all of its yet untold possibilities and potentialities."

With the creation of the FCC on July 1, all of these com-



A first-class letter cost three cents and a carton of cigarettes went for \$1. Congress devalued the dollar by reducing its gold content 40.92% and forbade the exportation of silver. Dust storms and drought decimated the nation's farmlands. In Chicago, gangster John Dillinger was gunned down by the FBI outside the Bijou theater. In Europe, Austrian Chancellor Dolfuss was assassinated by Nazis in an attempted coup d'etat masterminded by an Adolf Hitler who proclaimed himself "Der Fuhrer." Rodgers and Hart's "Blue Moon" and Peter DeRose's "Deep Purple" were among the musical escapes from reality offered on radio, while the inescapable realities of life continued to be brought home in FDR's fireside chats.

And in BROADCASTING . . .

casting is an industry without a parallel insofar as government relationship with business is concerned. Although privately operated, it is governmentally regulated. Therefore, it lends itself admirably as ammunition for political oratory. It also is excellent material for reformers, who otherwise would be crusading against cigarettes or the use of lipstick. It is so close to the masses of the people that the agitator can always get some kind of an audience."

Creation of the FCC was proposed in early 1934 by President Roosevelt. He acted on the recommendation of an interdepartmental committee on communications that examined the role of nine government agencies involved in radio at that time.

Senator Clarence C. Dill (D-Wash.) introduced a Senate bill (S.3289) toward that end. It would abolish the Radio Act of 1927, combine the duties of the different agencies in the new FCC, and set up rigidly defined radio and television divisions in the new agency.

Representative, later Speaker, Sam Rayburn (D-Tex.) introduced a House version (H.R. 8301) that would replace the FRC with the FCC and modify the Radio Act of 1927 without abolishing it.

A Senate-House compromise, as S.3285, was passed by both houses. It was signed into law by FDR on June 30.

Among the more controversial amendments proposed during debate on the Communications Act was one by Senators Robert F. Wagner (D-N.Y.) and Henry D. Hatfield (R-W.Va.) that "would uproot the existing broadcasting structure by or-

munications facets came under the control of one body of seven members appointed by the President and confirmed by the Senate. Even though the new act abolished the five-member Federal Radio Commission, most provisions of the Radio Act of 1927 remained, with regulation consolidated under FCC jurisdiction. Despite this similarity, many in the broadcasting industry resisted the notion of more legislation and the thought of increased government control for a privately owned business—especially one turning a profit in a depressed economy.

BROADCASTING summarized those feelings in a February editorial: "Broad-

dering cancellation of all station licenses within 90 days and requiring a new allocation under which 25% of all facilities would be given to religious, educational, labor and similar so-called nonprofit organizations." For various reasons, including the proponents' unorganized lobbying, the amendment was defeated 42-23 as the Senate decided that educational allocations should be left to the new FCC.

After such a prologue, the FCC began July 1. Eugene O. Sykes of the Federal Radio Commission was the chairman. Thad H. Brown, also from the radio commission, along with Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne and Hampson Gary filled out the roster. There were three divisions, for broadcasting, telephone and telegraph, each with two members plus the FCC chairman. The broadcasting division consisted of Gary (chairman) and Brown plus Sykes. The new FCC had a staff of approximately 600, almost triple that of the FRC.

Fears of broadcasters that a new regulatory agency in Washington could be a forerunner of extensive change for radio were alleviated somewhat at the first meeting of the new commission on July 11. It was unanimously voted that the status quo be retained for communications and that

the new body move cautiously in revising federal regulation.

Despite its self-proclaimed role of guardian of the status quo, the FCC in the year's second half began to explore areas for change in radio. One was proceedings to revise the quota systems, under which radio stations were granted to five separate regions of the country under a formula in which population and station power were dominant factors. Another was a review of the clear-channel structure in which a major study was to determine coverage of higher-powered radio outlets and the service afforded listeners.

Two of the early FCC proclamations concerned the proposal to reserve 25% of the radio band for educational purposes and the revision of the quota system. During 10 days of FCC hearings in October on the "25% proposal," BROADCASTING reported that "educational groups ... saw their ambitious project blasted out of the sphere of practicability from every point of view by nearly 100 witnesses. ... Building what undoubtedly is the finest record of testimony ever prepared in support of the American system of broadcasting, broadcasters were joined by many leading educators, clergymen, authors and other personalities identified with art and industry in espousing maintenance of the status

quo."

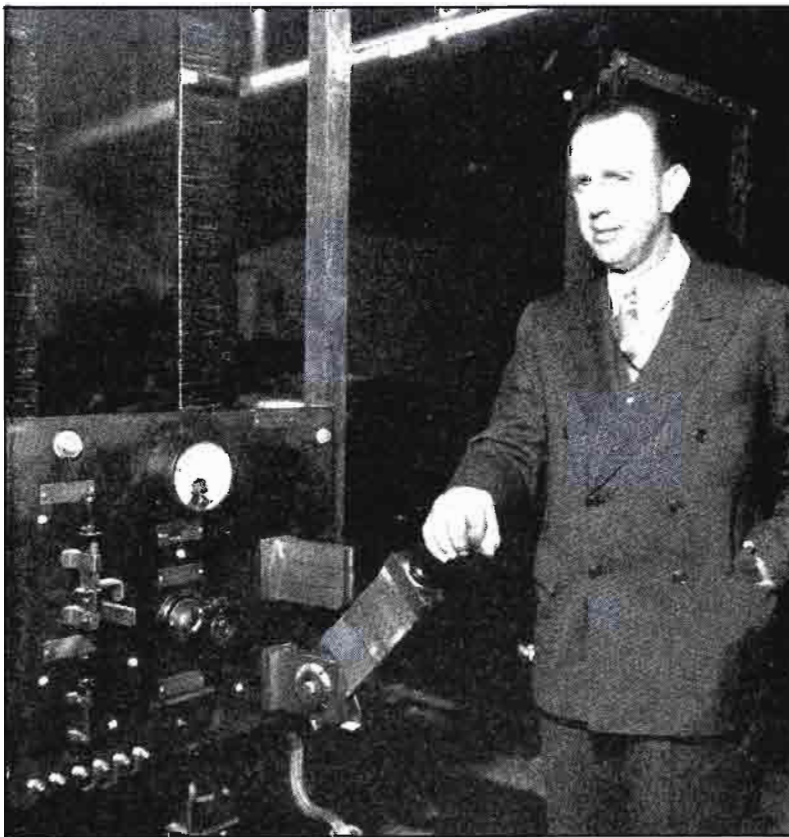
H. L. Mencken, for example, testified: "It would be very imprudent to assume that stations controlled by pedagogues and theologians would engage in any worthwhile cultural propaganda. Neither class has any active interest in the fine arts, or in ideas in general. ... The theologians naturally give their chief concern to their own dogmas, and are far more interested in making converts than in spreading the general enlightenment. As for the pedagogues, their first and almost only purpose it to raise more and more money." Based on arguments such as this, the 25% proposal was defeated.

After the FCC altered the quota system in October, BROADCASTING called the revisions "the most sweeping change in the system of allocating broadcasting facilities since the nationwide shift of 1928 ... [these changes] will open the way for substantially increased facilities generally throughout the country." The new rules permitted some stations higher power and additional time while also enabling 100 watt stations to obtain licenses more easily without being counted in state quotas.

Besides public reorderings, internal forces in radio were effecting or promising change. Edwin H. Armstrong had developed the frequency modulation limiter. Armstrong, who had applied for the first four patents on his FM system in 1930, received them after Christmas 1933, and demonstrated his system to David Sarnoff of RCA in early 1934. Despite RCA's enormous investment in AM radio, Sarnoff invited Armstrong to install equipment in RCA space on the Empire State building and to work with RCA engineers in broadcasting experimental FM. Still not publicly demonstrated, these experiments confirmed an engineering breakthrough although it was years before FM was to be incorporated into radio's scheme of things and then only after bitter disputes between Armstrong and Sarnoff over patents.

Other areas of change during 1934 included radio news. The so-called truce the preceding December at the Biltmore hotel in New York only served to strengthen the determination of some broadcasters to fight the Biltmore agreement's repressive conditions. The agreement had stipulated networks and stations were to dissolve their own news-gathering services and use the reports of the Press-Radio Bureau which began operation in March. But others chose to exercise their prerogative to broadcast their own news from their own sources.

Under the Biltmore agreement, the Associated Press, United Press and the International News Service were to provide stations with material for two five-minute news broadcasts each day, plus bulletins of "transcendent importance" to be broadcast "in such a manner as to stimulate public interest in the reading of newspapers." In February, CBS and NBC promised not to gather news, not to sell commercial time for news broadcasts, and not to air the Press-Radio Bureau's morning



500 kw wallop. WLW Cincinnati became the most powerful station in the world in 1934—if only for an experimental period—when it began transmission with 500 kw in its after-midnight operations. Throwing the switch during a test: Powel Crosley, president of the licensee, Crosley Radio Corp.

Our earnings are the fuel for finding new American energy.



At Amoco we are convinced that the best way to spend our money is to find the energy that will make America less dependent on foreign oil. Last year that commitment added up to \$1.5 billion spent here in the U.S. and that made us the industry drilling leader. This year we'll spend even more... close to \$2 billion.

But we're not stopping there. We're working hard to develop alternative sources of energy like shale oil. In fact, we've already spent more than 150 million dollars on these projects. We're sure that investing in methods for extracting oil from shale will pay off in huge benefits for America.

It's not likely that finding oil and natural gas and alterna-

tive energy sources will become any less expensive. But that doesn't shake our commitment to investing in America's energy independence.

America runs better on American oil.



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Dill



Rayburn



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VOL. 6 No. 11 WASHINGTON, D. C., JUNE 15, 1934 \$2.00 PER YEAR—\$1.50 A COPY

FCC Replaces Radio Commission July 1
By SOL TAISSHOFF

President to Make Recess Appointments to 7-Man Agency: All Present Commissioners Believed to Have Chance

Highlights of Communications Law

1. The Federal Communications Commission of seven members will take office July 1, at which time the Federal Radio Commission will be dissolved. The President will make recess appointments to the new Commission after Congress adjourns, and all those who have served on the Radio Commission will have a chance to be reappointed to the new Commission.

2. The Commission is authorized to divide the divisions of the Radio Commission into divisions and sub-divisions, and to have a chief clerk and a chief of each division.

3. The Commission is authorized to employ such personnel as may be necessary for the efficient conduct of its business.

4. The Commission is authorized to make such rules and regulations as may be necessary for the efficient conduct of its business.

5. The Commission is authorized to make such contracts as may be necessary for the efficient conduct of its business.

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81. The Commission is authorized to make such orders as may be necessary for the efficient conduct of its business.

82. The Commission is authorized to make such decisions as may be necessary for the efficient conduct of its business.

83. The Commission is authorized to make such determinations as may be necessary for the efficient conduct of its business.

84. The Commission is authorized to make such findings as may be necessary for the efficient conduct of its business.

85. The Commission is authorized to make such recommendations as may be necessary for the efficient conduct of its business.

86. The Commission is authorized to make such reports as may be necessary for the efficient conduct of its business.

87. The Commission is authorized to make such suggestions as may be necessary for the efficient conduct of its business.

88. The Commission is authorized to make such proposals as may be necessary for the efficient conduct of its business.

89. The Commission is authorized to make such plans as may be necessary for the efficient conduct of its business.

90. The Commission is authorized to make such policies as may be necessary for the efficient conduct of its business.

91. The Commission is authorized to make such programs as may be necessary for the efficient conduct of its business.

92. The Commission is authorized to make such procedures as may be necessary for the efficient conduct of its business.

93. The Commission is authorized to make such practices as may be necessary for the efficient conduct of its business.

94. The Commission is authorized to make such methods as may be necessary for the efficient conduct of its business.

95. The Commission is authorized to make such means as may be necessary for the efficient conduct of its business.

96. The Commission is authorized to make such measures as may be necessary for the efficient conduct of its business.

97. The Commission is authorized to make such arrangements as may be necessary for the efficient conduct of its business.

98. The Commission is authorized to make such provisions as may be necessary for the efficient conduct of its business.

99. The Commission is authorized to make such orders as may be necessary for the efficient conduct of its business.

100. The Commission is authorized to make such decisions as may be necessary for the efficient conduct of its business.

June 15, 1934 - BROADCASTING

Founding fathers. Key to enactment of the Communications Act of 1934 were Senator Clarence C. Dill (D-Wash.), Representative Sam Rayburn (D-Tex.) and Walter M.W. Splawn. Dill—who had co-authored (with Wallace H. White Jr.) the Radio Act of 1927—introduced the Senate version of legislation to supplant the Federal Radio Commission with the Federal Communications Commission. Rayburn offered the House version, and Splawn—former special counsel to the Rayburn committee on transportation and communications, wrote a 331-page report analyzing communications companies and recommending provisions for the Rayburn bill. BROADCASTING announced the new FCC in its June 15 issue, and later ran a picture (below) of the new FCC at its first meeting on July 11 (l to r): *seated*—Commissioners George Henry Payne (R), Irvin Stewart (D), Thad Brown (R), Eugene O. Sykes (D-chairman), Paul A. Walker (D), Norman S. Case (R) and Hampson Gary (D); *standing*—General Counsel Paul D.P. Spearman, Secretary Herbert L. Pettey and Chief Engineer C.B. Jolliffe. Salary for each commissioner: \$10,000 annually.



news before 9:30 a.m. or its evening news before 9 p.m.

Many independent stations disagreed with this suppression of news and curtailment of advertising. When the Press-Radio Bureau began in March, it faced competition from cooperative radio news-gathering services for independent stations; these stations allowed their news to be sponsored. Instead of accord, the Biltmore agreement had created antagonism.

KFI Los Angeles established its own news service with plans for exchanges of news with other stations. So did John

Shepard III, president of the Yankee Network in New England. He refused to curtail services, saying: "It seems to me that any station which had been broadcasting a greater amount of news through the cooperation with local newspapers than is to be allowed under the [Biltmore] plan is definitely agreeing to curtail its service to the public. . . making agreements not in the public interest, convenience and necessity. . ."

Harry R. Daniel formed the Continental Radio News Service Inc., headquartered in Washington. Stanley Hubbard of KSTP St. Paul organized the Radio News Associ-

ation of Washington. Arnold Kruckman headed a new American Radio News Service, also based in Washington. Herbert Moore began the Transradio Press Service, based in New York.

M. H. Aylesworth, NBC president and an orchestrator of the Biltmore plan, defended the intent of the agreement. He told the American Newspaper Publishers Association that the networks "did not desire to enter into the collection of news unless forced to do so. . . Mr. Paley [William S., head of CBS], Mr. McCosker [Alfred J., head of Mutual] and I were in no position to bind the radio stations of

this country nor were the representatives of the press associations and the publishers in a position to bind the newspapers or the press associations of the country. We endeavored to arrive at an understanding . . . to experiment together with a cooperative program which would take nothing from the radio listener in the way of public service . . . or deprive the newspapers of their chosen field in collection and dissemination of news. I think we accomplished this purpose."

Senator Dill, a long-time supporter of broadcasting, criticized the Biltmore treaty. He predicted noncompliance by radio stations and suggested to the news-gathering associations "that they cannot do more to popularize their own newspapers than to allow a larger use of their services than five minutes twice a day. . . . I believe they are in a position to combine with the news-gathering agencies of America and the world to give to the American people the greatest news service ever known to the human family. No suppression of this kind can long keep the people from securing the service from the radio stations which those stations are able to give."

Moved by the potential of broadcaster competition, the Press-Radio Bureau by April included in its releases news other than that culled from the morning and evening papers in order to satisfy the approximately 125 NBC and CBS stations using the service. Despite the improvement, critics and commentators, including CBS's H. V. Kaltenborn, pronounced the bureau a failure.

Even so, the war of news worlds continued. In October, BROADCASTING editorialized: "Somewhere there is an answer to the news-by-radio problem. With some 100 radio stations owned and operated by newspapers, with many more stations already having satisfactory tie-ups with newspapers, and with most radio managers still unwilling to risk an open break with the American press, the problem presents so many sides that the National Association of Broadcasters committee to be formed to recommend on it faces trouble no matter which way it turns."

As it turned out, the independent news organizations grew in importance and eventually eclipsed the Press-Radio Bureau.

In 1934, the broadcasting industry moved out of the slump of the Depression. For the first quarter of 1934, RCA had a net profit of \$1,235,725 as compared with a loss of \$478,164 in the same period in 1933. For the first half of 1934 radio networks chalked up record time sales: CBS grossed \$7,872,000, a 67% increase over the same period of 1933; NBC grossed \$13,599,354, a 35% increase over 1933.

In April a BROADCASTING editorial reminded the public that three out of every five homes in the U.S. had a radio, and noted that "old radio owners spent \$65 million on new sets, while \$50 million more was spent for new tubes in 1933.

This total expenditure was greater than the subscription sales for all national weekly and monthly magazines combined during the same year!"

Such statistics encouraged more third-network ventures despite the 1933 failure of Ed Wynn's Amalgamated Broadcasting System. By March four different third-network plans existed: Broadcasting Stations Corp., headed by George W. McClelland, former vice president and general manager of NBC; WMCA New York, operated by Federal Broadcasting System with John T. Adams, president; a George Storer group that included CKLW Detroit-Windsor, Ont.; WSPD Toledo, Ohio, and wvva Wheeling, W.Va.; General Broadcasting System, headed by Paul Harron and involving a half-dozen stations from New York to Washington. When Storer became president of Broadcasting Corp., WMCA's efforts at networking were subsumed by the Broadcasting System Corp.

In June, Storer announced the formation of the American Broadcasting System because "(1) other chains have little time left to sell; (2) competition is healthy for business, and (3) present costs are much too high for any but large advertisers. It is for these brief but potent reasons that we are forming, in a sane and sober manner, a third chain of radio stations. . . . The stations selected to form the ABS will cover 50% of the entire audience of the U.S. at a cost far below anything ever before attempted in radio."

On Oct. 14, ABS, with 14 stations from New York to St. Louis, began broadcasts without advertisers. By November ABS had its first commercial sponsor, the Adam Hat Co., and planned expansion.

Using a different strategy of a mutual organization to lure advertising and audiences from the established networks,

wor New York, WGN Chicago, and WLW Cincinnati in October formed what was the beginning of the Mutual Broadcasting System. It originally was called the Quality Group. WXYZ Detroit was an optional Quality outlet.

"The name of this network," explained W. E. Macfarlane, of the *Chicago Tribune's* WGN, "clearly describes our plan of operation. Through this new organization we will endeavor to make suitable time arrangements for advertisers seeking to broadcast in important markets through the use of a few stations having high power and a vast listening audience. . . . Each station will remain independent and make its own decision in accepting programs. Each station will receive its card rates for the time less agency commission, making no additional charge to the advertiser for transmission lines. Thus, we believe, we have established a truly mutual arrangement between a group of independently owned stations."

As Storer and Macfarlane realized, radio advertising was reaching an ever-growing audience. Despite the Depression, 16 million listeners were added to the world radio population, making the total at the beginning of 1934 more than 176 million. As 1934 started, there were approximately 45 million receiving sets in use worldwide, compared with 40 million a year earlier.

Within the U.S., national advertisers in 1934 spent \$349,055,000 in newspapers, magazines, network broadcasts, outdoor boards and car cards. Newspapers accounted for 46.7 cents of the advertiser dollar, magazines 32.5 cents, and broadcasting 12.2 cents, up 1.5 cents from 1933. And BROADCASTING in September reported Association of National Advertisers findings that revealed that radio was the best dollar-for-dollar advertising buy.



Under the wings of the Blue Eagle. Ironclad rules to prevent manipulation of radio rates were among subjects discussed at a January 1934 meeting of radio's Code Authority. Seated (l to r): William R. Farnsworth, deputy NRA administrator; John Elmer, wcbm Baltimore; John Shepard III, Yankee Network, chairman of the Code Authority; Harry Shaw, wmt Waterloo, Iowa; Edward W. Nockels, wcfb Chicago, and John Kiernan, wlwl New York. Standing: I. Z. Buckwalter, Mason-Dixon Group; M. R. Runyon, CBS; Frank M. (Scoop) Russell, NBC, and James Baldwin, executive officer of the Code Authority. NAB President Alfred J. McCosker, wor Newark, N.J., and a member of the Code Authority, was not present when the picture was taken

In April J. Walter Thompson Co. announced that its accounts increased their expenditures on network radio by 515% between 1929 and 1933.

With the increased revenues came increased concern over profits and profiteering. The National Recovery Administration Code Authority for broadcasting in January outlawed per-inquiry advertising and contingent business. To combat false and misleading advertising, the Federal Trade Commission in June required stations, networks and transcription companies to periodically send copies of all commercials to the FTC to assure that food and drug advertising was truthful. Congress considered the Copeland-Tugwell bill that would have required precise information in ads for food, drugs and cosmetics (see "1933"). However, food and drug manufacturers fought against it. Broadcasters were worried about its impact

boost of nearly \$3 million. That such a load would prove ruinous to a majority of independent stations and wreak untold hardship within the industry is obvious. . . ." Even though Clarence Darrow, head of the NRA review board, called for Rosenblatt's removal for such a suggestion, Administrator General Hugh S. Johnson (Rosenblatt's father-in-law) defended Rosenblatt, who maintained his position.

After a four-year campaign, the NAB felt it made progress in its struggle against exorbitant copyright charges. On Aug. 30 the Department of Justice filed a suit asking for the dissolution of ASCAP as an illegal monopoly under the Sherman antitrust law. The Music Publishers Protective Association and 125 other organizations and individuals were named as defendants in the suit. Broadcasters estimated that during the 1933 fiscal year (Sept. 33-Aug.

the present system of paying ASCAP a percentage. . . ."

Technical developments added to the affirmation of radio's golden era. To accommodate expected high-fidelity broadcast transmissions, the broadcast band was widened in January to include three new channels for experimental operation—1530 kc, 1550 kc and 1570 kc. Also in January, WLW Cincinnati tested its new 500 kw transmitter, billboarded as the world's most powerful, and RCA, experimenting with television, tested facsimile transmission in the ultrahigh frequencies.

Philco introduced a new high-fidelity receiver in September. RCA Radiotron Co. in October announced the development of a tiny "acorn" tube for amateur radio's exploration of the short, ultra high frequency, or microwave, reception and transmission. WOR Newark, N.J., in November conducted detailed experiments to determine what effects a high-frequency radio field had on human, animal and vegetable life.

Although the Institute of Radio Engineers predicted that television was five years away, the National Television Corp. experimentally telecast on a six-inch-square screen black-and-white television images that were "visible in a well-lighted room and . . . capable of being seen by a large number of lookers-in at the same time."

Surveys of radio entertainer and program appeal had become increasingly important in the 1930's and were conducted by newspapers, magazines, networks and stations. Some examples:

A survey of farmers in 42 states by *Electricity on the Farms* showed three favorite radio programs: *Amos 'n' Andy*, *Chase and Sanborn's Eddie Cantor*, and *Lowell Thomas* (news).

