

Dingell sides with Wirth against deregulation
Radio's 24-hour satellite networks

Broadcasting Dec 14

The News Magazine of the Fifth Estate □ Vol. 101 No. 24

Our 51st Year □ 1981

SEASON'S * GREETINGS

FROM

GROUP ONE BROAD- CASTING



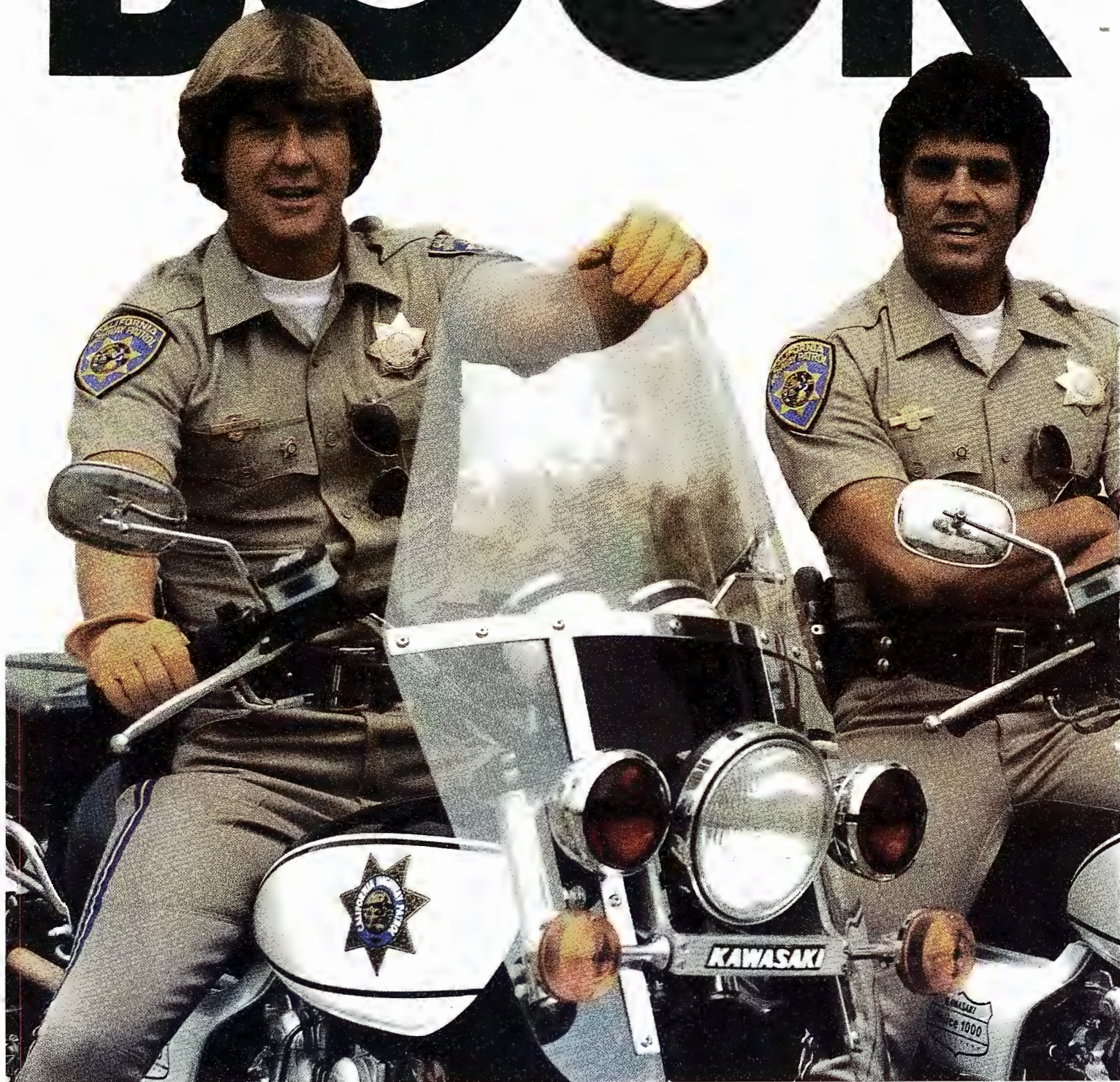
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Radio



Television



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Cable Communications



Earth Receive Stations

Color Television



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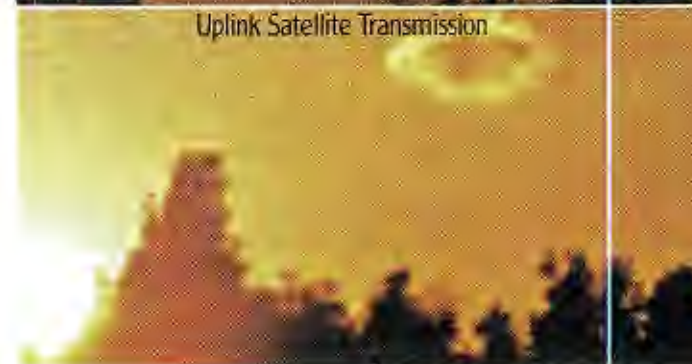
When we look back over our more than half-century of service, it's hard to believe how much the communications industry has changed.

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**WHIO-AM • WHIO-FM
COMBINED SHARE OF
LISTENERS IN THE DAYTON
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SOURCE: Arbitron, Spring 1981. Avg. 1/4 Hour Share of Metro Listeners 12+ 6 AM-12 MD, Mon.-Sun.

The Week in Brief

TOP OF THE WEEK

DEREG OPPONENTS □ Dingell and Wirth sound off at Hill hearings against relaxation of fairness and equal time. **PAGE 27.**

CANNON BILL MOVES □ Senate's second attempt at deregulation legislation is passed by Commerce Committee. **PAGE 28.**

COMMON CARRIER LEGISLATION □ New Wirth bill would be more "pro-competitive" and put more restrictions on AT&T. **PAGE 29.**

CABLE COPYRIGHT REVISITED □ Hill hearings find House subcommittee members still at odds and provide industry factions another chance to restate views. **PAGE 30.**

CONSERVATIVE TO APPEALS COURT □ Reagan names Robert Bork, solicitor general during Nixon's "Saturday Night Massacre." **PAGE 33.**

CABLE VENTURE □ Tele-Communications Inc. and Knight-Ridder agree to joint establishment of cable company, TKR Cable, which hopes to join list of MSO's. **PAGE 34.**

NEAR WIRE IN RIO □ Hobbled AM spectrum conference ends Friday with prospect of work left undone. Answers to concerns over Cuban inventory expected this week. **PAGE 34.**

PROGRAMMING

24-HOUR NETWORKS □ Here's an update on radio's new around-the-clock satellite services. **PAGE 39.**

CFA'S NEXT PLAY □ College group, still unhappy with NCAA's TV football package, will supply NBC with team data for separate pact. **PAGE 43.**

BUSINESS

BUSINESS IN '82 □ At Paine Webber conference, Outlet's Henderson sees good year for TV, Doubleday's Stevens

says radio's pricing will help it in any downswing. Agency perspectives are offered by McCann-Erickson's Coen, JWT's Grossberg and Della Femina's Maneloveg. **PAGE 52.**

CHARTER SELLING □ Six of its seven radio stations to go to Surrey Broadcasting for \$32 million. **PAGE 54.**

LAW & REGULATION

RKO'S NEXT MOVE □ It will ask full appeals court to rehear appellate panel's decision that upheld WNAC-TV denial. Criticisms of FCC and RKO offer some comfort to both sides. **PAGE 58.**

NCPAC PUTS ON HEAT □ Conservative political action group will fight TV turndown with law suit, petition to FCC and mail campaign to pressure stations. **PAGE 61.**

ANOTHER LOOK IN DALLAS □ FCC will reconsider 1978 renewals to Belo stations there and denial of Maxwell's competing bids. **PAGE 64.**

TECHNOLOGY

CB INTERFERENCE □ Comments to FCC reflect agreement that manufacturers and operators should voluntarily solve problem. AMST among those calling for upgraded standards. **PAGE 67.**

RADIATION FEARS □ Onondaga, N.Y., bars construction of new UHF there, citing allegations of physical harm from broadcast signals. **PAGE 68.**

MEDIA

CITIES TAKE STANCES □ NLC convention affirms support for legislation that would give municipalities bigger role in cable regulation and vows to fight lifting of fairness and equal-time laws. **PAGE 69.**

PROFILE

TAFFNER'S WORLD □ In 1955, Don Taffner set out to look for global television business. It eventually led to formation of D.L. Taffner Ltd., major importer-exporter of programs and ideas. **PAGE 95.**

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Closed Circuit®

Insider report: behind the scene, before the fact

Fees reappear

License fees to cover cost of regulating broadcast and telecommunications services are likely to be added to broadcast deregulation bill (S. 1629) expected to reach Senate floor this week (see story, page 28). Proposed earlier this year as part of FCC authorization bill (BROADCASTING, May 11), annual fees for broadcasters would range from \$150 for AM stations with low power to \$7,500 for commercial TV stations in top 20 markets.

Broadcast Bureau-plus

Those who assumed days of Broadcast Bureau as major element in FCC scheme of things were numbered as new telecommunications technologies came on line apparently were wrong. FCC Chairman Mark S. Fowler is developing plans to reshape bureau to accommodate all technologies of mass media. Responsibility for direct broadcast satellite and multipoint distribution services, now exercised by Common Carrier Bureau, is expected to be shifted to Broadcast Bureau. Cable Television Bureau, long in decline as commission deregulated that service, will be folded into Broadcast Bureau. Teletext is expected to become major function of bureau.

None of this is likely to happen immediately. Fowler's choice to head bureau, Larry Harris, will have key role in effecting changes after he joins agency next month. Fowler is known to feel that expansion of bureau should not be taken as signal broadcasting, as now known, will go into eclipse. He says its technology is not outdated.

Cable counts

Just how cabled is this country? Official tallies like BROADCASTING's Nov. 30 count look only at reported connections in putting penetration at 27% or thereabouts. For some time Nielsen metered surveys have been showing numbers well above 30%. Various explanations have been advanced—theft of service by consumers, alleged underreporting by cable systems looking to trim payments to program suppliers. With new Nielsen tally due out soon, speculation is that metered sample will next show penetration of 37%.

Spotty business

Like retailers, lot of broadcasters are worried about fourth-quarter dip in retail sales. Stores are advertising less (in all media), though degree varies widely from market to market. One big group owner finds retail business in his markets down

about 18% since President Reagan acknowledged existence of recession. Other group owners offer more optimistic views. One potential bright spot: Retailers may start holding—and promoting—January sales earlier than usual.

At Television Bureau of Advertising, leaders say retail advertising of both high-priced and discount-priced goods is holding up; slowdown is in promotion of regular merchandise at regular prices. They also note that other and bigger elements of local, such as fast foods and food chains, show no slowdown. They expect local TV in December to be up 5%-7% from year ago. At Radio Advertising Bureau, leaders say local's fourth quarter is not nearly as good as first three quarters but that for entire year local will come out well—and that radio's efficiency will be drawing card if retail sales stay sluggish.

Kurtis for Kuralt?

CBS News management has been conferring with Bill Kurtis, news anchor at CBS's WBBM-TV Chicago, and if deal can be worked out, Kurtis will succeed Charles Kuralt as co-anchor on CBS-TV's weekday *Morning* newscasts, whose ratings troubles have lately intensified. Diane Sawyer will continue as co-anchor, according to reports, and Kuralt will continue as *Sunday Morning* anchor.

Up in air

How to handle RCA Americom tariff that would authorize auctioning of seven transponders on Satcom IV (BROADCASTING, Nov. 16) is said to be causing FCC Common Carrier Bureau more than usual consternation. Although bureau was given authority to approve tariff on its own, it may present tariff as FCC agenda item, letting full commission take first crack at it instead. Although bureau officially said last week no final decision had been made, sources indicated bureau had been leaning toward recommending that auction be rejected. Deadline for decision on tariff has been extended from Jan. 15 to Feb 1.

Making rounds

Marvin R. Weatherly, Alaska Public Utilities Commission member, was in Washington last week advancing his candidacy for FCC seat now occupied by Abbott Washburn ("Closed Circuit," Dec. 7). He met with members of White House personnel office and paid courtesy calls on FCC Chairman Mark S. Fowler and Commissioners Mimi Dawson and

Washburn. Irony of Weatherly candidacy—backed by Alaska Senators Ted Stevens and Frank H. Murkowski (both Republican) and five other senators, including Bob Packwood (R-Ore.), chairman of Commerce Committee, and Barry Goldwater (R-Ariz.), chairman of Communications Subcommittee—is that he and Washburn are friends. They became close in course of visits Washburn made to Alaska on commission business over past six years.

Justice

It's too early to assess what FCC's Reagan majority will do in charged RKO General license renewal proceeding now that appellate court panel has spoken. All seven FCC members are reviewing options in case involving properties with stock value in excess of \$500 million. There's strong sentiment to correct what is regarded as injustice meted out by predecessor FCC which voted to deny renewals of WOR-TV New York and KHJ-TV Los Angeles in addition to principal litigant, WNAC-TV Boston, and placed in jeopardy licenses of 13 other RKO stations (see page 58).

Superswitcher

Although facility won't be fully operational until early 1983, NBC next month will start using new \$18-million television switching center in Burbank, Calif. Center has audio-video master grid with 75,000 switch points—number unmatched anywhere else, according to NBC. Among center's three switching systems is one that NBC, before U.S. pullout, had planned to use during 1980 Olympic games in Moscow.

Payout

Long-awaited first investments by Broadcast Capital Fund Inc., sponsored by National Association of Broadcasters, could come early next year, according to John Oxendine, new president of minority-enterprises, small-business investment corporation founded in late 1979. At first meeting with BROADCASTCAP board today (Dec. 14), Oxendine will ask for streamlined decision-making procedures to speed action on prospective investments.

Making appearance at meeting to urge action on investing will be BROADCASTCAP's minority advisory committee, including Ragan Henry, Broadcast Enterprises National Inc.; Gene Jackson, National Black Network, and Pierre Sutton, Inner City Broadcasting, New York.

Business Briefly

TV ONLY

Rug Doctor □ Carpet cleaning equipment. Begins Jan. 11 for 22 weeks in Minneapolis, Nashville, St. Louis, San Diego and Fresno, Calif. All dayparts. Agency: Vantage Advertising and Marketing Associates, San Leandro, Calif. Target: total adults.

Hardees □ Fast food restaurant. Begins Dec. 28 for 13 weeks in 55 to 60 markets. Day, fringe and prime times. Agency: Benton & Bowles, New York. Target: adults, 25-49.

National Liberty □ Insurance. Begins Dec. 28 for 13 weeks in about 140 markets. All dayparts. Agency: Valley Forge Associates, Valley Forge, Pa. Target: adults, 65 and over.

ITT Continental Baking Co. □ Various breads. Begins Dec. 28 for first quarter in 35 to 40 markets. Day and all fringe times. Agency: Vitt Media International, New York. Target: women, 18-49; women, 35 and over.

Century 21 □ Real estate. Begins Dec.

28 for 13 weeks in over 25 markets. All dayparts. Agency: Wells, Rich, Greene, New York. Target: adults, 25-49.

Shelter Insurance □ Begins Jan. 11 for 12 weeks in 52 markets. Prime, early fringe and late fringe times. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: men, 18-49.

International Fitness Centers □ Begins Dec. 28 for 13 weeks in six West Coast markets. All dayparts. Agency: Phil Motta & Associates, Phoenix. Target: women, 25-49.

Anchor Hocking Glass □ Begins Jan. 18 for four weeks in 13 markets. Day, fringe and news times. Agency: Griswold-Eshleman Co., Cleveland. Target: adults, 25-54.

Consumer Union □ *Consumer Reports* magazine. Begins Jan. 18 for 10 weeks in over 10 markets. Agency: Rapp & Collins, New York. Target: total adults.

Wags Restaurant □ Begins Jan. 4 for 10 weeks in Miami. All dayparts. Agency: Grenada Advertising, Dearfield, Ill. Target:

adults, 25 and over.

Times Mirror Publishing □ *Golf* magazine. Begins Dec. 28 for eight weeks in about 30 markets. Day, early fringe and late fringe times. Agency: Grey Advertising, New York. Target: total men.

Country Pride □ Chicken. Begins Jan. 4 for six weeks in three Southern markets. Day, early fringe, late fringe and weekends. Agency: The Haworth Group, Edina, Minn. Target: women, 25-54.

Data General □ Computer products. Begins Jan. 18 for four weeks in about 12 markets. News and sports times. Agency: Ammirati & Puris, New York. Target: men, 25-54.

Turtle Wax □ Minute Wax. Begins Jan. 4 for four weeks in Phoenix; Tucson, Ariz.; Orlando, and Tampa, Fla. Day, early fringe, late fringe, sports and weekends. Agency:

Rep Report

Now in Boston. Metro TV Sales has opened branch office in Boston in Statler Office Building, Suite 536, 20 Providence Street, Boston, Mass., 02116. (617) 542-0955. Robert Kraus, sales manager of WLVI-TV Boston, has been named manager of new office.

□ WEMP(AM)-WMYX(FM) Milwaukee: To Blair Radio from McGavren-Guild.

□ WCZY(FM) Detroit: To CBS FM National Sales (no previous rep).

□ WOLF(AM) Syracuse, N.Y.: to P/W Radio Representatives from Katz Radio.

□ WOKI-FM Knoxville, Tenn.: To Selcom Radio from Buckley Radio Sales.

□ WWOM(FM) Albany, N.Y.: To Selcom from Roslin Radio Sales.

□ KIOU(FM) Corpus Christi, Tex.: To Selcom Radio from Pro Radio.

□ KBOR(AM) Brownsville, Tex.: To Selcom from Riley.

□ WJMW(AM)-WZYP(FM) Athena, Ala.: To Selcom Radio from Buckley Radio Sales.

□ WKXI(AM)-WTYX(FM) Jackson, Miss.: To Selcom Radio from H.R. Stone.

□ KWFM(FM) Tucson, Ariz.: To Selcom Radio from Jack Masla & Co.

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RANK	PROGRAM	NTI RATING/SHARE
1	M*A*S*H	23.9/35
2	JEFFERSONS	23.6/35
3	ALICE	23.5/34
4	DIFF'RENT STROKES	23.4/35
5	HAPPY DAYS	23.2/34
6	ONE DAY AT A TIME	23.1/33
7	THREE'S COMPANY	23.0/34
8	FACTS OF LIFE	22.8/35
9	ARCHIE BUNKER'S PLACE	22.6/33
10	LAVERNE & SHIRLEY	22.1/32
11	TOO CLOSE FOR COMFORT	22.0/33
12	HOUSE CALLS	21.1/30
13	BRADY BRIDES	20.5/33
14	BARNEY MILLER	19.7/30
15	TAXI	19.3/29
16	MORK & MINDY	19.1/29
17	HARPER VALLEY P.T.A.	18.7/30
18	SOAP	18.6/28
19	BOSOM BUDDIES	18.3/27
20	IT'S A LIVING	17.8/28
21	WKRP IN CINCINNATI	17.1/29
22	BENSON	16.5/28
23	FLO	16.3/25
24	I'M A BIG GIRL NOW	16.1/26
25	LADIES' MAN	15.1/23

Source: NTI Nov. 1980 and Feb. 1981

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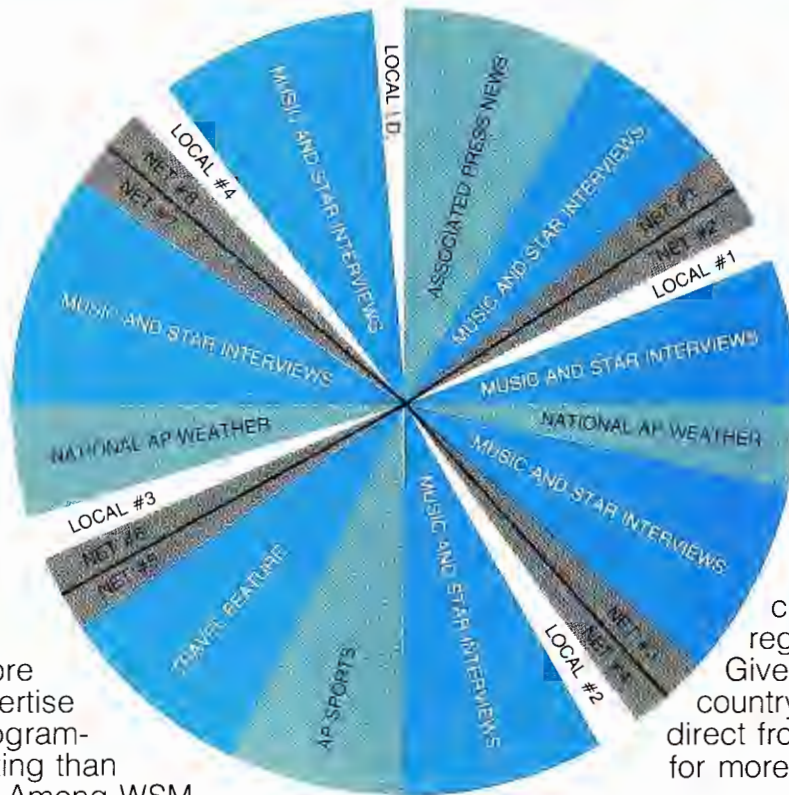
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Associated Press is the world's largest news gathering agency, with a full time news staff of nearly 1,500 professional journalists in 61 countries worldwide.

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**#1 IN CHICAGO
WITH A 39 SHARE
IN ITS TIME PERIOD**

Telecast By
The CBS Network



Source: (MS), December 1, 1981

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AdVantage

GE's 1982 movie schedule. General Electric, represented by its advertising agency, BBDO, New York, has signed agreements with 20th-Century Fox Television and Columbia Pictures for production of made-for-TV movies. Six to eight features are planned for production in 1982. New package of 11 60-second commercials have been produced especially for movies, which will be carried under program title of *General Electric Theater*. First feature in agreements with Fox and Columbia Pictures will be carried on network TV, starting in second quarter of 1982.

It's Ogilvy and Eicoff. Ogilvy & Mather, New York, has acquired A. Eicoff & Co., Chicago, agency specializing in direct-response broadcast advertising. Eicoff had billings of about \$50 million in 1980, of which 95% was in television and radio. Ogilvy billed estimated \$560 million domestically last year, of which 57% was in broadcast.

Image-lifting campaign. United Automobile Workers union started \$1-million TV advertising drive last Thursday (Dec. 10) to upgrade image of U.S.-made automobiles. Campaign concentrates in selected markets where UAW has large number of members but includes several network TV programs. Copy features UAW members who discuss union's contributions to U.S. economy and who pledge "to help make America work again." Union spokesman said that during last three years, international competition has forced domestic auto manufacturers and UAW to place stronger emphasis on quality and claimed that this improvement has not been perceived by public. Agency for union is D.H. Sawyer & Associates, New York.

Toy complaint. Action for Children's Television last Thursday filed complaints with Federal Trade Commission against Tyco Industries and Ideal Toy Corp., for using deceptive and unfair advertising practices in its TV commercials for Tyco Jeep CJ Snake-Track and the Ideal's Dukes of Hazzard electric slot racing set. According to complaint, ACT charges both firms with using "special video techniques" in commercials which "distort and exaggerate the size, appearance, and performance of the products." In addition, ACT's complaint says that Tyco commercial "shows more feet of track than are included in the boxed set." Complaint also charges Ideal with using unusual camera angles to exaggerate performance of cars, and with juxtaposing slow motion clips with shots of cars moving along track, which magnifies speed at which cars go. According to ACT, Tyco ad uses special lighting effects suggesting that track shines brightly in dark, when actually it glows dimly.

Heavy sponsorship. Entertainment and Sports Programming Network has signed on Pepsi-Cola for first quarter sponsorship of special segment highlighting Pepsi Challenge/NBA Hot Shot player of the week award. Feature will be presented every Tuesday on *This Week in the NBA* program. Cable network also announced that it has sold out for prime time repeat telecasts of 1981 Davis Cup tennis finals.

Kenyon & Eckhardt Advertising, Chicago. Target: adults, 18-49.

Genesee Brewing □ Beer. Begins Jan. 18 for three weeks in about 25 markets. Fringe, prime, prime access, specials and sports times. Agency: William Esty Co., New York. Target: men, 18-34.

Preview Inc. □ Subscription TV. Begins first quarter for three weeks in Boston and Providence, R.I. All dayparts. Agency: Ingalls Associates, Boston. Target: adults, 25-54.

Heritage Federal Savings & Loan Association □ Begins this week for two weeks in Orlando-Daytona Beach, Fla. Fringe, news and prime times. Agency: D'Arcy-MacManus & Masius, Atlanta. Target: total adults.

Speidel □ British Sterling. Begins this week for one week in 76 markets. Day, fringe and weekend times. Agency: Tradewell Industries, New York. Target: total adults.