The *New York World Telegram's* radio editors poll found Bing Crosby and Guy Lombardo maintaining, respectively, first and second positions as the most popular male singers, while Jack Benny, Eddie Cantor and Joe Penner were the three favorite comedians, replacing the previous year choices of Jack Pearl, Ed Wynn and Gracie Allen.

A four-year CBS study of program types aired between 6 and 10 p.m. revealed the dramatic sketch to be "the real leader among the many types of radio programs," while jazz was found to be losing air time. In 1931 the dramatic sketch occupied 24% of CBS's evening hours, 17% in 1932, 23% in 1933, and 22% in 1934. Jazz orchestras occupied 19% of CBS time in 1931, 10% in 1932, and 13% in 1933 and 1934.

The radio musical comedy became a genre encouraged by many, including M. H. Aylesworth of NBC (Red and Blue Networks) and William S. Paley of CBS.

Sports occupied more air time too. For the first time the World Series was sponsored nationally and carried by three networks plus independents, representing a total of 180 outlets. The Ford Motor Co. paid \$100,000 for these broadcasting rights.



Right type for typewriters. When Time Inc. opted to march away from sponsorship of the *March of Time*, Remington Rand took its first step into the ranks of institutional radio programming. Remington Rand's advertising manager, E.H. Ensinger, wrote a feature article for BROADCASTING in 1934, in which he told how the CBS news feature, still produced by Time Inc., became a radio success story in the sale of typewriters. The feature included this typical scene from a news dramatization. Seated in the right foreground is Don Stouffer, director of the show. Harry Von Zell, then the booming "Voice of Time," is at the mike. Von Zell was preceded in that role for a short time by Ted Husing, later to gain fame as a CBS sports announcer.

on radio. (In July 1934, drugs and toiletries, for the first time, provided more advertising revenue for radio than any other categories of sponsors).

Throughout 1934, Congress revised into oblivion aspects of the bill objectionable to the drug companies and to the broadcasters.

During 1934 broadcasters revised and debated their own code of behavior, which was under the National Recovery Administration's auspices, to resolve such problems as technicians' wages, artists' and performers' fees, as well as NRA Division Administrator Sol A. Rosenblatt's startling suggestion that the industry adopt a 30-hour week with a 10% wage boost. Such a policy would, BROADCASTING advised, "saddle upon all stations a 25% personnel increase and an annual payroll

34), with ASCAP royalties at 4% of net fees plus a sustaining fee, ASCAP collected between \$1.75 million and \$2 million in broadcast royalties.

BROADCASTING pointed out that the "third year of the existing extortionate contracts with ASCAP" would become effective on Sept. 1, when ASCAP would demand 5% of net receipts plus a sustaining fee. Calling the Justice suit "a masterful presentation of the facts," BROADCASTING editorialized: "The suit itself provides a remedy. That remedy is for the dissolution of ASCAP as such and for the creation of a free music pool open to all composers, authors and publishers, at whatever price they may fix for their works, and open to all public performers on an equal basis. That means a 'per piece' method of royalty payment, as opposed to

Of great technical and programing interest to the nation were the Byrd Antarctic expedition's weekly broadcasts on CBS (begun Nov. 18, 1933, from sea). Out of every 100 words spoken, 67 were intelligible, according to a contemporary account.

After the frozen Antarctic, radio conquered the air. During a National Geographic Society-Army Air Corps flight in August, two-way radio communication, using an NBC short-wave radio, was almost continuously maintained between a station in South Dakota and a plane that flew to Nebraska.

To create better communication and programing on land, NBC in April entered the transcription field as a recorder of spot programs. The newly created NBC Electrical Transcription Service wanted to make "program talent of network caliber available for local and sectional use. . . . By supplementing NBC coast-to-coast service

with high-quality transcription programs, it is felt that a material contribution will be made toward the improvement of associated stations' programs, thus increasing the value of these stations in their respective territories."

Throughout 1934 radio increased its own value as an integral part of the American lifestyle and also as a commercial pursuit. Network broadcasting's gross revenues increased by 35% over 1933 as NBC and CBS received more than \$42,800,000 for the year as compared with \$31,600,000 in 1933, and \$48,100,000 in 1932.

With Armstrong's incipient public demonstrations of FM, television's embryonic development, and world politics' increasingly strident state, broadcasting was on the verge of turning into a business of delight and necessity in a world of increasing complexity of nations and economies.

Stay Tuned

1. What broadcast development, besides FM, was supposed to be more important than television?
2. What news group fed the incorrect verdict in the Lindbergh case?
3. What long-running music show began in 1935?
4. What organization sued for more than \$1 million damages from Associated Press, United Press, International News Service, NBC, CBS and the American Newspaper Publishers Association?
5. What network officially died in 1935, despite the longevity of its name?
6. Who took over the chairmanship of the FCC in 1935?

The answers next week,
in "1935."

For the Record

As compiled by BROADCASTING, Oct. 20 through Oct. 24 and based on filings, authorizations and other FCC actions.

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

New Stations

FM applications

■ Needles, Calif.—James J. Parr seeks 97.9 mhz, 14.08 kw. Address: Box 738, Needles 92363. Estimated construction cost: \$14,400; first year operating cost: \$1,200; revenue: \$0. Format: MOR. Principal: James J. Parr (100%). Parr is also 100% owner of KSFE(AM) Needles. He is former general manager and 20% owner of KFST(AM) Ft. Stockton, Tex. Ann. Oct. 17.

■ Tahoe City, Calif.—Felicia F. and Robert T. Mindte seeks 96.5 mhz, 1.8 kw, HAAT: 2,187 ft. Address: 232 Via Eholi, Newport Beach, Calif. 92663. Estimated construction cost: \$90,200; first quarter operating cost: \$38,700; revenue: \$150,000. Format: Adult contemporary. Principals: Felicia F. Mindte (95%) and husband, Robert T. (5%). Felicia is former administrative assistant for United Way. Robert is employe of aerospace firm and owns Newport Beach art dealership. Robert is applicant for new FMs at Solvang and Brawley, both California, and is 3% owner of applicant for new AM at Solvang. Ann. Sept. 22.

■ Tahoe City, Calif.—Minority Broadcasters of Tahoe

Inc. seeks 96.5 mhz, 1.8 kw, HAAT: 2,181 ft. Address: 10603 E. Powers Dr., Englewood, Colo. 80111. Estimated construction cost: \$200,000; first quarter operating cost: \$31,000; revenue: \$373,000. Format: MOR. Principals: Loretta A. Salas (50%), Courtney E. Watts (45%) and his wife, Colleen (5%). Salas and Colleen Watts are sisters. Salas has interests in Denver, Colo. oil company. Courtney Watts is employe of Denver building contractor and also has various real estate investments. Colleen Watts is Denver teacher. They have no other broadcasts interests. Ann. Sept. 22.

■ Tahoe City, Calif.—North Shore Broadcasters seeks 96.5 mhz, 1 kw, HAAT: 2,853 ft. Address: 2670 Woodridge Ct., No. 8, Placerville, Calif. 95667. Estimated construction cost: \$41,700; first quarter operating cost: \$24,400; revenue: \$150,000. Format: Popular/MOR. Principals: Chris W. Kidd (95%) and David L. Metts (5%). Kidd is general manager and 100% owner of broadcast equipment sales company. Metts is engineering director for McClatchy Broadcasting's nine AMs, FMs and TVs. Kidd is also 51% owner of applicant for another new FM at Placerville. (BPH-780831AJ). Ann. Sept. 22.

■ St. Simons Island, Ga.—Burrows Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 2529 Gulf Life Tower, Jacksonville, Fla. 32207. Estimated construction cost: \$124,300; first quarter operating cost: \$16,700; revenue: \$120,000. Format: MOR. Principals: Robert T. Shircliff (63%) and Robert Burrows (37%). Shircliff is owner and president of Jacksonville management consulting firm. Burrows is former owner and general manager of Eau Claire, Wis. soft drink bottling company. The group is also licensee of WMOG(AM) Brunswick, Ga. Ann. Oct. 14.

■ St. Simons Island, Ga.—James U. Steele seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 178 E. 80th St., New York 10021. Estimated construction cost: \$130,400; first quarter operating cost: \$33,960; revenue: \$140,000. Principals: James U. Steele (100%). He is advertising supervisor of National Assoc. of Broadcasters. He has no other broadcast interests. Ann. Oct. 14.

■ Carthage, Ill.—East Delta Communications Inc. seeks 98.9 mhz, 100 kw, HAAT: 549.36 ft. Address: P.O. Box 4426, Greenville, Miss. 38701. Estimated construction cost: \$157,000; first quarter operating cost: \$27,000; revenue: \$20,000. Format: Soul. Principals: William D. Jackson (51%), Stanley S. Sherman (24%), and Sun Delta Capital Access (25%). Jackson is

president and director of WESY(AM)-WBAD-FM Leland, Miss. Sherman is office manager of Greenville department store and has interest in WESY(AM)-WBAD-FM. Sun Delta Capital Access is a non-profit

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corporation, with no other broadcast interests. Ann. Oct. 17.

■ Auburn, Neb.—Midway Broadcasters seeks 105.5 mhz, 3 kw, HAAT: 100 ft. Address: 7510 Farmingdale Dr., Darien, Ill. 60559. Estimated construction cost: \$99,900 first quarter operating cost: \$21,000; revenue: \$96,000. Format: MOR. Principals: Richard E. Stites and wife, Patsy A. (50% each). Richard Stites is sales manager for Darien food manufacturers. Patsy Stites is housewife. They have no other broadcast interests. Ann. Oct. 14.

■ Sweet Home, Ore.—Sweet Home Stereo seeks 107.1 mhz, 2.8 kw, HAAT: 370 ft. Address: 8610 N.E. 169th St., Bothell, Wash. 98011. Estimated construction cost: \$33,200; first quarter operating cost: \$5,600; revenue: \$51,400. Format: Standard/folk. Principals: Robert L. Wikstrom and Brent T. Larson (50% each). Wikstrom is manager of KXA(AM) Seattle, Wash. Larson is president and 51% owner of KOOS(FM) North Bend, Ore. and 100% owner of KUUX(FM) Nampa-Boise, Idaho. Larson sold his 50% interest in KXA (BROADCASTING, Oct. 6) and has purchased KSVL-AM-KJMC(FM) Richfield, Utah subject to FCC approval (BROADCASTING, Sept. 29). He is also applicant for new FM at Evanston, Wyo. Ann. Oct. 17.

■ Ponce, P.R.—Marsona Broadcasting Corp. seeks 101.1 mhz, 50 kw, HAAT: 90 ft. Address: Centro de Seguros Bldg., 701 Ponce de Leon Ave., Santurce, P.R. 00907. Estimated construction cost: \$103,000; first quarter operating cost: \$46,100. Format: Pop standard. Principals: Robert L. Bennett and Amaury Santiago Bonilla (46% each), and Alejandro L. Lugo (8%). Bennett is president and 70% owner of Santurce radio station construction, consulting, and supply company. Bonilla is 100% owner of Miramar, P.R. apartment complex. Lugo is chief engineer at WBMJ(AM) San Juan, P.R., of which Bennett and Bonilla each have 9.5% interest. Ann. Oct. 17.

■ Ponce, P.R.—Zaba Radio Corp. seeks 101.1 mhz, 50 kw, HAAT: 363 ft. Address: P.O. Box 7612, Ponce 00731. Estimated construction cost: \$58,600; first quarter operating cost: \$25,000; revenue: \$200,000. Format: Top 40. Principals: Rene Bartolomei Santaella, Huberto Zayas Chardon, and Pedro J. Soldevilla (25% each), and Lucian Bauman and his wife, Augusta (12.5% each). Santaella is Ponce physician. Chardon is Ponce veterinarian. Soldevilla owns Hato Rey, P.R. packing company. Lucian Bauman is Washington physician. Augusta Bauman is housewife. The group is also licensee of WZBS(AM) Ponce. Ann. Oct. 14.

■ Athens, Tex.—Seven Seals Broadcasting Co. seeks 95.9 mhz, 1.6 kw. Address: P.O. Box 1318, Athens 75751. Estimated construction cost: \$139,400; first quarter operating cost: \$22,600. Format: Contemporary/religious. Principals: Steve Blake, William West, Tom Hooser (33.3% each). Blake is manager of Gulf State United Telephone Co., Athens. West is design engineer at Athens manufacturing company. Hooser is manager of Athens communications company. They have no other broadcast interests. Ann. Oct. 17.

■ Carthage, Tex.—K-106 Inc. seeks 98.9 mhz, 100 kw, HAAT: 700 ft. Address: 1725 Evangeline Dr., Vidor, Tex. 77662. Estimated construction cost: \$259,000; first year operating cost: \$145,000; revenue: \$300,000. Format: Adult contemporary. Principal: Ken Stephens

(100%). He is also 100% owner of KIOC(FM) Orange, Tex. Ann. Oct. 17.

■ Malakoff, Tex.—Henderson County Radio seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 573, Athens, Tex. 75771. Estimated construction cost: \$93,000; first quarter operating cost: \$15,000; revenue: \$132,000. Format: C.W. Principals: Kenneth R. Jones and wife, Glenda J. (100% jointly). The Joneses also own KTLR-FM Terrell, Tex. Ann. Oct. 17.

■ Whitehouse, Tex.—North American Broadcasting Co. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 4, Whitehouse 75791. Estimated construction cost: \$80,500; first quarter operating cost: \$11,000; revenue: \$91,500. Format: Religious. Principals: Andy Jarvis, LeRoy Russell, and Gary Willingham (33.3% each). Jarvis is Whitehouse high school teacher. Russell is owner of business properties in Tyler and Jacksonville, both Texas. Willingham is owner and general manager of Tyler car dealership. Willingham is 33.3% owner of Tumbleweed Broadcasting Co., proposed assignee of KMND(AM) Midland, Tex. Ann. Oct. 17.

■ Ephrata, Wash.—Robert L. and LouGena J. Wikstrom seeks 95.9 mhz, 3 kw, HAAT: 140 ft. Address: 8610 N.E. 169th St. Bothell, Wash. 98011. Estimated construction cost: \$33,100; first quarter operating cost: \$5,400; revenue: \$51,360. Format: Standard/folk. Principals: Robert L. Wikstrom and his wife, LouGena J. (100% jointly). Robert is general manager of KXA(AM) Seattle, Wash. LouGena is public relations director of Seattle broadcast school. Robert is 50% owner of applicant for new FM at Sweet Home, Ore. (see above). Ann. Oct. 17.

TV applications

■ Tallahassee, Fla.—Holt Robinson Television Inc. seeks ch. 40; ERP: 660 kw vis., 66 kw aur., HAAT: 820 ft.; ant. height above ground: 747 ft. Address: P.O. Box 2078, Hattiesburg, Miss. Estimated construction cost: \$1,452,000; first-quarter operating cost: \$177,000. Legal counsel: M. Scott Johnson, Washington; consulting engineer: L.R. du Treil, Washington. Principal: Holt-Robinson Communications Corp. (100%). Principals of Holt-Robinson are Charles W. Holt (70%) and his wife, Connie (10%), and Robert N. Robinson (20%). Charles Holt is general manager and 51% owner of WHSY-AM-FM Hattiesburg, Miss., 70% owner of WHHY-AM-FM Montgomery, Ala.; and 100% owner of WHNY(AM) McComb, Miss. He also has real estate interests in Hattiesburg. Connie Holt is 24.5% owner of WHSY-AM-FM and 10% owner of WHHY-AM-FM. Robinson is general manager and 20% owner of WHHY, and 24.5% owner of WHSY. Ann. Oct. 17.

■ Tallahassee, Fla.—JGM Inc., seeks ch. 40; ERP: 3837 kw vis., 384 kw aur., HAAT: 402.6 ft., ant. height above ground: 450 ft. Address: P.O. Box 386, Feeding Hills, Mass. 01030. Estimated construction cost: \$2,054,000; first-quarter operating cost: \$327,000; revenue: \$2,380,000. Legal counsel: Martin E. Firestone, Washington; consulting engineer: John A. Fergie, Feeding Hills. Principals: John A. Fergie, George Mitchell, and Martin E. Firestone (33.3% each). All are less than 1% owners of Springfield Television Corp., licensee of WWLP(TV) Springfield,

Mass., WKEE(TV) Dayton, Ohio, and parent of permittee of KSTU(TV) Salt Lake City. Fergie is Feeding Hills engineering consultant. Mitchell is general manager of WKEE(TV) Dayton. Firestone is Washington attorney and partner in petitioner for FM allocation at Freeport, Tex. Ann. Oct. 17.

■ Tallahassee, Fla.—Octagon Broadcasting Co. seeks ch. 40; ERP: 19.84 kw vis., 1.984 kw aur., HAAT: 565 ft., ant. height above ground: 603 ft. Address: Suite 840, 3445 Peachtree Rd., Atlanta 30326. Estimated construction cost: \$165,800; first-quarter operating cost: \$6,000. Legal counsel: Smith & Pepper, Washington. Principal: Agronomics Inc. (100%), Atlanta chemical brokerage company and owner of WMBB-TV Panama City, Fla. Anthony C. Kupris is president and 100% owner of Agronomics. Kupris is 80% owner of applicant for new TVs at Little Rock, Ark. and Daytona Beach, Fla. Ann. Oct. 17.

■ Saginaw, Mich.—Saginaw Communications Inc. seeks ch. 49; ERP: 1000 kw vis., 100 kw aur., HAAT: 1,023 ft., ant. height above ground: 1,049 ft. Address: 17700 W. McNichols, Detroit 48235. Estimated construction cost: \$2,300,000; first-quarter operating cost: \$54,000. Legal counsel: Lauren A. Colby, Frederick, Md.; consulting engineer: E. Harold Munn, Coldwater, Mich. Principal: Doylan Forney (100%). Forney is owner of several Detroit fast food restaurants and president of his own restaurant chain. He is also applicant for new FM at Eloy, Ariz. Ann. Oct. 17.

■ Burlington, N.C.—Carolina Christian Broadcasting Inc. seeks ch. 16; ERP: 209.4 kw vis., 20.94 kw aur., HAAT: 506 ft., ant. height above ground: 552 ft. Address: 3409 Rutherford Rd., Taylors, S.C. 29687. Estimated construction cost: \$131,000; first-quarter operating cost: \$22,000; revenue: \$200,000. Legal counsel: Fisher, Wayland, Southmayd & Cooper, Washington. Principals: James H. Thompson (98.6%) and Fred E. Crain (1.4%). Thompson is owner of Taylors book printing company, where Crain is employed. Applicant is licensee of WGG5-TV Greenville, S.C., permittee of ch. 57 Columbia, S.C., applicant for CPs for ch. 30 at Nashville and ch. 43 at Myrtle Beach, S.C. Ann. Oct. 17.

■ Oklahoma City—Satellite Broadcasting Co. seeks ch. 52; ERP: 820 kw vis., 153 kw aur., HAAT: 340 ft.; ant. height above ground: 288 ft. Address: P.O. Box 26128, Oklahoma City 73126. Estimated construction cost: \$114,500; first-quarter operating cost: \$31,600; revenue: \$300,000. Principals: Don J. Locke (55%) and his wife, Wanda (45%). They jointly own Oklahoma City wholesale plumbing and heating supply company. They have no other broadcast interests. Ann. Oct. 17.

■ Sherman, Tex.—2020 Broadcasting Co. seeks ch. 20; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,018 ft.; ant. height above ground: 1,057 ft. Address: 2020 South Robinson, Oklahoma City 73109. Estimated construction cost: \$2,144,000; first-year operating cost: \$250,000; revenue: \$1,000,000. Legal counsel: Fletcher, Heald & Hildreth, Washington; consulting engineer: William E. Davis, Bixby, Oklahoma. Principals: Hollis E. Roberts (25%), George B. Faulder (20%), Linda K. Allen, William E. Davis and Clifford B. Yarberry (15% each), and Charles W. Allen (10%). Charles and Linda Allen are married. Roberts is Oklahoma state representative and 50% owner of Durant, Okla. construction company. Faulder is president of C.K. Beaver & Associates, Memphis, Tenn. Linda Allen is Oklahoma City teacher. Davis is Bixby, Okla. consulting engineer. Yarberry owns Oklahoma City auto dealership and salvage company. Charles Allen is chief engineer at KAEZ(FM) Oklahoma City. William Davis has 33.3% interest in new FM Vinita, Okla. None of the others has other broadcast interests. Ann. Oct. 17.

■ Everett, Wash.—Channel 16 Inc., seeks ch. 16; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,275 ft., ant. height above ground: 299 ft. Address: 5730 Sound Ave., Everett 98203. Estimated construction cost: \$979,000; first-year operating cost: \$800,000; revenue: \$1,500,000. Legal counsel: Richard F. Kennedy, Washington. Principals: Jon H. Marple and his wife, Mary Ann (24% each), Stanley B. McDonald (20%) and four others (10% or less each). Marples own 98% of First Pacific Broadcasting Inc., licensee of KRKO(AM) Everett. Jon Marple is former Washington, D.C. attorney. Mary Ann Marple is Snohomish, Wash. teacher. McDonald is former president of Seattle cruise ship operation firms and has interests in several Seattle business properties. Shirley K. Bartholomew, who is retired and has 27% interest in Channel 16, is only other principal besides Marples with broadcast interest. She is 2% owner of KRKO. Ann. Oct. 17.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization

**Includes off-air licenses

■ **Everett, Wash.**—FNI Communications Inc. seeks ch. 16; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,305 ft.; ant. height above ground: 299 ft. Address: 419 Occidental South, Seattle 98104. Estimated construction cost: \$2,805,000; first-quarter operating cost: \$192,400. Legal counsel: E. William Henry, Washington; consulting engineer: Raymond E. Rohrer, Silver Spring, Md. Principals: FNI Inc. (100%), public corporation. Principals with 3% or greater interest in FNI are: Samuel Schulman (50.8%), David Hackman (8.59%) and Zollie Volchok (3.25%). Neither FNI Inc. nor any of its principals has other broadcast interests. Ann. Oct. 17.

■ **Everett, Wash.**—Unity Broadcasting Co. of Washington State Inc. seeks ch. 16; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,275 ft., ant. height above ground: 295 ft. Address: 660 Sacramento St., San Francisco 94111. Estimated construction cost: \$3,018,000; first-year operating cost: \$1,055,000; revenue: \$2,000,000. Legal counsel: Hayes & White, Washington; consulting engineer: Cohen & Dippel, Washington. Principals: Carl D. Washington (60%), Samuel E. Washington (15%), Calvin Burton (10%), and five others (less than 10% each). Washington is president of San Francisco oil company and of his own San Leandro, Calif. distributing firm. His brother, Samuel, is marketing representative for Levi-Strauss & Co. Burton is Los Angeles independent film producer. They have no other broadcast. Ann. Oct. 17.

TV action

■ **New Orleans, La.**—Coastal Television Co. granted ch. 20; ERP: 2,450 kw vis., 245 kw aur., HAAT: 1,020 ft., ant. height above ground: 1,045 ft. Address: Bank of New Orleans Building, Suite 2875, New Orleans 70112. Estimated construction cost: \$2,236,100; first-year operating cost: \$611,100. Legal counsel: Ginsburg, Feldman and Bress, Washington; consulting engineer: Jules Cohen & Assocs. Principals: Blake Arata and his wife, Jo-Ann (3.61% each); Israel M. Augustine Jr. (7.78%); Luis A. Rodriguez Carillo (7.41%); Farrell J. Christophe and his wife, Mary 3.89% each; Constantine Demmas and his wife, Mary (7.22% each); Gerald A. Derks and his wife, Jacklyn (7.22% each); Julio Guichard (7.41%); John M. McCollam and his wife, Julie (3.61% each); Ricardo Pardo (7.41%); Hoffshee Yisrael (7.78%), and Henry E. Braden III (11.11%). Carillo is general manager at KGLA(AM) Gretna, La. Guichard is sales manager for KGLA. Pardo is volunteer talk show host at WDSU(TV) New Orleans. None of others has other broadcast interests. Competing application of Crescent City Television Corp. denied (see below). Action Oct. 10.

■ **New Orleans, La.**—Crescent City Television Corp. denied ch. 20; ERP: 5,000 kw vis., 500 kw aur., HAAT: 494.5 ft.; ant. height above ground: 521 ft. Address: P.O. Box 4457, Fort Lauderdale, Fla. Estimated construction cost: \$2,335,000; first-year operating cost: \$434,000; revenue: \$650,000. Legal counsel: Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind; consulting engineer: Silliman, Moffett & Kowalski. Principals: Philip Y. Hahn Jr., Robert H. Rines, Julian P. Freret, and William G. Baker Jr. (25% each). Hahn is Fort Lauderdale, Fla. business consultant. Rines is Boston attorney. Freret is Washington attorney. Baker is Los Angeles broker. Rines has small minority stock interest in WTVG-TV Newark, N.J. and 16.66% interest in applicant for new TV at Atlanta. Coastal Television Co.'s competing application granted (see above). Action Oct. 10.

■ **New Orleans—Lester Sumrall Evangelistic Assoc.** Inc. denied ch. 20; ERP: 3,160 vis., 316 aur. HAAT: 997 ft. Coastal Television Co.'s competing application granted (see above). Action Oct. 10.

Ownership Changes

Applications

■ **KTRB(AM)-KHOP(FM)** Modesto, Calif. (AM: 860 khz, 10 kw-D, 1 kw-N; FM: 104.1 mhz, 50 kw)—Seeks assignment of license from Pete Pappas Co. to Pete Pappas for \$1.11 million. Seller: Mario (Pete) Pappas (35%). He is purchasing outstanding stock from remaining shareholders who include: Michael Sturtevant, Roger L. Roberts and James M. Tocco (11 2/3% each) and Norman W. Johnson, Robert H. Olson and Robert M. Piccinini (10% each). Sellers have no other broadcast interests. Pappas is manager of KTRB-KHOP. He sold KGEN(AM)-KBOS(FM) Tulare, Calif. earlier this year to separate buyers (BROADCASTING, Jan. 28). Ann. Oct. 14.

■ **WFIF(AM)** Milford, Conn. (AM: 1500 khz, 5 kw-D)—Seeks assignment of license from Colonial Broadcasting Co. to K.W. Dolmar Broadcasting Co. for \$425,000. Seller: Blair Walliser (89%), J. Olin Tice Jr. (1.5%) and six others. Seller parent, Communications Corp. of America also has 49% interest in WBUG(AM) Ridgeland, S.C. Tice has sold, subject to FCC approval, WCAY(AM) Cayce, S.C. (BROADCASTING, Oct. 20). Buyer: Walter W. Curley and Kenneth R. Chapin (35% each) and Edward T. Jones (30%). Curley, retired, is former president of Liverpool, N.Y., manufacturer of library furniture and supplies. Chapin is Milford, Conn., media broker, formerly associated with media brokerage firm of Keith Horton Co. Jones is operations manager of KPLX(FM) Fort Worth. They have no other broadcast interests. Ann. Oct. 14.

■ **WIZD(FM)** Ft. Pierce, Fla. (FM: 98.7 mhz, 100 kw)—Seeks transfer of control of Gulfstream Broadcasting Co. from Ronald E. Crider (50.5%) and Robert A. Roberts (49.5%) (100% before; none after) to 99 Broadcasting Co. (none before; 100% after). Consideration: \$3 million including assumption of liabilities. Principals: Crider and Roberts have no other broadcast interests. Transferees: Henry D. Vara, Francis J. DiMento, James J. Sullivan, Carmen A. Vara (brother of Henry) [21.9% each] and three others. Vara brothers have various interests in restaurants in Massachusetts. DiMento and Sullivan are Boston law partners: They have no other broadcast interests. Ann. Oct. 21.

■ **WIGO(AM)** Atlanta, Ga. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of WIGO Inc. from Emil Mogul (70.3% and wife, Helene (29.7%) (100% before; none after) to Sheridan Broadcasting (none before; 100% after). Consideration: \$650,000. Subject to successful appeal of June 1979 decision by an ALJ to revoke license of station (lottery violations). Moguls have no other broadcast interests. Buyer: Ronald R. Davenport (86.06%), Thomas E. McKinney (3.64%) and 10 others. Sheridan is licensee of WUFO(AM) Amherst, N.Y., and WYJZ(AM)-WAMO(FM) Pittsburgh. It also owns Sheridan Broadcasting Network (formerly Mutual Black Network). It has sold WILD(AM) Boston (BROADCASTING, July 21). Ann. Oct. 21.

■ **KRRO(AM)** Ardmore, Okla. (FM: 92.1 mhz, 3 kw)—Seeks assignment of license from J.W. Braver to Pro Media Inc. for \$300,000. Seller: Braver has no other broadcast interests. Buyer: Richard L. Moore (51%) and Robert D. Hanna (49%). Moore, Midland, Tex.-based, has various oil and gas interests throughout state. Hanna is Dallas-based media broker. He owns 20% of KERV(AM)-KPFM(FM) Kerville, Tex. He is 33% owner of Black Cat Broadcasting which has purchased KROX(AM) Crookston, Minn. (BROADCASTING, July 14). He is also 27% owner of applicant for new FM in Crookston. Moore has no other broadcast interests. Ann. Oct. 21.

■ **KLYX(AM)** Sioux Falls, S.D. (AM: 1520 khz, 500 w-D)—Seeks assignment of license from Sodak Broadcasting Inc. to MRI limited partnership for \$175,000 (long term) or \$135,000 cash at closing. Seller: Neil Clarke (80%) and Dennis A. Mathis (20%). They have sold, subject to FCC approval, KLYX-FM Sioux Falls. Buyer: Mid-America Radio Inc. (general partner [30%] and ten limited partners). Mid-America is owned by Rollyn H. Samp (23.5%) and George L. Robertson (35.3%) and four others. Samp is Sioux Falls realtor. Robertson is Sioux Falls advertising executive. They have no other broadcast interests. Ann. Oct. 14.

■ **KWKC(AM)-KORQ(FM)** Abilene Tex. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 100.7 mhz, 100 kw)—Seeks assignment of license from Frontier Broadcasting Inc. to Adams Shelton Communications for \$1 million. Seller: Raymond O. Mithun Sr., who has no other broadcast interests. Buyer: Charles K. Adams and James D. Shelton (50% each). They are Amarillo, Tex., magazine publishers and own KYXX(AM) Odessa and KKYN(AM) Plainview, both Texas. Ann. Oct. 14.

■ **KBUH-AM-FM** Brigham City, Utah, (AM: 800 khz, 500 w-D FM: 107.1 mhz, 3 kw)—Seeks transfer of control of Brigham City Broadcasting Co. from Royce E. Wills (51% before; none after) to Skyline Broadcasting (49% before; 100% after). Consideration: \$164,000. Principals: Wills has no other broadcast interests. Buyer: Gary Yantes (51%), wife Vernetta (34%), Craig Olson (10%) and Tom McCrary (5%). Yantes is president and principal owner of KGHM(AM) Brookfield, Mo. Vernetta is bookkeeper of KGHM. Olson and McCrary are employed with KBUH. Buyers presently hold 49% total interest in KBUH-AM-FM. Ann. Oct. 14.

■ **WEMP(AM)-WNUW(FM)** Milwaukee (AM: 1250

khz, 5 kw-U; FM: 99.1 mhz, 50 kw)—Seeks assignment of license from Consolidated Broadcasting Corp. to LIN Broadcasting Corp for \$3.3 million. Seller: William Wirtz and family. They have no other broadcast interests. Buyer: New York-based publicly traded group owner of four AM's, four FM's and four TV's: Donald Pels is chairman and president. Ann. Oct. 22.

■ **KWYO(AM)-KLWD(FM)** Sheridan, Wyo. (AM: 1410 khz, 5 kw-D, 500 w-N; FM: 96.5 mhz, 25 kw)—Seeks assignment of license from Big Horn Communications Corp. to Community Media Inc. for \$937,500. Seller: William R. Sims who owns 51% each of KVSF(AM) Santa Fe, N.M.; KUGR(AM) Green River, Wyo., and KSAA(FM) Casa Grande, Ariz. Buyer: David F. Palmerlee, Senator Malcolm Wallop (R-Wyo.) and Stan Huckaby (one third each). Palmerlee is Sheridan attorney. Wallop, who assumed office in 1977, also owns ranch in Sheridan. Huckaby is Washington political financial consultant. They have no other broadcast interests. Ann. Oct. 14.

Facilities Changes

FM applications

■ **WSIF(FM)** Wilkesboro, NC—Seeks CP to change frequency to 94.7 mhz., increase ERP to .0147 kw and HAAT to 2,000 ft. Ann. Oct. 17.

■ **WCKR(FM)** Hornell, N.Y.—Seeks CP to change TL to Tobes Hill 2.3 miles N.E. of Hornell, increase ERP to .87 kw; HAAT to 510 ft., change type trans. and make changes in ant. sys. Ann. Oct. 17.

■ **KULP-FM** El Campo, Tex.—Seeks CP to change TL to 3.1 mi. W.S.W. of Louise, Tex.; increase ERP to 50 kw; HAAT to 425 ft., and change type trans. and make changes in ant. sys. Ann. Oct. 17.

■ **WEKZ-FM** Monroe, Wis.—Seeks CP to change TL to 3.3 miles S.W. of Monroe, increase ERP to 45 kw; HAAT to 532.7 ft., change type trans. and make changes in ant. sys. Ann. Oct. 17.

TV applications

■ ***WUNF-TV** University of North Carolina at Asheville—Seeks N.C.—Seeks CP to change ERP to

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Company _____

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Type of Business _____

Title/Position _____

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1,472 kw vis., 150 kw aur., change type trans. and type ant. Ann. Oct. 17.

■ WCPT-TV Crossville, Tenn.—Seeks CP to change ERP to 2,818 kw vis., 564 kw aur.; change TL to Buffalo Mountain, 2.2 miles N.E. of Windrock, Tenn., SL to North Main St. at Hillcrest Dr., Crossville; type trans. type ant.; and HAAT to 2,772 ft. Ann. Oct. 17.

TV action

■ WTBS, Atlanta—Granted request for authority to change SL to 1050 Techwood Dr., N.W., Atlanta, and operate trans. by RC from SL. Action Oct. 1

■ WRAU-TV Peoria, Ill.—Granted CP for the following: ERP 1,620 kw vis., 1.62 kw aur., HAAT 640 ft., TL: 40-39-11 89-35-14, and change type ant. Action Oct. 9.

■ KRIV-TV Houston, Tex.—Granted CP for the following: ERP 1410 kw vis., aur. 141 kw aur., HAAT 1,950 feet; TL: 29-34-28 95-29-37; and change type trans. and ant. Action, Oct. 14.

In Contest

Designated for hearing

■ Mechanicsville, Va.—Designated for hearing five mutually exclusive applications of Christian Communications Inc., Mechanicsville Broadcasting Co., Drum Communications Inc., Hanover Radio Inc. and Ninety-Two Point Seven Broadcasting Inc. for new FM on 92.7 mhz at Mechanicsville. FCC will determine: whether Drum is financially qualified to construct and operate proposed station; Drum's efforts to ascertain community needs and problems of area to be served and means by which it proposed to meet those needs; whether Ninety-Two Point Seven has continued to keep FCC informed of "substantial and significant changes" in its application as required by Sec. 1.65 of rules and what effect this would have on its basic comparative qualifications, and which proposal on comparative basis would best serve public interest and which application should be granted. (BC Docs. 80-661-665). Action Oct. 21

Allocations

Actions

■ St. Louis, Ill.—In response to petition by International Black Baptist Bible College, proposed assigning UHF TV ch. 46 to East St. Louis for noncommercial educational use, comments due Dec. 15 and reply comments by Jan. 4 (BC Doc. 80-658). Action Oct. 15

■ Victoria, Tex.—In response to petition by Community Television of Victoria, proposed assigning UHF TV ch. 31 to Victoria as its third TV assignment, comments due Dec. 15 and reply comments by Jan. 4 (BC Doc. 80-657). Action Oct. 15.

Cable

- The following cable registrations have been filed:
- American Cable Television Inc. for Phoenix and Tempe, both Arizona. (AZ0053.036) add signal.
- Arizona Cable TV Inc. for Paradise Valley, Ariz. (AZ0001) add signal.
- Storer Cable TV Inc. for Fairfield, Suisun City, and Solano, all California (CA0459,479,480) add signal.
- Storer Cable TV Inc. for Loveland, Colo. (CO0152) new system.
- Storer Cable TV Inc. for Hamden and West Haven, both Connecticut (CT0050, 51) add signal.
- Clay Video Inc. for Orange Park and Clay, both Florida (FL0435, 405) add signal.
- Broward Cable TV Inc. for Cooper City, Fla. (FL0499) new system.
- Perry Cable TV Corp for Royal Palm Beach, Palm Beach, Tequesta, Palm Beach Shores, Palm Beach Gardens, North Palm Beach, Lost Tree Village, Lake Park, Jupiter Inlet, Juno Beach, Indiantown, Sewalls Point, Stuart, Ocean Breeze, Marin, Jupiter Island, Ocean Village, St. Lucie, Port St. Lucie and Green Acres City, all Florida (FL466, 342, 179, 082-089, 0494, 173, 069-

072, 458, 176, 175, 481) add signal.

■ Acton CATV Inc. for Leon, Fla. (FL0498) new system

■ Northeast Gwinnett CATV Inc. for Suwanee, Lawrenceville, Duluth, Dacula, Buford, Rest Haven, and Gwinnett, all Georgia (GA0270-276) new system.

■ Champaign-Urbana Communications Inc. for Champaign and Urbana, both Illinois (IL0189, 190) add signal.

■ Lincoln Cablevision for Lincoln, Ill. (IL0033, 270) add signal.

■ Telecable of Bloomington-Normal Corp. for McLean and Bloomington, both Illinois (IL0146, 147) add signal.

■ Covington Cable TV Inc. for Covington, Ind. (IN0013) add signal.

■ U.S. Cable of Northern Indiana for Griffith and Lowell, both Indiana (IN0225, 226) new system.

■ Jefferson Cablevision Inc. for Jefferson, Iowa (IA0119) new system.

■ Northern Cable TV Inc. for Eagle Lake, Me. (ME0126) new system.

■ Telecable of Leslie Inc. for Leslie, Mich. (MI0454) new system.

■ Warner Amex Cable Communications of St. Louis Inc. for Valley Park and Country Life Acres, both Missouri (MO0227, 228) new system

■ Futurevision Cable Enterprise Inc. for Delran and Beverly, both New Jersey (NJ0444, 445) new system.

■ Cablevision of New Jersey for Harrington Park, N.J. (NJ0448) new system.

■ Community Cablestystems Inc. for Washington and Monroec, both New Jersey (NJ0446, 447) new system.

■ MASA Cable Inc. for Red River, N.M. (NM0006) new system.

■ U.S. Cable of Tri-County for Ellicottville, Arcade, Cattaraugus, Machias, Delevan, Yorkshire, and Franklinville, all New York (NY0856-864) new system.

■ Auburn Cablevision Inc. for Skaneateles, N.Y. (NY0866-867) new system.

■ Viacom Cablevision of Cleveland for Chagrin Falls and Bedford, both Ohio (OH0804, 805) new system.

■ Woodsfield Cable Co. for Summerfield, Ohio (OH0806) new system.

■ Wood Television Corp for Portage and Bowling Green, both Ohio (OH0629, 139) add signal.

■ Beaufort Cablevision for Beaufort, S.C. (SC0162) new system.

■ Miller Cable TV Service for Miller, S.D. (SD0019) add signal.

■ Sioux Falls Cable Television for Sioux Falls and Mitchell, both South Dakota (SD0017, 0021) add signal.

■ Lake Telephone Co. for Memorial Point and April Sound, both Texas (TX0261, 368) add signal

■ Storer Cable TV of Texas Inc. for Seagoville, Hutchins, and Princeton, all Texas (TX0662,663,644) new system.

■ Community Cable of Utah Inc for Spanish Fork, Utah (UT0054) new system.

■ Colane Cable TV Inc for Omar, Micco, Chauncy, Barnabus, Stirrat, and Cow Creek, all West Virginia (WV0645-650) new system.

■ Oceana TV Cable Co. for Lillydale, Lillyhaven, Lynco, Oceana, Hatcher, and Matheny, all West Virginia (WV0651-656) new system.

■ Racine Telecable Corp. for Racine, Wind Point, Elmwood Park, Caledonia, and Mount Pleasant, all Wisconsin (WI0006, 048-050) add signal.

■ Racine Telecable Corp. for Sturtevant, Wis. (WI0232) add signal.

Call Letters

Applications

Call Sought by

New AM

KVGO BLAC Inc., Pineville La

New FM's

*WEVO Grantie State Public Radio Inc., Concord, NH
 KKYA Sorenson Broadcasting Corp., Yankton, S.D.
New TV
 WCMJ-TV Miami STV Inc., Miami
Existing AM
 WDLF WKXX Deland, Fla.
Existing FM
 WKZX WBEU-FM Beaufort, S.C

Grants

Call Assigned to

New AM
 WVMR Pocahontas Communications Cooperative Corp., Frost, W.Va
New FM's
 KRZJ-FM KRZJ Broadcasters Inc., Beloit, Kan.
 *WUMB-FM University of Massachusetts, Boston
New TV
 KHAI-TV Sunset Communications Corp., Honolulu
Existing AM
 WSMO WYAM Bessemer, Ala.
Existing FM
 WZKZ WCLI-FM Corning, NY
Existing TV
 KTPX KMOM-TV Monahans, Tex

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RADIO

HELP WANTED MANAGEMENT

General Manager:—With strong sales background wanted for small market station in near west. Salary plus incentives. Send resume and salary history. Box K-135

Florida—Sales Manager. Aggressive, streetwise Growth market. Equity possible. Expanding company EOE. Box K-161

Take charge Sales Manager needed for major Southeast station. Excellent opportunity for well-experienced sales management expert. Excellent base, incentives and fringe benefits. Send complete resume immediately EOE. Box K-167

Experienced sales pro. Immediate, management, chance for ownership once you prove that you have what it takes. Must carry heavy list while directing entire sales effort. Contact Walter Isbert 616—637-1138. EOE/AA.

General Sales Manager sought to lead and motivate very productive sales force. Must be proven producer who has had record results as a sales manager or sales person. Applicant can be top salesperson where working now! He or she will find all tools and promotion they need. Station No. 1! First class compensation package and opportunity! Box K-194

General Manager for San Jose AM/FM. Must have successful previous management record in large competitive markets. Detailed resume to Cliff Hunter, KSJO/KXRX, 1420 Koli Circle, San Jose, CA 95112.

Wanted: Aggressive sales manager to prepare for station management 24 hour AM/FM operation in southwest in county of 90,000. Billing reached over \$500,000. last year. Sales background summary, and track record. Impeccable references required. An equal opportunity employer. Box M-42.

Sales Manager for a beautiful music station. One of America's loveliest areas, Napa Valley, California, 45 miles from San Francisco. Perfect climate. Sunshine 320 days a year. Market size 150,000. Write George Carl, PO Box 2250, Napa, CA 94558.

Sales Manager and salesperson for newly acquired station near Minneapolis. Excellent incentives for outstanding performance. Welsh training preferred. Good track record required. Call 612—537-9078 evenings EOE

Management position for newly acquired station in midwest. Group owner looking for strong sales manager to run sales department and understudy current manager. Great earning potential. Reply to Box M-35

Small market expert needed for upper South Carolina single station market. Manager needed with heavy sales ability plus all phases of radio. Join growing group with future. Send resume, references, salary history. Equal Opportunity Employer. Box M-26.

Major FM station in top 50 market is looking for creative, innovative sales manager with future GM potential. Salary \$50,000 plus. An equal opportunity employer. Please rush resume and description of successes to Box M-22

General Manager—I am looking for one that would enter into partnership, operate WXGR, 5,000 watts, day time, AM radio station, Bay St. Louis, Mississippi. \$5,000 initial investment required. Station clear of all liens. WC, Garrett, Post Office Box 1149, Slidell, LA 70459

HELP WANTED SALES

Three of our clients (two midwest, one southeast) have unusual radio sales positions open. All three require goal-oriented people capable of dealing at the highest levels of the market's largest accounts. Creative and organizational skills a must. Good appearance and education assumed. Send resume in confidence to: Continental Broadcast Consultants, Inc., 31113 Manchester, Bay Village, OH 44140

Northern Illinois—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. If interested, send resume to J. McCullough, Personnel Manager, WLPO/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F

Your Sales Opportunity! Full time ABC Salary, commission. Tell all KFRO, Longview, TX 75606 E.O.E.

New England station with new format seeks salespeople who wish to grow with newly forming group. Experience and/or college helpful, but not necessary. Above average pay plan. Box K-150

Salesperson, northwest high power country FM station seeking salesperson to assume active list. Send resume and references to Jay Corbin, Box 346, Twin Falls, ID 83301. Or call 208—733-7512.

Dynamic Sales Person. Management a possibility. Excellent 450,000 mid-western market. Resume, earnings history, salary requirements to Box K-172

KMJ Radio, Central California network affiliate is looking for a person with background in broadcasting sales to sell AM-FM. Draw against commissions. Five day week. Liberal employer paid benefit package. Send resume, data to Mel Wilkins, Sales Manager, KMJ AM-FM, 3636 North 1st Street, Fresno, CA 93726. Equal Opportunity Employer

Like to Snow Ski? We have an immediate opening for an experienced account executive in a 300,000 plus market. Must have minimum of two years experience in Agency and Direct Sales. Opportunity for advancement with growing chain. Contact Rick Welch 303—632-1561

Perfect Climate. Would you like to live in one of America's loveliest areas? Napa Valley, California, 45 miles from San Francisco market of 150,000. Contact KVON/KVYN, write George Carl, PO Box 2250, Napa, CA 94558

Local Sales Person. Opening for Account Executive of leading good music radio station. Minimum two years broadcast sales experience. Required to call on retailers and smaller advertising agencies in New Jersey. Contact: Fred Weinhaus, WPAT 1396 Broad Street, Clifton, NJ 07013. Car required. An Equal Opportunity Employer.