Johnson & Johnson □ Flexible fabric. Begins in January for varying flights in Salt Lake City; Portland, Ore.; Rochester,

N.Y.; Boise and Twin Falls, Idaho. Agency: Young & Rubicam, New York. Target: adults, 25-54.

RADIO ONLY

Wawa □ Food markets. Begins in January for two weeks in Philadelphia, Baltimore and New Haven, Conn. Agency: Kalish & Rice, New York. Target: women, 25-54.

Julius Wile & Sons □ Various products. Begins this quarter for varying flights in 15 markets. Agency: Waring & LaRosa, New York. Target: adults, 25-54.

RADIO AND TV

Michigan Bell □ Long-distance promotion. TV and radio campaign begins Jan. 4 for first quarter in six TV and 40 radio markets. Agency: Ross Roy, Detroit. Target: adults, 25-49.

Universal Television Rentals □ TV and radio campaign begins Dec. 28 for 13 weeks in 11 TV and three radio markets. Day, early fringe and weekend times. Agency: Northlich Stolley, Cincinnati. Target: adults, 18-49.

Research shows . . .

Increased market shares for stations after switching to Harris CP* TV antennas

TV stations broadcasting with Harris circularly polarized (CP) transmitting systems have shown steady market share gains, relative to competition, in all parts of the day, according to a recent research study.

Only TV stations that had been on air for at least four successive rating periods with Harris CP systems were analyzed, to compensate for seasonal variations. The average of four Nielsen market shares, in each time slot, for the four successive periods prior to CP were compared to the average of four successive periods after CP. The performance of each CP station was then compared with the performance of its competitors over the same time periods.

The figures speak for themselves—and show a pattern of improved shares after switching to CP *regardless of the time period studied*. The stations' locations ranged from flat to mountainous areas—and again, there was share improvement *regardless of terrain*.

*Circularly Polarized

Changes in market shares relative to competition, averaged from four successive rating periods prior to installation of Harris CP systems, and four successive periods after installation, for three different markets.

Station/Location	Early News	Prime Time	Late News	9 a.m.—Midnight
Network affiliate, top 40 market	↑ 2.9	↑ 4.5	↑ 6.0	↑ 4.2
Independent, top 20 market	↑ 2.8	↑ 1.3	↑ 2.4	↑ 1.2
Network affiliate, top 50 market	↑ .25	↑ 6.9	↑ 9.6	↑ 2.8

Based on Nielsen VIP® reports 1979-1981, subject to qualifications in said analyses.

When you consider that one market share point is worth about \$100,000 in the 100th ranked market, and over \$3,000,000 in the top ranked market, you can see that Harris CP can be one of the smartest investments you ever made. And you can see why the number of U.S. TV stations broadcasting a CP signal has grown from one to approximately forty-five in just six years.

For more information, contact Harris Corporation, Broadcast Products Division, Quincy, IL 62305-4290. 217-222-8200.



HARRIS

Monday Memo®

A broadcast advertising commentary from Ellen Hulleberg, executive vice president, marketing/communications, McGavren-Guild Radio, New York

Consider an alternative to the 25-54 demographic

If one believed everything one read, the emergence of the 25-54 demographic is the most significant event in radio advertising since, well, the advent of television.

True, it has become the audience almost all advertisers want. It has also been cited as the reason for radio's current robust health, although tighter ad budgets, inflation and other economic factors that sent advertisers scurrying for alternatives to television certainly had their effect. But whatever the arguments, the point is moot. The important fact today is that growing numbers of advertisers now target their radio campaigns to this one age group alone, which on the face of it sounds like a pretty good idea. But is it cost-effective and efficient? Probably not. With everyone going after the same audience, the field has become overcrowded, and messages diluted. In the end, everyone is left with a very small piece of a fairly large pie, while more than 50% of the population is treated as though it doesn't exist.

Advertisers alone are not to blame. Radio stations, eager to join the bandwagon before it passes, are changing to formats aimed at the 25-54 audience in record numbers. In 1980, for example, there were 2,200 country-western stations. In 1981, according to the Country Music Association information office, there were 2,600, an increase of 400, and the biggest portion of these came from stations that previously programmed to youths with popular rock 'n' roll formats. This left some markets with four, five or six stations all competing for the same demographic with basically similar formats and programming. All well and good for the radio stations, as long as advertisers keep going after the same age group. But it might not be so great for advertisers who now must deal with an audience that has been spread extremely thin.

None of this is meant to imply that the 25-54 audience should be abandoned, but there is little doubt that advertisers should re-examine their approach to targeting campaigns at this group.

For example, the 25-to-54 group is extremely broad and includes people of wide-ranging life styles, tastes and interests. Yet advertisers must make absolutely certain that their station list covers the entire 25-to-54 spectrum and is not overly weighted toward the 25-34 group. It would make far more sense to narrow the targets and devise suitable campaigns for 25-to-34-year-olds, 35-to-44-year-olds and 45-to-54-year-olds.

Another logical move would be for advertisers to look beyond the 25-to-54 group and include other audiences in their



Ellen Hulleberg, executive VP for marketing and communications at McGavren-Guild Radio, New York, joined the company in 1969. She was soon appointed research director, and later VP for research and client services. Prior to 1969, she was assistant to the research director for ABC-owned radio stations, and later was account and research executive for the Brand Rating Index.

campaign. For one thing, 12-to-24 and 55-plus audiences represent approximately 50% of the population and considerable buying power. And for another, campaigns aimed at them are highly cost-effective and efficient. More accurately, they are a bargain.

Consider the following: The 25-to-54 age group may have the highest household incomes, but they also have the largest families, especially in the 35-to-54 range. (The 25-to-54-year-olds average 3.3 persons per household while the 35-to-54-year-olds average 3.6 persons.) This means the 25-to-54 group also has the most expenses—higher food bills, college tuitions, mortgages, medical costs, etc.—which clearly limit their disposable income.

Older and younger audiences are not saddled by many of these expenses and therefore actually have more disposable income.

For example, in households headed by 55-to-64-year-olds, the per capita income is 27% above the norm. Consider as well that more and more 45-64 households include a husband at the peak of his earning power and a wife who has returned to work.

By comparison, 35-to-44-year-old households, which are at their peak in terms of size and expenses, have a per capita income that is 10% below the norm.

On the younger side, the 18-24 group includes the largest number of singles living alone or young couples (some married) living together.

Nevertheless, the audiences are there, and directing advertising campaigns at them is extremely cost-effective and efficient. The reasons are simple. As men-

tioned, when advertisers target campaigns only for 25-to-54-year-olds, competition is stiff, the field is crowded, messages become diluted and the chances of getting a significant share of the audience are severely diminished. But by targeting younger or older groups, or at least including them in an overall campaign, advertisers will require only one or two stations in each market to do the job. Theoretically, an advertiser could in this way reach 80% of the younger or older groups versus only 5% of the 25-to-34 and 35-to-44 groups.

It is apparent that this sort of thinking is not too far down the line, at least as far as broadcasters are concerned. As more stations are added to the dial, and as competition for the 25-54 group gets stiffer, broadcasters will decide they'd rather switch than fight, knowing alternative audiences are available and wide open—fertile land, so to speak. In fact, the first trickle of stations away from 25-54 audiences is starting to show up. It is by no means a trend, but it bears watching.

There is one last point to ponder and it deals with a problem that could have far-reaching consequences.

The 1940's and 1950's have always been called the golden age of radio, but the truth is the golden age is now. From the late 1950's through the late 1970's, radio billing didn't even triple; however, these past five years we will see more than a 40% increase. And if pundits are correct, the 25-to-54-year-olds of the country can be given a lot of the credit.

But pause a moment and ask: Why this group? Why are they listening to so much radio?

Obviously, people don't start listening to radio on their 24th birthday; they've been tuning in from the time they were kids. Rock 'n' roll introduced them to the medium back in the 1950's and 60's when they were young, and the habit stuck.

Unfortunately, recent surveys show that more and more of today's young people, the below 25's, are leaving the fold (or not giving radio a chance) because they can't find programming to suit their listening tastes. Instead, other media such as print, TV and cable TV are gaining their allegiance. Warner Amex Satellite Corp., for example, introduced a 24-hour, all-music channel on cable TV this summer called MTV—Music Television. USA Network added a youth-oriented, late-night movie package this summer and by next year, plans to have nine hours a day. The shows are targeted to 12-to-24 audiences because producers saw the void in TV and radio for this age group. They are some of the first, but they won't be the last.

Radio broadcasters should sit up and listen. With so little programming aimed at these younger groups today, one wonders if they'll be tuning in tomorrow.

Give yourself 3 TV premieres and a Christmas bonus.

Anchored by a classic holiday ratings winner, Fox Fanfare 1982 provides special entertainment for the whole family. It's sure to repeat the broad appeal of our previous Fanfare groups in 1980 and 1981, which also featured "Miracle on 34th Street" and three world premiere movies.

Fox Fanfare 1982 is offered on a national advertiser supported basis. Each film is two hours, in color, with 18 commercial minutes divided between distributor and broadcaster.

Moving Violation The TV Premiere

*A tense action-mystery,
starring Stephen McHattie, Kay Lenz,
Eddie Albert, Lonny Chapman and Will Geer.
Available March/April 1982.*

Dreamer The TV Premiere

*A romantic sports drama,
starring Tim Matheson, Susan Blakely
and Jack Warden as Harry.
Available May/June 1982.*

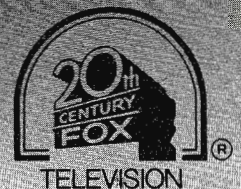
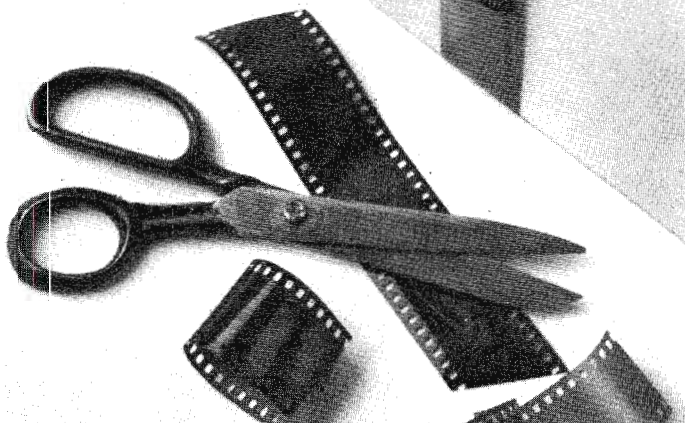
Second Wind The TV Premiere

*Family drama with an unusual twist,
starring Lindsay Wagner
and James Naughton.
Available September/October 1982.*



Miracle on 34th Street

*The Classic Christmas Story,
starring Sebastian Cabot, Jane Alexander,
David Hartman, Suzanne Davidson,
Jim Backus and Roddy McDowall.
Available November/December 1982.*



Datebook

■ indicates new or revised listing

This week

Dec. 13-16—*Arbitron Radio* Advisory Council meeting. Cancun Caribe, Cancun, Mexico.

Dec. 14-17—*Washington Journalism Center* conference for journalists on "The Economic Outlook for 1982." Washington Journalism Center headquarters, Washington.

■ **Dec. 16**—Comment deadline on FCC proceeding considering type approval of aural modulation amplifiers. FCC, Washington.

■ **Dec. 16**—Reply comments due on FCC proceeding considering deregulation of public broadcasting. FCC, Washington.

■ **Dec. 17**—Comments due on FCC staff report recommending elimination of most FCC cable cross-ownership rules. FCC, Washington.

■ **Dec. 21**—Comments due on FCC proceeding considering relaxation of STV rules.

January 1982

Jan. 5—Deadline for entries in *Women in Communications's* Vanguard award competition for non-stereotypical portrayals of women in local television public affairs programming. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

Jan. 10-12—*California Broadcasters Association*

winter meeting. Spa hotel, Palm Springs, Calif.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 13-15—*Arbitron Television Advisory Council* meeting. Walt Disney World Conference Center, Orlando, Fla.

Jan. 14-15—*Virginia Association of Broadcasters* legislative reception and winter meeting. Hyatt, Richmond, Va.

Jan. 14-16—*Utah Broadcasters Association* annual convention. Hilton Inn, St. George, Utah.

Jan. 15—*Academy of Television Arts and Sciences* luncheon. Speaker: Mark Fowler, FCC chairman. Century Plaza hotel, Los Angeles.

Jan. 17-20—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

Jan. 18-22—*National Association of Broadcasters* joint board of directors meeting. Waiohai hotel, Kauai, Hawaii.

■ **Jan. 19**—FCC en banc meeting. FCC, Washington.

Jan. 20—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Jan. 20-22—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Jan. 22-23—*Radio-Television News Directors Association* board meeting. Hilton Palacio del Rio, San Antonio, Tex.

Jan. 23-27—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington.

Jan. 26-28—*American Newspaper Publishers Association*, Electronic Publishing Seminar. Shoreham hotel, Washington.

Jan. 27—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Jan. 28-30—*Global Village's* first annual conference and exposition on low-power TV. Sheraton Washington, Washington. Information: Global Village, 17 Washington Street, Norwalk, Conn., 06854, (203) 852-0500.

Jan. 29-31—Southeast regional conference of *Alpha Epsilon Rho*, national broadcasting fraternity. University of South Florida, Tampa.

Jan. 29-31—*Florida Association of Broadcasters* midwinter conference. Royal Plaza hotel, Lake Buena Vista, Fla.

Jan. 29-31—30th annual *Retail Advertising Conference*. Drake hotel, Chicago.

Jan. 31-Feb. 2—*Radio Advertising Bureau's* second annual managing sales conference. Opening day luncheon speaker: Philip Smith, president, General Foods. Amfac hotel, Dallas.

February 1982

■ **Feb. 1**—Deadline for entries in Broadcast Journalism Awards competition, sponsored by *Muscular Dystrophy Association*, to recognize radio and television broadcasts that increase public understanding of neuromuscular diseases and stimulate support of efforts to conquer them. Information: (212) 586-0808.

Feb. 3—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition,

1515 Broadway, New York.

Feb. 3-8—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, New York.

■ **Feb. 4-5**—*New York University's* School of the Arts course, "Videotext: Market Experience and Development." Course will be offered by Interactive Telecommunications Program, graduate program specializing in new communications technologies. NYU's Washington Square campus. Information: (212) 598-3338.

Feb. 4-6—*South Carolina Broadcasters* winter convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency Greenville, Greenville, S.C.

Feb. 5-6—*Society of Motion Picture and Television Engineers* 16th annual conference. Theme: "Tomorrow's Television." Opryland hotel, Nashville.

Feb. 6—*UCLA Extension* program, "Pay TV: Challenges and Opportunities for the Creative Community." Dickson Hall Auditorium, UCLA, Los Angeles.

Feb. 7-9—*Louisiana Association of Broadcasters* annual convention. Sheraton hotel, Baton Rouge.

Feb. 7-10—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9 luncheon speaker. Sheraton Washington, Washington.

■ **Feb. 8**—*UPI Michigan Broadcasters* presentation of National Broadcast Awards and investigative reporting seminar at Michigan Association of Broadcasters meeting. Harley hotel, Lansing, Mich.

Feb. 9-10—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel.

Feb. 10—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Feb. 10—*Texas Association of Broadcasters* TV Day. Hilton Palacio del Rio, San Antonio, Tex.

Feb. 11—*Southern Baptist Radio and Television Commission* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

Feb. 12-14—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 869-0600.

■ **Feb. 15**—Deadline for 1982 *Clarion Awards*, sponsored by Women in Communications.

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

Feb. 17—*New York chapter of Women in Communications* course titled "Basics of Cable." Urban Coalition, 1515 Broadway, New York.

Feb. 17-19—*Texas Cable TV Association* convention. Convention Center, San Antonio, Tex.

Feb. 18—*Religion in Media's* fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

Feb. 18-21—*School of Communications at Howard University*, Washington, 11th annual Communications Conference, "The Future of Communications: a Battle for the Human Mind." Howard University's main campus, Washington.

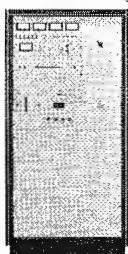
Feb. 23-25—*Cable News Network* production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

Feb. 24—*Association of National Advertisers* television workshop. Plaza hotel, New York.

Feb. 24-26—*American Newspaper Publishers Association*, Newspaper and Cable TV Seminar. The Fairmont hotel, Denver.


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

NOW! CONTINENTAL'S 2.5 KW FM



High Performance 2.5 kW transmitter uses field-proven exciter; delivers clean crisp signal; has automatic filament voltage regulation, power control; is suitable for untended operation; is solid-state except for one tube in final amplifier; provides efficient, cost-effective operation.

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Continental Electronics 




Being There.

Nothing at ABC News ever stands still. And that especially applies to Nightline.

Ted Koppel is now taking his award-winning show on the road. So far, he's been to Albany, Atlanta, New Haven, Scranton and Dallas, Cleveland, Baltimore, Los Angeles and Indianapolis. And where Koppel goes, rave reviews follow—coming from both the local media and the city fathers whose towns he puts in the spotlight.

Koppel will continue taking trips to various cities across the country. Because being there, getting a firsthand look at what's going on, is just one way Nightline remains fresh, vibrant—and as informative as the day it first aired.

Being there. Another innovative way to deliver the last word in television news. 



ABC NEWS
NIGHTLINE

The Last Word in Television News.

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

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

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

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

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

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

May 2-5, 1982—*National Cable Television Association* annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983,

Major Meetings

Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

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

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

May 23-26, 1982—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

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

July 18-21—*Cable Television Administration and Marketing Society* annual meeting. Hyatt

Regency, Chicago.

Sept. 9-11, 1982—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

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

Sept. 12-15, 1982—*National Radio Broadcasters Association* annual convention, Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15, 1982—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21, 1982—9th *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2, 1982—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

■ **Nov. 7-12, 1982**—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

March 1982

March 1—*International Radio and Television Society* Gold Medal anniversary banquet. Waldorf-Astoria, New York.

March 2—*Academy of Television Arts and Sciences* luncheon. Speaker: Thomas Wyman, CBS president. Century Plaza hotel, Los Angeles.

March 2—*Florida Association of Broadcasters*

Washington reception for Florida's congressional delegation. Florida House, Washington.

March 3-5—*National Association of Broadcasters* state presidents and executive directors conference. Speakers include FCC Chairman Mark Fowler. Washington Marriott hotel.

March 7-9—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency, Columbus.

March 9—*West Virginia Broadcasters Association* sales seminar. Lakeview Inn, Morgantown, W. Va.

March 10—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

March 11-16—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton.

March 18—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 18-19—*Broadcast Financial Management Broadcast Credit Association* board of directors meeting. Four Seasons, San Antonio, Tex.

March 24-27—National broadcasting society, *Alpha Epsilon Rho*, 40th annual convention. Statler, New York.

March 28-April 3—European and North American public television producers annual INPUT '82, *International Public Television Screening Conference*. Toronto.

■ **March 31-April 3**—*Southern Educational Communications Association* conference titled "Best Little Ideahouse in Texas." St. Anthony hotel, San Antonio, Tex.

April 1982

April 2-4—*California AP Television-Radio Association* 35th annual convention. Miramar hotel, Santa Barbara, Calif.

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas.

April 6-8—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

April 16—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Ell Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

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

April 19—*Florida Association of Broadcasters* "Broadcasting Day" University of Florida, Gainesville, Fla.

OUT-SMART ALL THE COMPETITION
 With the proven broadcast retail sales development program sold exclusively to your station.

TARGET DOLLARS™ A SERVICE OF GMA RESEARCH CORPORATION

- Increases your sales
- Maximizes your inventory
- Convinces retailers where and how to buy broadcast
- Opens doors to retail decision-makers and stimulates co-op dollars.

Make a smart move
 and call Craig Marshall for complete details —
412/854-4500

TARGET DOLLARS™

Now in these markets: KATU-TV/Portland, KOMO-TV & Radio/Seattle, KMGH-TV/Denver, WTAE-TV/Pittsburgh, WSOC-TV/Charlotte, WISN-TV/Milwaukee, WBAL-TV/Baltimore, WFSB-TV/Hartford, WJXT-TV/Jacksonville, WPLG-TV/Miami, WDIV-TV/Detroit, WRAL-TV/Raleigh

D I C K C L A R K ' S

Rock Roll & Remember

A new weekly four hour program announced by a major radio personality with these exclusive features each week:

A profile of a major star of contemporary music featured throughout the show such as **Elton John, Olivia Newton-John, The Commodores** and others!

The stories behind the songs as told by many of the hitmakers themselves throughout the show.

Interviews from Dick Clark's extensive tape archives from the fifties, sixties, and seventies by stars like **Elvis, Paul Anka, Neil Sedaka, The Beach Boys** and many more!

All the great music you remember from the beginning of Rock and Roll until today.

Produced by the folks who were part of it all—Dick Clark Productions.

The idea for this weekly radio show came from Dick Clark's successful book, "**Rock, Roll and Remember**". There is no one more intimately acquainted with the world of popular music and its stars.

For more information on this exciting new show call 800/368/3033 or 703/556/9870 in Virginia.

The United Stations

635 Madison Avenue, NY, NY 10022
7927 Jones Branch Drive,
McLean, VA 22102



April 19-20—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

April 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

■ **April 24**—Fifth annual *Great Lakes Radio Conference*. Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

■ **April 25-27**—*Minnesota Association of Broadcasters* spring meeting. Thunderbird motel, Bloomington, Minn.

May 1982

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 7-8—*Florida AP Broadcasters* annual convention. Hilton, Tallahassee, Fla.

May 7-9—*Texas AP Broadcasters* annual convention. Hyatt Regency, Austin, Tex.

May 8—*Radio-Television News Directors Association* Region 13 meeting, with Virginia AP Broadcasters Association. Fort Magruder hotel, Williamsburg, Va.

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

■ **May 14-16**—*Pennsylvania Association of Broadcasters Association* annual convention. White Beauty View Resort, Lake Wallenpaupack, Pa.

May 16-18—*NBC-TV affiliates* annual meeting. Cen-

tury Plaza, Los Angeles.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

May 25—*International Radio and Television Society* annual meeting with Broadcaster of the Year award. Waldorf-Astoria, New York.

June 1982

June 3-5—*AP Broadcasters* convention. Crown Center hotel, Kansas City, Mo.

June 6-10—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers' Association* fifth annual seminar. St. Francis hotel, San Francisco.

June 11-18—*Radio-Television News Directors Association of Canada* annual meeting. Mount Royal hotel, Montreal.

June 12-16—*American Advertising Federation* annual conference. Omni International, Atlanta.

June 13-14—*Radio-Television News Directors Association* board meeting. Mount Royal hotel, Montreal.

■ **June 13-16**—*Kansas Association of Broadcasters* 32d annual meeting. Halidome, Hutchinson, Kan.

June 16-19—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 17-18—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Washington Plaza, Seattle.

June 20-23—*National Association of Broadcasters'* Children's Television Conference. Capitol Hill Hyatt Regency, Washington.

June 22-25—*National Broadcast Editorial Association* national convention. Mayflower hotel, Washington.

June 23-26—*Florida Association of Broadcasters*

annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

June 27-30—*Virginia Association of Broadcasters* summer meeting. Wintergreen Resort, Wintergreen, Va.

July 1982

July 14-16—*Arbitron Television Advisory Council* meeting. Silverado, Napa, Calif.

July 14-17—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

July 18-21—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

July 18-22—*World Future Society's* fourth general assembly. Theme: "Communications and the Future." Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

July 20-22—*WOSU-AM-FM-TV* Columbus, Ohio, Broadcast Engineering Conference. Fawcett Center for Tomorrow, Ohio State University, Columbus, Ohio.

August 1982

Aug. 19-22—*West Virginia Broadcasters Association* annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **Aug. 20**—*Kansas Association of Broadcasters* seventh annual sports seminar. Royals Stadium, Kansas City, Mo.

September 1982

Sept. 9-11—*Southern Cable Television Association's* Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

Sept. 12-15—*National Radio Broadcasters Association* annual convention. Reno.

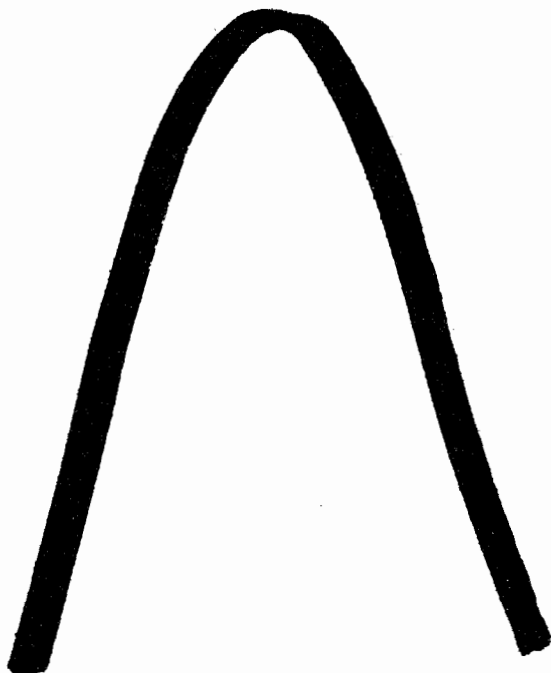
Sept. 13-17—*London Multi-Media Market*. Tower hotel, London.