Sales Manager. To lead and build. Rapidly growing small market in four season recreational area. Established successful AM, new FM. Application, resume, confidential references to M. Nescot, WWNH AM/FM, Rochester, NH 03867

Aggressive Sales Executive with one year experience. Immediate opening. E.O.E. Send resumes to KBRD, Box 1336, Tacoma, WA 98411

Florida—Combo-person for money making small to medium market. Immediate opening, call 1—813—453-3139 or send resume & tape to Bob Stoehr, WAPR, Box 1390, Avon Park, FL 33825

Sales person wanted for AM country radio station in medium market. Radio sales experience a must. Take over established account list. Be a part of a fast-growing corporation that provides excellent benefits. Send resume to Vicki Kaiser, PO Box 2288, Huntington, WV 25724. EOE, M/F

One of Ohio's great radio stations has immediate opening for a Local Sales Manager to plan, direct, and train our five-person sales staff. Two years sales management experience. Top compensation for qualified individual. Send resume to JD Williamson, II, WKBN, Youngstown, OH 44501. No phone calls. An Equal Opportunity Employer

Unusually high income opportunity for aggressive experienced sales person in S.E. most prestigious resort area. New Class C adult contemporary FM. Excellent opportunity for ambitious sales person seeking growth potential. Contact Robert E. Powell, General Manager, WBEU, 3040 Boundary Street, Beaufort, SC 29902

Central New York: Top rated AM/FM (50,000 watt FM). Medium market—excellent opportunity. Enthusiastic, self-motivating. Full company benefits. Write General Sales Manager, WTLB AM/FM, Box 781, Utica, NY 13503. Equal opportunity employer.

General Sales Manager wanted for growing group owned AM and FM station in Pennsylvania. Must be able to lead, train and motivate separate sales staffs. Will be given top account list. Salary, commissions, bonuses, override, gas, company car and other benefits. Position available immediately. Send resume to Box M-17.

Florida Network Affiliate Top 50 market needs proven sales pro now to handle solid agencies and regional accounts. Must be successful in direct selling and new business development. We are an equal opportunity affirmative action employer. M/F. Salary requirements and resume to Business Manager, Box M-16

Small Market upstate New York needs experienced Announcer/Salesperson. Eventual managerial possibilities in a growing organization. Box M-9

HELP WANTED ANNOUNCERS

Top rated Northern Indiana station looking for mid-day personality who can entertain. Will need at least 2 years commercial experience to handle this MOR format. EOE. Send air check and resume to Allen Strike, WTRC, Box 699, Elkhart, IN 46515

California: Schulke Beautiful Music station seeks an evening announcer. Radio experience, although not necessarily Beautiful Music, a must. If you sound bright and personable and can read scripted continuity, news, and live copy with a fresh conversational flair, send resume. Tape will be requested at a later date. EOE. Box K-188

Looking for Midwest beginner with adult sound for all-night Good Music program. Must have good reading ability and follow instructions to keep this CBS station No. 1. Good benefits. EOE. Tape & resume to Larry King, WSOY, Box 2250, Decatur, IL 62526. No phone calls

KZZQ FM is in need of late night announcer. Persons interested must be strong in commercial productions and also in writing copy. Send tapes and resumes to Chris Jamison, 1842 Henry St., Golden Meadow, LA 70357. KZZQ is an affirmative equal opportunity employer

Jazz Announcer/producer for NY area's only jazz station, Public Radio WBGO-FM. Send demo tape and resume to Al Pryor, PO Box 8, Newark, NJ 07101. EOE, m/f

All-classical 105,000-watt WNEB-FM seeks experienced announcer. Thorough knowledge of serious music and recordings and professional delivery required. Programming and production experience helpful. Non-returnable tape and resume, including references, to Peter Goldsmith, Program Director, WNEB-FM, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer

50,000 watt FM, Top 40 seeks qualified drive time air personality. Good production necessary. No beginners. No. 1 in market. Tape and resume to: WKHI, PO Box 758, Ocean City, MD 21842. EOE

Who knows where Slipper Sam "Coop" Miles hangs out? Need postholes dug, grass grazed, scorpions stomped! Tell him to contact KCLT, Lockhart 512—398-5232, or the Boss, 512—398-6197. Collect. of course!

Opportunity—Morning Announcer—experienced only apply. You'll be second man on established number one, two-man show. You'll do a phone show and production. Knowledge of automation a plus. EOE. Contact—Tom Parker, Operations Manager, KTRR/KZNN, Rolla, MO 65401. 314—364-2525

Wanted Announcers for country format. Salary up to 1250 per month. Send tape and resume to KSOX, 345 S. 7th, Raymondville, TX 78580. EOE

**HELP WANTED ANNOUNCERS
CONTINUED**

Announcer-Production Person: Must be able to communicate with country music listeners, must have professional attitude. We need the best to compliment the number one station in market. Afternoon open. EOE. Send tape, resume and other particulars in first letter to WXCO Radio, PO Box 778, Wausau, WI 54401.

Live, learn and grow with community oriented FM in Virginia's Shenandoah Valley. We need a talented, versatile morning person. Good pay, excellent facilities, great people. Write for a personal interview EOE Box M-21.

HELP WANTED TECHNICAL

Northeast technical service for radio stations desires 1st phone technician for field and shop work. Limited travel, some overnights. Salary commensurate with ability. Company expanding, requires several skilled persons. CATV experience helpful. E.O.E. Reply in confidence to Box K-198.

Chief Engineer to handle two northern Vermont A.M.'s within 40 miles of each other. Must have knowledge of automation and keep on top of maintenance of good equipment. Send resume, references immediately to: WIKE, Box 377, Newport, VT 05855.

Engineer. Modern establishment. Immediate opening. Contact Bob Baldrice, WFLL/WEWZ, PO Box 5333, Fort Lauderdale, FL 33310. 305-485-4111 EOE.

Chief Engineer: Northeast Class IV fulltimer. Must be dedicated to top flight maintenance and able to handle any RF or audio problems. Totally adult, professional working atmosphere. No air work required \$17,000 plus paid Blue Cross. Resume to Box K-179.

Northern California's fastest growing AM/FM seeks a Chief Engineer-FM operations supervisor willing to start small and grow with us. Successful applicant will have first phone, transmitter, production equipment, automation maintenance experience. Send resume KBLF/KSNR, Box 1010, Red Bluff, CA 96080.

Assistant Chief Engineer for WMTR and WDHA, in Morris County New Jersey. First Phone and experience helpful. Salary to be determined. Resume to WMTR, Horsehill Road, Cedar Knolls, NJ 07927 Attn: Alan Parnau, or call 201-538-1250.

Transmitter Technicians—Voice of America has overseas positions available at supervisory and operating levels for experienced transmitter technicians. Duties include operation and maintenance of high power VOA transmitters and related facilities. Applicants must have 3 to 5 years "hands-on" experience in technical operation of broadcast, TV or military fixed-station transmitters. Must be available on a worldwide basis to serve in VOA's radio relay station system. U.S. citizenship required. Starting salary commensurate with qualifications, plus housing and overseas allowances. Full federal fringe benefits apply. Qualified candidates should send standard Federal application form SF-171 to International Communication Agency, MGT/PDE, 1776 Pennsylvania Ave, Washington, DC 20547. An Equal opportunity Employer.

Chief Engineer for well equipped, maintained, professional operation. Secure position on management team. Job description provided on request. Submit complete resume to Manager, WALE, Box 208, Fall River, MA 02722.

Central Oregon: Prineville AM with FM coming in December need chief engineer/announcer. Call: J. Kendall, 503-447-6239.

HELP WANTED NEWS

Expanding all-news radio network operation looking for aggressive reporter to fill slot now open. A minimum of three (3) years radio news experience is required. Salary negotiable. EEO. Send tape and resume to: News Director, 200 S. President, Suite 618, Jackson, MS 39201.

Experienced radio news reporter. Collect, write & broadcast local news. Air-check & resume to WDUJ AM/FM, PO. Box 36, Green Bay, WI 54305, Attn: Ken Peterson.

Full time station in town of 30,000 in Southeast New Mexico needs a news director immediately. Must have experience in gathering, writing, editing, and on air delivery of news. Contact Bob Tate, phone 505-887-7563, or send resume and tape to Box 1538, Carlsbad, NM 88220.

New England small market AM/FM station seeks experienced news director to handle all aspects of news. Must be able to produce five original stories a day with sound, cover local meetings, and handle a 30 hour per week board schedule with an automated system. Serious applicants need only apply. Send resume and tape to: Dawn P Gaffka, Operations Manager, WSME, Box 1220, Sanford, ME 04073 207-324-7271. Equal Opportunity Employer.

WAAY Radio is looking for an experienced news director 50,000 watt station with an award-winning news department. Top 100 market and a station with a real commitment to news, not just music. Rush tape and resume to Jerry Dean, Program Director, Box 551, Huntsville, AL 35804. Equal Opportunity Employer.

Successful small market AM in North Dakota seeking news director/announcer. Good future employer owns other stations. Tape and resume to: KNKD Radio, Hiway 1 N, Langdon, ND 58249.

Newsperson for successful AM/FM in southwest in county of 90,000. Heavy local news and information commitment. Competitive, personable. To assist news staff of four in delivering and gathering news. Resume, and references. An equal opportunity employer. Box M-3.

A Midwest medium market country giant seeks a top notch morning anchor. You must be an excellent reporter, too. If you want to become part of a terrific radio team, send your resume to Box M-23.

Expanded coverage area means two new openings at one of Midwest's finest broadcast operations. AM-FM News Leader wants experienced broadcaster with skills in news and programming. Some sports included, but this is a news and information position. E-E-O Box M-34.

News anchor person needed for suburban Washington AM. Tapes and resumes to John Long, WPRW, PO Box 1460, Manassas, VA 22110 EOE

Immediate opening in News department in Central New Jersey. Will consider beginner with writing and reporting skills. Will train right candidate. Salary open, depending on previous experience. To work with (2) others on News Staff 50% local news, AP wire service. Good potential for right person. Station located between Philadelphia and major New York Radio market. Send resumes and inquiries to WBRW-AM, GP/Mgr. Harry Haslett, PO Box 1170, Somerville, NJ 08876, 201-725-1170. EOE

Akron's hottest stations WNIR/WKNT are looking for experienced newsperson, with strong delivery and personality. Join this growing communications company with new building, new studios, excellent salary and benefits. Hiring now. Call Bill Klaus 216-673-2323 E.O.E./Affirmative action.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

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.

Program Director. WTAR Radio, Norfolk, Va., is seeking a Program Director to lead Virginia's most respected radio station. Adult Contemporary format with heavy news, sports, and community involvement. Applicant should have major/medium market programming experience with winning record. Send application with air check, references and salary requirements to Dick Fraim, General Manager, WTAR Radio, 720 Boush St., Norfolk, VA 23510. EOE M/F

Looking for personality MOR morning DJ and program director. 3-5 years experience. Top notch station, top notch people in Southeast Iowa. Looking for someone to help us get the day started right. Call 319-524-5410.

Audio Producer/Director—See our ad under Allied Fields/Help Wanted Programming, Production & Other October 20 issue. Studio Center.

Northern California's fastest growing AM/FM seeks an experienced, creative, organized Production Director/Personality. Call Bruce 916-527-3511. Send Tape/Resume KBLF/KSNR, Box 1010, Red Bluff, CA 96080.

KS-KX and KSWT in Topeka need an excellent copywriter. Experience in radio or agency copywriting is necessary. Applicants must be able to work with 15 aggressive sales and programming people. Your ego should not get in the way. If you are interested, send examples of your work, salary history and resume. to J.R. Greeley, Box 4407, Topeka, KS 66604. KS-KX and KSWT are equal opportunity employers

Traffic/Operations Director for 50 kw University FM in Northeast Kentucky. Degree in broadcasting or related field required. Experience as board operator necessary. Supervisory background in public radio preferred. Salary based on qualifications. Letter of application, resume and tape by Nov. 15 to Mr. Larry Netherton, General Manager, WMKY Radio, Morehead State University, UPO Box 903, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

Program Director for top 75 market talk station. Must be strong on leadership, management and be in tune with today's lifestyle. Resume and salary requirements in first letter to: WTWN, 101-C Waters Building, Grand Rapids, MI 49503

We're covering more of Missouri and need to expand our staff. If you have broadcast skills in news, announcing, talk and sports, you could join the information leader 3 to 7 years experience required for this position. Advancement opportunities available. E-E-O. Box M-45

Program Director for successful AM/FM operation in county of 90,000. AM operation MOR and local information, FM highly contemporary. Applicant must be accomplished at production and be capable of leadership. Resume, references. Southwest. An equal opportunity employer. Box M-46

SITUATIONS WANTED MANAGEMENT

CEO/General Manager of successful non-commercial FM seeks to return to commercial broadcasting. Smart, resourceful, 29, strong in organization, innovation, motivation. Joe Martin, WHIL, Box 160326, Mobile, AL 36616.

GM/GSM presently San Diego County looking for return to small market AM/FM. 23 years all phases radio. Looking for end result to make \$\$\$\$\$\$ for both of us. Reply: Box K-151

General Sales Manager seeks general managers position. First phone. Good all around radio man with good ideas. 20 years sales experience in radio, retail, direct. Prefer medium market. P.O. Box 8214, Rochester, NY 14617

Million Dollar Producer can help turn it around! Blue-Chip manager/administrator/promoter. Idea-oriented and money-motivated. Currently GSM top 10 market. Sunbelt only. Reply: Money-maker, Box 217, Nederland, TX 77627

My ambitions are greater than your needs. I seek opportunity equal to my abilities. Where is it? Number one biller for 17 years, number one manager, motivator, leader, administrator, collector, salesmanager, with or without ratings. Reply Box M-33.

15 years experience wants to settle with small/medium market. References from majors in operations, program/music director, country D.J., copy, promotions and sales. Long term only! Prefer south. Box M-4.

Professional sounding beginner. Dependable, integrity. Single. Willing to travel. Michael Reuter, 8901 W. Capitol Drive, Wauwatosa, WI 53222, 414-463-1880

**SITUATIONS WANTED
ANNOUNCERS**

Exp. Rock Jock—Ready to kick. For tape and resume, call Roger Channell, at 312-764-0262 or 312-929-0776.

SITUATIONS WANTED ANNOUNCERS CONTINUED

I Love Radio. Honest, experienced, hard working jock looking for new home. Tape and resume available. Tim Garbe, 5244 Lawn, Western Springs, IL 60558 or call 312-246-4759.

Dependable, hardworking male, 22 seeks A.O.R. station or top 40. Tape-resume available. Steve Barile, 550 Kingman Ln., Hoffman Est., IL 60194, will relocate. 312-885-7159

Experienced First combo man. Full-time position. Washington-Metro area. Box K-200

Broadcast Artist. Classically-minded. From programming to announcing—copywriting to production and feature reporting. NPR background. Have vox, will travel. Wire Thomson, 1508 Valjejo Drive, San Jose, CA 95130.

Get ready for basketball season. Experienced sportscaster excellent jock and sales skills will relocate. Mitch 212-594-5824.

Calling Texas announcer/copy/production with three years experience, from market of 100,000+. Want to go before the snow. 715-832-1754. Bobby Booker

Re-entrance job needed. Radio or TV. 8 years experience. Been out 15 years. Adult format. Jay-Dee, PO Box 826, St. Point, Wis.

Honest, hard working Air Personality-Music Director looking for stable situation to grow. 3 yrs. plus real experience, currently working Medium Market. Excellent references. Call Jim 607-433-2213

Radio Ready! recent B.A. in Broadcasting w/2 years commercial experience. Strong, creative production. Have handled commercial AOR, Top 40, Adult Contemporary & been PD/Production Director For AM adult contemp or FM AOR tape. Bryan Toft, Walker Rd., Washington Crossing, PA 18977. 215-493-3370, ready to relocate.

Lucrative offers sought now—Carolinas only. Versatile professional: copy, production, news, announcing, automation skills. 201-295-4656.

Radio, TV Production experience. Desire Southeast, preferably Alabama. Call Russ 915-672-5097 afternoons.

Experienced, workaholic Disc Jockey looking for soft rock. Top 40, AOR, oldies format. Call Kevin after 6 PM. 312-889-3349.

Small Market One year experience, seeks air shift/sports/news. College grad. Bob 516-221-2498

Hear it now! On the phone or on tape (minority) Broadcaster, graduate announcer training studios thoroughly trained performer, clean cut, super rich baritone voice, authoritative delivery, also sales oriented personality. James 212-528-7421

Wanted to do: Production and announcing. Have 3 years experience in above & copy. Graduated Wilkes Community College. No room to expand talents in North Carolina. Box M-31

For Sale: One dependable, experienced, hardworking Top 40's Disc Jockey, who loves the radio industry. For tape and resume call Charlie Hill at 312-961-1526 or write 24W630 Woodcrest, Naperville, IL 60540.

I don't need a break—you do! You're running a business, not a broadcast kindergarten, right? I paid my dues with excellent training. Good character—"No problem personality"—professional sounding tape available. phone Marv 212-996-4181

SITUATIONS WANTED NEWS

Capable newsman. Excellent voice and delivery. Tape and resume available. Richard Harris, 940 Irving Pk Rd. Bensenville, IL 60106. 312-766-0427

Small Market News Director seeks advancement opportunity. Top flight news gathering skills, and a proven ratings booster. Two years experience. Box K-124

Sportscaster-PBP. Currently own sports production company originating college football Midwest. Looking for sportscaster-PBP position medium-major market. 28. 7 years exp. M.S. Communications. Tom 316-231-9200. Box K-197

Entry level reporter seeks broadcast news position. Single female. Will travel. Box K-155.

A sixteen year broadcast veteran desires a position in radio news/news management in a southwestern medium market. Have small, medium and large market experience in news gathering and airing, public service programming, commercial and public broadcasting. B.A., numerous speaking and seminar appearances. References and resume. Rick Smith, 5942 E. Linden Pl., Tucson, AZ 85712 or 602-296-5655 evenings and weekends

Lucrative offers sought now—Carolina only. Versatile professional: copy, production, news, announcing, automation skills. 201-295-4656

Experienced sportscaster seeks new position. Play-by-play heavy basketball, also football, hockey, baseball. Call Bob at 612-235-2915

Available, basketball, now: 7 yrs. PBP/NCAA all sports. Dan Lee 316-231-6205.

Small Market News/Sports Director—Assistant Manager. Seven years experience. Prefer small to medium market in Northeast-Southwest. Will consider others. Box M-7

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Wanted: Medium market position. Two decades experience as quality PD, talk host and sports director. 308-254-7389. George.

Executive Sports Producer with six years' experience producing two major league teams. Heavy Production background, looking to advance with growing station or recording studio. Willing to relocate. Box M-28.

My experience can work for you in management! Announcer with 16 years experience in various formats, live and automated operations, seeks position as Program/Operations and/or Production Director. Box M-24

Hire a bright, eager, reliable young man with programming, on-air, sales and public relations radio experience! Available immediately for entry level position in the NY Metropolitan area. Call Peter at 212-535-6529.

Lucrative offers sought now—Carolinas only. Versatile professional: copy, production, news, announcing, automation skills. 201-295-4656

Professional minded-career oriented Program Director with 8 years experience. Extensive knowledge of airstaff supervision, promotions, music, community involvement, copy/production, budgeting advertising campaigns. Dependable, hard working, mature. Impeccable references. Bill McCown 803-226-1408

TELEVISION

HELP WANTED MANAGEMENT

Top ten affiliate seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120

Director of Administration: State Public Network seeks aggressive, self-starter to direct its business management and support activities. Includes planning, coordinating, and supervising such activities as budgeting, accounting, payroll, purchasing and attendant analyses and reports. Degree plus four (4) years experience in business management, accounting, personnel or closely related work required. Experience in public broadcasting administration may be substituted for the required college training on a year-for-year basis. Starting salary \$21,700. Send resume to A. Fred Frey, Executive Director, Louisiana Educational Television Authority, 2618 Wooddale Blvd., Baton Rouge, LA 70805. Application deadline: November 17, 1980. Louisiana Educational Television Authority is an Equal Opportunity Employer.

Major TV group seeks general manager for VHF network affiliate in growing northeastern market. EOE. Box K-141

News Director. Control news and public affairs programming with budgetary and content responsibilities for Radio-TV stations. Provide leadership to full-time staff and instruct students in production of daily news show. BA required, MA preferred. 5 yrs. Mgt. exp. High ethical standards. Salary negotiable. Contact: Rick Lehner, WUFT, Univ. FL., Gainesville, FL 32611. 904-392-5551.

Development Specialist for a Colorado PTV station. Responsible for all fundraising activities including program underwriting, memberships, grants, and special projects. Person works with community during auction. Individual may supervise station public relations and information activities. Requires two years' fundraising experience. BA minimum, M.A. will influence salary which is commensurate with experience. Deadline: November 10. Send letter of interest, resume, and three references names to: Search Committee, KTSC/TV, 2200 Bonforte Boulevard, Pueblo, CO 81001. An Equal Opportunity Employer.

General Sales Manager. Successful sales and sales management record in small-medium market TV. A necessity. We offer an opportunity for growth with outstanding net affiliate in highly competitive market. Responsible for national as well as total sales effort. An equal opportunity employer. M/F. Send resume and references to Box K-148

General Sales Manager-TV: Network affiliate in Southeast seeks General Sales Manager who can get out from behind his desk to provide personal leadership, persuasive presentations and effective inventory control. Reply Box K-162

Public Television Executive Director Position Available. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Executive Director. Candidates should possess successful broadcast administrative experience, appropriate educational credentials, and have demonstrated ability to manage large and complex organizations. Ability to relate effectively to the viewing public, state government, Board, staff, and Friends of IPBN is critical, as is the ability to motivate and lead an exceptionally creative staff. Applicants should submit, no later than December 1, 1980, a complete resume detailing experience and credentials along with professional references who can speak to the competency of the candidate. Applicants should also provide a statement of philosophy as it relates to the operation and administration of a public television network funded by state sources. All correspondence should be addressed to: Jolly Ann Davidson, Chairman, Search Committee, Iowa Public Broadcasting Network, PO Box 1758, Des Moines, IA 50306. An equal opportunity employer.

Assistant Business Manager—Group owned network affiliate in top 50 sunbelt market is searching for the right "number two" financial and administrative person. Very challenging position with company which is expansion and growth-oriented. Hard work and ambition will bring quick reward. Promotion likely within one year. Excellent benefits. An Equal Opportunity Employer. Send resume with salary requirements to Box M-20.

HELP WANTED SALES

Promotional Representative Seven Representatives, headquartered in: Philadelphia, Chicago, Austin, San Francisco, will promote carriage of multicultural children's series by commercial TV stations. Requirements: five years TV program promotion or related sales; self-starter; meet deadlines; must travel. Salary: \$25,000 annual plus incentives. 9-month assignment commencing January 1. Minorities' applications encouraged. Send resume: Pearl Banks, MCTV, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103. Deadline: November 7

KCRA-TV, California's No. 1 affiliate seeks an aggressive, knowledgeable television salesperson as National Sales Manager. Minimum two years national television sales or television sales management experience required. Send resume and list of references to John Kueneke, KCRA-TV, 310-10th St., Sacramento, CA 95814. EOE

Director of Sales. For major eastern market independent. Heavy experience and proven strong sales leadership ability required. Will have overall charge of an active station's sales effort. An equal opportunity employer. Send resume to: Box M-47

**HELP WANTED SALES
CONTINUED**

Florida network affiliate has an opening for a local sales Account Executive. Marketing or business degree preferred, along with on the street sales experience. Must know today's television marketing concepts. E.O.E. Reply to Box M-36

HELP WANTED ANNOUNCERS

Announcer/Weathercaster—Expanding midwest network affiliate needs good, experienced television weathercaster/commercial announcer. EOE. Send resume to Box M-32

HELP WANTED TECHNICAL

Video Maintenance Engineer: Minimum ten years experience in maintenance or design of TV Production equipment, cameras, video tape and disc, switching, sync, and computer. Send resume to Personnel Director, Broadcasting, P.O. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Maintenance Engineer Tucson, Arizona: Minimum requirements—FCC 1st Phone, 3-5 years TV maintenance experience. Duties include maintenance and routine alignment of studio equipment. Experience on ACR25, AVR2, VPR1, TR60 is desirable. If you want to drive to work this winter in shirtsleeves, this Tucson station would like to hear from you. Send resume to Chief Engineer, Box 50307, Tucson, AZ 85703. An Equal Opportunity Employer.

Video Engineer—Expanding production facility needs quality minded, production oriented EFP Engineer. Salary commensurate with technical ability. Write or call: Michael Orsburn, Director of Engineering, Video Tape Associates, 2351 SW 34th Street, Ft Lauderdale, FL 33312 305-587-9477

Engineer/Maintenance-I (PTV/ITV). Qualifications—First Class FCC License. Minimum of three years of technical broadcast maintenance experience. Digital, solid state, UHF, microwave and remote control. Apply KMTF-TV Fresno County Dept. of Education Personnel Office-Room 330, 2314 Mariposa Street, Fresno, CA 93721 Phone 209-488-3018.

Chief Engineer for beautiful west coast VHF operation. Minimum 5 years administrative, five years maintenance background. EOE. Submit resume/references and salary history to Box K-91

Need the right person to help WIPB-TV install a new transmitter, antenna, STL, and remote control into a new building. Ball State University needs a take-charge individual to supervise 3 engineers and several students and to assist the Chief Engineer. New studio construction in the future plus the many remote telecasts we do will give you valuable experience to prepare you to move up in television engineering management. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306. An Equal Opportunity/Affirmative Action Employer.

Studio Technician II (TV Broadcasting) First class license, AA degree, plus 3 years technical experience including in-depth electronic theory and practical maintenance experience required, preferably with broadcast color equipment or equivalent circuit sophistication. Starting salary: \$10,980-\$12,290; range maximum \$17,040. Forward resume by November 14, 1980, to Studio Engineering Supervisor, New Hampshire Network, Box Z, Durham, NH 03824. AA/EEO.

Director of Network Engineering. Under administrative supervision of Network Manager, direct and be responsible for the overall planning and coordination of all engineering operations of a public television network. Minimum qualifications: Associate degree in Electronics or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting; First Class FCC radio-television broadcast license and familiarity with current state of the art procedures and equipment. Salary range: \$20,240-\$31,510 depending on qualifications. Forward resume by November 19, 1980, to Keith Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

Videotape operator/technician. Must be experienced with Ampex and RCA VTR's. Contact W. Fenn, C.E., WNVT-TV, 8325 Little River Turnpike, Annandale, VA 22003, 703-323-7000. EOE.

Engineer. For professional/technical society in Scarsdale, New York. Excellent salary and benefits. Requirements include degree in engineering or science, practical experience in film or video systems, good command of English and grammar with the ability to prepare written reports of technical meetings. Duties include administrative and standards responsibilities. Forward resumes and salary requirements to D.F. Breidt, Society of Motion Picture and Television Engineers, 862 Scarsdale Ave., Scarsdale, NY 10583.

Operating Engineer: 1st Phone required. Experienced in video tape editing, production, and studio support. OEO. Send resume to: Al vanDinteren, Chief Engineer, PO Box 1526, Augusta, GA 30903

Staff maintenance engineering position available with world standard conversion and duplication house located in sunny Florida. Send resume to Vice President-Engineering, 744 W Church St. Orlando, FL 32805

TV Station's Director of Engineering needs an Assistant Chief to work with busy eastcoast major market production company. Only those with a strong background in Broadcasting/maintenance need apply. Salary starts mid 20's. EOE. M/F. Send resume to Box M-40.

We're in the market for a qualified maintenance engineer with aspirations to become assistant chief. Needs background in studio and transmitter. Offering good salary and benefits package and the Monterey Peninsula to live. Send resume to Ken Warren, Chief Engineer, KMST-TV, 46 Garden Court, PO Box 1938, Monterey, CA 93940. A Retlaw Broadcasting station. EOE.

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.

Anchor-Producer. Need experienced broadcaster for 10 p.m. newscast. Well rounded background required. Send resume and tape to: Graham Smith, News Director, KATC, PO Box 3347 Lafayette, LA 70502. Equal Opportunity Employer

Reporter with aggressive news operation. Need someone who can work creatively on the "beat" system. Degree and experience required. Resumes only. E.O.E. Contact Bill Perry, News Director, WBBH-TV, 3719 Central Ave., Ft Myers, FL 33901.

News Announcer if you can write news and deliver, Wyo TV has opening for you. Send 3/4 inch VTR and resume to Hal Hardy, Sweetwater TV Box 8, Rock Springs, WY 82901. If just breaking into TV, audio tape permissible.

Assignment Editor. Aggressive CBS affiliate in the Southwest needs an organized, self-starting person with previous desk or producing experience. Heavy live and reporter involvement with a "humanized" approach to news. Group-owned, 50's market. EOE/M-F. Box K-159

Photographer. We need an experienced shooter who can effectively utilize both film and ENG. Fast, decisive editing is a must for this aggressive news operation. Degree preferred. Resumes only. E.O.E. Contact Bill Perry, News Director, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901

Meteorologist for small northwest market. This area is for the outdoorsman. Fishing, hunting, skiing and the like at its best. Salary is open. Call Ken Christensen, News Director, KID-TV, Idaho Falls, ID 83401. 208-522-5100.

News Director: All-ENG department needs strong leader to continue recent growth in numbers. Need experienced manager. Send resume and one page letter stating philosophy of news management to Station Manager, WCHS-TV, Box 1153, Charleston, WV 25324.

Wanted: Aggressive news reporter to head satellite news bureau. Must be able to report, shoot and edit videotape. Send tape and resume to News Director, Box 186, Charleston, SC 29402.

News Director/Anchor—small market-excellent pay, benefits—\$19,000. EEO. Box M-43

Assignment Editor for aggressive news department in top 100 southeastern market. Applicants must be good journalists first, possess organizational skills and direct and motivate staff of 25. Excellent benefits and good salary for the right person. EEO. Write Box M-29

Producer, for six and ten o'clock half hour news blocks. Must know film and ENG editing, writing to visuals, handling assignments and talent, and the 900 things that make a successful news show. ABC affiliate in a competitive, Upper Midwest Market. An Equal Opportunity Employer. Send letter and resume to Box M-1

News Photographer—Top 100 CBS affiliate in southeast seeks ENG News Photographer—experience preferred, M/F. EOE employer; send resume to Box M-11

Photographer, for ABC affiliate, Upper Midwest, competitive market. Must have experience in ENG and film, shooting and editing. Live remote experience helpful. You will become part of an eight person photographic staff. We are an Equal Opportunity Employer. Send letter and resume to Box M-13.

A real challenge—can you run a one-person bureau covering a metro area, shooting film or tape, preparing stories, and editing every day? The last 3 people to hold this job with this No. 1 news operation are now regular news anchors. Equal Opportunity Employer. No calls please. Send VCR and resume to Bob Brunner, News Director, WSAZ-TV, Box 2115, Huntington WV 25721

Assignment Editor. Aggressive Corinthian-owned CBS affiliate. Must be organized, an "idea person" with the ability to motivate news staff and coordinate news coverage. Considerable TV news experience required. Resume to: Robert Allen, News Director, KOTV, P.O. Box 6, Tulsa, OK 74101. Equal Opportunity Employer. M/F.

Reporter-Videographer wanted to join aggressive leadership-oriented professional team in our Mobile, Alabama newsroom. Send resume, 3/4" tape to S. Peter Neumann, ND, WEAR-TV-ABC, PO Box 12278, Pensacola, FL 32581. EOE-M/F.

Investigative Reporter. Applicant must have solid experience, not only in television news, but also as an investigative reporter. Should also have the ability to transform complex investigative reports into intelligible television news stories. Prior investigative reporter experience is required. Please send resume and tape to Dick Ahies, WFSB-TV 3 Constitution Plaza, Hartford, CT 06115. An equal Opportunity Employer. M/F.

Producer-Host/on-air Plan and coordinate various aspects of TV, documentary programs for KAET-TV. Write scripts for segments. Research chosen or assigned subject matter and determine segment format and theme. Serve as on-air talent and interviewer for program segments. Require a Bachelor's Degree and 4 years experience in broadcast or print journalism. Experience considered in lieu of degree. Applications accepted thru November 15, 1980. Send resume & video cassette to Personnel Dept., Arizona State University, Tempe, AZ 85281. An Equal Opportunity/Affirmative Action Employer who complies with Title IX of the Educational Amendments of 1972

Wanted: TV night news reporter who can anchor sports on Saturday and Sunday. Send tape and resume to: News Director, WCSC-TV, PO Box 186, Charleston, SC 29402

Reporter: Small market-good pay-benefits. EEO. Box M-41

**HELP WANTED PROGRAMING,
PRODUCTION & OTHERS**

PM Magazine Producer: Position open for producer of program now on air. Position requires experienced, energetic individual dedicated to a quality program. Send tape, resume and current salary to Gerald Badeaux, WTHI-TV, 918 Ohio St., Terre Haute, IN 47808. EOE Employer.

Producer/Director: Plan, produce, and direct live and filmed/tape recorded programs and series for KTEH public television. \$22,296/year. App. deadline: 11/14/80. Contact: Larry Condit, Personnel Commission, 100 Skyport Drive, San Jose, CA 95110. 408-299-2754.

**HELP WANTED PROGRAMING
PRODUCTION, OTHERS CONTINUED**

Producer/Director: Applicants must have a minimum of three years full time experience producing/directing studio and location production. Send complete resume and cassette to: Chuck Weaver, Production Manager, KTHV, Arkansas Eleven, P.O. Box 259, Little Rock, AR 72203. KTHV is an equal opportunity employer.

Commercial Producer/News Director. KMJ-TV, Fresno, California, is looking for an experienced, creative person to write and direct commercial production, must also have excellent news directing ability and be capable of offering creative ideas for improving looks of newscasts. Good understanding of modern broadcast equipment and its capabilities a must! Salary to \$378.50 for 40-hour week; attractive employer-paid benefit package. Send resume, other relevant information to: Personnel Manager, KMJ-TV, P.O. Box 12907, Fresno, CA 93779. An Equal Opportunity Employer.

WRCB-TV, Ziff-Davis Broadcasting, seeks Promotion Manager. Send resume to 900 Whitehall Road, Chattanooga, TN 37405 EOE.

Membership Supervisor for day-to-day operations in the Membership Department of KETC-TV, St. Louis, Mo. Must be dependable, creative, self-motivated and looking for a position that offers professional growth. Must possess superior communication and analytic skills. Experience in fund raising desirable. B.A. preferred. Salary range \$9,000-\$11,000 per year. Send resume to: Membership Supervisor, KETC-TV, P.O. Box 24130, St. Louis, MO 63130, by: Nov. 12, 1980. Equal opportunity employer M/F.

Research Director for major market Northwest PTV VHF station to analyze and conduct studies of all aspects of regional audience as relates to programing and production. Degree in Communications or a Social Science. Year's professional experience in audience or related social science research, ability to plan and execute survey research studies. Masters degree and television related work desirable. Salary: \$14,724-\$21,048 plus liberal benefits. One year appointment. Deadline November 14, 1980. Resume and sample of research to Selection Committee 80-P-9E c/o Debbie Wilson, KCTS/9, 4045 Brooklyn NE, Seattle, WA 98105 AA/EOE, women and ethnic minorities encouraged to apply.

Studio Manager: WGBH-TV has an opening for an innovative, experienced Studio Manager to supervise day-to-day operation of studio and remote production activities. Responsibilities also include supervision, evaluation and training of 10+ technical personnel and involvement in the production planning process. Minimum of four years' practical experience in studio/staff management required as well as state of the art familiarity with production operations and production tools. Salary negotiable to the mid-20's. Send complete resume to: WGBH-TV, Personnel Department, (A-69), 125 Western Avenue, Boston, MA 02134. Deadline November 15, 1980. WGBH is an Equal Opportunity Employer.

Art Director. The seasoned pro we're looking for knows an art director's responsibilities. We need a graphic designer to be part of our creative team while handling the administrative and directional efforts of the department. If you are looking for an interesting, challenging opportunity, contact: Jeff Bell, Promotion Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. WVIT is an Equal Opportunity Employer.

Commercial production person needed by Wyoming TV station. Send 3/4 inch sample of work and resume to Hal Hardy, Sweetwater TV, Box 8, Rock Springs, WY 82901.

Help! We need experienced director with solid background in commercial production. At least 3 years experience, college degree desirable but not necessary, and ability to direct live/taped talk shows. Send resume to PO Box 29, Philadelphia, PA 19105. We are an equal opportunity employer.

SITUATIONS WANTED SALES

Production Specialist, 15 years experience. No 2 market, wants to move to sales, 38, educated male, self-starter. Resume available upon request. Box K-40.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Practicing TV since '52! Progressively-increasing managerial responsibility. Demonstrated expertise in administration, competitive-programing, sales-production (local, regional, national), promotion, news, community-involvement, etc. Large to medium markets. Highly effective everywhere! Leadership and motivational skills. Hands-on manager, accustomed to bottom-line responsibility and compensation based on performance. At accelerated pace, produces spectacular ratings, sales and profits, plus prestige. Box M-12.

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.

SITUATIONS WANTED NEWS

Dynamic Reporter, national award, seeks new challenges in TV Journalism. Strong background as troubleshooter and investigative reporter. Currently general assignment reporter in number one market. Looking for growth opportunity perhaps as combination weekend anchor/weekday enterprise reporter. Married, bilingual (Spanish/English), established credentials in law and legal education. Box K-192.

Lead Anchor—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV news operation. Box K-182.

Iran Crisis Archivist. Professional with network TV experience seeks position in radio/television news production, research, archives or education. Box K-182.

Producer—medium market leader with the ability to make your newscast move. Seeking major market. Box M-14.

Reporter: 21 years old, MA Broadcast Journalism. Bright, articulate, creative hard worker. Need a chance to get started. Contact Tom at 502-658-3478.

Top-notch TV newswoman available—Reporter/anchor/host. Experienced, innovative journalist with polish and flair! Excellent NY references. Stanford graduate. If only the best will do, write or phone: 55 Warwick Road, Great Neck, NY 11023. 516-487-3386.

Wanted: Aggressive television news organization to employ committed broadcast journalist as reporter, producer, or assignment editor. Five years experience: reporter/producer TV talk show, radio reporter, anchor, talk host. Master's—Kiplinger Public Affairs Reporting Program, Ohio State. Larry Hudson, 895 Caniff, Columbus 43221. 614-451-3772.

News Director helped build cable station into third highest sales in nation in six years. Limited advancement requires move now. Formal education-journalism, ENG. Consider reasonable offers for News Director, anchor, reporter, host, news/technical. 301-722-6540, 301-724-0677.

Print Journalist, 2 years experience as Washington Post news aide. Rolling Stone Magazine researcher, seeks beginner spot as TV reporter-deskman. Age 24, degree, college background in radio, film, video. Mike Maloy, 8313 Meadowlark, Bethesda, MD 20034, 301-365-8065.

I'm betting \$14 that you'll respond. Radio news director with broad experience looking for a professional organization. Good story ideas, people motivator. Prefer off-air TV newsroom or radio ND. Box M-39.

Experienced TV. news writer seeks reporting position in entry level market. M.A. Journalism, ENG reporting, talented and aggressive. Box M-10.

Intelligent, enthusiastic female with broadcasting degree and radio news experience seeks first reporting position. Will relocate. Videotape available. Want station with pros willing to help beginner learn the business. Box M-5.

**SITUATION WANTED PROGRAMING,
PRODUCTION, OTHERS**

Production man—Experienced in directing, editing, lighting, mini-cam, sports coverage, documentaries. National and regional credits. Seven years experience, public and commercial. Seeking position with production minded operation. Alan 803-279-3145.

Executive Sports Producer with six years' of radio experience producing two major league teams. Seeking to break into television, preferably in Sports Department, but will consider all offers. Willing to relocate. Box M-44.

Need someone bright with energy and interest to do many things? Experienced studio person with some producing and on air experience is dying for a chance at directing. Also want to produce and host an interesting talk show and shoot or PBP sports. Box M-15.

Director/Producer Professional seeks program management/production position. Over twenty years experience in commercial/public TV including program director, special projects director. Talented, creative, dedicated. M.S. Radio/TV. Box M-27.

Energetic Female seeking production position. Experienced in ENG, editing, lighting, etc. Available in Jan. Sherrell Comos, 19-A Bouldercrest Lane, S.E., Atlanta, GA 30316. 404-658-3311 daily.

Film Critic, Arts Program Hostess, articulate, dynamic, attractive Ph.D. PO Box 6342, Beverly Hills, CA 90212.

Radio, TV Production experience. Desire Southeast, preferably Alabama. Call Russ 915-672-5097 afternoons.

Production Technician. Thoroughly experienced in every aspect of EFP studio production. Extensive lighting and audio production plus design. Will relocate. If you need total dedication call Gilbert Hammer 914-277-3948.

CABLE

HELP WANTED MANAGEMENT

Cable System Manager—Diversified broadcasting company looking for an experienced individual to manage a medium sized cable system located in New England. Background in cable operations, construction or programing preferred. If you are interested in a management opportunity with a progressive, growth oriented company, please forward your resume and salary requirements to Box M-19.

ALLIED FIELDS

HELP WANTED TECHNICAL

Broadcast Systems, Inc. is a rapidly growing company serving the television industry with quality equipment and services. We represent first line equipment manufacturers, and have extensive stock of several major lines of television equipment in our warehouse for immediate delivery. We are looking for qualified representatives in several parts of the country. BSI pays travel expenses, provides group health and dental insurance, and paid vacations. We pay an attractive guaranteed salary, plus a direct sales commission on all sales. We expect each representative to earn in excess of \$60,000 per year. Management of the company are persons who have been Television Chief Engineers, and had successful careers as RCA Field Salesmen. We are looking for professional people who are presently successful equipment representatives, or who are in Television Engineering Management. If you are interested, contact us at 800-531-5232 or 512-836-6011, or write, Broadcast Systems, Inc., 8222 Jamestown, Austin, TX 78758.

HELP WANTED SALES

Sales/Marketing Representative—Must be experienced in broadcasting or broadcast related products. This is a high income, professional business. Regional travel is required. We provide leads, income guarantee, training and expenses. You must provide energy, enthusiasm, intelligence, willingness to adhere to professional practices and ethics, and ability to travel. Send resume including references to Box K-189.

HELP WANTED SALES CONTINUED

National Gospel Rep—looking for an aggressive, creative and self-motivated Account Executive. Experience in radio sales preferred. Salary—\$1,300 per month plus commissions. Excellent growth potential. Friendly southeastern community will be home base. Call 912—883-4908

Business oriented, successful salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. Paul H. Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHER

Creative Radio Pro. Advertising concepts, copy, jingles, 1-24 track production, syndication and management experience. Sales and contact experience also. Many national awards. New York based, would consider relocation. Box M-18.

HELP WANTED INSTRUCTION

Broadcast faculty member sought for '81-'82 academic year in a tenure-track position. Work with broadcast quality TV facility, developing radio facility. Responsibility includes teaching news courses, developing graduate courses, and possibly film courses. Ph.D. or ABD preferred; M.A. with strong experience considered. Salary competitive. Apply by Dec. 1 to: William Thorn, Search Committee, College of Journalism, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. E.E. Affirmative Action Employer

Arizona State University seeking two tenure track asst. or assoc. profs. Ph.D. preferred. Recent professional experience must. Evidence successful teaching. Qualified persons will teach intro. mass communication fundamentals of radio-TV, broadcast production courses. Send letter, resume, three reference letters to Dr. ElDean Bennett, chair, Journalism/Telecommunication, Arizona State University, Tempe, AZ 85281. Deadline: Dec. 1, 1980.

Broadcasting Faculty Position—Tenure track position beginning January or August 1981. Ph.D. or ABD preferred. MA and at least three years of broadcast news experience required. To teach ENG and TV News Gathering. Should have competence to teach in at least one other area. Nine month appointment. Salary comparable to broadcast industry pay in a top 100 market. Send resume by December 1 to Director, School of Journalism, Louisiana State University, Baton Rouge, LA 70803. LSU is an Equal Opportunity Employer

Assistant and Associate Professor. Doctorate. Five years professional background in print or broadcast journalism desirable. Candidates with strong quantitative background also encouraged to apply. Opportunities to build specialties at expanding B.A., M.A. and Ph.D. levels. Ten-month tenure track appointment. Salary competitive. Deadline Dec. 1, 1980. Contact: Professor Stanley Soffin, Chairperson, Search Committee, School of Journalism, Michigan State University, East Lansing, MI 48824. Michigan State University is an affirmative action/equal opportunity institution

Missouri Advertising Faculty. One junior, one senior position. Teach combination of courses in creative, graphics for print and broadcast, management, strategy. Professional experience and Ph.D. desirable. Salary open. Twelve month appointment possible. Send resume to Dr. Linda J. Shipley, Search Committee, Department of Advertising, School of Journalism, Box 838, Columbia, MO 65205. Equal opportunity, affirmative action 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.)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585

5" Air Heliaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 1" and 5/8" also available. BASIC WIRE & CABLE 860 W Evergreen, Chicago, IL 312—266-2600

GE TT-25 UHF-TV Transmitter, 2 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
Complete film island—\$30,000
Sharp XC-700 Color Cameras—\$11,950 (New)
IVC 500A Color Cameras—ea \$7,500
Panasonic AK920 Color Cameras—\$15,000
GE PE-350 Color Cameras—ea \$4,000
GE PE-240 Film Camera—\$8,000
Microtime 520 Time Base Corrector—\$8,500
Ampex TBC-2 Time Base Corrector—\$12,000
CVS 504B Time Base Corrector—\$5,500
CDL VSE-741 Switcher—\$2,500
RCA TK-27A Film Camera—\$12,000
RCA TP-6 Projectors—\$1,000
Ampex 1200 A VTR's—ea \$22,000
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

FM Equipment, Spectrosonic 610 comp limiter, Microtrack 6401 stereo preamp, Wilkinson SR 20-12 rectifiers, Revox A77 M Cooper 215—379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713—776-0542

10 KW FM RCA 10D w/exc. & ster gen., exc. condition, spares. M. Cooper 215—379-6585.

Syntronics/Visual DFM-15K-B, FM transmitter. Factory reconditioned, usable to 20KW. Price includes exciter and many spare components. Excellent condition. Available immediately. David Hebert, 509—547-1618.