Sept. 18-21—9th *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

■ **Sept. 26-28**—*Minnesota Broadcasters Association* fall meeting. Radisson Duluth, Duluth, Minn.

Sept. 30-Oct. 2—*Radio-Television News Directors*

Is this a mountain
or a molehill?



That depends on how you see it.

Take, for instance, the mountains of detail that surround the broadcast business. Avails, logs, sales reports, even accounts receivable and payable. We can turn them into molehills.

We're Station Business Systems. And a giant stands behind us—the Control Data Corporation.

Our systems are designed by broadcasters to give you professional service and the most advanced computer hardware, software and training available.

The only mountain you're going to make is one of profits.

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Errata

David Horwitz, executive producer, Channel One, Satellite NewsChannels was incorrectly identified as Horowitz, in "Fates & Fortunes," Dec. 7.

□

Brian Pike had been director of special projects, Polygram Television, Culver City, Calif., before his election to VP, and not with Columbia Pictures Television, as reported in "Fates and Fortunes" Nov. 30.

□

Nov. 30 "Rep Report" item listed **WSSL(AM)** as located in Laurens, S.C. FCC license assignment is to Laurens, but station also serves **Greenville, S.C.**, market.

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Association international conference. Caesars Palace, Las Vegas.

October 1982

Oct. 8-12—Texas Association of Broadcasters management and engineering conference. Hyatt Regency, Houston.

Oct. 14-17—Federal Communications Bar Association annual fall seminar. Castle Harbour hotel, Bermuda.

Oct. 15-17—American Women in Radio and Television Southern area conference. Peabody hotel, Memphis.

Oct. 26-28—Atlantic Cable Show, co-sponsored by

cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland, Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.

November 1982

Nov. 1-15—China Comm '82. U.S. telecommunications exhibition and seminars program, jointly sponsored by Electronic Industries Association and National Council for U.S.-China Trade. Beijing (Peking) Exhibition Center, Beijing, People's Republic of China.

Nov. 7-12—Society of Motion Picture and Television Engineers 125th technical conference and equipment exhibit. New York Hilton, New York.

Open Mike®

Impressed

EDITOR: The interview with Robert M. Rosencrans in the Nov. 30 issue ("The cable perspective according to Rosencrans") was the most insightful exchange with a leading cable industry executive that I have seen in any trade publication this year. Bob Rosencrans's vision and candor represent the type of strong and imaginative leadership that can serve as a source of pride for the cable industry, and as a model for those in broadcasting as well as cable.—*Stuart N. Brotman, president, Communication Strategies Inc., Cambridge, Mass.*

Day-worker

EDITOR: This note is written to express appreciation for the editorial in the Nov. 30 issue, "One That Could Be Won." As you will understand, we believe strongly in this thesis and will be working energetically over the next months to press for the implementation of a 24-hour voting day.

Whereas I confess a bias, I think you

serve the broadcasting industry very well (and indeed the country) with this editorial.—*Thomas H. Wyman, president, CBS Inc., New York.*

Record setter?

EDITOR: WTSN's assistant manager and sports director, Jock MacKenzie, has just completed his 33d consecutive year of doing play-by-play announcements of the University of New Hampshire football team.

I thought your readers could tell us if this was a record or close to one.—*Jerome Lipman, general manager, WTSN(AM) Dover, N.H.*

Moore remembered

EDITOR: We lost a good broadcaster and fine man [when] Dale Moore's plane went down [BROADCASTING, Nov. 30]. Those who knew him enjoyed knowing a strong, independent, and successful individual.—*Bill Sims, president, Wycom Corp., Pecos, N.M.*



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Our company has a long and respected history, but no one ever asks, "What did you do for me yesterday?" Our clients and customers care about today—and tomorrow.

To continue to be the best, Katz has to be better



at the total business of selling time.

Stations contract our services because they want a total sales effort, not just because we have the best research, or the best computer system, or the best salespeople—even though we do.

Timebuyers give Katz-repped stations bigger shares of budgets because our salespeople are prepared to pre-sell and close well, not because our avail forms are better designed—

even though they are.

All of our resources together, and the way we go about using them, is what makes Katz different, and better. We call that difference "Sales Power."

Sales Power: When Katz Radio researchers produce an Agri-Market Guide to attract farm advertisers.

Sales Power: When Katz computer technicians install a faster communication link to our sales offices.

Sales Power: When a Katz Marketing executive shows a retailer how to use Spot TV.

Sales Power: When a Katz salesperson delivers a PROBE pitch.

Generating Sales Power is our business. We're committed to doing it better than anyone else.

That's what "Katz. The best." is all about.

Broadcasting Dec 14

Vol. 101 No. 24

TOP OF THE WEEK

Dingell puts brakes on deregulation

Says movement has gone too far, 'airwaves belong to the public'; Wirth agrees, Krasnow doesn't; other viewpoints: Wunder, Geller, Simon

Whatever hopes broadcasters had entertained for sympathetic treatment in the House of proposals to deregulate the broadcasting industry were virtually eviscerated last week. Representative John Dingell (D-Mich.), chairman of the Committee on Energy and Commerce, delivered a statement making clear his conviction that the "airwaves belong to the public" and that broadcasters' primary duty is to serve the public interest, and only secondarily to make a profit. He described proposals to repeal the fairness doctrine and equal-time law—proposals he strongly opposed—as "the latest indication that deregulatory fever has reached epidemic proportions."

Dingell expressed his views on Wednesday (Dec. 9), at the start of preliminary hearings by the Telecommunications Subcommittee on bills to deregulate radio and television. And he was not alone. The chairman of the subcommittee, Representative Timothy Wirth (D-Colo.), in his opening statement, said public policy makers should strive to "encourage competition in the audio and video information markets," not to deregulate "for the sake of deregulation." Deregulation is appropriate only when the level of competition warrants it, he said. And, he added, "we should never lose sight of the fact that spectrum space is limited and broadcasters are privileged to operate over this most precious public resource." He expressed particular concern about proposals to "undermine or even repeal, the fairness doctrine—the primary vehicle for assuring the public will receive diversity of information among its information sources."

But Wirth had made his views known previously. So it was Dingell who seemed particularly to stun the broadcast representatives present—by the vigor of his expression as well as by the content of his statement. He said broadcasters have gotten behind proposals submitted by the FCC for the deregulation of their industry because, he contended, they would have the effect of conferring on broadcasters "exclusive and highly profitable use of a

scarce and valuable resource in perpetuity without any accountability. Where," he asked, "is the quid pro quo for the public in that arrangement?" Dingell left no doubt of his scorn for the argument that a proliferation of new telecommunications technologies provides the diversity of service that warrants repeal of the fairness doctrine and the equal-time law. "Even if the most optimistic projections of the growth of cable and other new technologies such as MDS, low-power television, and DBS prove accurate, the present climate of scarcity will continue for some time," Dingell said, and added: "Hence, the public will continue to need the protec-

deregulation, since he comes from Detroit where the auto industry is suffering as a result of what Collins said was excessive government regulation.

Both Dingell and Wirth left the hearing shortly after delivering their statements. So neither was on hand to hear the only effort at rebuttal, which was offered by Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, who was one of four witnesses.

Krasnow said Dingell was discussing "a shibboleth or a fiction" in asserting that the public owns the airwaves. He said the Congressional Research Service was un-



Dingell



Krasnow

tions afforded by the equal-time and fairness provisions against abuse of that scarcity."

He also suggested broadcasters are less than sincere in talking up the development of the new technologies that would warrant deregulation. "Efforts to impede and stifle competition are already evident on the part [of the broadcasting industry]," he said. And he predicted that the subcommittee, at a hearing this week on satellite service, would hear the same kind of complaints about DBS that broadcasters had once voiced about cable television—that it would threaten the ability of stations to provide local service. And he noted that 80% of network affiliates' air time is filled with nonlocal network programming.

Representative James M. Collins (R-Tex.), subcommittee member who introduced two of the deregulation bills under consideration (H.R. 4780 and H.R. 4781), offered a wry comment in response to Dingell's statement. He said he was surprised at the chairman's attitude toward

ble to find any support in law for it. And he said it is, in fact, "a dangerous notion." He noted the late Justice William O. Douglas had said it "would justify government regulation of public speech in the parks." As for the fairness doctrine, he said it was better described as "unfair" [to broadcasters] and the equal-time rule, the "unreal, unequal-time doctrine," for it does not assure time for fringe party candidates; broadcasters simply do not make free time available to candidates, he said.

The hearing on the three bills introduced by two members of the subcommittee—Representative Al Swift (D-Wash.) introduced the third (H.R. 4726)—was held one day before the Senate Commerce Committee began markup of a broadcast deregulation bill (S. 1629) introduced by Senator Howard W. Cannon (D-Nev.). The House bills go further than the Cannon measure, in deregulating television as well as radio. The Collins bills would also eliminate the equal-time law and relieve broadcasters of

the fairness doctrine obligation they now bear to afford free time for reply to paid commercials if that is the only manner in which they can achieve fairness in the coverage of a controversial issue of public importance (BROADCASTING, Nov. 2). The Swift bill contains a highly controversial section requiring the commission to establish a system of awarding points to broadcasters in the public interest.

Broadcast deregulation was not unanimously supported by the witnesses at the hearing. Only Krasnow endorsed it without qualification. Even the administration witness, Bernard J. Wunder Jr., assistant secretary of Commerce for Communications and Information, could support deregulation only of radio, at least for the present. Henry Geller, Wunder's predecessor in the Commerce Department post, and Samuel A. Simon, executive director of the National Citizens Committee for Broadcasting, had other ideas.

Krasnow urged Congress to go beyond the proposals of the Collins and Swift bills to provide broadcasters with "total repeal of the fairness doctrine and the equal-opportunity requirement," as advocated by the FCC. "Only total repeal would provide broadcasters the full measure of their First Amendment rights," he said. He endorsed provisions in H.R. 4781 that would prevent the commission "from becoming the Federal Programming Commission by imposing specific program requirements." But he said broadcasters opposed the Swift bill provision that the commission set minimum broadcast performance standards, a proposal he said is "premised on continued government involvement in program regulation."

Wunder said the proposal to deregulate radio—to codify, in effect, the actions already taken by the commission—"makes sense. It would send clearer signals to the industry and investment community, and, of course, make any subsequent regulatory retreating under a different, less progressive, FCC than we now have, much more difficult." An aide said later that as indicated in the statement Wunder filed with the subcommittee in October in connection with its hearings on diversification of information in communications (BROADCASTING, Oct. 5), the administration favors repeal of the fairness doctrine and the equal time law as far as radio is concerned.

But, as he also said in that earlier statement, Wunder said there is less certainty about deregulating television. He cited "the current absence of detailed understanding of the competitive circumstances surrounding the television business." As for specific provisions of the bills, he supported "the general thrust" of the Collins proposals, and expressly opposed the point-system in the Swift measure.

Geller, who is now director of the Washington Center for Public Policy Research of Duke University's Institute of Policy Sciences and Public Affairs, but who was speaking only for himself, expressed an idea he has pressed on more than one oc-

casional in the past: Abandon regulation of radio; it has failed over the past 50 years to achieve the kind of service that is its goal and succeeds only in imposing First Amendment costs. Instead of a public trustee concept, he said, Congress should "exact a modest spectrum fee—say, 1-2% of gross revenues, fixed for a 25-year term in a contract." The proceeds would be used to finance public radio, which, he said, provides the kind of cultural, educational and information service that is not provided in the marketplace. Geller would favor the same approach in television, but he said he recognizes Congress may be reluctant to go that far because of the much smaller number of television outlets—1,200 as against 9,500 radio stations. If the plan is proved successful in radio, it could then be applied to television, Geller said. Barring the kind of quid pro quo he proposes, adoption of legislation that eliminates all content regulation—as Collins suggests would constitute "a 'give-away' to the broadcasters," Geller said.

Simon on the other hand, offered something new. Simon, who along with representatives of other citizen groups has opposed broadcast deregulation, surprised broadcast industry representatives by agreeing with the argument they frequently make—that if broadcasting had been in existence in the 18th century, the framers of the Constitution would have accorded it the same First Amendment rights as those given speech and the printed press. But Simon quickly made it clear he had not switched sides. "The ultimate prior restraint on speech is one that absolutely prohibits it," he said. And he noted the Communications Act "prohibits absolutely all electronic speech except by the privileged few who hold federal licenses."

In brief, members of the public are being denied their First Amendment rights to the electronic medium. Thus, he urged Congress to foster the public's use of the medium, and suggested four options: transform broadcast stations into common carrier services, or modified leased access carriers; impose a spectrum fee on commercial users of the spectrum, though not for the purpose of freeing broadcasters from public interest obligations; auction broadcast licenses; create an "audience network," under which the public would have direct access to one hour of prime time on local stations.

As for the bills under consideration, Simon said the Collins measures do not meet the needs of "a new electronic order to promote the electronic free speech of all citizens." He thought the Swift bill's provision for specific, quantifiable standards of service is "much more interesting."

However, given the views expressed by Dingell and Wirth at the top of the hearing, and Wirth's involvement in the main common carrier deregulation bill that was introduced on Thursday (see page 29), favorable action by the House on any significant broadcast deregulation now seems unlikely.

Dereg bill gets second chance on Senate side

Cannon's S. 1629 approved unanimously by Commerce Committee; eliminates program requirements, protects licensees from challenge, would encourage competition except at cost of interference to present signals

The U.S. Senate may this week have its second opportunity in this session to pass legislation deregulating radio and, to a lesser extent, TV. It could come through a bill (S. 1629) introduced by Senator Howard Cannon (D-Nev.), passed unanimously by the Senate Commerce Committee last Thursday (Dec. 10) and incorporating provisions passed by the full Senate last summer as part of a huge budget reconciliation bill (BROADCASTING, June 29).

Although the Senate voted (55-40) to keep extensive broadcast deregulation measures in that budget bill, a House-Senate conference stripped from it all but extended license terms for radio and TV and permission for use of lotteries in choosing among equally qualified applicants for broadcast and other licenses (BROADCASTING, Aug. 3).

If enacted, S. 1629 would prohibit the FCC from requiring radio broadcasters to provide "news, public affairs, locally produced or any other programs" or to adhere to a particular program format, maintain program logs, or ascertain "the problems, needs and interests" of their service areas. Nor could the FCC restrict the "amount, length, frequency or scheduling of commercial matter."

It would require the FCC to renew the license of any broadcaster whose operation "has been free of serious violations" of the Communications Act or the FCC's rules and regulations. The FCC would not be permitted to consider competing applications for a license up for renewal.

The FCC would be required to "encourage the development of competitive and diverse sources of broadcast programming and the introduction of new and additional services to consumers." It also would have to review all of its rules, regulations and policies "directly or indirectly applicable to broadcast licensees and eliminate those that are not necessary, or those which limit competition."

When considering authorizing new services, the FCC must presume them to be in the public interest if it finds they are "technically feasible without causing significant technical degradation to or interference with radio transmissions by other licensees."

According to Cannon, the bill "is another of our continuing efforts to reshape communications policy." Eliminating comparative renewals "would

Wirth introduces common carrier bill

stabilize the industry and allow broadcasters to spend more on programming and less on costly legal services," he said.

Senator Harrison Schmitt (R-N.M.), who earlier this year advanced the radio deregulation provisions in a bill (S.270) of his own (BROADCASTING, Feb. 2), said "there's no persuasive evidence that the marketplace can't be an effective regulator." Statements made recently "by members of the other body that things haven't changed since 1934 reflect a hysterical attitude of unreality," said Schmitt, apparently referring to comments by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) the day before (see story, page 27). "The tired arguments of spectrum scarcity are inappropriate in an age when the public has an abundance of communications services."

The National Association of Broadcasters, which had opposed pro-competitive language in the bill as first introduced (BROADCASTING, Nov. 23), gave cautious approval to passage of S. 1629 last week. "We're waiting to see how the committee interprets that language in its report on the bill," said James Popham, NAB vice president for congressional liaison. NAB convinced Cannon to amend the language on new services to qualify technical feasibility with the proviso that no significant degradation to or interference with incumbent signals be permitted.

It's more pro-competitive than Senate's S. 898, he says; new AT&T market entries would be given less freedom to operate

Rewrite of the Communications Act took another step forward last Thursday (Dec. 10) when House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) introduced a long-anticipated bill to promote competition in the telephone industry. Calling it "one of the most significant pieces of legislation that will come before the 97th Congress," Wirth said his bill is more "pro-competitive" than a common carrier bill recently passed by the Senate (S. 898) and provides greater protection for users and ratepayers than a bill he supported in the 96th Congress (H.R. 6121).

The new bill (H.R. 5158) would permit AT&T to offer enhanced services through a separate subsidiary, but on a more restricted basis than allowed in S. 898 or the FCC's Computer II decision. Under the Wirth bill AT&T would have to choose between creating a single "general subsidiary" that could build its own transmission facilities and offer services similar to those its parent company offers on a regulated basis or creating a group of up to three "limited subsidiaries" that may not own

transmission facilities and could each offer one kind of service—for example, equipment manufacture, data processing or information publishing services. This follows Wirth's contention that providers of telecommunications conduits should not be permitted to market the content that flows through them.

AT&T could offer long-distance and data processing services as well as equipment manufacture through a single subsidiary, but if it wanted to offer information services other than limited electronic directory information, it would have to do so from a subsidiary that could offer only that kind of service and not over its own lines. Under S. 898, AT&T would have to offer its electronic Yellow Pages through a second subsidiary separate from a larger one that could offer long distance and enhanced services but could offer no information services other than those it offers now, for example, time and weather information.

The FCC would be required to classify telephone carriers as either dominant, regulated or deregulated, with AT&T the only carrier fitting the bill's description of dominant. Telephone companies providing joint long distance and local telephone service would be defined as regulated carriers and such long-distance carriers as MCI and Southern Pacific Communications would be called "deregulated carriers." The FCC, which after an initial transition period of five years would assume control of all long-distance telephone rates, could deregulate a carrier or transmission service only after it had determined that there are alternatives to that carrier or service and that those alternatives have sufficient market power to provide effective competition.

State public utility commissions would retain the power to regulate local telephone rates. After 1985, all local carriers would have to provide all long-distance carriers equal access to their facilities, a requirement meant to solve problems long-distance carriers presently claim they face in interconnecting with local telephone loops. The Justice Department, which offered the Senate a detailed amendment in this area, also offered it to Wirth, but Wirth declined to use it, acknowledging last Thursday that there will have to be discussion on the provisions.

Long-distance carriers would have to pay access fees to secure interconnections with local loops and proceeds from the fees would go into a National Telecommunications Fund, which would be used to keep the costs of local telephone service in rural areas within 110% of the national average.

The FCC would retain its authority to set technical standards for telephone equipment and any user could attach any accepted equipment to telephone wiring on his premises. Regulated carriers affiliated with equipment manufacturers, such



All in this together. *Los Angeles Times* Publisher Tom Johnson made common cause with broadcast journalists last week as he gave the fourth annual Frank E. Gannett lecture in Washington. "I cannot recall a time when the communications industry... has been under broader or more insistent assault by other powerful institutions in our society," he said. Among other assaults: those by the judiciary in closing courts to journalists. Should radio and TV also be admitted? he was asked. Yes, was his response: "The camera should have the same access as the pad." ■ Johnson expressed special concern over efforts to "improve" the Freedom of Information Act by severely limiting its application, a Reagan administration initiative he described as the polar opposite of policy under Carter. The latter had decreed, according to

Johnson, that, when in doubt, "the bureaucrat with the 'confidential' or 'top secret' stamp in hand should not use it. The proposed new [Reagan] guidelines would require that he use it." In Johnson's view, "a return to the mass suppression of public documents is more than an abridgement of the public's access to information. It is an abridgement of the fundamental assumption that people are sovereign over government." ■ Johnson, a former deputy press secretary in the Lyndon B. Johnson administration and later executive assistant to the former President, entered the broadcast ranks as executive vice president of the LBJ stations (KTBC-AM-FM Austin, Tex.). He joined the Times Mirror operation when it purchased KTBC-TV in 1973 and began an upward progression that led to his present post in the newspaper-broadcast-cable conglomerate. Speaking from that journalistic vantage, he noted a declining public confidence "in our ethics and practices"—"the public sees us as an artful dodger, darting out from the sanctuary of shield laws and the First Amendment, using our powers to do mischief, then darting back to the shelter to escape retaliation. We ought to admit it," he continued. "There are too many violations of journalistic ethics." He took some comfort from the fact that "the public still ranks us a notch above most of our critics and detractors in government and elsewhere. The people still look to us as the guarantor of their right to know." ■ Nevertheless, Johnson advised journalists not only to avoid conflicts of interest and "presenting outright fiction as fact," but to be "as open as we expect others to be" in owning up to bias and error. And, expressing concern over the "increasing number of monopoly situations [that require] greater accountability from us," he noted that the 10 largest newspaper chains have one-third of the nation's total readership—20 million out of 60 million. "And the influence of the three major networks may be even more pervasive."

Closing in on the compromise

as AT&T, General Telephone & Electronics and United Telephone Co. would have to procure an increasing percentage of their equipment from suppliers other than their own affiliates in the years to come. The Senate bill, which contains a procurement amendment supplied by the Justice Department, would require AT&T to gradually buy up to 20% of its equipment from outside providers during the seven years following enactment. Wirth's bill would require all regulated carriers to procure up to 30% of their equipment during a period of 10 to 12 years, and, unlike S. 898, to continue procuring that percentage from outside suppliers.

As does S. 898, the Wirth bill would establish a transitional joint board consisting of three FCC commissioners and two state utility commissioners to oversee AT&T's transfer of assets to its subsidiaries. In other similar but not identical passages, it would permit the President, in times of emergency or for "national defense or emergency preparedness purposes," to override the provisions of the bill to order



Wirth

carriers to provide services or facilities to any federal agency.

The FCC's cellular radio decision would be overturned by the Wirth bill. Because that decision would reserve 50% of the spectrum allocated for that service to local telephone companies, it is anti-competitive, said Wirth, and must be reconsidered.

Pro-consumer measures in the bill include mechanisms to prevent interruptions in telephone service and precipitous rate increases during the industry's transition to a less regulated environment and authorization for the FCC to provide public participation funding to permit users to bring suit to enforce certain portions of the act.

Reaction to the bill was guarded last week as affected parties put off commenting until they'd had time to study its provisions. "We're glad to see legislation finally introduced in the House," said Pic Wagner, a spokesman for AT&T. "Undoubtedly, there will be aspects we won't agree with, but we're hopeful we can work with the subcommittee during hearings."

House subcommittee agrees with proposal, wants to begin drafting bill this week, NAB and MPAA still aren't pleased with amendments, NCTA says it accepts them reluctantly

An industry compromise on cable copyright is likely to move closer to becoming law this week. Although members of the House subcommittee charged with copyright appeared far from agreement at final hearings last week, the panel's leaders have endorsed the compromise and will attempt to begin writing it into legislation at a markup on Wednesday (Dec. 16).

The compromise, worked out by the National Association of Broadcasters, National Cable Television Association and Motion Picture Association of America, drew considerable attack at last week's hearings both from NAB and MPAA who oppose its most recent amendments (BROADCASTING, Dec. 7) and from professional sports as well as the Community Antenna Television Association, which has not participated in industry negotiations. Nonetheless, Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) maintained that an industry agreement is preferable to any solution the subcommittee could impose and the panel's ranking Republican, Representative Thomas Railsback (R-Ill.) said late last week he'd support the compromise, but is open to considering minor amendments.

NCTA President Thomas Wheeler said recent amendments added to the compromise by Kastenmeier are not "sweeteners" for the cable industry but "absolutely essential elements" and "rational missing pieces" of the earlier draft. NCTA's board of directors accepted the revised compromise (BROADCASTING, Dec. 7) out of respect for Kastenmeier's continued efforts to find a consensus, said Wheeler, but "candor requires that I reflect the fact that the deep divisions in the cable industry make NCTA's acceptance... reluctant." NCTA is "committed to the amended agreement and will support it with all our abilities," he said, "but we remain a divided industry."

MPAA President Jack Valenti said program suppliers gained only a "rejuvenation of syndicated exclusivity" from the industry compromise on copyright, but that Kastenmeier's amendment had diluted that.