Tektronix 465M Oscilloscope, \$1800 TRI EA-3 Edit Control System with DDT-1 Digital Reader, \$1700 Singer-Graflex 93-OR 16mm Film Projector, like new, with TV shutter, mirrors and remote control, \$1400 Buhl Mobile Multiplexer, \$600. ITE P/37 Camera Pedestal, \$225. Contact: National Video Industries, 15 W. 17 Street, NY, NY 10011. 212—691-1300.

1 KW AMS-RCA BTA IR1, Collins 20V3, 1 1/2 yr old. CSI Will guarantee. M. Cooper 215—379-6585.

1 AM-RF 85 McMartin Amplifier. Brand new \$450. 450 foot unopened spool of Phelps-Dodge five-eights inch wave guide with end connectors and strap-tiles \$1200. 2 six foot scala paralectors for 951 mhz. still in crates with hardware. \$600. General Manager, Don Keyes, WTAL, Tallahassee, FL AC904—386-3145.

1 kw, 5 kw and 10 kw AM and FM transmitters in stock ready for delivery. Collins RCA Sintronics. All units in top condition. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248, 214—630-3600

5 KW FM-RCA BTF 5B, good working order w/versicount exciter. M. Cooper 215—379-6585.

UHF Translator Transmitter, Television Technology Model UUST-105 (Ch 62 in, Ch. 58 out) associated Scala transmitting and receiving antennas, and 90 feet of 7/8" transmission line. Available immediately \$5,000. CVS 500 time base corrector \$1,200. or best offer. Contact: Charles P. Harper, Jr., Vice President Broadcast Operations, Shamrock Broadcasting Company, 6464 Sunset Blvd., Hollywood, CA 90028. 213—462-7711

5 KW AM Collins, 820 E1, 4 yrs old, w/proof, many spares. Mint M. Cooper 215—379-6585

Broadcast Systems Inc. Television System Planning and Equipment. For technical assistance or quotations call 800-531-5232 or 512—836-6011

Mobile Broadcast Van—6 Cameras, 1" VTR's, Grass Valley Switching, fully operational state of the art equipment, in use and well maintained. Box K-169.

For Sale: Five Norelco PC100 studio cameras. Complete with triax cable, 10x1 lenses, QTV prompter brackets, spare parts and spare modules. For further information, contact Ira Goldstone, Engineering Manager, WCVB-TV, Boston, MA 617—449-0400.

Mini-Van Dodge Tradesman 200-3 year 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 9:30 to 6:00 p.m. 312—236-5535

Ampex VR 2000 Video Tape Machine, (4) GE Camera Chains, (6) Vectorscopes, (6) PC-70/60 Phillips Cameras, (1) 35 Ft Mobile Unit with 5 PC-70 Cameras, capabilities for 2 additional Hand-Held cameras, inventory list available. Contact: Jim Richards, ABC, 40 West 66 Street, New York, NY 10023. 212—887-4906

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711

Guaranteed FUNNIE! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, 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. Wilde Creative Services, 20016 Elkhart, Detroit, MI 48225

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967

The Chicago Professionals will review, edit, and critique, your tapes and resumes—we'll pull no punches! Rush materials and \$20 to air Check/Resume Critique Service, Box 87121, Chicago IL 60680.

Air Checks of America's Top Jocks! Collectors and current air checks! Send for free catalog—Air Checks Unlimited, Box 87121, Chicago, IL 60680.

Where are the Jobs? Subscribe to "Job Openings" and find out. The most extensive current job listings available anywhere! Send \$25 for 13 weeks/or \$45 for 26 weeks to: Job Openings, Box 87121, Chicago, IL 60680.

FM frequency search \$200 Larry D. Ellis, P.E., Box 22835, Denver, CO 80222.

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

RADIO PROGRAMING

"Photo Tips" radio feature. Five new 1½ minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800-547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

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.

An exciting three hour Beatles special that will make money for your station. Free tape. Write Mike Miller, PO. Box 9705, Savannah, GA 31412.

EMPLOYMENT SERVICES

Disc-Jockey and News openings—all formats—many markets—rush your tapes and resumes—Air Talent Placement, Box 87121, Chicago, IL 60680.

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Free booklets on job assistance. 1st Class FCC license and D.J. Newscaster training. A.T.S. 152 W. 42nd St. NYC. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by top L.A. 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."

RADIO Help Wanted Announcers

SPORTS ANNOUNCER California

Major West Coast Newstalk station seeking seasoned professional to provide morning-drive sports reports, cover professional and college sporting events, and substitute for Sports-Talk programs as required.

Minimum 5 years major market sports broadcasting experience required, preferably including play-by-play coverage for professional sports team(s).

Outstanding opportunity to gain maximum exposure in a diverse sports market. For prompt and confidential consideration, send resume to Box M-51.

Help Wanted Sales

SALESPERSON

50,000 watt San Francisco Bay Area Radio Station

looking for an idea, result oriented retail salesperson with professional image and leadership qualities. Please send resume to: KLOK Radio, Box 21248, San Jose, Ca, 95151, attn: Judy Currier.

An Equal Opportunity Employer

Help Wanted Programing, Production, Others Continued

Program Director

KZLA AM & FM Major market programming experience in a competitive environment. On-air experience desirable. Country or MOR background. A broad musical knowledge and ability to select, train and motivate people are essential. Send resume 5700 Sunset Boulevard, Los Angeles, CA 90028. EOE/A. Cap Cities Station.

Help Wanted News

NEWSCASTER

WTOP Newsradio 15 has an opening for a Newscaster. Solid broadcast news on-air experience required. Please send tape and resume to Personnel, WTOP Newsradio 15, 4646 40th St. N.W., Wash., DC 20016.

Help Wanted Technical

EXPERIENCED ENGINEER

wanted as chief. Challenging opportunity, excellent salary and solid future. Contact Gary James, WARE Radio, Ware, Massachusetts 01082. Phone 413-967-6231.

Help Wanted Programing, Production, Others

WE'RE THE BEST KEPT SECRET IN BROADCASTING

... we can offer you a stable position in a pleasant environment with good pay and a 5 day week. We're looking for a fulltime production director who has experience with state of the art, multi-track equipment, can do character voices and work with talent. Box J-109. An Equal Opportunity Employer M/F.

Situations Wanted Management

Management

Radio/TV/Cable. Demonstrated ability. Documented performance. 15 years major market experience. Available immediately, salary negotiable. Reply Box K-4.

Situations Wanted News

NEWS DIRECTOR-OPERATIONS MANAGER

Take charge, professional, with 20 years experience in all phases of broadcasting, seeking position with station where management is concerned about programming excellence, as well as making money. Can build a new operation from scratch, or make your present one the best in the area. First phone, know FCC, and have the ability to get the best out of a staff. Let me help make your station a winner! Box M-38

TELEVISION

Help Wanted Management

Assistant Controller

Position available with large broadcasting/newspaper group. Background should include both broadcasting and newspapers, preferably with a group operation. Also, experience in financial reporting and analysis, budgeting and forecasting required. Send resume with salary history to Box K-183.

FIELD COMMUNICATIONS

is seeking a

CATV RELATIONS MANAGER

for its TV stations, to be located in San Francisco. Candidate should be knowledgeable in cable and TV station operations and possess administrative and public interface skills. Resumes should be sent to:

L. William White
Vice President-General Manager
KBHK-TV
420 Taylor Street
San Francisco, CA 94102

EOE - M/F

Help Wanted Programing, Production, Others



Just premiered PM Magazine this fall and it's going great! Now we are losing our male co-host, and seek a creative, articulate individual with writing, on-air and field production experience. Knowledge of 3/4" and/or 1" editing definitely a plus. Must be willing to contribute to a hard-working team effort. Send resume, tape and salary requirements to:

Donita Welsh
WCTI-TV
PO. Box 2325
New Bern, NC 28560

Equal Opportunity Employer/Male-Female

Help Wanted Programing, Production, Others Continued



PM Magazine co-host needed to work with personable female in top 25 market. Must be energetic with positive personality and strong desire to be part of the team. The ability to write and produce features a must. Send resume to Box M-50. An Equal Opportunity Employer.

PRODUCER

Searching for news producer for fast-paced, highly visual newscast in twentieth market. You have all the latest state-of-the-art equipment with which to work, including several mobile microwave units, live helicopter and weather radar. We need an aggressive person who can motivate, push and produce. Journalism degree preferred plus two years commercial television production. EEO/MF Box K-154.

Help Wanted News

NEWS PHOTOGRAPHER

Filming or taping news and sports events with 16mm or ENG equipment; film processing; film and tape editing. One year experience and/or Broadcasting degree required.

EXECUTIVE PRODUCER - NEWS

Produce early newscast, M-F; establish line-up for late news, M-F; supervise and train late producer and weekend producer. Three years news experience and one year producing experience required.

SWITCHER/PROJECTIONIST

On-air program switching; commercial breaks; projection on newscasts. Operational switching experience with commercial television or equivalent required.

Qualified applicants for any of the above openings, send letter of application and/or resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. Interviews granted at later date. KTUL-TV is an Equal Opportunity Employer, EOE/MF.



Help Wanted News Continued

CO-ANCHOR

Strong reporting and anchoring credentials, warm and personable A communicator. For M-F, 6 & 10, 25th market, news leader. Resume and audition cassette to Ridge Shannon, N.D., KMBC-TV, 1049 Central, Kansas City, MO 64105.

ENG PHOTOGRAPHER/EDITOR

ENG Photographer/Editor for top-rated Central Virginia News Department. Resume and photography, audition tapes to Jay Moore, News Director, WTVR-TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

REPORTER/CO-ANCHOR

needed immediately for station in 38th market. Excellent benefits. Person must have solid journalistic background, good communicative abilities, creative background. Salary negotiable. Send resume, VTR cassette, salary requirements to News Director, WOTV, Box B, Grand Rapids, Mich. 49501. EOE.

NEWS CO-ANCHOR

Excellent opportunity for a professional newswoman to co-anchor, the 6 and 11 p.m. newscasts in one of the most exciting cities on the east coast. WNAC-TV is Boston's CBS Affiliate and is a Division of RKO Television.

Great facilities in a competitive top 10 market. Interested in joining our team, send resume and tape to Peter Leone, News Director, WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.

An EEO Employer
Minorities and females
are encouraged to apply



WNAC-TV BOSTON
A CBS AFFILIATE

Help Wanted Technical

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F



**ENGINEERING
MANAGER**

KABC-TV, ABC's O & O in Los Angeles is searching for an individual to manage its new Technical Operations Center. Requires a thorough knowledge of operations and maintenance of all broadcasting equipment plus a strong management background. Initial responsibilities will include direct supervision of studio and operations personnel.

We offer an excellent compensation and benefit package. All interested parties please send resume, in confidence to:

M.H. Sweet
American Broadcasting
Companies, Inc.
4151 Prospect Ave
Los Angeles, CA 90027

Equal Opportunity Employer M/F

**Broadcast
Engineers**

Times Mirror Cable Television, continuing its commitment to lead the industry in technical capability and expertise is offering excellent employment opportunities to seasoned broadcast engineers. Our teleproduction facility has an opening for a Chief Engineer who has "hands-on" maintenance experience and who would be responsible for supervising the maintenance staff, maintaining equipment and facilities, and assisting in planning and development. A second opening exists for a Maintenance Engineer whose responsibilities would include maintaining RCA TR800, TR600 VTRS, 3/4" VTRS, time base corrections, Vital switchers, and Scientific Atlanta uplink facilities. Both positions require individuals with substantial broadcast maintenance experience and a first class FCC license.

As a communications subsidiary of the Times Mirror Company, we offer an excellent compensation package, including incentives, along with an exceptional benefit program. If you are a skilled and aggressive individual with the proven ability to succeed, we would like to talk with you about your future in cable.

Please send your resume including salary history in confidence to **Wrise Booker, Manager of Human Resources, Times Mirror Cable Television, Inc., P.O. Box 19398, Irvine, California 92713.**

We are an equal opportunity employer and encourage women and minorities to apply.



**TIMES MIRROR
CABLE TELEVISION**

Situations Wanted News

AVAILABLE

ENG HELICOPTER
PILOT/REPORTER



- BROADCAST EXPERIENCE
- EXTENSIVE FLIGHT HRS.

FOR RESUME, DEMO VIDEOTAPE
BOX K-174

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**

R2, Box 25-A, Lexington, Indiana 47138

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

ALLIED FIELDS

Help Wanted Management

MANAGER

For major radio program service company. Knowledge of radio business important. Must have demonstrated ability in sales, financial and administrative management. Knowledge/experience in business end of music/recording industry helpful. New position with growing organization. E.O.E. Write Box M-2.

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6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



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615-297-5396

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COUNTRY CONSULTANTS**

For those who hate to lose.

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Pasadena, California, 91104
213 791 4836.

Business Opportunities

Are You One Of The Country's Top 5 Promotion Managers? (Top 5 refers to ability not market size).

Would you like to participate (on a part-time basis) in a lucrative new Promotion Consultant partnership with the other 4 best TV/Radio promotion managers?

The objective is personal profit.

Send your name, station and phone number to Box M-48. We'll be in touch.

THE THREE BIGGEST WORDS IN TELEVISION CABLE - CABLE - CABLE

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized TV magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. TV Tempo supplies all scheduling and information about the happenings in TV.

You will receive complete training. An investment of \$10,500.00 is required. Call 800-241-7089 for complete information or write TV Tempo, Inc., PO Box 5443, Athens, GA 30604.

Public Notice

NOTICE

The City of Tampa will accept Letters of Intent from prospective applicants interested in providing cable television and communications services to the residents of Tampa. Letters of Intent shall be the sole indication of eligibility to receive any further information concerning the franchise. Letters of Intent shall include the following: The name of the company, both local and parent organization, name of contact person and title, address, phone number, and a non-refundable cashier's check made payable to the City of Tampa in the amount of \$10,000. The non-refundable fee shall be utilized to defray franchising expenses.

The City of Tampa, Florida, Cable Television Committee will only accept certified, return receipt requested letters postmarked no earlier than November 1, 1980, and no later than midnight, November 30, 1980.

Letters shall be addressed to:

City of Tampa, Florida
Cable Television Committee
One City Hall Plaza - 8N
Tampa, Florida 33602
Attention: Robert B. Morrison, Jr.

Services

MANAGEMENT SERVICES COMPANY
Specializing in Individual & Corporate
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Representing over 500 Clients & 1100 Episodes
CALL TOLL FREE
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Wanted To Buy Stations

WANTED IMMEDIATELY

Sm. to Med. AM/FM, FM or AM in New Eng., N.J., Eastern PA., Virginias, Carolinas, or Fla. Current performance not important. Please forward all pertinent information in first mailing. Strictest confidence observed. Box M-25.

For Sale Stations

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, Tn. 38157

Single market

fulltime AM in Texas. Healthy cash flow—\$430,000 terms. Box M-49.

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(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

MIDWEST METRO

Leading Class IV and Class B FM. Excellent equipment-physical plant including 20 acres. Principals only. 3½ x gross. Write Box K-156.

FOR SALE. KPOS 1370 AM

Going concern. Asking 2x 1980 gross. Serious inquiries only, 806/495-2831 or 828-3893. Post, Texas. Jim Boles. Or write KPOS PO Box 98, Post, Texas, 79356.

For Sale Stations Continued

- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- AM/FM in Northwest Mississippi. \$360,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- UHF-TV-C.P., in the Deep South. At cost—\$250,000.
- 1,000 watt daytimer. Southern Utah. \$330,000. Terms.
- UHF-TV in Central Iowa. "Turn key job." \$320,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- Class C in single FM market. Montana. \$510,000. Terms.
- AM/FM in NE Oklahoma. \$1,100,000.
- AM/FM in NC Louisiana. \$320,000.
- Class C. Near city. 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 Idaho. \$660,000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Two AM's. CA. fulltimer and daytimer.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytimer. Terms. Small DP.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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Lexington, Mo. 64067
Phone 816-259-2544

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media brokerage service

STATION					CONTACT	
S	Small	Fulltime	\$125K	Terms	Bill Cate	(904) 893-6471
MW	Small	Fulltime	\$350K	29%	Jim Mackin	(312) 323-1545
S	Small	AM/FM	\$800K	\$232K	Bill Cate	(904) 893-6471
W	Medium	Fulltime	\$475K	\$120K	Bill Whitley	(214) 387-2303
W	Medium	AM/FM	\$750K	\$150K	Ray Stanfield	(213) 363-5764
W	Metro	AM	\$350K	\$75K	E. L. Cartwright	(303) 741-1020

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga 30341

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

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44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
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Profitable AM West Coast \$2,000,000
Powerhouse with Religion Potential \$2,000,000
Turn Around AM Medium Market \$400,000

W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, CA 93401
805-541-1900

STATION FOR SALE

Full time AM/FM located 60 miles Washington, Baltimore. Mid 6 figures. Box M-6.

NOTICE OF PUBLIC SALE

FOR SALE: 2450 shares, Ridgeland Broadcasting Company, Inc. (Owner/Operator Radio Station WJMR Ridgeland) South Carolina.

PLACE OF SALE: First Citizens Bank and Trust Company of South Carolina, 1230 Main Street, Columbia, South Carolina. Telephone (803) 771-8700

TIME: 10:00 a.m.
DATE: November 17, 1980
TERMS: Cash

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/828-0385
Suite 214
11681 San Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
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MEDIUM SIZE MARKET AM/FM

with good facilities in warm southwest Texas area. No brokers. Send to Box M-8.

Liberal Terms

100,000 watt FM in the central time zone serving over 1/2 million people. Box M-30.

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919-623-3000
P.O. BOX 647

628 WASHINGTON ST., EDEN N.C. 27288

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms \$2.00).

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

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.



Select Media Brokers

(912)883-4917

P.O. BOX 850 ALBANY, GA. 31702

AR	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
NJ	Daytime AM	300K	Small
SC	AM—Down payment	\$25,000	
FL	AM—Down payment	\$30,000	
VA	AM—Down payment	\$30,000	
TN	AM—Down payment	\$30,000	

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



Fates & Fortunes

Media

Douglas McCorkindale, senior VP-chief financial officer, Gannett Diversified Media Division, Rochester, N.Y., named president.

Duane R. Harm, former VP-general manager, WISH(TV) Indianapolis, joins KWTW(TV) Oklahoma City as station manager.

Douglas Ferguson, program director, WLIO(TV) Lima, Ohio, named station manager.

John R. Sayre, VP, sales and marketing, Infortext, Chicago manufacturer of computer devices for management control systems, joins WTKC(AM) Lexington, Ky., as VP-general manager.

Wiley Post, general manager WQEN(FM) Gadsden, Ala., joins WKXC(FM) Soddy-Daisy, Tenn., as president and chief operating officer.

Bob Mayben, account executive, WQEN, joins WKXC as general manager.

Dick McKee, general manager, KEYN-AM-FM Wichita, Kan., joins KDQQ(AM) Albuquerque, N.M., in same capacity.

James Hall, assistant manager, WCOV-TV Montgomery, Ala., named VP-operations.

Mike Elliott, sports director, KENR(AM) Houston, named operations manager.

Larry Stewart, station manager, WDWS-AM-FM Champaign, Ill., retires after 27 years of service. Stewart is moving to Florida.

Thomas Reinhard, operations coordinator, Heritage Communications's Telecommunications Group, Des Moines, Iowa, named VP-operations. **Gwen Lidstrom**, VP-administration, assumes additional duties in personnel management.

William H. Phillips, former manager, Ilion, N.Y., cable TV system, joins Telcom Cablevision, Chesterfield, Mo., as general manager. Telcom will operate in St. Louis county and is joint venture of Telcom Engineering, local telecommunications firm, and Teleprompter Corp.

Bruce E. Sanderson, VP, franchise development, Cox Cable Communications, Atlanta, named VP of business development for Indax, firm's two-way cable communications system.

Patricia J. Callaway, project manager, planning, ABC Inc., New York, named director of planning and systems assurance, management information systems.

Advertising

David C. Martin, senior VP-manager, media operations, McCann-Erickson, New York, joins Campbell-Ewald, Warren, Mich., as senior VP and director of broadcast advertising.

Frederick McClafferty, management supervisor, and **Howard Rieger** and **Susan Spindler**, group creative directors, N W Ayer ABH International, New York, elected senior VP's.

Robert A. Natiello, VP, BBDO, New York.

joins Walter G. O'Connor Co., Hershey, Pa., advertising agency, as president.

Scott B. Brubaker, executive VP, Murray & Chaney Ketchum, Hudson, Ohio, named president. M&CK is independent operating unit of Ketchum MacLeod & Grove International, Pittsburgh. Brubaker replaces **Austin Chaney**, co-founder of advertising agency, who remains with firm as consultant.

John B. Eighmey, research director, Response Analysis Corp., Princeton, N.J., appointed VP and director of account research, Young & Rubicam U.S.A., New York.

Lansing G. Hecker, VP-account supervisor, D'Arcy-MacManus & Masius, St. Louis, named VP-group supervisor. **William L. Mund**, account supervisor, named VP. **Elizabeth Nickels**, associate creative director, DM&M, Chicago, named VP. **Richard J. Roberts**, VP, Roberts Advertising Agency, Cleveland, joins DM&M's Chicago office as account executive. **Mark Y. Lincoln**, research project manager, Ralston Purina Co., St. Louis, joins DM&M there as research account executive.

Bob Moehl, management supervisor, and **David R. Sklaver**, account supervisor, Doyle Dane Bernbach, New York, named VP's.

John Altomare, creative group supervisor, and **Roy Youngmark**, group supervisor, W.B. Doner and Co., Chicago, named VP's.

John Wood, account supervisor, J. Walter Thompson, U.S.A., Washington, named management supervisor.

David C. Austin and **William S. Stein**, account supervisors, Ketchum MacLeod & Grove, Pittsburgh, named VP's.

James Pappademas, from Marschalk Co., New York, joins Arnold & Co., Boston, as VP-associate creative director.

Denise Weimann, assistant network negotiator, Lever Media Group, house agency for Lever Bros., joins Compton Advertising, New York, as associate network television broadcast supervisor.

Claire O'Brien, copywriter, Albert Frank/Foote, Cone & Belding, New York, named associate creative director. **Cameron McNaughton**, from NW Ayer ABH International, New York, joins FCB there as account executive. **Raul Campioni**, graduate, Harvard Graduate School of Business Administration, joins FCB as assistant account executive.

Leon Kislowski Jr., art director, Young & Rubicam, New York, joins Henry J. Kaufman & Associates, Washington, as senior art director.

Rich London, manager, Katz American Television's Los Angeles office, named divisional VP. **Donna Lear**, account executive, WMJX(FM) Miami, and **Sandy Westerkamp**, account executive, KYUU(FM) San Francisco, join Katz American as account executives in Los Angeles and Dallas, respectively. **Leslie Maisel**, sales assistant, Katz Television Continental, Los Angeles, promoted to sales staff.

Serge Valle, director of program research, Independent TV Sales, New York, new TV station representative and subsidiary of Katz Agency, named VP-director of programming.

Charles E. Walsh, Eastern marketing manager, CBS Television Stations, named director, national marketing. **Richard L. Jones**, account executive, CTS national sales, named Midwest marketing manager. **Scott Naren**, director, marketing, retail sales, named director, account management. **Paul Koenigsberg**, manager, retail marketing services, named director.

Dick Singer, Philadelphia sales manager, TeleRep, assumes additional duties as East Coast area VP.

Marc Fleishman, account executive, Petry Television, Chicago, named manager of Minneapolis office. **Alan Schlossberg**, general sales manager, WIND(AM) Chicago, **Dave Hinterschied**, sales manager, Peters, Griffin, Woodward, Chicago, and **Jeff Stern**, from HR Television there, join Petry Television's Chicago office as account executives.

Dave Davis, account executive, TeleRep, New York, and **Danelle Durden**, account executive, KYW-TV Philadelphia, join MMT Sales, New York, in same capacities.



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Joseph Oliver, national-regional sales manager, WLEX-TV Lexington, Ky., and co-owned WCOV-TV Montgomery, Ala., named VP.

Robert Werner and Diane Dunbar, with WYNY(FM) New York, named national and local sales managers, respectively.

Larry Hogue, VP-business manager, KIMO(TV) Anchorage, joins WTVR-TV Richmond, Va., as local sales manager.

Michael J. Bacon, account executive, WILX-TV Onondaga, Mich., named local sales manager.

Stephen Banks, local sales manager, KOY(AM) Phoenix, joins KNXV-TV there in same capacity.

Phil Norton, account executive, WHJJ(AM) Providence, R.I., named local sales manager.

Robin K. Rednor, sales representative, Petry Television, Chicago, joins WABC-TV New York as account executive.

Carol B. Aldridge, account executive, WTMP(AM) Tampa, Fla., joins WTSP-TV St. Petersburg, Fla., in same capacity.

Wanda McCormick Johnson, sales manager, WTGR(AM) Myrtle Beach, S.C., joins WMAL(AM) Washington as account executive.

John Ryan, former intern, WPHL-TV Philadelphia, joins WFLN-AM-FM there as account executive.

Anne O. Wholey, from training program, KYW(AM) Philadelphia, named account executive.

Jerry Watson, sales executive, WOW(AM) Omaha, joins WOWT(TV) there as account executive.

Programing

Richard S. Reisberg, senior VP-programing and production, Viacom Entertainment Group, Los Angeles, named president of Viacom Productions Inc., new company formed to consolidate all of Viacom's prime-time network television programing and production into single entity. **Ronald Lightstone**, VP, general counsel and secretary, Viacom International Inc., New York, named VP, business affairs, Viacom Entertainment Group, Los Angeles. **Sheldon W. Halpern**, senior corporate partner in law firm of Robins, Davis & Lyons, Minneapolis, succeeds Lightstone. **Carol Osborne**, executive secretary to Lightstone, named manager, business affairs-administration, East Coast.



Reisberg



Tirlinato

Joseph Tirlinato, VP, syndication, MGM Television, named senior VP, domestic television sales, New York. **Werner Michel**, producer, MGM, Los Angeles, named senior VP-programs, MGM Television.

James R. Harvey, president, Transamerica Corp., San Francisco, named chief executive

officer. Transamerica is parent company of United Artists, Los Angeles.

Carl Menk, VP-national sales manager, Group W Productions, named president, Post-Newsweek Distribution, new subsidiary of Post-Newsweek stations which is responsible for syndication sales.

Carlo Anneke, VP, Universal Subscription Television, Burlingame, Calif., named president, Oak Television Services, Medford, N.J.

Ron Gold, station manager, WTAF-TV Philadelphia, and **Allen Feuer**, VP, Broadcast Marketing Services, San Francisco, named VP's. Oak Television Services, new subsidiary of Oak Communications, serves subscription TV stations during non-pay hours. Subsidiary will distribute programs, consult and act as representative to advertising community.

Nancy Dockry, VP, MCA-Universal, Los Angeles, joins Time-Life Television there as VP of network television with responsibilities in program acquisition and sales. She will supervise production on both coasts. **Bill Moses**, partner in Philadelphia law firm of Dilworth, Paxson, Kalish & Levy, joins Time-Life Films, New York, as VP-general counsel.

Stu Samuels, executive producer, motion pictures for television, ABC Entertainment, Los Angeles, named VP-motion pictures for television. **Dolores Morris**, coordinator, story and talent research, Children's Television Workshop's *3-2-1 Contact*, New York, joins ABC Entertainment there as manager, children's programs.

Doreen Bergesen, from Metromedia Inc., Los Angeles, joins Rastar Television there as senior VP in development of new television projects for series and movies.

Jeff Schadlow, director, advertising and promotion, Arbitron, New York, joins 20th Century-Fox Television, Los Angeles, as director, marketing division.

Frank Marrero, production consultant, writer and producer for SIN National Spanish Television Network's *Destino 80* project, joins SIN as head of network production.

Kelly Dennehy, administrative assistant, international sales, CBS Sports, New York, appointed supervisor. **Mary Pat Englehart**, graduate, Kent State University, Kent, Ohio, succeeds Dennehy.

Lois Luger, VP, television and nontheatrical sales, New World Pictures, Los Angeles, joins Avco Embassy Pictures there as VP and general sales manager for television.

Tim Cowden, on-air promotion supervisor, KTLA(TV) Los Angeles, joins Premiere there as operations supervisor.

Erwin Markisch, technical service manager, Warner Bros. Television Distribution, New York, assumes additional duties as film service department manager.

Thomas F. Delaney, national cable marketing manager, Arbitron, New York, joins CBS Cable there as director of research and marketing.

Arthur Whitelaw, theatrical producer, joins Home Box Office, New York, in newly created position of director, theater developments. Whitelaw, who produced Broadway production of "Butterflies are Free," and off-Broadway production of "You're a Good Man Charlie Brown," will be responsible for development of theater productions, including revivals and new properties.

Steven McPeek, director of operations, Consolidated Film Industries, Los Angeles, named assistant general manager, Metrotape there.

Walter C. Hoffer, VP-senior account officer, entertainment division, Bank of America, Los Angeles, joins MGM there as treasurer.

Luis Nogales, executive VP, Golden West Broadcasters, Los Angeles, named president, Golden West Entertainment, subscription television division with service in Oklahoma City and Dallas.

James T. Johns, former president, James T. Johns Organization, Dallas-based advertising and public relations agency, forms new radio feature service there, Sunbelt Network Inc., and will serve as president. **Margaret Digan Sinclair**, director of creative and affiliate services, RKO Radio Network, New York, joins Sunbelt as VP with primary responsibilities for marketing network to broadcasters and advertisers.

Joseph Cifarelli, VP-sales manager, RKO TV, New York, joins Multimedia Program Productions, Cincinnati, as sales manager of its New York office.

Monia B. Joblin, producer, Calliope, USA Network, Glen Rock, N.Y., assumes additional duties as manager, program development and scheduling.

Rudy Maugeri, with Radio Arts Inc., Burbank, Calif., named director of music. **Ron Sacks**, former account executive, Diamond P. Enterprises, Los Angeles, joins Radio Arts in newly created post of general sales manager for recently created special features division.

Robert B. Pshena, sales and marketing director, Home Box Office, Denver, joins ON TV, Phoenix, as director of marketing.

Bobby Rich, program director, KHTZ(FM) Los Angeles, joins Drake-Chenault there as director, specialized programing consultation.

Gail Mezey, freelance photojournalist, St. Louis, joins Snazelle Film and Tape, San Francisco production company, as associate producer.

Roberto Rafalowsky, independent producer and merchandiser of documentary films for TV in Los Angeles, joins Ziv International, Bel Air, Calif., as merchandising and marketing director for Latin America.

Re-elected to The Caucus for Producers, Writers & Directors Steering Committee, Los Angeles, for two-year term: **Norman Felton**, **Ed Friendly**, **William Grogg**, **David Levy**, **Grant Tinker**. Elected for two-year term: **Roger Gimbel**, **Herman Rush**, **Edgar Scherick**. Continuing on steering committee for one year: **Alan Courtney**, **David Dortort**, **George Eckstein**, **Charles Fries**, **Norman Lear**, **John Mantley**, **Garry Marshall**, **John Rich** and **Leonard Stern**.

Christopher Haze, music director, assistant program director and air personality, KILT(AM) Houston, joins KFJZ-FM Fort Worth as program director.

Cleo Sedlacek, general assignment reporter, WBRE-TV Wilkes-Barre, Pa., named executive producer of special projects.

Jim Knapp, associate editor, *National Music Report*, Atlanta, joins WXLO(FM) New York as music coordinator.

Bob Del Giorno, air personality, WWL-AM-FM

New Orleans, joins WKQX(FM) Chicago in same capacity.

Mark Campbell, announcer, KAFM(FM) Dallas, and **Allen Farmer**, announcer, KXTQ(FM) Fort Worth, join KMGC(FM) Dallas in same capacity.

John Stevens with WYSP(FM) Philadelphia, **Tom Robinson**, air personality, WFBQ(FM) Indianapolis and **Meg Griffen**, music director, WPIX-FM New York, join WMMR(FM) Philadelphia as air personalities.

Craig Worthing, air personality, WKAT(AM) Miami, joins WINZ(AM) Miami in same capacity.

Allison Wright, air personality, KPAS(FM) El Paso, Tex., joins KUDL-FM Kansas City in same capacity. **Mark Roberts**, announcer, WHB(AM) Kansas City, joins KUDL-FM in same capacity.

Rick Wells, assistant professor in radio-TV, Pacific Lutheran University, Tacoma, Wash., joins KIRO-TV Seattle as sports producer-reporter.

Dennis Majewski, from WOI-TV Ames, Iowa, joins WISN-TV Milwaukee as producer-director.

Roger Simm, former sports anchor-reporter, WFSB-TV Hartford, Conn., joins WISN-TV in same capacity.

Bobby O'Brien, from WQEN(FM) Gadsden, Ala., joins WKXC(FM) Soddy-Daisy, Tenn., as program director.

Rick Sullivan, reporter-photographer, KOLN-TV Lincoln, Neb., joins WOV(TV) Omaha as sports photographer.

Stoney Richards, air personality, WKYS(FM) Washington, **Keith MacDonald**, from WKTK(FM) Baltimore, **Jerry Paxson**, from KIKK-FM Houston, and **Jim London**, from KCMO(AM) Kansas City, Mo., join WPKX(AM)-WVWX(FM) Alexandria, Va., as air personalities.

producer. **Donnell Jones**, reporter, WCTI-TV New Bern, N.C., **Shelly Czeizler** and **Karolyn Wallace**, both production assistants, WXYZ-TV Detroit, and **Dennis Kendall**, news director, KSMN(AM)-KLSS(FM) Mason City, Iowa, named reporters at WEYI-TV. **Harvey Dulcy**, producer-director, WEYI-TV, assumes additional duties directing news programs.

Chuck Wolf, news and public affairs director, KCMO(AM)-KCEZ(FM) Kansas City, Mo., joins KIKK-AM-FM Houston as news director.

Doris McMillon, general assignment reporter, WNEW-TV New York, joins WABC-TV there as general assignment correspondent.

Gale Lee Ensign, reporter, co-anchor and co-producer, KHQ-AM-FM-TV Spokane, Wash., joins KOMO-TV Seattle as night assignment editor.

Steve Olszyk, general assignment reporter, WISN-TV Milwaukee, named assignment manager. **Cynthia Collyer**, reporter, anchor and producer, WRT-TV Flint, Mich., joins WISN-TV in same capacity. **Kathy Mykleby**, writer, producer and anchor, WVTM-TV Milwaukee, joins WISN-TV there as general assignment reporter.

Ed Evans, executive producer, KHON-TV Honolulu, joins KIRO-TV Seattle as general assignment reporter.

Kathy Brown, intern, Newsweek Broadcasting, New York, joins WSAZ-TV Huntington, W. Va., as midday co-anchor.

Lynn Marvin, freelance reporter, New York, joins WTSP-TV St. Petersburg, Fla., as reporter.

Allan G. Novack, news director, WVAR(AM) Norristown, Pa., joins WCAU(AM) Philadelphia as reporter.

APB's Eunson honoree. Sol Taishoff, chairman and editor of BROADCASTING, was named last week to receive the As-



sociated Press Broadcasters' Bob Eunson Award for service to broadcasting. "For 50 years," said APB President Ralph Renick, of WTVJ(TV) Miami, "Sol has been in the forefront of accurate reporting of news of interest to the broadcasting industry. He has fought for the First Amendment rights of broadcasters and he was one of the first to recognize the power of radio and television to change the world."

Taishoff, who co-founded BROADCASTING in 1931 and was its publisher for many years, will receive the award, APB's highest, at the AP group's annual convention in Washington next June. The award is named for the late Associated Press vice president for broadcast services. It is presented annually to an individual chosen for upholding Eunson's high standards of broadcast journalism. Previous recipients were Lawrence Spivak, founder of NBC's *Meet the Press*; Robert Trout, veteran radio correspondent; Elmer Lower, former president of ABC News; former Senator Sam Ervin (D-N.C.), and William S. Paley, founder-chairman of CBS.

News and Public Affairs



Peterson

Bill Peterson, news director, WPLG(TV) Miami, joins KNBC(TV) Los Angeles in same capacity.

Edwin Hart, news director, WRWC-TV Rochester, N.Y., joins WOKR(TV) there in same capacity. **Dennis Wilden**, managing editor, WRWC-TV, joins WOKR as executive news producer.

John Quinn, senior VP-chief news executive, Gannett News Service, Rochester, N.Y., named president. He will supervise expansion of service to provide broadcast news to Gannett television and radio stations.

Marty Ryan, special projects producer, NBC News's *Today* program, named producer of *Today*. **Marc Kusnetz**, writer on *Today*, succeeds Ryan. **Stewart Dan**, producer, ABC News, Chicago, joins NBC News as associate producer of *Today*.

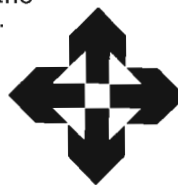
Jose Luis Madrigal, news editor and newscaster, Texas State Network, Forth Worth, named news director for its Spanish Information Service which serves 26 stations.

Charles Christian Schmidt, executive news producer, WISN-TV Milwaukee, joins WREG-TV Memphis, Tenn., as news director.

Eric Greene, anchor, KFDA-TV Amarillo, Tex., joins WEYI-TV Saginaw, Mich., as co-anchor and

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public affairs.

Tom Robson, former station manager, KFRX(FM) Lincoln, Neb., joins AP as broadcast executive for Iowa and Nebraska. He succeeds **Steve Crowley**, recently named AP's national cable executive for Eastern states. Robson will be based in AP's Des Moines, Iowa, bureau.

David Brooks, photographer, KARK-TV Little Rock, Ark.; **Lee Taylor**, production technician, WDBO-TV Orlando, Fla.; **Roger Scruggs**, freelance photographer, and **Tony Lewis**, freelance photographer, named photographers WDBO-TV.

William Stewart, ABC News correspondent gunned down by government soldiers in June 1979 while covering fighting in Nicaragua, was honored last Tuesday with special citation for distinguished public service in journalism, presented to his widow, Myrna, by Maria Moors Cabot Prize advisory board and trustees of Columbia University, New York, in ceremonies there.

Promotion and PR



Sheldon

Aaron Sheldon, promotion manager, ABC-TV New York, named director of communications, CBS Owned Television Stations division, New York.

Donald Deaton, senior VP and manager of Hill & Knowlton's Atlanta office, joins J. Walter Thompson, New York, in newly created post of senior VP-

director of corporate communications.

Jane Gibbons, director, public relations, Home Box Office, Los Angeles, joins Premiere there in same capacity.

Charles P. Andrew, promotion manager, WTSP-TV St. Petersburg, Fla., joins KWTW(TV) Oklahoma City in same capacity.

Carole Kilgore Anderson, public relations director, Plaza hotel, Detroit, joins WXYZ-TV there in same capacity.

Cheryl A. Lenzo, graduate, Purdue University, Hammond, Ind., joins WBBM(AM) Chicago as assistant manager of information services.

Charles W. Howell, host of *Community Profiles* on WTVR-TV Richmond, Va., named director of public services.

Richard H. Growald, national reporter, UPI, New York, joins RCA's news and information department there as director, media services.

Peter Hartz, former director of operations for Golden Egg, Los Angeles-based radio syndicator, joins Watermark there as director of advertising, promotion and publicity.

Mary C. Moster, account executive, Hill & Knowlton, Chicago, named VP. **Robert A. Quakenbush**, account executive, Carl Byoir & Associates, Chicago public relations firm, joins Hill & Knowlton there in same capacity.

Technology

Arthur Hutzler, VP-engineering, Heritage Communications' Telecommunications

Group, Des Moines, Iowa, named executive VP.

Frank Sterling, VP, Management Analysis Center, management consulting firm in Cambridge, Mass., joins General Instrument, New York, as VP, strategic planning.

David Sobo, national sales manager, Leasametric, Foster City, Calif., named VP, marketing.

George N. Kringel, former owner, Tech Resources, Westport, Conn., joins Times Wire & Cable Co., Wallingford, Conn., as manager of marketing services for CATV marketing group.

Robert O. Wilson, product marketing manager, Dranetz Engineering Laboratories, Edison, N.J., named VP.

Sam Badawi, account manager, National Semiconductor, Santa Clara, Calif., named director, marketing, for its new telecommunications group which was organized to apply high-technology resources from all of company's products. **Ray Reed**, manager of telecommunications design, National Semiconductor, named director, engineering, for telecommunications group.

Richard J. Yeamans, assistant chief engineer for operations, KOMO-TV Seattle, named assistant chief engineer, KOMO-AM-TV. **William A. Watt**, maintenance engineer, named television operations supervisor. **Jack D. Barnes**, senior crew chief, maintenance, named electronic maintenance supervisor. **Barbara D. McKenna**, engineering office administrator, named assistant to director of engineering for station's licensee, Fisher Broadcasting.

Logan Enright, district sales manager, West Coast office of U.S. JVC Corp., named West Coast regional sales manager for professional video division of JVC.

Allied Fields

Andrew Yoder, insurance and investment counselor, Washington, joins FCC there as chief of its Broadcast Bureau License Division.

Sebastian A. Lasher, engineering assistant to FCC Commissioner Abbott Washburn, joins business planning office of Intelsat, Washington.

Linda Glass, graduate, George Washington University, Washington, joins National Association of Broadcasters there as research economist.

John Ford, formerly with KERA-FM Dallas, joins National Association of Public Television Stations, Washington, as planning associate.

New officers, Southern Cable Television Association: **Ronald W. Roe**, Hampton Roads Cablevision, Newport News, Va., president; **W.H. Keller Jr.**, Clearview Cable TV, Dublin, Ga., VP; **Wayne Knighton**, Chattanooga Cable TV, secretary-treasurer; **Ben Benefield**, Cable News Network, Atlanta, associates director and **Otto Miller**, Southern Cable Television Association, Tuscaloosa, Ala., executive secretary.

Deaths

Louis Draughon, 80, former president, WSIX-AM-FM-TV Nashville, died Oct. 22 of heart attack at Jesse Holman Jones hospital, Springfield, Tenn. Draughon, with late brother Jack, started

wsix in 1927 in Springfield. They later moved station, which only broadcast for two hours each day, to Nashville, and began adding sports and news programming. WSIX-FM went on air in 1948 and wsix(TV) in 1953. Draughon sold stations to General Electric in 1966 which changed TV station call letters to WNGE. He is survived by wife, Betty, and daughter.



Poniatoff

Alexander Poniatoff, 88, founder of Ampex Corp., Redwood City, Calif., died Oct. 24 of arteriosclerosis at Stanford University Medical Center, Stanford, Calif. Poniatoff started Ampex in 1944 and served as president until 1955, when he was elected board chairman. He resigned as board chairman in 1970 and

was named chairman emeritus. Under his leadership, Ampex in 1947 introduced first practical magnetic audio recorder in U.S., and first videotape recorder in 1956. Since 1947 when Ampex had only eight employees, it has grown to half-billion dollar operation with more than 12,000 employees. Poniatoff is survived by his wife, Hazel.

Leon Janney, 63, television, radio and stage actor and former child movie star, died Oct. 28 in Guadalajara, Mex., after long illness. He was network radio actor and announcer for many years starting in late 1920's, and later appeared on such network TV series as *U.S. Steel Hour*, *Armstrong Circle Theater* and *Kraft Television Theater*, as well as daytime drams such as *Another World*, *Edge of Night* and *Young Dr. Malone*. Survivors include his wife, Dorothy, son and stepson.

Wilfred (Bill) Sohl, 66, VP-studio manager, EUE-Screen Gems, New York, commercial film division of Columbia Pictures Industries, died Oct. 11 of heart attack. Sohl joined EUE in 1955 and remained with company after its purchase by Screen Gems. He was member of Film Producers' Association in New York. Survivors include his wife, Mary, two daughters and two sons.

Ernie Griswold, 37, sales manager, WCAB(AM) Rutherfordton, N.C., died Oct. 19 of heart attack. Survivors include wife and son.

Jonathan Wright, 28, film cameraman-photographer from Aspen, Colo., died Oct. 13 when avalanche struck mountain-climbing expedition filming in China for segment of ABC's *American Sportsman* series. Three other climbers were injured in accident, which occurred on side of 24,950-foot Minya Konka on west border of China's Szechuan province. Survivors include wife, Gerry, and daughter.