Syndicated exclusivity is "no new torment to the cable industry," he said. The amendment's transition period (six months to two years, depending on market size) from present law to new syndicated exclusivity rules is too liberal, according to Valenti. "We believe implementation ought to be instant," he said, and "somewhere between" that and the two years the cable industry wants "ought to be reasonable." MPAA will not oppose the subcommittee's final decision on the

transition period, he said. "You are honorable and reasonable men."

Valenti objected to amendments that grant waivers from syndicated exclusivity to cable systems in unusual situations. "We don't want to see 100 ARTEC's," he said, referring to Arlington Telecommunications Corp.'s special permission to import Baltimore TV signals into a Washington suburb where many homes can receive the Baltimore signals over the air. "Once you have waivers, your compromise is a facade," he said.

The amendment's provision to grandfather contracts made between superstations and program suppliers prior to enactment of new law would "single out" Turner Broadcasting System's WTBS(TV) Atlanta for a "special advantage over all other TV stations" and would make Congress a "sales agent for WTBS," Valenti said. "The attitude in the cable industry is that lobbying brute force is all that counts," he said. "There's no concern for the right of property." If Turner can prove he paid more for programs meant for national distribution, those contracts could be grandfathered, said Valenti.

According to NAB President Vincent Wasilewski, the Kastenmeier amendments "strike at the core of the agreement" and "stand to make the exclusivity provisions we agreed to mere illusions." Because WTBS is the only TV station that actively seeks national distribution of its signal on cable systems, any grandfathering of program contracts should be limited to those of WTBS, he said.

Waiver provisions in the amendment "present serious risks to the integrity of the legislation and to the property rights of copyright holders," said Wasilewski. "When the exclusive rights of copyright holders can be abrogated by a regulatory agency [presumably the FCC] with no jurisdiction over copyright matters, contractual relationships rest on shifting sands subject to political tides and bureaucratic whim."

Kastenmeier noted that "very recent contracts between Turner and program suppliers" are at issue in his amendment to the copyright compromise and that waivers are meant to be granted on a "very limited" basis.

Although Kastenmeier appeared to believe the compromise is the best answer to amending copyright laws, subcommittee members who attended the hearing, all of them Republicans, appeared doubtful. Railsback asked NAB and MPAA representatives why they had agreed to keep cable copyright rates the same after arguing prior to the compromise that rates are far too low. "We gave up money for control," Valenti replied.

Representative Harold Sawyer (R-Mich.) said he doesn't "like the agreement or the whole idea of regulation" and favors letting the marketplace determine copyright fees. Representative Caldwell Butler (R-Va.) said he sees all of the



Kastenmeier and Railsback



Wasilewski, Valenti and Wheeler

affected parties "coming out [of the compromise] a little bit better" than under present law but wondered "how it promotes the public interest and copyright law." Butler and Sawyer are the panel's strongest advocates for abolishing the compulsory license. All three Republicans proposed leaving present law alone except to add sunset provisions eliminating compulsory licensing and syndicated exclusivity provisions after three to five years. At the expiration of compulsory licensing and syndicated exclusivity, full copyright liability, for cable systems would take effect. Valenti and Bowie Kuhn, commissioner of baseball, said they would support a sunset provision to present law, but Wheeler, Turner and Stephen Effros, executive director of the Community Antenna Television Association, said sunset would be unacceptable.

Turner and Effros argued against any change in copyright law. Turner said less than 10% of his program contracts were made prior to WTBS's becoming a superstation and that most of those would expire within two years. Although Turner pays extra for the right to distribute programs nationally, his contracts do not specify that in writing, he said, because program suppliers could not set in writing contracts for the same programming that they sell on an exclusive basis to TV stations around the country. Program suppliers sell products to Turner "for the Atlanta market only" but take advantage of the present copyright laws to simultaneously charge higher rates for Turner's national distribution and sell

the same programming to TV stations.

"Communications policy has been to encourage the creation of new networks," said Turner, "and the compulsory license meant to allow those networks to develop."

According to Effros, the copyright agreement would "eliminate sports completely from markets that have no home team," and would "eliminate distant signal carriage." The fact that industry negotiators have agreed to leave copyright fees under the compulsory license at present rates "proves the system is working," he said.

Responding to a comment by Valenti that CATA represents more millionaires than any association in Washington, Effros said those millionaires "are all on paper, as is much of the cable TV industry." The 1976 Copyright Act set a "delicate balance" between the public's interest in compensation, said Effros, and the FCC's elimination of signal carriage and syndicated exclusivity rules had no demonstrable ill effects on either the TV or motion picture industries.

"I'm beginning to agree," said Sawyer. "They wanted to get rid of it all, but if everybody likes this monster of a Copyright Royalty Tribunal and the compulsory license, I'd say leave it all alone. All they want is a bunch of new things."

Baseball's Kuhn and David Stern, executive vice president of the National Basketball Association, argued that the industry compromise would hurt sports teams by awarding syndicated exclusivity

protection to movies and other programs without awarding equivalent protection to sports. The agreement would codify present FCC rules requiring cable systems to black out sports events imported to areas within 35 miles of the stadium where a game is taking place unless the game is being aired by a local TV station.

David Ladd, register of copyrights, disagreed, saying he prefers outright abolition of the compulsory license. Acknowledging that the compromise is "a remarkable achievement," Ladd said he would endorse it "as better for the public than no change at all in present law." He also said he had never thought of the sunset provisions being contemplated by some subcommittee members, but that they would also be preferable to adopting the compromise into law.

If the subcommittee decides to sunset present laws, Ladd recommends a period of "five years at the outside" before compulsory licensing is abolished. "Five years would be safe for all parties," he said, "but something less than that might work."

Railsback said last Friday he's "willing to consider a sunset amendment to the compromise," but it would have to allow at least five more years of compulsory licensing. Kastenmeier is "absolutely opposed" to sunset and "will not promote amendments" to the agreement, according to a spokesman.

Votes of the other subcommittee members could not be determined last week, but industry observers predicted the compromise will be accepted at this week's markup. "Kastenmeier will get his way," said one spokesman for MPAA and according to a subcommittee staffer, amendments to the compromise, although relatively minor, are "likely to bring around" Republicans who've favored a free-market approach.

The NAB has little hope of eliminating from the final bill an amendment to grandfather superstation program contracts, but according to James Popham, NAB vice president for congressional liaison, there's still "an awful lot of room to deal" with details in the compromise. Whatever the subcommittee decides, MPAA will support. "Our greatest fear is that this bill will be pigeon-holed," said one spokesman. "That may have been cable's strategy all along, and we don't want to play into their hands."

FCC drafts its plan for budget-cutting

If it has to, it now knows how to trim \$13.1 million

The FCC, anticipating that the Office of Management and Budget will stick to its guns in demanding cuts in agencies' budgets, last week agreed upon a framework of program cuts to accommodate a 17% budget reduction for fiscal 1983.

In a closed meeting Wednesday (Dec. 9), the agency tentatively approved a

package that would cut its budget from the \$77.3 million originally proposed for it in 1982 to \$64.2 million in 1983.

OMB had originally recommended that the FCC absorb a 12% cut in 1982, and another 5% cut in 1983.

FCC sources stressed that the package is tentative: OMB had, as of last Thursday, not yet indicated what numbers it wants the FCC to meet. Furthermore, sources said, no matter what sort of budget OMB recommends, the FCC would have an opportunity to plead for a larger budget before Congress.

Although the commission considered recommendations from the task force, headed by Anne Jones, that evaluated every program on the agency's books (BROADCASTING, Oct. 19), sources said the package approved roughly parallels the cuts FCC bureau and office chiefs proposed to meet the 12% cuts OMB recom-

mended for agencies' 1982 budgets in October (BROADCASTING, Oct. 19).

Sources also said the package calls for distributing the cuts more or less evenly throughout the commission, protecting "authorization processing functions," such as the processing of license applications, and falling more heavily on "support" areas, such as internal mail services and management training programs.

Sources said the package would still call for eliminating more than 300 of the FCC's employees, most through reductions in force, but some through attrition.

The Broadcast Bureau came out of the meeting with more employee positions than it would have under the October proposal. According to an FCC source, the bureau won back 12 of the 71 positions it was slated to lose under the October proposals, primarily because the commission was concerned that the bureau would need

the extra manpower to maintain an effective enforcement arm. The extra 12 probably would not affect the bureau's proposal to fold its Complaints and Compliance Division into its Renewal and Transfer Division (BROADCASTING, Oct. 19), a source said.

The commission also discussed what items should be left in a supplementary appropriations request for 1982 and 1983, which would amount to about \$7 million, to meet unforeseen increases in fixed costs, such as rent payments, and to bankroll the unforeseen costs arising in implementing its Computer II decision, its low-power television proceeding, and the Temporary Commission on Alternative Financing for Public Telecommunications. It was said the commission hoped to establish early this week how much to request, and what programs to include, in that supplemental request.



For the city: Cable chief Tarshis, Mayor's office's Kandel, Queens President Manes.



For the challengers: Orth-O-Vision's Simon, Cablevision's Dolan, Inner Unity's Sutton.

Making it official on New York franchise targeting

Board of Estimate upholds recommendations of working group, adjusts for Teleprompter pullout, assigns candidates to each of four outer boroughs

With two significant revisions—one applying to Brooklyn, the other to Staten Island—New York City's Board of Estimate last Thursday (Dec. 10) unanimously adopted the recommendations made by the city's cable working group three weeks ago targeting specific cable franchise applicants for negotiations for the four outer boroughs.

The board's resolution was rendered after a full day of public hearings in which each of the applicants was allotted 10 minutes to speak its piece (or vent its spleen), followed by more than 50 presentations by members of the public, each of

whom was allotted three minutes. The event, which was heavily covered by the local press, was labeled by one observer as little more than a "dog and pony show."

With Teleprompter's withdrawal from the entire New York City franchising process two weeks ago (BROADCASTING, Dec. 7), the Brooklyn franchising leaders, after some last-minute, behind-the-scenes deliberations, decided that Chuck Dolan's Cablevision would be targeted for negotiations to wire both the northern (community board districts 1, 2, 3, 4, 6, 8) and central (CBD's 7, 9, 10, 12, 14, 17) sections of the borough. Warner Amex was targeted for negotiations in the remaining southern section (CBD's 5, 11, 13, 15, 16, 18). Brooklyn Borough President Howard Golden noted that the decision to target Cablevision for two-thirds of the borough was based to a large extent on the call in

the original RFP for "preferential treatment" to multiborough applicants. Cablevision was the only company to apply for all four boroughs.

Dolan, however, was "not particularly optimistic" about the results of the entire franchising process to date. Of the four boroughs for which Cablevision applied, it was targeted only for the bulk of Brooklyn and all of the financially depressed Bronx, while being excluded from the more affluent boroughs of Queens and Staten Island.

Preferential treatment for multiborough applicants was proposed initially by the city, said Dolan, so that companies would not seek to wire only the more affluent sections of the city. The Bronx application was filed, he said, in the belief that franchises in other boroughs would be awarded to Cablevision and thus "offset the costs" of

wiring the Bronx. "It is crucial that the result be fair," said Dolan. "The board has [before it] a preliminary set of recommendations that doesn't fulfill that promise."

With the city's apparent change in direction, Dolan said that the service offerings proposed in Cablevision's franchise applications would be contingent on the "entire [franchise] picture which isn't yet complete."

An odd twist was added to the Staten Island franchise situation at last week's hearing—perhaps attributable to the concern of several of the Staten Island applicants about the financial viability of more than one franchise award for that borough. At the Nov. 18 hearing, the cable working group had recommended that three franchises be awarded for Staten Island. However, at the hearing last week, Staten Island Borough President Anthony Gaeta indicated that only two franchises would be awarded, the boundaries of which would be decided during the negotiations process. But while the borough decided to whittle down the number of franchises to two, it also left the number of companies targeted for negotiations at three—Cox, Vision Cable and Warner Amex—with the "expectation" that one of them will be eliminated in the process.

The plot then got thicker. Gaeta said that the decision to award only two franchises was based "upon my belief that the presence of two franchises in Staten Island would best serve the interests of the residents of our borough, and that two companies would each be capable of providing the full range of cable services at rates commensurate with those to be . . . implemented in the other boroughs." However, if those objectives cannot be met with the awarding of two franchises, Gaeta said, "it would be appropriate to award only one franchise in the borough. I would request that the board reserve final judgment on this matter."

While the board adopted the recommendation that Cablevision be targeted for negotiations to wire the Bronx, that borough's president, Stanley Simon, was not happy with Dolan's comment that the company's service offerings would be contingent on the entire franchise picture. "That remark will be considered in the vote by the board," Simon retorted. But when the vote finally came, it had little affect on the outcome. The borough had no other company to turn to and realistically no other option, short of going back to square one and issuing a new RFP.

The board adopted the recommendations concerning Queens as proposed by the cable working group on Nov. 18. The companies and the franchises for which they are targeted: ATC (CBD's 1 through 5); Percy Sutton's Queens Inner Unity Cable (CBD's 9, 10, 12 and 14). Warner (CBD's 6, 7, 8, 11 and 13). A number of Queens applicants that have been excluded from the negotiation process, at least initially, went on the record as saying that the CWG relied too heavily on Arnold & Porter evaluations in arriving at its

recommendations. Those companies included Queens County Cable Communications Corp., Six Star Neilsen, Gotham Communications and Orth-O-Vision. The companies contended that A&P did not fully understand their proposals. The last two have also indicated that they may appeal to either the state cable commission or the courts or both.

At one point, Orth-O-Vision President Al Simon described the process, or at least parts of it, as "improper" and "illegal." When asked by Robert Kandel, (the mayor's representative on the Board of Estimate who headed the hearing) to elaborate, Simon declined. Simon suggested that Queens be divided into four franchise areas, which, he added, would be "four of the largest in the country," and certainly economically viable.

Queens Borough President Donald Manes made a point of noting that should negotiations break down with any of the targeted applicants, "we have the option to reconsider other applicants which have

not yet been targeted and bring them into the negotiations."

The initial construction of the four outer boroughs and upgrading of Manhattan's service, Manes said, "will involve an estimated \$1 billion of expenditures." He said that "we should not lose sight of the great boom cabling will provide to our city's economy and employment ranks."

Hearings on all pending franchise applications are now closed and the city officially enters the negotiating stage of the process. That effort will be headed by Morris Tarshis, the city's director of franchises. Tarshis said he hoped that the negotiations could be wrapped up by the end of February so that final awards could be issued by next spring. The board's resolution directs Tarshis to secure commitments from each prospective franchisee for "sufficient funding and resources to create" independent nonprofit corporations in each borough with responsibility for addressing the public access and local programing needs of the public.

Bork appointed to appeals court

Former Yale professor and solicitor general picked by Reagan for Washington bench

President Reagan has named a conservative legal scholar and former solicitor general to the U.S. Court of Appeals in Washington, the appeals court that hears most of the cases from the FCC and other independent agencies. And in Robert H. Bork, according to those who know him, the President has picked a person with the qualities the President feels are important in a judge—essentially, a feeling that courts must show restraint in their decisions and hew closely to precedent.

Bork, 54, is a former Yale Law School professor who since July has been a senior partner in the Washington office of the Chicago-based law firm of Kirkland & Ellis. But it was his role in October 1973, in "the Saturday Night Massacre," as solicitor general in the Nixon administration, that thrust him briefly into the public limelight.

Attorney General Elliot L. Richardson and then his deputy, William French Smith, had resigned rather than carry out President Nixon's order to fire Watergate special prosecutor Archibald Cox. They had given pledges to the Senate they felt gave them no choice. That left Bork as the highest-ranking official in the Justice Department. He had not given the same pledge and, after French Smith prevailed on him to remain in office, he dismissed Cox and continued to function as acting head of the department.

Bork made his reputation as a scholar in his years at Yale, where he served on the law school faculty from 1962 until 1973, when he joined the Justice Department, and again from 1977 until he became a partner in Kirkland & Ellis. His nomination to the appeals court immediately

touched off speculation that he would be named to the next vacancy on the Supreme Court. His name has been mentioned in such speculation in the past.

The dean of the Yale Law School, Harry Wellington, who has known Bork throughout his career in New Haven, praised him last week as "one of the ablest, brightest, most articulate and intelligent lawyers" anywhere. "He'll make a good judge, a strong judge," Wellington said.

Wellington also described Bork as an "economic conservative"—"he believes the best way to allocate resources is through the marketplace"—who is "strongly influenced by precedent . . . He feels courts shouldn't act as legislatures, that they should act in a restrained way, and not try to make policy." Bork has expressed those views in criticisms of what he calls the "unconstitutional" decisions of the modern "activist" Supreme Court.

But at the same time, as Wellington noted, Bork has testified against legislation by conservatives in Congress to eliminate the Supreme Court's jurisdiction in matters involving issues of prime concern to conservatives—busing, school prayer and abortion. Bork has said that such attempted legislative remedies might lead to a constitutional crisis between the Congress and the court.

Bork's appointment to the appeals court in Washington, frequently described as second in importance only to the Supreme



Bork

WINDING DOWN IN RIO

All over but the accomplishment

Court, was described by Attorney General William French Smith as the kind Reagan intends to make as a means of imposing "judicial restraint" on the courts. It is also seen as a way of providing conservative balance to the court that has long been regarded as one of the most liberal in the country—a reputation former President Carter's four appointments did nothing to weaken.

Bork would be replacing former Chief Judge Carl McGowan, who last summer chose senior status rather than carry a full workload. The court now has 11 members, one of whom is an old friend of Bork—Judge Abner Mikva. Mikva, a former five-term Democratic congressman from Chicago who joined the court in 1979 and who is regarded as a member of the court's liberal wing, and Bork were classmates at Chicago Law School.

TCI, Knight-Ridder in new joint venture

They'll establish new MSO that hopes to have 100,000 subs by end of 1982; 500,000 in five years; project will be called TKR Cable

Tele-Communications Inc. (TCI) and Knight-Ridder Newspapers plan to enter into a joint venture "for the purpose of acquiring, developing and operating cable systems"—a project that, if it meets its announced goals, could itself be in the ranks of the top 50 MSO's next year. TCI is currently the third-ranked MSO, with over 1.3 million basic cable subscribers; Knight-Ridder, in addition to its extensive newspaper holdings, owns four television stations and is testing telephone delivered teletext in its home state, Florida.

The two companies have signed an agreement in principle covering the venture, which will be called TKR Cable. The agreement is subject to approval by the boards of each. No details of the financial arrangements were released (supposedly, they haven't been completely ironed out) other than the word that the venture would be "equally owned" by the partners. However, there was some suggestion that Knight-Ridder would be fronting a heftier portion of any bills; TCI President John Malone, commenting on the venture, said he looked forward to "the combination of expertise [presumably TCI's] and financial capacity" (presumably Knight-Ridder's) the venture represented.

The partners project the venture will have 100,000 subscribers by the middle of 1982. Systems with 42,000 subscribers already have been lined up for acquisition, and TCI will in addition sell the venture several systems it owns with 38,000 total subscribers. The identities of the systems were being withheld last week (the acquisitions aren't expected to close until early 1982), but they are said to have, on average, 24-to-28-channel capacity. TKR Cable is aiming to reach the 500,000 subscriber level in five years.

AM spectrum conferees, hobbled by computer failures, won't finish work before going home

The western hemisphere conference on AM broadcasting is grinding to a halt, with delegates having given up on completing their work in Rio de Janeiro before the conference ends on Friday and making plans to finish the task following their return home. And after five weeks, the question of whether and to what degree U.S. concerns over the Cuban inventory were justified remains to be answered. That answer is expected this week.

The conference committee drafting the underlying agreement and its technical annex have completed their assignments. But the basic job—of fitting operating and planned stations of the hemisphere's 30-plus countries into a plan that will permit them to operate without receiving or causing intolerable interference—remains to be completed.

FCC officials last week, relaying word from Rio, said 6,621 of the hemisphere's total inventory of 15,000 operating and planned (to be operating by the end of 1982) stations have been entered in the plan. Of those, 3,500 are among the 5,000 in the U.S. inventory. One reason for the difficulty in completing the task is the inadequacy of the data base generated by the International Frequency Registration Board's computer.

Another is the continuing inability of the countries involved to agree on how planned stations should be treated in relation to operating ones when they are involved in incompatibilities. Some countries insist that their planned stations be treated with the same deference as another country's operating outlets when they are incompatible. Which station in such a situation should enjoy priority has not been resolved. Even the U.S. has not taken a solid position; it tends to favor existing operations, but it has a large number of planned stations to fit into the overall plan.

Whatever the reason for the difficulty in finishing on time, conference delegates last week were drafting plans for dealing with incompatibilities among the inventories once the conference ends. The planning committee is drawing up procedures that countries, in bilateral and multilateral meetings, will follow in negotiating incompatibilities in the weeks and months ahead. And it will prepare a plan for protecting those stations pending completion of the negotiations.

Among the incompatibilities certain to be left for resolution following the conference will be a number—probably a large number—involving Cuban and U.S. stations. The Cuban inventory contains many high-power outlets that have long been regarded as a threat to stations across the U.S. Kalmann Schaefer, head of the

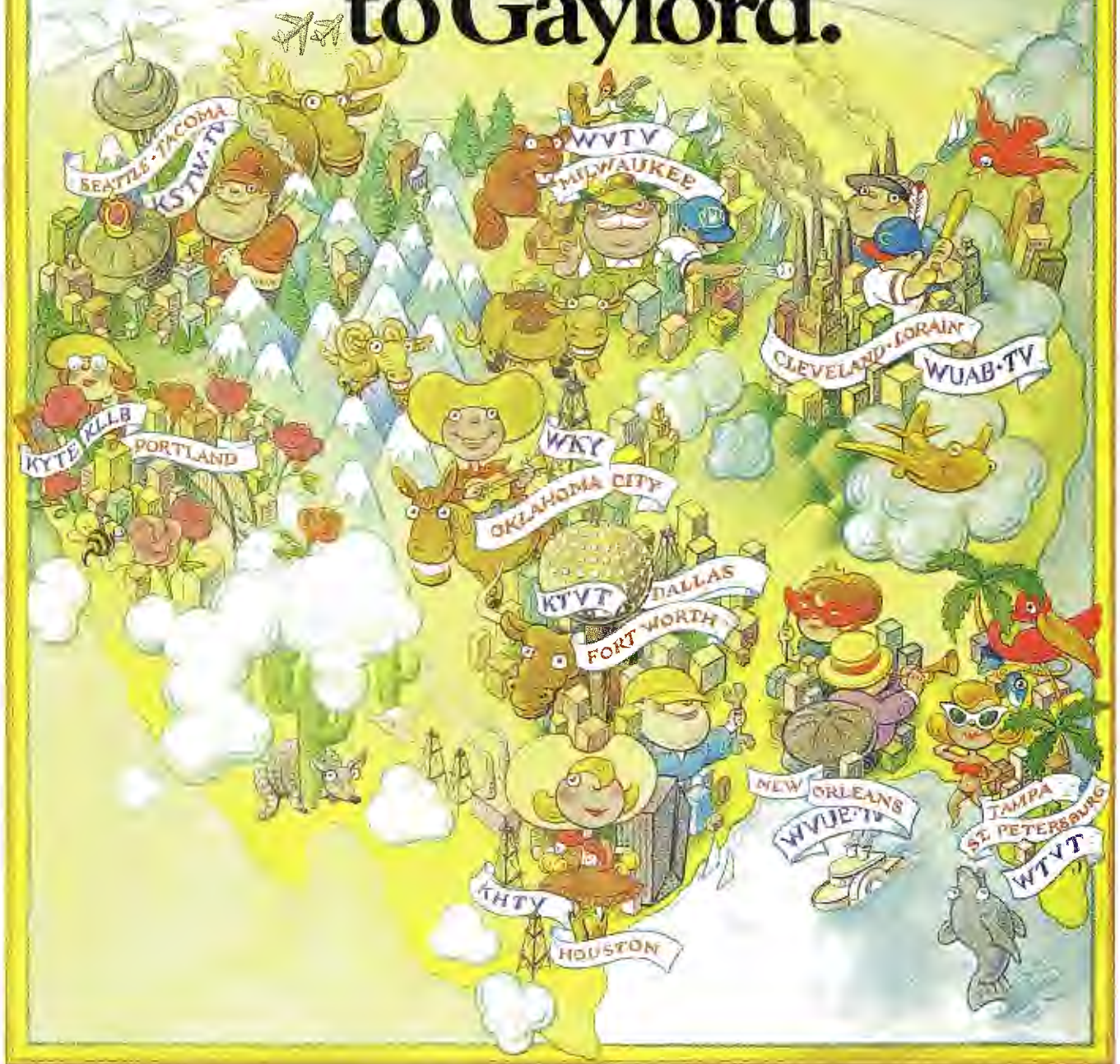
U.S. delegation, said the U.S. and Cuban delegations met early last week for their "first exchange of specific problems." He said the delegations would meet a second time after attempting to find solutions to the "40 to 50" problems confronting them.