Richard S. Westhoven, 60, director of club services for American Advertising Federation, Washington, died Oct. 27 at Washington Hospital Center during heart surgery. Westhoven, Chevy Chase, Md., resident, was former advertising manager, Columbus and Southern Ohio Electric Co. He is survived by his wife, Pixie J., and daughter.

Frank Field, 86, former weatherman, KMA(AM) Shenandoah, Iowa, and program host, KMTV(TV) Omaha, died Oct. 18 of pneumonia at Shenandoah hospital. Field was with KMA for more than 20 years and also hosted program on gardening at KMTV for 20 years. He began career at KFNFI(AM) Shenandoah in 1926. He is survived by two sons and one daughter.

Stock Index

Exchange and Company	Closing Wed. Oct. 29	Closing Wed. Oct. 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	29 7/8	31 3/8	- 1 1/2	- 4.78	5	842
N Capital Cities	59 3/4	65 1/2	- 5 3/4	- 8.77	12	786
N CBS	48	49 3/4	- 1 3/4	- 3.51	7	1,337
N Cox	49 1/2	53 1/4	- 3 3/4	- 7.04	8	667
A Gross Telecasting	26 1/4	26 3/8	- 1/8	- .47	7	21
O LIN	62 1/4	63 1/4	- 1	- 1.58	13	171
N Metromedia	105 3/4	106 3/4	- 1	- .93	11	448
O Mooney	8 1/2	8 3/4	- 1/4	- 2.85	11	3
O Scripps-Howard	55	57	- 2	- 3.50	9	142
N Storer	31	34	- 3	- 8.82	10	404
N Taft	29 1/8	31	- 7/8	- 6.04	8	284

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	19	20 1/2	- 1 1/2	- 7.31	15	34
A Affiliated Pubs.	27 1/4	27 1/4			11	140
N American Family	7 1/2	7 3/4	- 1/4	- 3.22	3	79
N John Blair	18	20 7/8	- 2 7/8	-13.77	6	66
N Charter Co.	18 7/8	18 7/8			1	526
N Chris-Craft	24	26 1/2	- 2 1/2	- 9.43	12	64
N Coca-Cola New York	6 1/4	6 3/8	- 1/8	- 1.96	14	110
N Cowles	26 1/4	26 5/8	- 3/8	- 1.40	18	104
N Dun & Bradstreet	55	55 1/2	- 1/2	- .90	17	1,532
N Fairchild Ind.	27 3/8	29	- 1 5/8	- 5.60	8	312
N Fuqua	17	17 7/8	- 7/8	- 4.89	3	216
N Gannett Co.	55	55 1/2	- 1/2	- .90	14	1,933
N General Tire	19 1/8	18 3/4	+ 3/8	+ 2.00	8	452
O Gray Commun.	59 1/2	62	- 2 1/2	- 4.03	12	28
N Harte-Hanks	30	33 1/8	- 3 1/8	- 9.43	14	280
O Heritage Commun.	22 3/4	24 5/8	- 1 7/8	- 7.61	12	74
N Insilco Corp.	19	19 1/4	- 1/4	- 1.29	8	204
N Jefferson-Pilof	25 1/4	25 3/4	- 1/2	- 1.94	6	553
O Marvin Josephson	12	12			8	30
O Kansas State Net.	30	29	+ 1	+ 3.44	24	56
N Knight-Ridder	30	30 7/8	- 7/8	- 2.83	11	975
N Lee Enterprises	25 1/8	26 3/8	- 1 1/4	- 4.73	12	180
N Liberty	13 3/4	14 5/8	- 7/8	- 5.98	5	178
N McGraw-Hill	37 7/8	38	- 1/8	- .32	12	940
A Media General	30 3/8	32 3/4	- 2 3/8	- 7.25	8	216
N Meredith	44 5/8	45	- 3/8	- .83	7	140
O Multimedia	30	31	- 1	- 3.22	16	301
A New York Times Co.	31 3/8	29 3/4	+ 1 5/8	+ 5.46	9	376
N Outlet Co.	27 1/8	29	- 1 7/8	- 6.46	39	68
A Post Corp.	16 1/2	16 3/8	+ 1/8	+ .76	8	30
N Rollins	34 1/2	36 3/4	- 2 1/4	- 6.12	14	472
N San Juan Racing	20 1/2	20 1/2			23	51
N Schering-Plough	38 3/8	39 1/2	- 1/8	- 2.84	9	2,035
O Stauffer Commun*	44	44			11	44
A Tech Operations	18	19 3/8	- 1 3/8	- 7.09	19	25
N Times Mirror Co.	42 3/8	44	- 1 5/8	- 3.69	10	1,438
O Turner Broadcasting	16	16 1/4	- 1/4	- 1.53		160
A Washington Post	23 3/8	23 5/8	- 1/4	- 1.05	9	329
N Wometco	25 1/4	25 1/2	- 1/4	- .98	11	224

CABLE						
A Acton Corp.	16 5/8	18	- 1 3/8	- 7.63	12	49
N American Express	32	35	- 3	- 8.57	7	2,281
O Burnup & Sims	13 3/8	13 3/4	- 3/8	- 2.72	17	119
O Can. Cablesystems	13 3/8	15 3/8	- 2	-13.00	26	254
O Comcast	28 1/2	29 1/2	- 1	- 3.38	32	72
O Entron*	5	5			5	4
N General Instrument	86	94 3/4	- 8 3/4	- 9.23	15	746
O Geneve Corp.	49 5/8	51 7/8	- 2 1/4	- 4.33	35	55
O Tele-Communications	25 3/4	29 5/8	- 3 7/8	-13.08	25	593
N Teleprompter	33 5/8	33 1/2	+ 1/8	+ .37	28	572
N Time Inc.	54 3/8	55	- 5/8	- 1.13	10	1,529
O TOCOM	18 3/4	18 3/4				56
O UA-Columbia Cable	79	75 1/2	+ 3 1/2	+ 4.63	58	265
O United Cable TV	43 3/4	47 1/4	- 3 1/2	- 7.40	30	177
N Viacom	49 7/8	53 1/4	- 3 3/8	- 6.33	18	210

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhodes, 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.

Exchange and Company	Closing Wed. Oct. 29	Closing Wed. Oct. 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 7/8	3 3/4	+ 1/8	+ 3.33	4	12
N Columbia Pictures	32 3/8	33 1/4	- 7/8	- 2.63	9	326
N Disney	42 3/8	43 3/4	- 1 3/8	- 3.14	11	1,376
N Filmways	8	8 7/8	- 7/8	- 9.85		50
O Four Star	1 3/8	1 3/8				14
N Getty Oil Corp.	87 7/8	97 1/2	- 9 5/8	- 9.87	10	7,219
N Gulf + Western	17 3/8	18 1/8	- 3/4	- 4.13	4	971
N MCA	51 1/2	53 1/8	- 1 5/8	- 3.05	9	1,210
O Medcom	6 3/8	7 1/8	- 3/4	-10.52	23	11
N MGM Film	7 3/4	8	- 1/4	- 3.12	5	250
O Reeves Commun.	36 1/2	37 1/2	- 1	- 2.66	26	90
O Telepictures	5 7/8	6 1/2	- 5/8	- 9.61	27	14
N Transamerica	18 1/2	19	- 1/2	- 2.63	5	1,207
N 20th Century-Fox	36 1/8	37 1/2	- 1 3/8	- 3.66	6	380
O Video Corp. of Amer.	12	11 3/4	+ 1/4	+ 2.12	25	11
N Warner	58 1/4	58 7/8	- 5/8	- 1.06	14	1,658
A Wrather	29 3/4	31 3/4	- 2	- 6.29		68

SERVICE						
O BBDO Inc.	43 3/4	45 3/4	- 2	- 4.37	9	109
O Compact Video	23 3/8	23 3/4	- 3/8	- 1.57	22	60
N Comsat	43	41 5/8	+ 1 3/8	+ 3.30	9	344
O Doyle Dane Bernbach	39	39 1/2	- 1/2	- 1.26	11	102
N Foote Cone & Belding	34 1/4	37 1/2	- 3 1/4	- 8.66	9	91
O Grey Advertising	61 1/2	59 1/2	+ 2	+ 3.36	6	37
N Interpublic Group	35 3/4	36 1/2	- 3/4	- 2.05	7	159
O MCI Communications	12 7/8	12 7/8				64
A MovieLab	7 7/8	8 1/8	- 1/4	- 3.07	7	12
A MPO Videotronics	6 1/2	6 3/8	+ 1/8	+ 1.96	18	3
O A. C. Nielsen	36 3/4	37 1/4	- 1/2	- 1.34	15	404
O Ogilvy & Mather	28 3/4	30 1/4	- 1 1/2	- 4.95	8	118
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	7 1/2	7 5/8	- 1/8	- 1.63	54	6
N J. Walter Thompson	35	35 1/4	- 1/4	- .70	8	106
N Western Union	26 1/4	27 3/4	- 1 1/2	- 5.40		398






ELECTRONICS/MANUFACTURING						
O AEL Industries	16 3/4	17 5/8	- 7/8	- 4.96		28
N Ampex	29 1/2	32 3/8	- 2 7/8	- 8.88	14	339
N Arvin Industries	14 3/4	14 7/8	- 1/8	- .84	7	114
A Cetec	6 3/4	7	- 1/4	- 3.57	8	14
O Chyron	12 3/4	14 1/2	- 1 3/4	-12.06	21	15
A Cohu	7 3/8	7 1/2	- 1/8	- 1.66	10	12
N Conrac	16 7/8	17 1/2	- 5/8	- 3.57	7	35
N Eastman Kodak	67 3/8	70	- 2 5/8	- 3.75	11	10,873
B Elec Missile & Comm*	7 1/4	7 1/4			91	20
N General Electric	53 1/4	53 5/8	- 3/8	- .69	8	9,828
N Harris Corp.	51 1/2	52 1/4	- 3/4	- 1.43	19	1,557
O Intl. Video*	5/8	5/8				1
O Microdyne	27 3/4	27 3/4			21	73
N M/A Com, Inc.	24 3/4	25 1/4	- 1/2	- 1.98	22	494
N 3M	56 1/2	56 5/8	- 1/8	- .22	10	6,580
N Motorola	67 3/8	71	- 3 5/8	- 5.10	12	1,923
O Nippon Electric	68 7/8	68 1/2	+ 3/8	+ .54	53	2,261
N N. American Philips	35 1/2	36 3/4	- 1 1/4	- 3.40	6	427
N Oak Industries	42 3/4	46 1/8	- 3 3/8	- 7.31	14	229
A Orrox Corp.	7 7/8	7 5/8	+ 1/4	+ 3.27	25	13
N RCA	29 1/8	29 5/8	- 1/2	- 1.68	8	2,180
N Rockwell Intl.	31 1/8	33 7/8	- 2 3/4	- 8.11	8	2,310
A RSC Industries	5 1/8	4 5/8	+ 1/2	+10.81	13	12
N Scientific-Atlanta	36 3/8	38 1/8	- 1 3/4	- 4.59	32	377
N Sony Corp.	14 1/2	14 7/8	- 3/8	- 2.52	24	3,126
N Tektronix	62 1/2	62 7/8	- 3/8	- .59	14	1,141
O Texscan	19 5/8	18 1/2	+ 1 1/8	+ 6.08	38	21
N Varian Associates	27 3/4	30 1/2	- 2 3/4	- 9.01	13	213
N Westinghouse	28 1/2	28 3/4	- 1/4	- .86	7	2,417
N Zenith	19 1/4	19 1/8	+ 1/8	+ .65	18	362

Standard & Poor's 400 Industrial Average 145.64 150.28 - 4.64

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed, company registered net loss *** Stock split. + Stock traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Nov 17  Annual special report on the **state of the art in broadcast equipment and technology**. A snapshot of the first year in a new decade that, among its other accomplishments, will fine-tune three technologies: satellites, digital television and radio and ENG.
- 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**. 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.
- Dec 8  **Western Cable Show**. Coverage of the exhibits and seminars that make up cable's second largest convention.
- Dec 22  **The top 100 records on contemporary radio playlists** in 1980, plus **the top 100 in country**. Just in time for yearend countdowns.
- Jan 5  Annual double issue. Among the highlights: BROADCASTING's exclusive report and analysis of **the top 100 companies in electronic communications**.

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.*

TCI's Malone: from engineer to executive during cable's renaissance

John Malone, president and chief executive officer of Tele-Communications Inc., the nation's third largest owner and operator of cable television systems, is an engineer turned businessman. A native of Connecticut, he cut his entrepreneurial teeth at Bell Laboratories and sharpened them as president of Jerrold Electronics. He joined TCI, based in Denver, in 1973. As he tells the history of the wired medium, he moved to TCI just as cable was about to enter one of its periodic "bust" cycles. And as he sees it today, cable may be in for another.

The seventies began, according to Malone, as "the renaissance of cable. Cable had been in the deep freeze, at least in terms of the marketplace and the apparent economics." While heading Jerrold, he started the operator-manufacturer on an extensive research and development program. By 1971, cable was booming. But, in a common pattern for the industry, according to Malone, the momentum was already slowing. And by 1974, cable was in the doldrums again. Cable was awakened, he says, "primarily by the economics of satellite communications," which became apparent after the industry became supercharged by the burst of energy generated in large part by Home Box Office and Scientific-Atlanta and the proliferation of satellite program services.

Today, Malone sees the industry remaining in its perennial course of economic expansion followed by periods of slower growth or no growth at all.

"Any emerging technology will go through boom-and-bust cycles as it gets oversold and undersold," he says. "The pendulum always swings back and forth."

"It was very apparent in 1970 that by 1980 we were going to be where we are. In fact, in 1970 most people thought we were going to be where we are in 1980 in 1972. That was an error in timing, not in reality.

"Cable today is being oversold in terms of timing. At this point people are attempting to make a reality of what will probably evolve over the next 10 or 15 years. As a result, I think there are going to be some financial statements which will be adversely affected. I don't think we're going to go through the kind of boom-and-bust we went through in the early seventies because today we have so many deep pockets in the industry. We have major conglomerates that can afford to sustain deferred results.

TCI's headquarters city, Denver, has become a capital of cable television ownership. Within easy reach of Malone's office in one of the neatly manicured office parks



John Charles Malone — president-chief executive officer, Tele-Communications Inc., Denver; b. March 7, 1941, Milford, Conn., BS electrical engineering/economics, Yale University, 1963; MS, industrial management, Johns Hopkins University, Baltimore, 1964; MS, electrical engineering, New York University, 1965; PhD, operations research, Johns Hopkins, 1967; economic planning, research and development, Bell Telephone Laboratories, Holmdel, N.J., 1963-68; management consultant, McKinsey & Co., New York, 1968-70; group vice president, General Instrument Corp., and president, Jerrold CATV subsidiary, Philadelphia, 1970-73; present position since 1973; director, National Cable Television Association, 1974-77; treasurer, NCTA, 1977-78; director, NCTA, 1980-81; m. Leslie Ann Evans, Sept. 7, 1963; children—Tracy, 13; Evan, 10.

dotting the city's south side are the offices of American Television & Communications, Cablecom, United Cable, Televents, Jones Intercable and, perhaps most important, Bill Daniels & Associates. Daniels, a broker and cable owner, has been credited with attracting much of the cable industry to the foothills of the Rockies ("At Large," Aug. 4), and Malone does not deny the connection.

"This is where Bill Daniels built his brokerage and CATV activities," he says. "He spawned a number of the companies that are here now—such as ATC and Cablecom. TCI's here because it's a central location with a good airport and because "when our own company started, a good percentage of our cable systems were scattered through the Rocky Mountain region."

Malone describes himself—accurately—as a conservative businessman. He punctuates his comments with references to government intervention and "socialism running rampant." There is, too, a tone of detachment in his speech, as if he holds himself above the fray. As a scientist and an engineer by training, he is apt to make encompassing principles from his

observations. One of those: "Usually, the timing is overanticipated but the ultimate results are underanticipated." It is a rule he applies to much of the world of business—as well as cable television.

Malone worked as an engineer for Bell through graduate school, but was named president of Jerrold shortly after finishing his doctoral dissertation at Johns Hopkins University in Baltimore in 1969. Three years later, he moved to TCI and Denver. He maintains an apartment in New York, but home is a 100-acre ranch 23 miles south of Denver.

There, in an area he does not expect to see cabled "until 2050," he has a home-made three-meter earth station (built with an Andrews Corp. dish and Scientific-Atlanta electronic components.) He is, he says, a "natural candidate" for a home satellite antenna because even he, the president of a major multiple-system-operator, cannot justify the \$400,000 it would cost to string a wire to his home. The steerable dish works nicely, thank you.

Essentially a technocrat with a technically oriented company, Malone is watching the merging of the cable industry and entertainment industry. Malone, for one, is not altogether certain those changes are for the good.

"Cable has not been in the entertainment industry up until the last couple of years," he says. "It's been a technology industry. Cable television was basically an antenna service up until five or six years ago."

The change, he says, is creating a rift between the old-style firms, such as TCI, and the new entrants, Time Inc. or Warner Communications, for example.

"There's always the perpetual overhang of government regulation and the likelihood that at some point the separations question—the division of programming from distribution—will be pushed into the cable sphere, as it was in the network situation. I suspect that will be a good thing in the long run. In the short run, it was imperative that companies with an investment in cable plant be allowed to develop program services,"

Malone describes himself as an "organization and finance" man who no longer takes an active interest in the mechanics of engineering, although his training in that field certainly helps him communicate with the engineers on his staff, he says. "I've just about forgotten everything I ever learned about engineering—other than just the 'feel.'"

"When people ask me an engineering question, I like to repeat what Einstein said: 'Education is what's left after you have forgotten everything else they taught you in school.'"

Excess baggage

If it performed no other service, the Carter-Reagan debate of last Tuesday night enlivened the closing moments of a campaign that had all but put the electorate to sleep. Columnists who had been drowsing at their typewriters snapped into action. Commentators whose stand-uppers had begun to wilt on the interminable campaign trail brightened with profundities. Pollsters detected a quickened public pulse, even though they read it different ways. Outside the center ring, John Anderson's appearance on the Cable News Network and later the Public Broadcasting Service attracted its own attention.

The political effects remain to be assessed in the size and distribution of the presidential vote tomorrow (Nov. 4). At the least, however, it must be assumed that the stimulation of public interest was salutary.

The concept of electronic confrontations between leading presidential candidates has by now been tested enough to prove its lasting value. By now it ought also to be evident that the concept is best executed, as it was in 1960, outside the application of Section 315, the political broadcasting law.

The productions that the League of Women Voters arranged in this campaign, Reagan-Anderson on Sept. 21 and Carter-Reagan on Oct. 28, were carried off with considerably more professionalism than those of 1976, but they still suffered from the presence of an unnecessary third party. In 1960, the networks, in rotation, were in charge when John Kennedy and Richard Nixon pioneered the form during a congressional suspension of Section 315. But for the inanities of the law and its present interpretation, they could be in charge again, infinitely simplifying things.

Does it make any sense to perpetuate the fantasy that a debate between Reagan and Carter is a news event and thus exempt from 315's requirements of equal time if arranged by the League of Women Voters but is not a news event if arranged by the networks themselves? Do legislators wonder why there are signs of public loss of confidence in government?

Old stuff

The latest word from the FCC's computer room is that the agency's compilation of television broadcast financial data for 1979 will be issued some time this month, just before the end of 1980. Radio data will come later. The agency explains that computer reprogramming has delayed the preparation of the figures this year.

Whatever the reason for delay, the financial reports will gain nothing from aging in the FCC's vaults. As history, they may be interesting. As data to be used in contemporary budgeting and planning, they will be stale. There will be reason once again to question the utility of information that is accumulated at considerable expense to both licensees and government but compiled too slowly to be of much value to anyone.

By coincidence the television figures will be emerging this year at about the same time that the FCC has set as a deadline for comments on a rulemaking to revise the requirements for financial reporting. In comments already on file, the National Association of Broadcasters, the Broadcast Financial Management Association and the ABC Television Affiliates Association, among others, have made very plausible cases for a total discontinuance of the annual financial reports. Indeed the ABC affiliates have argued that the commission has lacked the legal authority all along to collect the information it has been annually gathering for 42 years.

The Broadcast Financial Management Association doesn't go

quite that far, but it favors abandonment of the reports on the grounds they provide only "few minor benefits." If the figures emerging from the FCC are considered unimportant by the figure people themselves, why should broadcasters and the FCC go on compiling them? To provide work for government employees? As the ABC affiliates said in their filing: "The solution to the problem of bureaucratic growth lies in reducing the glut of paperwork demanded by the bureaucracy."

Perhaps the habit of 42 years is too deeply ingrained to be broken cold turkey. At least, however, the government must simplify its financial reporting form. The more information it collects, the more time will be needed for processing. If the benefits are at best minor, as the BFM says, they disappear altogether with the passage of time.

Corporate responsibility

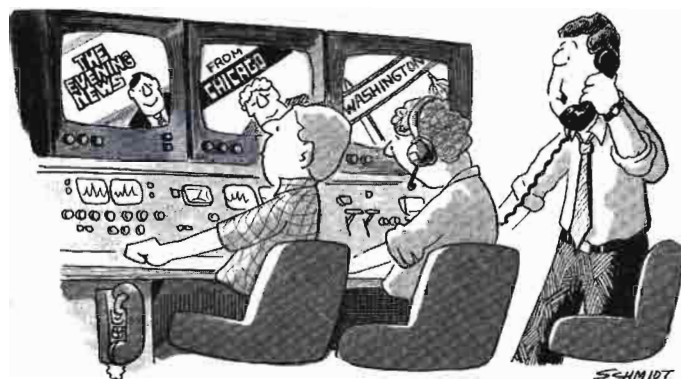
The campaign that Procter & Gamble has just completed for the recall of its Rely tampons strikes us as a model of candor and courage.

P&G, television's biggest customer, is not known for wishy-washy advertising in any medium. When it sets out to sell a product, it puts the full force of its budgets and knowledge—and the know-how of its agencies—behind the effort. It does not intend to fail. The campaign telling women not to use Rely, why they shouldn't use it and how they can get refunds showed no less straightforwardness and determination.

The campaign was part of a deal with the Food and Drug Administration, but we venture that P&G could have settled for less if it had tried. In any event, the campaign in TV, radio and newspapers showed no sign of stinting.

P&G almost never says what it is spending on anything, and this campaign was no exception. A company spokesman said the effort "parallels the ones we [make] to introduce a new product." Other sources estimated the cost as approaching or exceeding \$10 million (BROADCASTING, Oct. 6). The TV portion of that sort of expenditure almost certainly would qualify some other company for inclusion among the top 100 spot television advertisers of all of 1980.

It is too much the fashion these days to criticize advertisers. For this campaign, P&G deserves special praise. As an Association of National Advertisers official says in a story elsewhere in this issue, its performance has been forthright and upstanding. For our money it has also been outstanding.



Drawn for BROADCASTING by Jack Schmidt

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