Information from Rio does not always flow through official channels. Robert Culver, a member of an engineering consulting firm, told a meeting of the Radio Advisory Committee, on Thursday, that he had heard from a member of the firm who is on the delegation that a proposal by Cuba to modify 48 of the operating and planned stations in its inventory had been narrowly defeated in the planning committee earlier in the week. The information came from a member of his firm, Elizabeth Dahlberg. She reportedly said that two of the proposals would have shifted Cuba's proposed 500 kw stations—one to 1160 khz and one to 1040 khz, on which the Reagan administration plans to install Radio Marti, the station that will broadcast news of Cuba to that country.

And Matt Leibowitz, a Miami lawyer, told the same advisory committee meeting that engineers in Miami who are "knowledgeable" about Cuban radio had monitored what both of them said was a "massive" shift in the operations of Cuban stations. He said stations that were on the air appear to have gone silent (including Radio Moscow) while stations that had not been activated are now on the air, and others have changed power and frequency. The only change picked up by FCC field engineers, according to commission officials, was the emergence last week of a 50 kw station on 790 khz in Havana. The station is operating off frequency—with the result that co-channel WNW5(AM) South Miami, Leibowitz said, is suffering heterodyne interference.

Leibowitz, who represented the South Florida Radio Broadcasters Association and the Florida Association of Broadcasters as a representative to the Radio Advisory Committee that has been meeting in Rio during the conference, has complained about the lack of information provided him by the delegation ("Closed Circuit," Dec. 7). (Schaefer attributed the delegation's refusal to be as forthcoming as Leibowitz and other visitors from the U.S. would have liked to the "delicate" nature of the negotiations in which the delegation is involved.) And last week, Leibowitz sent FCC Chairman Mark S. Fowler a resolution from the South Florida Radio Broadcasters Association asking that the State Department and the commission place a representative of the association on the delegation. The association, concerned about actual and possible new interference from Cuba, would want its representative to "participate fully" in negotiations concerning that interference.

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"One of the finest prime-access shows ever produced—definitely a prototype for television in the 80's."

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"We scheduled ENTERTAINMENT TONIGHT to improve our 18-49 demos in access and to strengthen the lead-in to PM Magazine. And it's working. According to our October ARB book, it's delivering 56% more women 18-49 than last year's game show."

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"All of us want to know about celebrities and show business. ENTERTAINMENT TONIGHT is bringing all that to our viewers fresh every evening, and they love it!"

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Springfield Television, Springfield, Mass.**

It's exciting to watch any new and innovative program catch on with viewers – and Paramount's unique satellite-delivered weekday strip is generating that kind of excitement. ENTERTAINMENT TONIGHT's audience has grown remarkably since its premiere and is up 29% from October's Week 1 through October's Week 4! What's more, its strength is just where stations want it – in Women & Men 18-49! *NTI 10/5-10/30/81*

ENTERTAINMENT TONIGHT IN THE EAST

Philadelphia In competitive 6-station market it jumped to #2 in the time period from last year, outperforming its lead-in! 80% increase in Rating and 147% increase in Adults 18-49 over Oct. '80's TP!*

Buffalo Weekly trend up 29% in October book! 20% higher in Share and Total Women than Oct. '80's PM Magazine! Improving on its network news lead-in in every major demographic!*

Pittsburgh Up 60% in 4-week trend, topping Evening Magazine in Women 18-34! Improving on its lead-in (The Muppets) and surpassing Oct. '80's TP in Women & Men 18-34 & 18-49!*

Boston A 40% rise in 4-week trend! Improving on its lead-in in Women 18-34 & 18-49!*

Washington, D.C. Beating PM Magazine in Women 18-34 & 18-49! Stronger than Oct. '80's TP in Women & Men 18-49!*

ENTERTAINMENT TONIGHT IN THE MIDWEST

Kansas City Weekly trend up 67% in October book and leading Family Feud in Share, Total Women & Men and Women & Men 18-49! Tops Oct. '80's TP in every key demographic!**

Cincinnati Up 60% in 4-week trend! Improved rank to #2 in Women 18-34 & 18-49 and Men 18-49! Surpassing Oct. '80's TP in Adults 18-49!*

Columbus, Ohio A 44% climb in 4 weeks! #1 in Women 18-34 and improving its Muppets lead-in in Total Women!**

Indianapolis Improving on both Oct. '80's TP and its lead-in in Women & Men 18-49!***

Cleveland #1 in late-night! Leading in Rating, Share and all Women & Men demographics – beating The Tonight Show!*

Minneapolis-St. Paul Topping Oct. '80's TP in Women & Men 18-49! Beating PM Magazine and Family Feud in Women 18-34!**

ENTERTAINMENT TONIGHT IN THE SOUTH

Atlanta #1 in Women & Men 18-49, topping PM Magazine, The Muppets and You Asked For It!*

Tampa-St. Petersburg #1 in Rating, Share, Total Adults and Women 18-49 – beating PM Magazine, Family Feud and The Muppets!**

Houston Substantial increase over Oct. '80's TP in Rating, Share and every adult demographic!*

Dallas-Fort Worth Topping Oct. '80's TP in Women & Men 18-34 and Women & Men 18-49! Improves on its lead-in in Women 18-34 & 18-49!*

ENTERTAINMENT TONIGHT IN THE WEST

Los Angeles Topping the Oct. '80 TP in Rating, Share and every key adult demographic! In competitive 7-station market it's #1 in Women 18-34 & 18-49!*

San Francisco Up 13% in overall Share (NSI overnights: 9/14-11/13/81) and improving on its lead-in in Total Women & Men and Women & Men 18-49!*

Seattle-Tacoma A 67% gain in 4-week trend! Outperforming Oct. '80's TP in Women & Men 18-34 and Women & Men 18-49 and Teens!**

Portland, Ore. Improving on its lead-in (You Asked For It) and surpassing Oct. '80's Family Feud in Women & Men 18-34 and Women & Men 18-49!***

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Programing

Those 24-hour satellite networks: Update on radio's latest

Predictions are mixed on success of turnkey satellite-delivered program services; only two are currently in operation, but three more are due to start by spring

In a busy year of growth for radio networks and syndicated product, a new, mixed breed of radio was introduced—a 24-hour satellite-delivered turnkey operation that promises affiliates complete programing and talent in exchange for a few commercial minutes per hour and/or a monthly fee.

Currently, five networks (either on the air or soon to be) fit this description: Satellite Music Network, Continental Radio, Transtar, United Stations Country Network and ABC's Superadio. The last three have set mid-December, early spring and April 1 as start dates, respectively.

Amid the enthusiasm generated by the "pioneering" networks and affiliate stations, there is some question whether the

listeners to attract advertisers," Brescia notes, indicating that it may take a while for the networks to sign up the number of affiliates they need to compete for national advertising.

Ivan Braiker, vice president and general manager of Satellite Music Network, says some skepticism among advertisers may have been stimulated by the collapse of the Enterprise Radio venture. Braiker contends, however, that "Satellite Music Network can survive without one dollar from advertising; by the end of January we will be self-sufficient" on the strength of station fees. The network, on the other hand, is pleased with the advertiser support it has been getting. SMN's regular sponsors include K-Mart, Ford Motor Co., Sunbeam and West Bend.

With mixed feelings on the subject of satellite-distributed programing, Martin Rubenstein, president of the Mutual Broadcasting System, uses the phrase, "caveat emptor" for prospective affiliates

NBC Radio President Dick Verne believes, "there's a marketplace for them," and offers, "If the marketplace grows fast enough, most of the entities should survive ... unless they're programed poorly."

At United Stations, President Nick Verbitsky says his venture has evoked "tremendous response" because of the track records of partners Dick Clark and Ed Salamon, former program director of Mutual's WHN(AM) New York.

Dwight Case, president of Transtar, finds that although it will probably take one to two years before the network will turn a profit, the service will survive and achieve success because of its flexibility. At Transtar, Case says, stations are not encouraged to take the full, 24-hour schedule. Since his network only takes one minute per hour from an affiliate, he says, there is an option to pick up other networks, such as RKO I or II or NBC's Source, which he sees as being compatible



Braiker



Hodgson



Case



Verbitsky

market is ready for this type of program service. Most radio executives agree that satellite automation is more efficient and of better quality than its tape counterpart. But, given the initial expenses that include obtaining transponder space, installing earth stations, producing programing and buying studio equipment, how long will it take a network to turn a profit? Also, are there enough satellite dishes available to receive the service? And how long will it take national sponsors to view this as an important national medium?

Richard M. Brescia, vice president, CBS Radio Division, says that CBS is "reviewing" the possibility of starting such a service but sees "a tough haul" in store for those companies getting in on the ground floor. "You've got to have enough

and advertisers. Calling to mind Enterprise Radio, in which "a lot of people were burned," Rubenstein believes caution should be exercised when choosing a new service, even though "there are a lot of creative, innovative people involved" in the operations.

Another competitor of the 24-hour radio programers, Tom Burchill, president of RKO Radio Networks, predicts: "Some will make it, [but] they'll need pretty deep pockets to take their pioneering strategy to payout." Burchill foresees a time when the Transtars and SMN's of the world may have to merge with other companies or form co-venture agreements to deepen those pockets. "It will take longer than they figure" to make a reasonable profit, he predicts.

with Transtar's young adult format.

The following is an update on the status of the 24-hour programed radio networks:

On Sept. 21, Continental Radio, a subsidiary of the Christian Broadcasting Network, launched its programing service, riding piggyback on CBN's transponder 8 on Satcom I. Continental's Craig Hodgson describes the service's format as "pop adult with contemporary gospel ... a wholesome family-oriented product." The mix is roughly 75% to 80% pop adult and 20% to 25% contemporary gospel. The targeted demographic is the 25-49 age group.

Four stations are currently hooked into the service including CBN's WXRI(FM) Norfolk, Va. (where the service origi-



Sklar



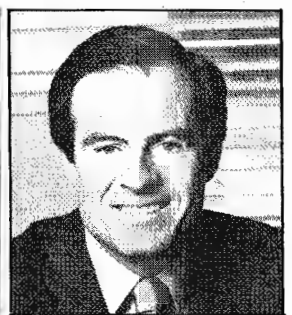
Brescia



Verne



Rubenstein



Burchill

nates), but Continental has signed agreements with six others that should be on board by mid-December, according to Hodgson.

Of a maximum 15 minutes and 20 seconds per hour of available commercial time, Continental claims two minutes for national spots.

The service provides six minutes of news on the hour, actualities from UPI Audio, with an option for the station to insert local news for the last two minutes of each news feed.

Fees for the service range from the \$400 per month charged to a daytimer in a small market to \$1,000 per month for a major-market, full-time station, in addition to the two minutes per hour for national spots.

On or about April 1, 1982, ABC will also be getting into the 24-hour programming-service act with the introduction of ABC Superadio, produced by the network's Radio Enterprises division. A spokesman for Radio Enterprises said that the new service will be targeted to the 18-49 demo with an adult contemporary or "contemporary hit radio" format, featuring air personalities and national contests.

The service will debut on Westar 3 on transponder space provided by Robert Wold Co.

Radio Enterprises is promoting the new service as one similar to a "franchise situation, where Superadio can be customized to fit the individual needs of a franchisee," as the creators prefer to call those stations subscribing to the service.

Rick Sklar, vice president of programming for ABC Radio, said that stations signing up for Superadio would be encouraged to do their own morning shows. If a franchisee elects to go live during some parts of the day, Sklar said, Radio Enterprises is prepared to offer advice on ways to insure that locally produced programming meshes properly with the pro-

gramming provided by Superadio. "It's more of a consultancy," Sklar said, as well as a programming service.

Production studios for Radio Enterprises are now being constructed in New York and Los Angeles. The New York facilities will also include "Kilohertz College," which managers, technicians and programers of subscribing stations may attend to learn how to utilize the service.

In addition to a fee, as yet undisclosed, Superadio will retain two national minutes per hour, leaving eight or nine minutes of local availabilities.

Satellite Music Network was formed by partners Kent Burkhart, United Video Inc., John Tyler & Associates and Midwest Radio and Television (WCCO-AM-FM-TV Minneapolis).

Making use of United Video's transponder 3 on Satcom 1, SMN began transmitting three formats in 15 khz in stereo on Aug. 31 from its Chicago studios: Country Coast to Coast, StarStation and Bonneville Broadcasting System's Beautiful Music.

Combined, SMN's formats have attracted 36 affiliates, while Bonneville now has 12 on line and is in the process of converting about 100 affiliates that receive the service on tape to the satellite system.

Recently, SMN added two more formats, one MOR and the other black contemporary (BROADCASTING, Nov. 2). Ivan Braiker indicated there is room on the transponder for another three formats. "Seriously considered" are rock, news/talk and top 40.

At Bonneville, John Patterson, vice president and general manager, said his company has already spent \$250,000 on the production of new beautiful-music programming (about 200 titles) and plans to spend an additional \$1 million for perhaps another 1,000 new cuts. He also noted the company intends to remaster its entire li-

brary into quarter-hours so the service can be "more flexible and pleasing programatically."

For its services, Satellite Music Network receives from \$500 to \$1,000 from an affiliate depending on the market size, plus up to two minutes per hour. Braiker says: "If we don't have that extra minute sold we won't run a PSA," implying that music would take its place.

The only technical problems SMN has encountered occurred in the first few days of operation. As Braiker describes it, an engineer under contract decided to do some "fine tuning" on the equipment. This resulted in 10 minutes of dead air at one point, but Braiker says that everything has been under control since then.

When United Stations was conceived just over three months ago, partners Dick Clark and three former Mutual executives, Nick Verbitsky, Ed Salamon and Frank Murphy, sought transponder space for their proposed 24-hour satellite turnkey country music network.

A \$2-million deal was made with the American Satellite Co. for transponder 3 that will transmit in stereo with 15 khz on Westar II for five years. So far, six stations have been signed for the service that will start by May 1. Verbitsky anticipates that United Stations Country Network, with studios in New York, to go on with about 30 affiliates.

Advertising has just started to be sold. US will claim two minutes per hour, leaving the affiliate up to 16. The network's first national advertiser is Budweiser and a year-long contract was announced last week for \$1 million by The U.S. Tobacco Co. The commitment also includes sponsorships on United Stations' syndicated products, produced in-house: *Dick Clark's Rock, Roll and Remember*, set for February debut and the *Weekly Country Music Countdown* which begins Dec. 4.

In an effort to provide as pure a sound as

From the receiving end. Affiliates of Satellite Music Network appear to be using their revolutionary program service in a variety of ways. If they agree on one point, it's that the formats are "competitive" and offer not simply drastically reduced overhead, but a slick, "downtown" sound that brings something new to many small markets. At KORD(AM) Pasco, Wash., morning and afternoon drive are locally programed and more of the station's staff is devoted to localizing news, weather and other features. Local college students have been hired to run the board and insert local programming, at numerous breaks in the network feed. Running the board is an essential task for affiliates that do not have automation equipment. It is also, according to Bill Faling, part owner of KKS(AM) Vancouver,

Wash., the key to creativity at the station level. "People operating the board can make an artistic statement" in the way they program local breaks, he said. "It's an engineering opportunity to be really "innovative." KKS(AM) has "hired some stringers for its new department," he said and is "picking up more features" produced by local programers. According to Donald Bybee, president, KAAM(AM) Dallas, the "big challenge is timing." At his station, which had been simulcasting up to 60 hours per week of the programming of co-owned KAAM(FM), no personnel were let go when KAAM went "satellite." Talent at the station now concentrates "more on localizing," and on "production for clients." It doesn't matter whether the audience realizes that a station is not locally programed, according to affiliates.

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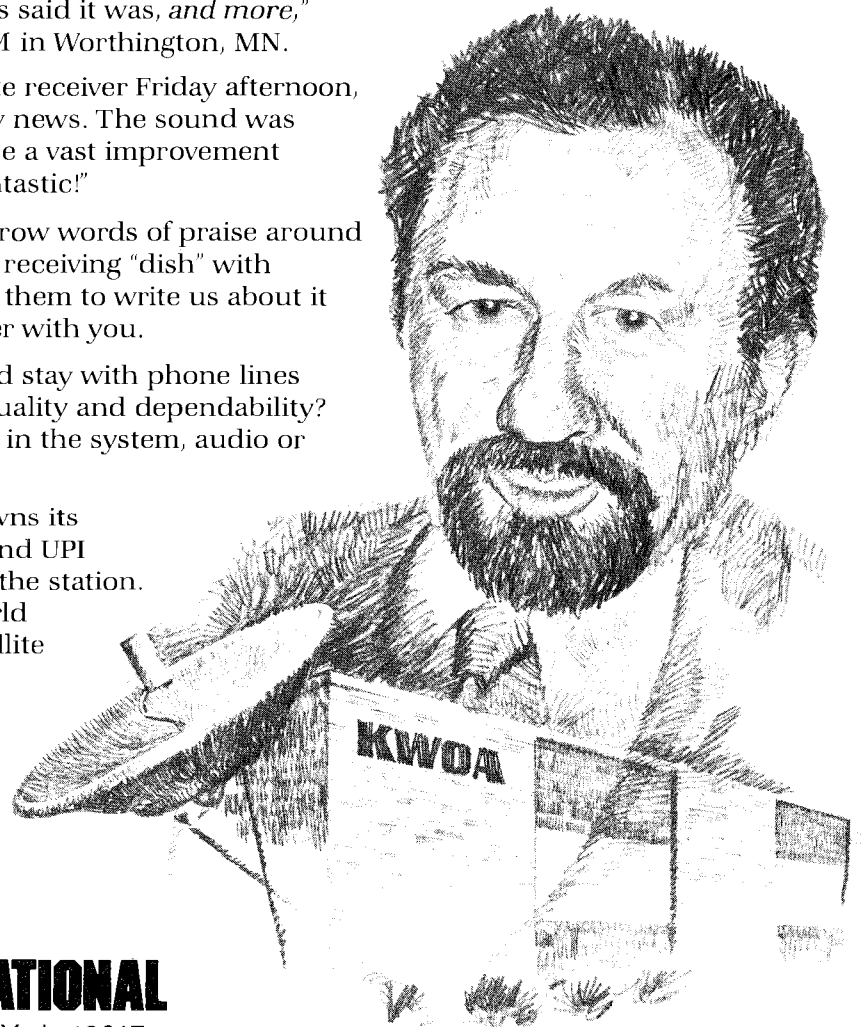
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possible, Verbitsky said equipment that would provide for an inaudible cue tone was recently purchased for a few thousand dollars.

Sunbelt Communications's Transtar is set for launch "around mid-December," according to Dwight Case, president of the network. Originally, Transtar, whose studios are in Colorado Springs, planned to debut last October, but Case said "there weren't enough downlinks on the ground to make it worthwhile."

With 68 stations signed up for the service that will cater to adults ages 25-34, Transtar is looking for national sponsors. On the affiliates side, Selcom has been employed as representative.

While the network will be primarily a music service with an adult contemporary flavor, features will also be offered in short and long form. "We're looking to see what's out in the marketplace; we'll buy some and produce some," Case said.

Case emphasizes that his network is not meant to run 24 hours at a station. Morning drive time, in particular, is important for local identity, he feels, although a handful of stations that signed up with Transtar will take the full service.

Satellite dishes for affiliates can be bought for cash or leased. Monthly payments for a dish are about \$250, says Case.

Markets smaller than those in the top 50 will pay \$1,000 per month and give one minute per hour to Transtar in exchange for the service. For markets ranked 25 to 50, there is no fee, but one minute per hour is taken. In the top 25 markets Transtar pays compensation in addition to taking one cumulative minute per hour, says Case.

Two schedules of college football?

CFA vote on NBC contract may cause problems with earlier pact between NCAA and ABC-CBS

The tangled college football television setup may begin to unravel today (Dec. 14), when the College Football Association is scheduled to supply NBC with the number of member teams willing to participate in a CFA-NBC sports package, starting in 1982.

The CFA voted last summer to sign a tentative TV contract with NBC for \$180 million over four years (BROADCASTING, Aug. 17 et seq.). This arrangement was completed only days after ABC and CBS had agreed to share equally in the television rights of the National Collegiate Athletic Association football games for four years, starting in 1982, at a total cost of \$263.5 million.

Since CFA members also belong to the NCAA, the two associations are in a confrontation. Members of the CFA include 61 of the most powerful college football teams. They sought the separate pact because they felt the NCAA has for more than 30 years dictated athletic policy, in-

cluding the crucial issue of television rights.

The NCAA sought to mollify the CFA 10 days ago during a special convention in St. Louis. It set up new requirements, based on game attendance, for admission to Division I-A, the major football group within the NCAA. The effect will be to reduce Division I-A membership from 137 to fewer than 100 and give CFA schools added influence over NCAA policy decisions, including those on television. But many CFA schools were not placated, taking the position the division is still too large.

The NCAA refused to discuss the television issue specifically at the St. Louis meeting and said it will be considered at the NCAA's annual convention in Houston Jan. 9-12.

Ballots have been mailed to CFA schools to vote on the agreement with NBC. An NBC spokesman said the company should know by today (Dec. 14) whether the CFA can produce enough teams to make the project work. It is believed that an affirmative vote by 30 CFA members would be enough.

If the CFA arrangement with NBC prevails, it will have repercussions for the ABC-CBS agreement with the NCAA, and will raise some questions: Will CFA teams be permitted to appear on the schedules of all three networks? Will the contract with ABC and CBS have to be renegotiated on the premise that some of

the top teams may not appear or may not appear as often? And will the audience for televised college football be so fractionalized with the plethora of exposure that advertisers will seek lower rates?

Some observers believe that the CFA's thrust for television control of its games is related to the potential that cable television holds for college football. Some CFA members believe they have missed out on development of policy for over-the-air television and want to be protected for the future.

Cable converts put on podium

Final panel session of Western Cable Show packs full house to hear heads of four cable program services who served in past as over-the-air executives

It was partly in good natured jest, partly as a serious look at the future, and seemingly, partly to make them atone for past "sins" that heads of four cable program services who had served in past incarnations with over-the-air networks or their parent companies were assembled for the last panel at the Western Cable Show, entitled "Life After the Networks."

Mike Weinblatt, president of Showtime

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and one-time president of NBC Entertainment; John Schneider, president of Warner Amex Satellite Entertainment Co., and former president of the CBS/Broadcast Group; Chester R. Simmons, ESPN's president, who was president of NBC Sports; and Arthur Taylor, now president of RCTV, once president of CBS Inc., got to share their views of their present and former industries with what, particularly for the last session of any convention, proved to be a packed house.

One catch was that, after brief opening remarks, they had to field questions from some long-time veterans of the cable side of cable/over-the-air skirmishes—Christopher Derick, president of Comcast Cable Corp.; Charles "Kip" Thierot, vice president-secretary of Western Communications; Paul Maxwell, publisher, *Multichannel News*, and panel moderator Douglas Dittrick, president of Tribune Company Cable. Typical of questions asked the panel was "the four of you used to be opponents of cable... what changed your minds?" That drew a two-part response from Weinblatt, who said that where ever you are, "you do your job" and that the question presumes "every one of us felt the same way."

The former over-the-air figures took their grilling in stride, and not without humor. (Taylor, presented with a six-year-old uncomplimentary quote about cable that bore his name, noted that Schneider had written it). There were positive words about the cable programing business—Simmons spoke of the "unfettered atmosphere" of cable, "an atmosphere that encourages creativity and style unencumbered by the 'gimme' attitude of broadcast network affiliates." At the same time, there were level-headed assessments of past employers. Schneider observed "they'll be viable because they're enormously efficient... They are not fools and not knaves. They work very hard at what they do... They hold the high ground... and are not to be taken lightly." Taylor said the "networks' demise is highly exaggerated... Their profitability will decline, and decline deeply, but to a normal business level... Cable will be the prime beneficiary."

And there were observations on the present and future state of the cable industry. Weinblatt, responding to a Thierot plea that the pay cable network, in offering nonmovie product "start shelling out money for programs people want to watch" quipped: "You can't buy the Taj Mahal for a dollar." He went on to say he has never seen a direct equation between dollars and creativity. Taylor, in answer to the same questions, said his Entertainment Channel has a "nine figure" program budget, the "opportunity cost" of which is \$20 million a year.

One question from the floor, asked by Falcon Communications's Marc Nathanson (president of the California Cable Television Association), reflected the continuing suspicion with which some cablecasters and broadcasters view one another. Nathanson sought the panelists' opinions whether, in starting cultural cable

services, broadcast networks were acting to bring culture to viewers "or for other reasons." Schneider ventured some "pure speculation" in response. He called the phenomenon a "happy coincidence" where the TV networks were able to do

something they would have liked to do more of over-the-air, but couldn't, given their industry's economics. And at the same time they are getting themselves into cable in a manner that doesn't conflict with programing they provide affiliates.

Western Cable postscripts

Oak holds press conference that SelecTV had hoped to hold, to announce rights to Cooney-Holmes fight; UTV, MSN, Entertainment Channel make announcements

Among the stories emanating from the Western Cable Show was the news that didn't happen to one party, and then did to another—SelecTV had to abruptly cancel a press conference at which it had hoped to announce it had secured pay television rights to the March Cooney-Holmes fight; Oak Communications got it instead and announced its deal (said to be nonexclusive) at its own press conference. Oak will run the fight as a \$15 pay-per-view event on its ON TV subscription systems and offer it to other STV and cable opera-

tors. The breakdown of "intense negotiations" didn't just deprive SelecTV of the fight—a spokesman said the company had intended to use new addressable technology incorporating a "self-destruct decoder" to broaden the pay audience for the fight. An aside to the story is that ABC Video Enterprises was one of those trying to negotiate for the fight, with its eye on its pay-sports joint venture with ESPN.

UTV Network not only announced the schedule for its Involvision lineup at Anaheim, but detailed an agreement with Rodale Press for the development of programs focusing on "Life Enrichment Themes" that will draw on the resources of the publisher's various magazines—*Prevention*, *Organic Gardening* and others. UTV had to avoid any discussion

What is a sub worth? "A subscriber is worth what a willing buyer is willing to pay" was one wisdom the dean of cable brokers, John Saeman of Daniels & Associates, had for those who crowded into one of the Western Cable Show's meeting rooms. But he quantified it somewhat, putting the range for sales at present between \$500 and \$1,000 per subscriber, a range within which the numbers from the remaining panelists tended to fall as well.

And in case any might think those figures are high, Saeman ran a cash flow model that was based on "factors that produce revenue or can be expected to produce revenue" over the next 10 years. He came up with a 1990 revenue stream of \$840 a year per subscriber, and even assuming margin shrinkage down to 30% (from the typical 40% range today) that would leave \$250 a year in cash flow per subscriber. Apply a 10-times-multiple to that figure, and the answer is \$2,500. Saeman cautioned that today's buyers aren't putting a price tag on new services because other media both cover those same services and still have a competitive shot at them.

Charles Martz of Jones Group Ltd. looked at the price question from the view of someone interested in systems smaller than those involved in Saeman's calculations. And while he said it's hard to imagine prices of \$2,000 or \$2,500 per subscriber, last year Jones bought eight systems for a total price that worked out to \$830 per subscriber, and this year is looking at 111 systems whose \$84 million asking price for 80,000 subscribers total would work out to \$1,100 each. Martz still figures they can get bargained down to an even \$1,000.

Century Communications President Leonard Tow took some exception to the price-per-subscriber concept, saying: "I don't know anybody who buys on a per-subscriber basis." It's all done on a multiple of present or some "reasonable time" cash flow.

Tow noted the climb cable multiples have made, from three times in the 1950's to five times in the 60's and seven times in the 70's and between nine and 15 times now, but he said he looks for some softening in such multiples with continued high interest rates. A past standard had been that a system should carry itself fully leveraged one year out. Tow maintained, adding that was possible until the interest rate surge in the beginning of 1980. Even with rates at 15%, he said, only a seven-times multiple can be sustained under that standard. It's obvious to Tow that the only support (of higher multiples) is that people believe in the revenue potential of new services to carry the load.

Industry analyst Paul Kagan, who at one point suggested that "multiples have been on a 10-times plateau ever since I've been around," walked through a series of projections for revenues in classic and new-build situations that suggested a closing of the gap in values between subscribers in each. Ten years ahead, Kagan sees subscribers, in both classic and current new builds, valued in the \$2,000 range. Right now, he puts the value of a classic subscriber at around \$960 and new subs around \$1,100.

One of the important questions facing the industry is whether new-builds are worth the money they cost, Kagan noted. If a system gets built at \$24,000 per mile (in an average suburban situation), each subscriber will have cost about \$545. Urban builds predicated on \$40,000-per-mile plant would cost about \$714 per subscriber, Kagan calculates. What the industry must decide is whether those prices are worth paying for a subscriber who may be worth \$2,000 in cash flow per year, 10 years out.

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ACSN reception. In addition to welcoming four new members to its board, the Appalachian Community Service Network held a reception last week at the Washington Hilton, celebrating the organization's recent one year anniversary of its independence from the Appalachian Regional Commission. Attending the affair were (l-r): ACSN president, Harold E. Morse; Terry Sanford, ACSN board chairman, former governor of North Carolina and president of Duke University, and Bob Frye, senior producer of ABC News in London.

ACSN produces educational television programs for cable distribution in 13 Appalachian states. The network had been part of ARC. However, in October 1980, ACSN left and is now nonprofit.

The four new board members include: J. Leonard Reinsch (who did not attend the reception), former co-chairman of Warner Amex; Wilma Dykeman Stokeley, business woman and member of Stokeley-Van Camp family; William Haley, general manager of noncommercial WPEY-TV Huntington, WVa. (formerly WMUL-TV), and Gary Bruce, real estate developer from Albertville, Ala.

of speculative issues at the convention because the company had entered the registration period for a public offering.

Modern Satellite Network announced its own series from Rodale, *Rodale's Home Dynamics*, and a March 17 premiere of an hour-long strip version of Telefrance programming that will air at 10:00 a.m. Eastern time.

The Entertainment Channel, in a co-production with the Corporation for Entertainment and Learning, is developing "pay television's largest commitment to a single program idea"—130 episodes of a half-hour series, *Animal Express*, which will feature John Embry and will be shot on location at sites including the San Diego Zoo.

CBN Satellite Network announced its intention to provide local avails for cable affiliates in its news and sports breaks, and a deal was announced between CBN and the American Educational Television Network that will give AETN's continuing education programs carriage over CBN. (AETN had previously been doing its own networking through transponder time leased from other Satcom I programmers).

**AP, WSM team up
for new country
radio network**

The Associated Press and WSM Inc., Nashville, have formed the Music Country Network to provide a live, overnight program service to radio stations. ("Closed Circuit," Sept. 21). It is scheduled to premiere in April.

The network will provide music, news and entertainment features for seven hours a night in each time zone, starting at 11 p.m. local time, according to the announcement by J. Tom Griscom Jr., WSM vice president for broadcasting, and Roy Steinfort, AP vice president for broadcast services.

WSM(AM) Nashville will be the originating station for the entertainment programming, most of which will be provided by WSM's Opryland Productions (which already syndicates a weekly radio series, *Nashville Record Review*, to more than 600 stations and is also active in production for television and cable). The news, sports and information segments will be provided by the AP Radio network and will be broadcast live from APR studios in Washington.

The service will be transmitted via AP's transponder on Westar III. Stations will receive the signal through the AP satellite dish in their city. Griscom and Steinfort said they expected to start with a lineup of 100 stations.

Stations carrying the service will pay "a small affiliation fee," other officials said. The Christal Co., radio station rep, will be the network's sales representative.

The programming will also have a call-in feature, through a nationwide 800 number to be set up.

Music Country Network, Steinfort said, is the first of several expanded services AP is planning for member stations. "Many of our stations have told us they need all the programming help they can get," he added.



AP-WSM matchmakers. L-r: E.W. Wendell, chairman and president, Wsm Inc; Roy Steinfort, VP-director of advertising, AP; Jim Hood, deputy director, AP broadcast services, and Tom Griscom, senior VP-broadcasting, Wsm Inc.



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Ratings Roundup

Although it placed third in the prime-time ratings for the week ended Dec. 8, NBC-TV could take some comfort from its performance. The network's 17.0 rating and 26 share were the highest it has turned in this season.

The three-network spread also was the closest in the 1981/82 season to date, with less than two rating points separating first from third. However, that too was a reflection of CBS-TV and NBC-TV showings.

None of the networks managed to reach a 30 share. CBS won the week with an 18.7/29 and ABC came in second with 17.7/27. CBS won Friday, Saturday and Sunday; ABC took Monday and Wednesday, and NBC led on Tuesday. NBC and CBS tied on Thursday.

Among the new series premiering during the week, NBC scored big and stole ABC's usual thunder on Tuesday with a two-hour *Bret Maverick* debut. The show, with James Garner re-creating his old ABC character (1957-61), earned a 23.2/35, beating ABC's regular 9-11 p.m. lineup, *Three's Company* (20.6/31), *Too Close For Comfort* (19.6/29) and *Hart to Hart* (17.3/27), and a CBS *Hallmark Hall of Fame* special: *The Marva Collins Story* (14.6/22).

The same could hardly be said of NBC's *Television: Inside & Out* which had its debut Saturday at 10 p.m. The series, with Rona Barrett and former NBC president Sylvester (Pat) Weaver, sank to an 11.4/19 against ABC's *Fantasy Island* (17.4/30) and a CBS made-for-TV movie, *Children Nobody Wanted* 18.0/31 against *Television* and *Fantasy* and a 17.5/29 for its full two hours.

The First 20

1.	<i>60 Minutes</i>	CBS	28.9/43
2.	<i>Dallas</i>	CBS	27.0/44
3.	<i>NFL Monday Night Football: Philadelphia vs. Miami</i>	ABC	25.3/40
4.	<i>Archie Bunker's Place</i>	CBS	24.9/36
5.	<i>M*A*S*H</i>	CBS	24.8/34
6.	<i>One Day At A Time</i>	CBS	24.2/35
7.	<i>Maverick</i>	NBC	23.2/35
8.	<i>Falcon Crest</i>	CBS	21.8/33
9.	<i>Dukes of Hazzard</i>	CBS	21.6/36
10.	<i>Alice</i>	CBS	21.2/30
	<i>Jeffersons</i>	CBS	21.2/30
12.	<i>House Calls</i>	CBS	21.1/30
13.	<i>Little House on the Prairie</i>	NBC	21.1/30
14.	<i>Lou Grant</i>	CBS	21.0/33
15.	<i>Dynasty</i>	ABC	20.9/35
16.	<i>Hill Street Blues</i>	NBC	20.7/36
17.	<i>A Long Way Home</i> (movie)	ABC	20.6/30
18.	<i>Three's Company</i>	ABC	20.6/31
19.	<i>Real People</i>	NBC	20.5/31
20.	<i>Magnum, P.I.</i>	CBS	20.4/31

The Final Five

66.	<i>Television Inside & Out</i>	NBC	11.4/19
67.	<i>Strike Force</i>	ABC	11.1/19
68.	<i>NBC Magazine</i>	NBC	10.9/18
69.	<i>Darkroom</i>	ABC	10.7/18
70.	<i>Through The Magic Pyramid-part one</i> (special)	NBC	9.1/13

Monitor

Keep guard up. NATPE International has warned membership not to be "lulled into a false sense of security" by unsuccessful challenges to prime-time access rule so far. "Your continued support is absolutely necessary if we are to keep PTAR intact," NATPE President Steve Currie of KOIN-TV Portland, Ore., wrote members. With continuing push for longer news, he said, "door is still open for further attacks." And although FCC rejected Chronicle Broadcasting petition to delete "off-network" provisions of PTAR, Currie said, "FCC order appears to have been drafted very carefully so as to leave the subject open for further action."

In the marketplace. *Bullseye*, game-show strip produced by Barry & Enright and distributed by Colbert Television Sales, has been reformed to *Celebrity Bullseye*. Instead of general-public contestants collecting winnings, celebrities will play for charity... *Kung Fu, Gold* is new National Telefilm Associates film package with 13 theatrical titles ranging from "Rage of the Dragon" to "Black Samurai"... Lexington Broadcast Services is distributing *Fight of the Month*, 90-minute live series with two 10-round bouts per telecast. Produced by Trans World International, show has Curt Gowdy with play-by-play and boxer Marvin Hagler as color-analyst. First fight is March 13; main event is heavyweight James "Quick" Tillis against as-yet-unannounced opponent... ARP Films has U.S. distribution rights of 104 animated films from Halas & Bachelor studio "for children of all ages." Lengths range from three minutes to one hour.

Moyers's PBS return. *Creativity With Bill Moyers*, 17-part weekly series produced by WNET(TV) New York and underwritten by Chevron, will debut on most public TV stations Jan. 8 at 9 p.m. with special hour-long profile of Maya Angelou, poet, actress and author. Series will explore creative process by delving into minds of creative personalities. Episodes—except for hour-long premiere and final programs—will be half hour in length and all but final show have been completed. Moyers, currently analyst and correspondent with CBS News, is also working on 21-hour CBS Cable project, *Walk Through the 20th Century*.

Hawkeye no. 1. *M*A*S*H* "continues to dominate all other off-network product to remain strong number one" and *Family Feud* "equalled last October's performance and remained the number one game show surveyed with all major demographics." Those are among observations of Petry Television rep firm, which has released analysis of A.C. Nielsen's October survey of 23 major markets. Petry, examining only four-week performances, also found *P.M. Magazine* "dropped to second in first-run syndicated program behind *Family Feud*," calling *P.M.* "still a strong program but [one that] appears to be slipping a little." *Bullseye* was seen as "weakest first-run strip surveyed." In talk/variety category, Petry said *Donahue* "remains, without a doubt, number one." *Mike Douglas* was "the weakest." New Nielsen figures were mailed last week—first of its November sweeps books covering all DMA's (designated market areas).

PlayBack

Outside advice. General Electric Broadcasting Co.'s radio division has signed two-year agreement with consultants Richard A. Foreman Associates of Stamford, Conn., for programming and promotion. Foreman will work with all eight GE radio stations: WGY(AM)-WGF(AM) Schenectady, N.Y.; WJIB(FM) Boston; KFOG(FM) San Francisco; WSIX-AM-FM Nashville, and KOA(AM)-KOAQ(FM) Denver.

Children's theater. National Public Radio will introduce new series in January, *Children's Radio Theater*. Broadcast nationally, 13-part series will feature adaptations of folk tales, comical music revues, and will explore current social topics. NPR will offer another new series in January on its *NPR Playhouse*, *The Incredible Adventures of Jack Flanders*.

News venture. Working together with noncommercial KCRW-FM Santa Monica, Calif., Los Angeles *Herald Examiner*, now produces *Southern California Report*, aired daily at station. Report is broadcast as part of National Public Radio's *Morning Edition* aired on station. Based on *Herald Examiner* reporting, program consists of four-and-one-half-minute news updates written and broadcast by *Examiner* Assistant Editor Alex Ben Block. Reports are broadcast Monday through Friday at 6:35, 7:35 and 8:35 a.m.

Radio deal. Creative Factor, Hollywood-based radio syndicator and producer, has been signed by ABC Contemporary Network to produce music/interview series for broadcast during 1982. "Spotlight Specials" will provide 90-minute focus on major contemporary music artists and begin airing in February.

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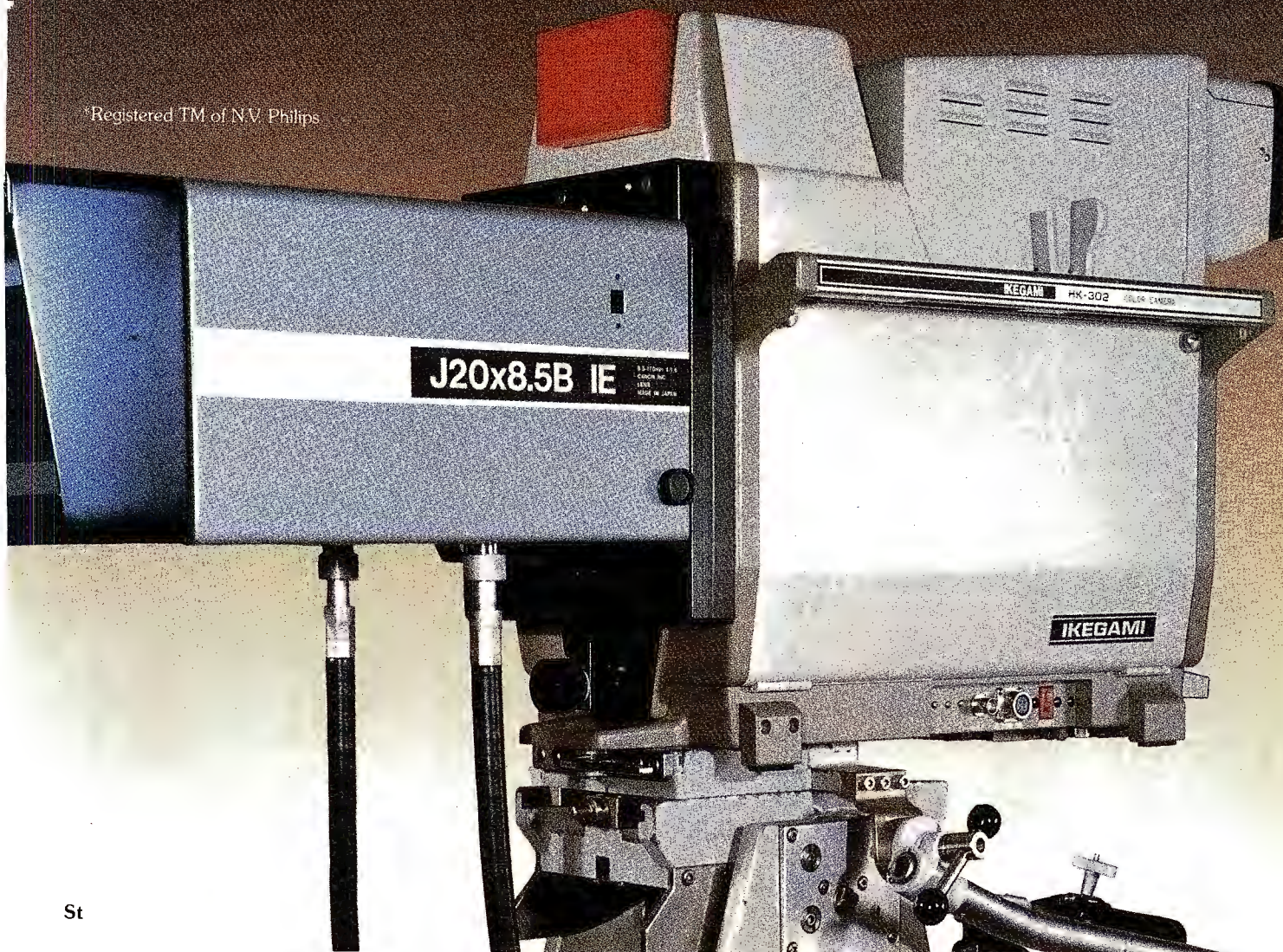
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Broadcasting '82: economic prognostications

Henderson on TV: good year coming up; Stevens on radio: priced well for recession

Outlet Co. President David Henderson said that group television station operators are looking at the year ahead, in terms of performance, with "cautious optimism," during a broadcast session of last week's conference on the media sponsored by Paine Webber Mitchell Hutchins in New York. Speaking for radio during the same panel, Gary Stevens, president of Doubleday Broadcasting, predicted revenue growth for that medium would "exceed 10%" in 1982 even though that year "will undoubtedly be unspectacular as regards the economy."

Although there is no "panic in the streets" over how 1982 will turn out for the television industry, Henderson said group operators share a number of concerns, including the performance of independent VHF stations, which he said may capture "25% or better" of a given market. Geographically, he noted that while sun belt stations were doing quite well, stations in other areas of the country such as the Midwest are undergoing a period of "hardship." And advertisers and agencies are responsive to those trends as well, he said, "distributing national spot dollars accordingly."

The "absolute performance" of the three networks is another concern shared by group owners, noted Henderson. Currently, he said, without mentioning names, there are "two winners and one loser" and "no early signs of improvement" for NBC.

While the first quarter of next year "looks pretty good to most people," Henderson predicted that 1982's best quarter would be the fourth, in a "political year." He predicted revenue increases for television in 1982 of between 13% and 15% and suggested that group operators should be able to hold down costs to between 10% and 12%. "We see it as a good year," he said, adding: "We've held up very well in bad times," although "whether we're recession proof remains to be seen."

The big political issue of the day, noted Henderson, is the prime-time access rule. But no matter what the FCC decides, he said the effects probably won't be felt until 1983. His "best guess" is that it will be retained. As for the related issue of ex-

panded network evening news, Henderson said there has been "no great public sentiment for it." Local news, he added, "is hardly local any more," with more and more stations adding Washington bureaus to their news operations.

On radio, Stevens said that medium's "price advantage and flexibility should continue to make it a favorite of advertisers in a recessionary environment." He suggested that "with a little more attention to our overheads, [1982] will likely be one of the better profit years," despite the poor showings from 1978 onward.

Stevens also touched on the burgeoning satellite radio network business. Two results have occurred from "this new phenomenon," he said. First, revenues have grown "enormously" in radio networking but only because so many new ones have entered the field. Overall profits have not increased significantly. Second, "national spot dollars are being diverted to network." The bottom line: "Radio is selling more national time for less dollars on average, even though overall national spending is rising. We are simply giving more inventory for less." He said that currently "between 10 and 15% of all national radio dollars are sold on the nonwired, or rep network, concept. This does not bode well for the industry, and is a direct result of important technological changes taking place right now."

Stevens also noted that the Radio Advertising Bureau estimates that radio revenues for 1980 will be around \$3.7 billion, up 15% or 16% from 1979. The official FCC financial figures for radio in 1980 are not yet available but are expected to be ready some time this month or in January.

Radio industry income, Stevens noted, declined some 25% between 1978 and 1979, and this trend is expected to continue in 1982. He described the problem as "fairly straightforward." As in most businesses, he said, "we radio people have had the attitude that more is better, and that revenues would continue to increase to not only offset inflation, but also to cover our overhead excesses. We simply haven't been watching the bottom line."

Contributing to the problem, Stevens said, was a willingness "to support inflated asset prices on acquisitions, giving ourselves unreasonable bases for the calculation of investment return."

Stevens concluded on the optimistic note that, "in spite of all this, the well-run radio groups in this country have never been in better shape. With strong margins, good investments, sensitivity to listening trends, and compound growth in revenue of some 13% a year, this remains a very attractive business."

Agency perspective

Paine Webber seminar features predictions for 12% increase in national billings next year with healthy rise in spot

National broadcast advertising revenues will climb 10% to \$10,251,500,000 in 1981, a percentage point higher than the 9% rise he predicted a year ago, according to Robert Coen, senior vice president of McCann-Erickson. Breaking the figure into separate categories, Coen said that advertising on television networks would increase 8% in 1981 to roughly \$5.5 billion and on spot television 13% to \$3.7 billion. National radio advertising would be up 14% to \$1.085 billion. The projections came during an advertising session at a conference on the media outlook for 1982 sponsored by Paine Webber Mitchell Hutchins Inc. in New York last week. J. Walter Thompson's Lawrence Grossberg and Della Femina's Herbert Maneloveg also participated in the advertising session.

Noting that it is becoming "more and more difficult to tell" what an upcoming year will look like, Coen went out on a limb to predict a 12% gain for national broadcast advertising revenues in 1982, for a total of \$11,545,000,000.

Coen pointed to significant increases in spot TV spending by several industries in the first nine months of 1981. The most dramatic rise was seen in the wine industry, which spent 77% more on spot TV than in the comparable period last year. Other industries spending more on TV spot in the same periods: airlines (17.4%); consumer radio, TV and phonograph (21.7%); food (16.3%); automobile (15.8%), and pet food (15.6%).

Della Femina's Maneloveg suggested that those figures portend a growth pattern for the spot market in the years to come for several reasons: the high cost of national advertising, the dramatic growth of specific geographic regions and the "fluidity" of advertisers' budgets.

Noting that frequency is as important to the advertiser as exposure to the most viewers, Maneloveg questioned the efficiency of spending upward of \$200,000 for a 30-second network commercial that an advertiser could afford to show only once or twice. (Currently, he noted, 30-second positions in *Dallas*, *60 Minutes*, and *Monday Night Football* cost \$160,000, \$150,000, and \$120,000, respectively.)

Citing data from the 1980 census, Maneloveg said that the South accounted for 53% of the total increase in population (12.5 million of 23 million people). "Concentration [of spots] in one region makes

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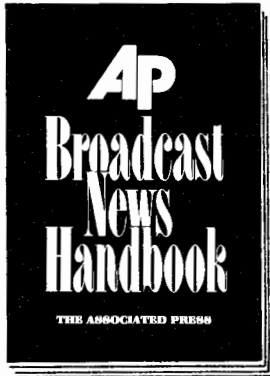
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bottom-line sense in the short run," he said.

Although some of the larger advertisers will "continue to buy up front," Maneloveg suggested that there is "a trend toward shorter-term commitments."

Grossberg noted that 30-second network spots on the average cost \$75,000, about 10 times those of cable television. But, although cable may make some inroads into the network television audiences over the next decade, he said, the effect would not be as drastic as some "harbingers of doom are predicting."

Charter sells six radio stations for \$32 million

**Surrey Broadcasting to get
outlets in San Francisco,
San Diego, St. Louis,
Milwaukee and Waukesha, Wis.**

Twenty months after it announced it would form a partnership with Karl Eller to form Charter Media Co., and 14 months after the dissolution of that partnership, The Charter Co. has announced it will sell six of its seven radio stations for \$32 million.

The buyer is Surrey Broadcasting Co., which is principally owned by Kent Nichols and Campbell Stuckeman, who own KAIR(AM)-KJYK(FM) Tucson, Ariz. Richter-Kalil & Co. of Tucson is the broker in the transaction.

The announcement follows a variety of media moves for the Jacksonville, Fla.-based diversified concern. Since 1980 Charter has seen the collapse of its joint

media venture with Karl Eller, former president of Combined Communications Corp., and the buying back of his interests in the Philadelphia *Bulletin* and KIOI(FM) San Francisco. The latter was bought for \$12 million, the largest sum ever paid for a single FM.

J.P. Smith, president of Chartcom (Charter's communications subsidiary), said sale of the stations is "not a negative statement" about the radio industry. Smith said that Charter is "selling a high multiple earning business and redeploying the capital of that business into other parts of the company with the objective of benefitting shareholders." He wouldn't definitely say where Charter would invest its money, although its interests lie heavily in oil and insurance.

The deal calls for Surrey to put down \$26 million cash with \$6 million in 10-year, 13% notes. Kent Nichols, vice president of Surrey, said capital for the down payment will be financed from among the current 10 stockholders and outside investors he declined to mention. However, he hinted that the newcomers are "entrepreneurial types" with no other broadcasting interests.

Both parties expressed hope that John Bayliss, president of Charter Broadcasting, and others in the broadcast management team would continue with Surrey. "We are looking to John Bayliss coming on board as leader of the group," Nichols said.

Charter is selling its seventh station, WDRQ(FM) Detroit, although no agreement with a buyer has yet been reached.

The stations to be sold are KIOI(FM) San Francisco (on 101.3 mhz with 125 kw and antenna 1,160 feet above average terrain); KCBQ-AM-FM San Diego (AM on 1170 khz with 50 kw day and 5 kw night; FM on 105.3 mhz with 29 kw and antenna 620 feet above average terrain); KSLQ(FM) St.

Bottom Line

RCA payout. RCA directors declared quarterly dividend of 45 cents per share on common stock, payable Feb. 1 to holders of record Dec. 14. That is regular quarterly dividend—some observers have been questioning ability of company to maintain that payout level in face of business setbacks. Also declared by directors were dividends on various preference issues—87.5 cents on \$3.50 cumulative first preference; \$1 on \$4 cumulative convertible preference; 94.25 cents on \$3.65 cumulative preference and 53.125 cents on \$2.125 cumulative convertible preference.

Buy your own. Management at MCA Inc. has been authorized to purchase up to one million shares of its own stock in open markets or through privately negotiated transactions, it was announced at board meeting. Million shares represent approximately 4% of current outstanding common stock of MCA Inc. Company intends to use shares as investment for company general corporate purposes and "for compensation to executives and other employees under current plans or methods of compensation later adopted."

Contract for RCA. RCA announced it has received contract for more than \$100 million to build three-satellite "Spacenet" system for Southern Pacific Communications Co. System is based on RCA's Satcom satellites and includes three dual-band communications satellites, telemetry tracking and control station, satellite operational control center and training of Spacenet personnel. Spacenet satellites will have 24 transponders each (72 total) for coverage of 48 contiguous states and either Alaska and Hawaii or Puerto Rico and Virgin Islands. Satellites will have seven-and-one-half-year life in orbit. First of three satellites is scheduled for launch in 1984.

Louis (98.1 khz, 100 kw, 540 feet); WOKY(AM) Milwaukee (920 khz, 5 kw day, 1 kw night), and WMIL(FM) Waukesha, Wis. (106.1 mhz, 19.5 kw, 180 feet).

Approval of the sale is subject to FCC approval, and Charter will have to seek a waiver of the three-year rule for sale of two of the stations, KIOI(FM) San Francisco and KCBO-FM [formerly KITT(FM)] San Diego, both of which it has owned for less than two years.

Boosting sales the focus of RAB annual gathering

Managing sales conference to meet in Dallas in January

President Philip L. Smith of General Foods, which boosted its spending for radio advertising by 500% in five years, will be the opening-day luncheon speaker at the Radio Advertising Bureau's second annual managing sales conference Jan. 31-Feb. 2 at the Amfac hotel in Dallas.

Smith's address will be one of the features during three days of sessions led by businessmen, broadcast sales professionals, agency leaders, consultants and instructors, according to preliminary program details made public. He is expected to talk on how GF views marketing management in the 1980's and how it uses radio to target consumers for a variety of brands.

The current general recession will not be overlooked. "How to gain control of your growth in today's economy" will be examined in a panel session led by Norm Goldsmith, sales management consultant and former broadcaster, who will also take a look at ways to "reduce reliance on ratings and agencies." There will also be a session on speeding up collections.

"Maximizing your return with effective rate cards and effective sell-out strategy" will be covered by a panel led by Charles Warner, former general manager of WNBC(AM) New York and WMAQ(AM) Chicago, now a consultant and lecturer. Professor Lawrence Hrebiniak of the University of Pennsylvania's Wharton School will make a presentation on setting and achieving goals.

Don Beveridge, sales-management specialist, will speak on the radio sales staff of the 1980's and how to manage it. He will appear at the opening session Sunday morning, Jan. 31.

Agency executives scheduled to appear include Larry Cole, senior vice president and media director of Ogilvy & Mather, in a presentation, "One on One," on the future of media, and Jack Trout, president of Trout & Ries, agency for RAB's "Red Hot" campaign, in a new presentation on "discoveries about sound's power to win the battle for the consumer's mind."

Other subjects include facts and ideas for competing with newspapers, TV, cable and shoppers/throwaways; co-op sales development, sales training programs,

sales compensation, retail sales tips from retailers, brainstorming for fresh ideas and promotions that sell.

One of the features for smaller to middle-sized markets will be a session, "Bring a Problem, Leave with a Solution," in which members of a panel—and of the audience—suggest solutions to problems.

Carl Wagner, Taft Broadcasting executive vice president for radio, who is chairman of the conference, said that "we expect it to be better and better-attended" than the one a year earlier, although that was attended by 800 executives and was "a fantastic success."

"Groups which sent only a few executives [to the 1981 conference] plan to send all their managers to this one," Wagner said. "And sales managers who attended the first conference have indicated they plan to attend again."

"We're in a tremendously competitive environment in radio—selling against the established media and the emerging video forms."

Attendance will be limited to owners, general managers and sales managers of stations, groups, station representatives and networks. This conference, Wagner noted, "is the only meeting in the industry" in which increasing the professionalism of management is "the sole objective."

A lid of 950 has been put on attendance. For registrations received by Monday, Jan. 4, the fee is \$250 (including meals and meeting materials). After that it's \$300.

Monthly cable ad numbers tracked

Agencies interested in proof-of-performance in cable network advertising have a new tool—monthly reports of commercial activity on CNN, ESPN, USA Network and WTBS Atlanta, the superstation. Advertising Information Service (AIS), which receives its funding from agencies, has been monitoring those four cable programmers on a one-day-in-four basis during prime time.

Among the highlights of the AIS report for October was the average number of prime-time commercial minutes per hour run on the four networks: USA—six minutes, ESPN and WTBS—seven and a half minutes, CNN—nine and a half.

AIS monitored ads from a total of 150 companies during its study. Of those, 101 placed their spots on only one of the four networks, 33 ran ads on two, 11 used schedules on three and five on all four.

At the same time, with the "overwhelming majority" of spots running 30 seconds, it seems advertisers aren't taking advantage of the touted ability of cable to offer long-form commercial formats. AIS noted that the major users of 120-second commercials were book and magazine publishers.

Promised as part of the November survey are counts of promotional and tune-in copy.

TV LOG PROMOTES PRIME ACCESS

TV Log promotes prime access programming in prime space, the TV listings of local newspapers. There's no section of the paper that gets more attention than those listings, and there's no listings that get more attention than your TV Log boldface ad.

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Chicago
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1717 N. Highland 213/466-5375

TV LOG

small room of the executive mansion.

① **ODD COUPLE**
"Felix Directs" Oscar's day-to-day activities become the subject of a film that Felix directs.

①① **WASHINGTON WEEK IN REVIEW**

② **MIS HUESPEDES**

③② **ALLEN FUNT'S BEST**
★ **CANDID CAMERA GAG**
On Chgo's PM Magazine

③② **PM MAGAZINE**
PM meets "Candid Camera's" Alan Funt to find out what he's up to today; and then travels to London for a visit Madame Tussaud's Wax Museum to see how they make those life-like figures.

③③ **CHICAGO**

The best laid plans:

147 million Americans
had the foresight to invest
in the financial protection guaranteed
by the life insurance industry.

Americans know that the money they entrust to the life insurance companies in America is their assurance of financial stability, come what may. Today, 147 million policyholders can rest assured that unforeseen events will not unfold undue financial hardships.

Guaranteed family financial security during life, as well as after the death of the breadwinner, is an issue of ongoing concern to the majority of people. Evidence of this concern can be found in the fact that the number of individual policies in force has almost doubled in 25 years.

Another fact of ongoing significance is that the kind of guaranteed

protection provided by the life insurance industry is unmatched by any other financial institution or investment option. The dependence on these policy benefits, often paid during crucial financial situations, is considerable. Last year, alone, \$12.9 billion was paid in death benefits to dependents and survivors. Nearly twice that amount, \$25.1 billion, was paid to living policyholders in the form of dividends, cash values, annuities, and endowments.

With the insurance industry behind them, 147 million Americans can look optimistically toward tomorrow.

*American
Council of
Life
Insurance*

For additional information on the life insurance business,
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New York City—Robert Waldron (212) 245-4198.

The continuing saga of RKO

Company will ask full court to rehear appellate panel's denial of WNAC-TV renewal; judge criticizes all parties for letting case go on 15 years

The appeals court decision in the RKO General Inc. license renewals case, issued on Dec. 4 (BROADCASTING, Dec. 7), didn't end that case any more than other court and FCC decisions over the past 15 years have ended it. RKO last week announced that it will ask the full bench of the U.S. Court of Appeals in Washington—11 judges—to rehear the case.

There was, as some observers noted, something in the court's decision for both sides. While it affirmed the commission's decision to deny renewal of RKO's license for WNAC-TV Boston because of lack of candor, it reversed the commission's decision denying renewal of RKO's licenses for KHJ-TV Los Angeles and WOR-TV New York.

Indeed, industry lawyers could take some comfort from those elements of the decision dealing with the KHJ-TV and WOR-TV proceedings, whose outcome had been hinged to the decision in the WNAC-TV case. As in the case of WNAC-TV, the license renewals of the stations in Los Angeles and New York are being challenged by applicants seeking to supplant RKO as the licensee.

The court said the commission had erred, in the case of KHJ-TV, in applying policies barring reciprocal trade practices that were not in effect at the time the KHJ-TV renewal was set for hearing, in a comparative-renewal proceeding, in 1965. And the court said the commission was wrong when—without having considered the matter in a hearing—it held that RKO had submitted intentionally false financial reports.

It is unlikely, in the view of commission officials, that the agency will seek rehearing or Supreme Court review of that portion of the decision. Thus, the court has provided strict guides as to the fairness the commission must show broadcasters where ex-post facto application of policies are concerned and where issues are decided without hearing—though not, in the latter case, in all matters.

The court, in the opinion written by Judge Abner Mikva, was critical of the commission's performance. It said "the FCC continues to struggle with the difficult art of drafting opinions." And it observed that the commission, "for reasons that are far from clear, seems to distinguish between misconduct by individual owners and misconduct by corporate entities." The court expressed the hope that the commission's pending proceeding to clarify character standards in comparative hearings "will cast more light on this point." And the court seemed to have the commission and the various parties in mind, at one point, when it called the RKO case "a sorry chapter in the history of American communications law."

But it affirmed the agency's decision regarding RKO's lack of candor even though the finding was made without formal notice of the charge or a formal hearing on it. Mikva devoted 18 of the 46 pages in the opinion to an exposition and defense of the holding that the commission was justified in deciding the candor issue without a hearing—a holding RKO will attack in its petition for rehearing.

RKO, which expressed "gratification" that the court had reversed the commission in the Los Angeles and New York cases, took issue with the court's candor holding. "The record shows that the FCC never gave adequate notice of the charges or allowed RKO a full and fair hearing on the one charge which was upheld by the

court," RKO said in a statement. "We remain convinced of the strength of our case, and we intend to continue to seek a full reversal."

At issue was what the court said was RKO's failure to inform the commission that there was a factual basis to allegations first made against RKO's parent, General Tire and Rubber Co., and later that the Securities and Exchange Commission had begun an investigation of alleged wrongdoing on the part of General Tire. Those wrongdoings were said to include bribery



Mikva

of foreign officials, establishment of secret bank accounts to evade banking and tax codes of foreign countries and the establishment of an illegal fund for contributions to political candidates in the U.S.

RKO's "most persuasive objection" to the commission's finding, the court acknowledged, was that it was made without notice and hearing. The commission itself acknowledged a "technical failure" to issue a formal order. But, the court said, "We conclude . . . that RKO's conduct has been so egregious and so conspicuous that we cannot say the FCC's decision was an abuse of its authority. No purpose would have been served in this case by extending administrative proceedings that had already moved well into their second decade."

Indeed, so blatant did the court appear to consider RKO's "stonewalling," as it referred to the company's alleged lack of candor, that it analogized the case to those exceptions to the general principle that punishment can only follow a determination of guilt after trial or plea—"exceptions such as the power summarily to punish for contempt of court." The court said the commission's knowledge of RKO's "misconduct" was based on documents before it and was "so perfect" that "we cannot say that the commission's action was erroneous."

The court did not intend its decision to

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serve as a basis for freewheeling action by the commission in the future. "Our decision ... should not be read to include situations not covered by this unique record," it said.

In fact, the court said the "narrow basis" of its decision concerning the WNAC-TV renewal illustrates "why the FCC may not deny" the KHJ-TV and WOR-TV license renewals simply because it conditioned those proceedings on the outcome of the Boston case: "RKO's lack of candor during the Boston proceeding justifies its disqualification there because the misconduct took place directly before the trier of fact [the commission] and has bearing on its general character, but the same cannot be said of the Los Angeles and New York City proceedings."

The commission could—assuming the appeals court's decision withstands appeal—designate a lack of candor issue in the further proceedings that the court directed the commission to initiate in the Los Angeles and New York cases. The commission could also designate the issue in the renewal hearing it ordered for RKO's 13 other licenses, a hearing that is not to begin until the litigation in the Boston case is completed. "It may well be," the court said, that the finding of a lack of candor "is inconsistent with a licensee holding a license anywhere, although that decision is for the commission in the first instance." But the court also noted that each of the renewal applications "arises in different contexts and present different levels of complexity."

Along with the legal questions raised in the decision, observers following the case and attempting to plot its future course are noting that the commission now responsible for the case is different from the one that issued the decision on a 4-3 vote, in June 1980. Former Chairman Charles D. Ferris and former Commissioner Tyrone Brown, who were in the majority, have departed; so has former Commissioner Robert E. Lee, who was in the minority. They have been replaced by three Reagan appointees—Chairman Mark S. Fowler, Mimi Weyforth Dawson and Henry Rivera.

At present, the commission is considering how it will address the question of the 13 renewal applications in light of the WNAC-TV decision. The question was put to the commission by the appeals court, which is considering an appeal from a would-be applicant for some of the frequencies involved who objects to the commission's refusal to consider competing applications until the hearing is completed (BROADCASTING, Oct. 6, 1980). The commission has designated a basic qualification only. The would-be applicants who have appealed that order are not the only ones with reason to be impatient with the pace of the commission's proceedings. Community Broadcasting of Boston and The Dudley Station Corp. filed competing applications for WNAC-TV's frequency, channel 7, in 1969, and in 1978 proposed a merger into New England Television Corp., a proposal, still pending before the commission, that is tied to an application

for a construction permit. (The commission is now free to act on the application.) Multi-State Communications Inc. has been after the WOR-TV frequency (ch. 9) since 1974. And Fidelity Television Inc., the granddaddy of RKO's challengers, filed its application for KHJ-TV's channel 9 in 1965.

All of this apparently was in the mind of

Judge Mikva when, writing for himself and Judges Edward A. Tamm and Harry Edwards, he said: "The need for a remand and further action by the commission is discomfiting in a 15-year-old case, but this extended proceeding has hardly been a model for the administrative process. We admonish all parties to get on with the task."

AAF hears calls for elimination of fairness, equal-time rules

At annual Washington conference Broyhill and Jones come out against First Amendment restrictions; FTC's Miller explains false ad protocol, NTIA's Wunder sees less regulation

Representative James Broyhill (R-N.C.) told advertisers and their lawyers last week that he intends to introduce legislation to repeal the fairness doctrine. Speaking at a luncheon held by the American Advertising Federation at its fifth annual law conference in Washington, Broyhill said: "An informed public is a worthy goal but the doctrine stifles debate."

The congressman noted: "We're giving the public every opinion imaginable." And Broyhill said he was in favor of repealing the equal-time provision as well, but commented that there would be "little chance" to get some fellow members of

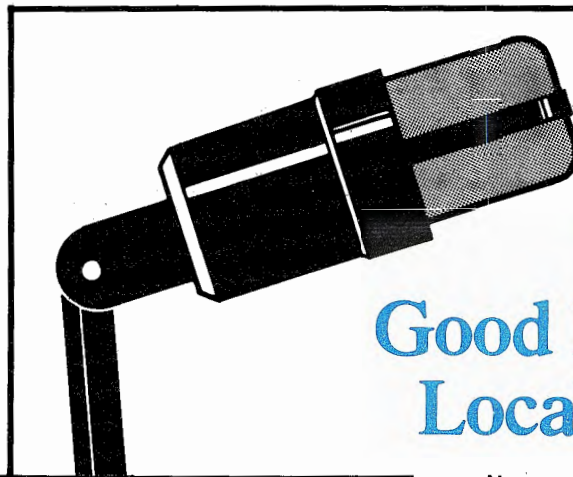
the House Committee on Energy and Commerce to consider it. Broyhill is senior minority member of the committee.

Broyhill also told the 130 guests he plans to submit a bill in the next session of Congress to make current amendments to the Federal Trade Commission Improvements Act permanent law.

The act has authorized appropriations for three years (ending in 1982), and the amendments are tied to the years in authorization.

He emphasized that the regulatory agenda and legislative review contained in the amendments should be continued. And he encouraged the advertisers to re-examine those provisions and "develop your position, make your views known."

While speaking highly of efforts made so far in regulatory reform, Broyhill warned that "we should not lower our efforts just because we've got a new team:



TV Log, Good News For Local Stations

News programming generates big revenues for local stations, and TV Log boldface ads can help generate big audiences for your news. Promoting from within the TV listings of local newspapers, TV Log ads reach potential viewers 2.5 times per day.*

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10:00

2 Dave Allen at Large

4 11 34 Knots Landing

Season Premiere

Part 1 — A teenage hitchhiker accuses Sid Fairgate of rape. 1 hr.

6 Ch. 6 10 O'Clock News
ONE HOUR OF NEWS
ONE HOUR EARLIER Mr.

6 33 Local News

17 Great Authors

23 Colorina

45 Love Special

10:10

17 News



Broyhill

It's time to redouble our efforts to get the job done."

Joining Broyhill in arguments against the fairness doctrine was FCC Commissioner Anne Jones, who spoke at the conference earlier.

Jones, who concentrated on reasons why the doctrine should be abolished, began by saying it was neither useful or proper. "It doesn't work, it isn't needed and it's unconstitutional," she said.

An "essential" argument against the doctrine, she said, is "the question of constitutionality." Jones added that enforcement of the doctrine involves the "overruling of the editorial judgment of broadcasters by government officials, an action fundamentally at odds with the free expression guarantees in the First Amendment of the Constitution."

The commissioner also deplored the government's double standard for print and electronic media. She pointed out that Supreme Court justification for the double standard is the concept of "scarcity." However, she said: "To argue that sources of news and information are scarce in this

country today is, in my view, to blink reality.

"The problem," she continued, "as Alvin Toffler noted in 'Future Shock,' is not scarcity of information, but 'information overload.'" Jones noted that there are more broadcast stations than newspapers, and asked again: "Where is the scarcity?"

The commissioner said that many times the FCC and the broadcasters "incur large costs in terms of money and manpower establishing that the complaint is invalid." She noted that some broadcasters have given into "blackmail" rather than incur the costs of defending against complaints they consider invalid.

Jones said: "Not only does the doctrine not work, it cannot by its nature work."

Speaking on false and deceptive advertising, FTC Chairman James Miller told the group that, although he has questions about the commission's use of the prior substantiation doctrine, through the use of protocol already developed by the commission, the agency may be able to "police" fraudulent and deceptive claims.

Miller said that the policy protocol adopted in 1975 on deceptive and unsubstantiated claims "provides a workable framework for analysis and subsequent action."

The protocol, he explained, asks staff members to list all messages contained in a given advertisement and determine initially which appear to be false or true. And, he said, "the protocol asks what proportion of consumers receive each of the possible messages thought to be conveyed by the advertisements. A false claim is only important if it causes consumers who believe it to purchase at the going price when they would not do so if they knew the truth.

If a false claim affects at least some purchase decisions, Miller said, two other questions must be addressed. Those questions are: How many decisions are changed and by how much.

"We should care more about a claim which changes the decisions of everyone who receives it than a claim which only affects purchase decisions by a small number of consumers," he said.

The chairman, in addition, said that "market forces also protect consumers from false claims." And he noted that a series of questions in the protocol determine the efficacy of normal market forces. "In general, market forces will be a more potent deterrent when it is easier for consumers to evaluate the product characteristics to which claims relate," he said.

"With answers to the previous questions in hand, we can assess the benefits of commission action. If a claim is to be considered worthy for challenge, the answers should have established that it is received by substantial numbers of consumers, that it leads to significant injury, and that market forces are unlikely to remedy the problem," the chairman said.

In a question-and-answer session the FTC chairman said he planned to have the commission "winnow" out many cases that have been hanging at the agency for many years. And he reiterated his position on the proposed 12% budget cut for the FTC saying



Jones

that "I have told Congress that by working together we can give the consumer the bigger bang on lower bucks."

Bernard J. Wunder Jr., assistant secretary of commerce for communications and information, spoke of the proliferation of new media outlets which "offer advertisers many more options."

Wunder also cited the recent diversification of many firms in communications: "AT&T seems to be diversifying into electronic publishing or related businesses; major diversified media companies such as Warner Communications or Time Inc. seem to be diversifying into fields such as two-way cable, which are akin to what we have traditionally thought to be a common carrier field."

He said the role of the government must be examined. He noted that the FCC in the past has been criticized for serving too much as a "cartel manager, trying to police the boundaries between the cable and broadcasting businesses, between telephone companies and cable, and so forth; all supposedly, for the purpose of preventing companies from committing competition."



Miller



Wunder

Wunder predicted that there will be a "great deal less of this sort of protectionism that the FCC has been criticized for employing." And he said he didn't envision the "demise" of conventional broadcasting.

Wunder foresees even more diversification in media ventures. "That, plus diminished FCC and FTC budgets, plus a basic change in the mood of the American public—as accurately reflected in a far more pragmatic and conservative Congress—should mean that there will be more reliance on competition and the marketplace and far less general acceptance of the old discredited myth of the defenseless consumer."

NCPAC loads legal guns

Conservative political committee, having trouble getting its ads on air, will file \$5-million suit saying its First Amendment rights have been violated by TV stations and Democrats in House and Senate

The National Conservative Political Action Committee, credited with a major role in the defeat of a half-dozen liberal senators in 1980, hopes to add to the number of scalps on its belt in 1982. But it is increasingly frustrated by television stations that refuse to accept its negative "attack ads." So last week, it announced a multi-phased effort to counter the pressure it says liberal members of Congress are applying to dissuade stations from carrying the NCPAC commercials.

Terry Dolan, NCPAC chairman, told a press conference last week that 11 television stations in six markets had refused the commercials while 14 stations had accepted them. He blamed the refusal at least in part on pressure applied by the targets of the commercials. To the NCPAC, the refusal of the stations to carry the ads is "a serious violation of [its] fundamental right of free speech and expression as guaranteed by the First, Fifth and 14th Amendments."

The centerpiece of the NCPAC effort to change stations' minds will be a \$5-million civil rights suit, to be filed this week, alleging conspiracy between prominent Democratic members of the Senate and House and the television stations to violate NCPAC's First Amendment rights. Dolan said the suit will provide evidence of the alleged conspiracy.

NCPAC will also seek the kind of relief from the FCC that is likely to attract attention of broadcasters generally. It will ask that the licenses of the 11 stations be "pulled." (He did not elaborate, and a NCPAC spokesman declined to discuss the matter until a petition is filed.) It will also ask for an order assuring NCPAC access to the airwaves. NCPAC wants the commission to "stop this censorship of NCPAC commercials," Dolan said.

Nor is that all. The NCPAC has initiated a campaign—in a mailing to what Dolan said was 100,000 subscribers but an aide

Broyhill's "track two" plan. Although he is said to have been contemplating it for about three months, Representative James Broyhill (R-N.C.) decided only two weeks ago to introduce legislation to repeal the fairness doctrine, equal-time provisions and reasonable access laws. According to a spokesman, Broyhill is thinking about including in his bill provisions from the FCC's controversial "Track Two" legislative proposals submitted to Congress in early fall (BROADCASTING, Sept. 21).

Track Two proposals include amending the Communications Act to favor "marketplace forces ... over regulation" in determining how and what telecommunications services are to be made available to the public. They also call for repeal of Section 307(b) which provides for "fair, efficient, and equitable distribution of radio service" to each state and community. Track Two asks for elimination of comparative renewal proceedings, for an increase in the maximum fine per violation of FCC rules from \$20,000 to \$100,000; for authorization to permit the FCC to order temporary cessation of transmissions that cause interference resulting in imminent danger to human life; for an amendment enabling parties appealing FCC decisions to do so in appellate areas where they reside; for an amendment that would prohibit the FCC from considering petitions for reconsideration of an FCC action that are not received within 30 calendar days of the issuance of the public notice announcing the action and for codification of the FCC's radio deregulation order. Broyhill has not decided how much of Track Two he'll include in his bill, which he hopes to introduce this week.

later said was 80,000—to confront stations named in the suit with a barrage of postcards urging them to carry the NCPAC commercials. The same letter seeks contributions to a \$70,000 fund to cover NCPAC's expenses in pressing its legal battles.

The FCC, in a letter from its Complaints and Compliance Division, has already informed NCPAC's lawyers that the law and commission policy make it clear that, as an independent committee, NCPAC does not have "a right of access" to broadcast stations. Only political candidates for federal office have that right, NCPAC was told (BROADCASTING, Dec. 7). The commission also said that, outside of campaign time, stations might be obliged to make free time available for a reply to a paid commercial. A NCPAC spokesman said the commission had responded to a letter that was not designed as a formal complaint. The pleading being prepared last week, he said, would make an extensive legal argument.

The stations to be cited in the NCPAC complaint are KTVT(TV), KXAS-TV, WFAA-TV and KDFW-TV, all Dallas-Fort Worth; KTVQ(TV) Billings, Mont.; KJRH(TV), KOKI(TV), KOTV(TV) and KTUL-TV, all Tulsa, Okla.; WFSB(TV) Hartford, Conn.; WGGB-TV and WWLP(TV), both Springfield, Mass., and WMAR-TV Baltimore. The "prominent liberal office holders" that will be sued, Dolan said, include Senators Edward M. Kennedy (D-Mass.), Daniel Moynihan (D-N.Y.) and John Melcher (D-Mont.); and Representatives Jim Wright (D-Tex.), majority leader in the House, and Tony Coelho (D-Calif.). Dolan said Ed Quick, administrative aide to Senator Thomas F. Eagleton (D-Mo.) would also be named; he said Quick had taught a seminar on combating NCPAC-type ads.

Throughout the press conference, Dolan contended that the conservatively-oriented NCPAC—the largest and most prominent of the new wave of political action committees—is the victim of the employment of a double standard. "Liberal, self-proclaimed defenders of our First Amendment freedoms" say nothing about alleged efforts to silence NCPAC, he said, but "let any conservative activist make one phone call to one sponsor of a television program, and these self-same liberal

hypocrites rise to denounce this latest threat to freedom from the right."

Dolan's remarks also contained a curious mixture of an appeal for hard-nosed regulation of broadcasting stations and an invocation of the current rhetoric of deregulation. "So long as these stations have a close relationship to the federal government, they have a duty to serve the public interest," Dolan said. Then, he said, the time when all those who want air time for commercials will come "when the government gets out of the business of regulating broadcasting, and the free marketplace takes over."

Representatives of some of those members of Congress mentioned by Dolan acknowledged that stations had been contacted—but only to the extent of warning them of the possible consequences of running NCPAC commercials. Bob Shrum, press aide to Kennedy, for instance, said the senator's campaign lawyer had contacted stations in Springfield, Mass., and Hartford, Conn., before the NCPAC ads were offered—but after NCPAC had announced its plans to target the senator—and said the senator would demand a right to reply to "inaccurate" ads. And counsel for Moynihan's election committee in July sent a memorandum to all stations in the state of New York advising them that they are under no obligation to sell time to NCPAC and that those that do would not be immune from libel actions as a result of statements in the ads. The memo, copies of which Dolan distributed at the press conference, also expressed the hope the stations would not "do business" with NCPAC.

Several stations involved in the complaint denied wrongdoing. Dolan had said an official of one of the Springfield stations had turned down an anti-Kennedy ad after talking to the senator. But that could not be confirmed in calls to the stations. At WWLP(TV), Bill Pepin said he had turned the ad down because of "questionable" statements in it, then offered time for a debate between Kennedy and a NCPAC spokesperson. Dolan accepted; Kennedy did not. Pepin, incidentally, thought it odd WWLP would be mentioned as a station that collaborates with Kennedy. The station, one of the Springfield Corp. group that is owned by William Putnam, "over

the years has not supported Kennedy," Pepin said. "It has endorsed his opposition on a couple of occasions."

Al Howard, KOTV(TV) Tulsa, made the argument likely to be heard by many of the stations involved. KOTV, he said, has a policy of carrying issue advertising only if offered in connection with a ballot issue or by a qualified political candidate. "We have a right to set our own standards as to what we carry and don't carry," he said.

That argument was defended as valid last week by another group that has been producing and distributing issue advertising—and, on occasion, suffering the

frustration of rejection. Joe Beeman, political and legislative director of the American Federation of State, County and Municipal Employees, called a press conference a day after NCPAC's to accuse the group of attempting "to bludgeon local TV stations into accepting their ads."

He noted that, beginning in April, AFSCME had placed \$1 million in advocacy ads specifying its view of the (negative) effects of Reaganomics on workers. Like NCPAC, he said, AFSCME had approached stations in Dallas, Fort Worth, Hartford and Tulsa. And, like NCPAC, it was turned down by most of the stations in

those markets. (All told, Phil Sparks, the union's director of public affairs, said, the AFSCME commercials were accepted by about half of the 80 stations approached.)

While AFSCME disputed the stations' decisions, Beeman said, it was told that the stations' policy was to refuse advocacy advertising. "What NCPAC is complaining about is no more than consistent station policy against such advertising," he said. "Their legal threats against the stations should be dismissed for what they are: scare tactics with no factual foundation." In a word, he said, NCPAC's complaint is "baloney."

Broadcasters press for elimination of public file

In comments to FCC, most say letter-keeping requirement is unnecessary; NAB wants rulemaking to get rid of other criteria; ACT says no change is warranted

Broadcasters appear to be unanimous in their conviction that the FCC should abolish its policy of requiring licensees to keep letters received from the public on file. But, according to comments filed at the FCC last week, any move to abolish that requirement will face opposition.

Although all the broadcasters filing asked the commission to drop the requirement, both Action for Children's Television and the Religious Media Ministry have "strongly" urged the commission to retain it.

(The deadline for comments has been extended to Jan. 7 at the request of the National Citizens Committee for Broadcasting, the Media Access Project and Citizens Communication Center.)

The National Association of Broadcasters called for the elimination of the letter-retention requirement and also asked the commission to launch another rulemaking to reassess the need for requiring all of the other categories of information in a broadcaster's public inspection file.

NAB said the proceeding to eliminate the public letters requirement was a "first step toward the goal of making the public

inspection file a meaningful mechanism for communication between licensees and the public while not imposing superfluous paperwork burdens upon licensees." The FCC should go on to reassess all public file requirements.

"NAB submits that much of the information required in the public inspection file does not contribute significantly to furthering the purpose of the requirement—to promote a meaningful dialogue between broadcasters and the publics they serve," NAB said.

NAB said that neither the public nor the commission had made "substantial or meaningful" use of the files. "Clearly, the benefits that were anticipated by institu-

realized, and therefore its elimination is now appropriate," NAB said.

NAB said that a survey conducted by the Broadcast Financial Management Association found that the public letter files of the "overwhelming" majority of broadcasters had never been requested for review by the local community. "Even in those occasional situations where review of the letter file was requested, the reason given for the request was, without exception, completely unrelated to the avowed purpose of the requirement," NAB said.

In its comments, NBC said that while the requirement had been "premised on the concept that a dialogue between stations and the public would be significantly aided," its experience with the require-

ment had "been totally at odds with this premise."

NBC said that a survey of its eight radio stations revealed that none had received a request to review the letters section of the public inspection file over the last year. And although NBC's five TV stations had received 64 requests to inspect their public files over that same period, 44 of those requests came from college students working on class projects, and only 16 of those requests "specifically requested to inspect the letter file," NBC said.

ABC said the requirement had "outlived" its initially intended function. The FCC, ABC said, had not intended that the requirement stand alone but that it be used in conjunction with the FCC's former rule requiring the semimonthly airing of announcements soliciting public comment.

The ABC Television Affiliates Association said the requirement had proved to be "an expensive regulatory luxury" because although the files were little used, the requirement placed a burden on the stations to separate, classify and maintain letters in a public file for three years.

CBS said it concurred with the "commission's preliminary conclusion that maintaining the letter requirements is not in the public interest."

Storer Broadcasting also urged that the requirement be dropped, noting that most of the letters stations received only commented on specific programming, inquired about on-air personalities or complained about program scheduling.

Action for Children's Television, however, said it "strongly" opposed eliminating the requirement.

ACT said that the FCC, in adopting the postcard renewal forms, had already "significantly" limited the accessibility of information about broadcast operations and programming.

Dumping the letter-retention requirement would further limit the kinds of information and material available to the public, and would permit licensees to become "less accountable to the public and hence to the 'public interest,'" ACT said.

The Religious Media Ministry said the letter-retention requirement was a "highly useful and beneficial rule and should be retained."

The ministry said the file played an im-

Telecommunications Policy At George Washington University

GW is pleased to announce a spring off-campus course taught by Erwin G. Krasnow, Senior Vice President and General Counsel, National Association of Broadcasters. The course is part of GW's Master of Science in Special Studies degree program with a concentration in Telecommunications Policy.

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portant part in evaluating a station's programming performance. The files also had provided "valuable" information for groups planning to file petitions to deny against a station in the past and would become even more important in the filing of such petitions in the future, it said.

The ministry also said that the requirement placed little burden on a station. It said that to suggest that the filing requirement was "burdensome in any significant way is ludicrous and laughable."

FCC to reconsider competing applicant for Dallas AM-FM

Commission decides Maxwell bid for Belo's WFAA-KZEW should go to hearing in wake of new policy on equipment sites

The FCC has agreed to reconsider its 1978 decision that granted Belo Broadcasting Corp.'s renewal applications for WFAA(AM)-KZEW(FM) Dallas and denied the competing applications for new stations on those same frequencies by Maxwell Broadcasting Corp. (BROADCASTING, Aug. 14, 1978).

The FCC, holding that a policy under which Maxwell's applications were denied no longer holds, has sent the proceeding back to an administrative law judge for a

full hearing, stating that the "public would be better served" if Maxwell were given an opportunity to proceed under the new standards.

The FCC noted that when Maxwell had originally filed its applications, Maxwell said it intended to use Belo's buildings, antenna systems and sites. Belo protested, and, filing a petition to deny, stated that it wouldn't permit Maxwell to use its sites. Since Belo's action raised doubt about whether the transmission site would be available, an administrative law judge examined the issue, and, finding that Maxwell had also failed to establish its financial qualifications, denied Maxwell's applications.

Although the commission affirmed the ALJ's decision, Maxwell filed a petition for reconsideration. While that petition was pending, the FCC, in another case, released an order that overturned the procedure followed in deciding the transmitter site-availability issue against Maxwell.

Under that case, an incumbent's site is assumed to be available for use by a competitor if the competitor prevails in the hearing. Under the old procedure, when a challenger listed the site of the incumbent opponent and then was denied permission to use the site, a site availability issue was automatically designated.

Although the new practice was established after the FCC had already affirmed the ALJ's denial of Maxwell's applications, and Belo objected to applying it retroactively, Maxwell argued that the new policy should be applied. Because no site availability issue would have been specified if it had applied, Maxwell said the issue concerning the availability of its sites should be eliminated—that the related question of its financial qualifications should be dropped—and that it be allowed to compete against Belo in a full comparative proceeding.

Although the FCC Broadcast Bureau agreed that the new policy shouldn't be applied retroactively, the commission deleted the site-availability issue and ordered a full hearing.

"We are persuaded to follow this approach because the public benefits when it has a wide number of qualified applicants competing for each broadcast facility," the FCC said. "Here the public was denied the opportunity for a new applicant to present the merits of its proposals to serve the Dallas area. We believe that the public would be better served if Maxwell were given an opportunity to proceed under the new standards," the FCC said.

The commission also said that remanding the case would not affect Belo's rights to a full hearing. If Maxwell continued to specify Belo's transmitter sites, and if Maxwell were found to be comparatively superior to Belo, whatever evidence Belo wanted to present would be evaluated when the commission considered any modification of the proposed transmitter sites, the FCC said.

The FCC also said that the burden remained on Maxwell to obtain approved sites and, if successful, to construct within the specified time limits.

Pacifica blasts petitioner challenging WPFW license

The Pacifica Foundation has filed in opposition to a petition to deny its application for license renewal for noncommercial WPFW(FM) Washington.

The American Legal Foundation, a Washington public interest law firm, had petitioned the FCC to deny Pacifica's renewal of WPFW, alleging, among other things, that WPFW had violated the fairness doctrine, had broadcast obscenities, had an inadequate ascertainment program and had made misrepresentations to the commission (BROADCASTING, Sept. 7).

In its own petition, however, Pacifica has charged that ALF has failed to "demonstrate any basis whatsoever for the denial."

Filing in support of WPFW's renewal was the National Black Media Coalition, which charged that the ALF's petition represented "the deliberate effort by a far-right-wing organization to silence a liberal, progressive radio station."

Pacifica lost a court case on obscenity in 1977 over "seven dirty words" aired on its WBAI(FM) New York.

In its opposition petition, Pacifica charged that the ALF had "failed to satisfy even the most rudimentary procedural steps required of those who seek to raise fairness doctrine issues against broadcast licensees."

And although ALF had alleged that WPFW had "repeatedly" broadcast "indecent" language, Pacifica said that charge also was without basis.

According to Pacifica, the Supreme Court in *FCC v. Pacifica Foundation* (1978) had said that the FCC could punish licensees for airing "indecent" language, but had to take into account a "host of variables," including the time of the broadcast, the context in which the language was used and the effect of the language on the listener.

While Pacifica admitted that certain language aired on WPFW was "strong and potentially offensive to some individuals," its limited use in literary and musical works in the evening "cannot be deemed 'indecent' under the contextual analysis mandated by the Supreme Court."

The ALF had also alleged that WPFW's programming was so "offensive and vulgar" that Pacifica's license should be denied. The ALF said that on one call-in show aired after the attempted assassination of President Reagan, WPFW had aired the comment of one caller who advocated killing Reagan. The next day, the ALF said, WPFW aired another suggestion that the would-be assassin should have used a more powerful weapon. Pacifica maintained that "the broadcasts of these statements were consistent with its public interest and fairness doctrine" responsibilities.

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may have been distasteful to some listeners is possible," Pacifica said. "None-theless, Pacifica should not be penalized for broadcasting conflicting viewpoints on an important question," Pacifica said.

In its filing, the NBMC said the Washington black community would be "seriously aggrieved" if WPFW's renewal were denied. NBMC said WPFW trains 200 people each year, has a mostly black staff, "spends enormous amounts of time broadcasting local public affairs programming, operates essentially as an open forum, programs extensive cultural programming such as live poetry, has won national awards for its children's programming, operates on a shoestring and actually uses its ascertainment results" in planning its programming.

Blanket music license case moving toward resolution

Lawyers for both sides—All Industry Committee and ASCAP and BMI—think trial in district court may end this month

Trial of an antitrust suit seeking to free the nation's nonnetwork-owned television stations from blanket music licenses resumed in New York last week, with indications that it may be completed before

the Christmas holidays.

Lawyers for both sides agreed with that estimate but would not speculate on when Judge Lee P. Gagliari, who is hearing the case in U.S. Southern District Court in New York, might issue his decision.

The suit was brought three years ago by members of the All Industry TV Stations Music License Committee against the American Society of Composers, Authors and Publishers and Broadcast Music Inc., charging that the ASCAP and BMI blanket music licenses—the kind historically used by most stations—are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978, et seq.).

The trial opened Nov. 16, then was adjourned on Nov. 23 until last Monday. The outlook was for presentation of evidence to be completed this week.

What the stations are seeking, ultimately, is to ban the blanket license, under which they pay a percentage of their revenues regardless of the amount of music they use, and to replace it with a system of "clearance at the source." Under source clearance, producers of non-network programs would obtain the necessary music licenses at the time of production. Since networks pay for licenses for music used in network programs, stations then would need no ASCAP or BMI licenses except for music in local originations, and they themselves would arrange for these or use music in the public domain.

In this way, the plaintiffs contend, sta-

tions would have to pay ASCAP and BMI only a fraction of what they pay under the current system—which at the time the suit was filed was about \$48 million a year, as compared with about \$18.5 million that the networks were paying the music-licensing organizations.

CBS sought, in a suit that ran for 11 years, to have the blanket licenses ruled out on antitrust grounds. In the end it failed (BROADCASTING, April 13), but the court in that case differentiated between network power and station power—a distinction that the stations say sets their case apart. BMI and ASCAP officials, on the other hand, see the decision against CBS as a good sign for their side, despite the distinction.

Still another court case looms as a result of the decision in the CBS suit. ASCAP is asking the court to raise ABC's fees for ASCAP music to put them in line with those that ASCAP negotiated with CBS after CBS lost the suit.

While the CBS case was pending, the networks paid the music-license organization on an "interim" basis, subject to renegotiation after the case was settled. Since 1977, ABC has been paying \$3.8 million a year.

What CBS agreed to pay—and what ASCAP would like ABC now to pay—was \$8 million for 1981, with annual payments increasing gradually to \$9.8 million for 1985, plus supplemental payments (totaling \$6.2 million in CBS's case) for prior years (BROADCASTING, July 6).

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Telex bill passed. Bill to permit Western Union to compete as international record carrier passed House of Representatives by voice vote last Tuesday (Dec. 8). Passed unanimously by Telecommunications Subcommittee on Oct. 22 and by Energy and Commerce Committee on Nov. 12, bill would repeal Section 222 of Communications Act and direct FCC to promote competition in telegraph industry. Carriers would be required to interconnect with one another for reasonable fee to be agreed upon by carriers under supervision of FCC. Western Union would have to wait 180 days after enactment of bill before competing overseas. Bill (H.R. 4108) does not differ substantially from Senate version (S. 271) passed earlier this year (BROADCASTING, June 29) and Senate and House Commerce Committees have agreed not to hold conference. Instead, they have instructed staffs to compromise on differences in legislation and to draft final measure to be passed by both houses.

PBS files for ITFS. Public Broadcasting Service has been given go-ahead from its members to apply to FCC for blanket license for instructional television fixed service channels for National Narrowcast Network proposed by PBS officials. Proposal, which was put before stations last month (BROADCASTING, Nov. 23), would provide revenues for private television stations by distributing instructional and informational programming for private and public sector through ITFS channels. PBS stations also have option of filing for themselves. PBS executive committee, after conference last Wednesday, unanimously agreed to file for interested stations on their behalf. Executive committee also recommended that name be changed to National Narrowcast Service. PBS expects to file applications as quickly as possible before FCC completes its rulemaking considering making IFTS spectrum available for noneducational uses (BROADCASTING, Oct. 26).

Rebuttal. Focus Broadcast Satellite, National Christian Network Inc. and Satellite Development Trust each petitioned FCC last week to reconsider decision refusing to accept their applications for DBS service for filing. FCC rejected applications on grounds that applications were incomplete (BROADCASTING, Oct. 26). Each has argued that because FCC had not presented detailed instructions on what would constitute complete application, their applications shouldn't have been rejected. Focus had filed two applications. Although commission accepted for filing its application that proposed using Advanced Westar satellite, it rejected application calling for Focus to build and operate its own satellite.

CB interference: Some suggestions put to the FCC

**Comments vary as to whether
responsibility lies with TV or CB
manufacturers to set standards**

Although everyone seems to agree that citizen band radio transmissions are causing interference to television and other home entertainment receivers, how to remedy the problem remains open to question, according to comments filed at the FCC.

Most commenters seem to agree that television receiver manufacturers and CB operators should strive to solve the problem voluntarily, but CB enthusiasts said the problem could best be addressed by upgrading technical standards for television receiver manufacturers, and television manufacturers said they were incapable of manufacturing sets that would

eliminate the primary causes of CB interference.

The Association of Maximum Service Telecasters said CB interference to television broadcast service continues to be a "major" problem, accounting for 64% of all complaints the FCC receives.

Although AMST said the FCC had been concentrating principally on the problem of front-end overload, the FCC should concentrate on the "primary" cause of CB interference: spurious harmonic radiation, AMST said.

"There is no need for further study or delay," AMST said. "The commission has before it all the information needed to justify the adoption now of at least a 100 db harmonic suppression requirement for CB transmitters," AMST said.

Although AMST agreed television receiver performance should be upgraded, it said improved receiver designs couldn't reduce CB harmonic interference. "Increasing CB transmitter harmonic suppression, on the other hand, attacks the primary cause of interference at its source and would be effective to prevent inter-

ference, regardless of receiver vintage," AMST said.

In its comments, the National Association of Broadcasters said the FCC should further discourage illegal use of linear amplifiers by requiring amateur radio operators to display their licenses when they buy a linear amplifier.

NAB also suggested that receiver manufacturers start labeling receivers to "aid consumers in choosing among electronic equipment with varying degrees of interference rejection capability."

ABC said the industry should label its receivers and adhere to performance standards voluntarily. But ABC also thought the FCC should help those self-regulatory efforts along by playing "an important and active role in the dissemination of consumer information concerning RF interference problems and solutions."

CBS said it supported voluntary guidelines for television set manufacturers, but CBS thought two of three parameters suggested by the Electronic Industries Association were too liberal.

Although EIA has proposed a level of

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-66 dbm for desired television carrier level measured at the receiver's antenna input terminals, CBS thought a "more conservative" carrier level of -75 dbm "should be selected to allow viewers located a reasonable distance beyond the Grade B contour, who otherwise obtain an acceptable quality of service, to be afforded some protection from RFI overload." CBS also said the ratio of desired television signal to undesired television harmonic of the interfering signal should be at least 50 db, instead of the 40 db ratio proposed by EIA.

The Consumer Electronics Group of the Electronic Industries Association urged the commission not to consider imposing any mandatory standards on the television receiver industry. The industry, EIA said, already was "successfully dealing" with the problem of front-end overload.

Besides, EIA said, the primary cause of interference is not front-end overload, but CB harmonic radiation, and "CB harmonic transmission will continue to exist and cannot be dealt with by television manufacturers."

EIA also urged the commission to launch a new study on CB interference. EIA said it was "confident an updated study would demonstrate that CB harmonic radiation remains the primary cause of interference to the existing population of television receivers and that receivers meeting the EIA performance guidelines will prove substantially immune to front-end overload. Only CB manufacturers, by providing proper harmonic suppression, and CB operators, by not using illegal linear amplifiers, can solve the problem of harmonically generated interference and extreme cases of front-end overload," EIA said. "The commission must insure that CB transmitter manufacturers and CB operators deal with these types of interference."

EIA, however, said that the FCC should drop its proposal considering grading and labeling television receiver equipment. Such programs would only mislead the public, and it would be "extremely expensive" and complex to develop measurement procedures and standards for rating and testing the "susceptibility of a given receiver to each interference mode," EIA said.

The Personal Radio Operators Federation said although CB radio service has caused interference, the FCC should concentrate its remedy on the "home entertainment gadgets," not the transmitters.

The PROF said if receiver manufacturers were to label their products, detailing how they should be properly installed and operated, the "market would take care of the rest."

To deal with interference complaints, radio operators should set up voluntary committees on the local level to "establish and convince complainants that the radio station is not at fault," PROF said.

The American Radio Relay League also urged the FCC to concentrate on receivers, not transmitters. ARRL said receiver manufacturers had not done enough to solve interference problems voluntarily, so it urged the FCC to establish mandatory standards. "The commission is urged to support legislation before Congress which would give the FCC authority to require manufacturers to incorporate filters, circuits or other techniques to reduce the susceptibility to interference of home electronic devices," it said.

The Washington State CB Radio Association also said mandatory standards should be set for television receiver manufacturers. It said the biggest cause of interference was the use of linear amplifiers, which CB radio buffs feel they

need to transmit over the crowded CB band. The best way to insure that CB users quit using the illegal devices would be to "allocate additional frequencies and create new personal radio services that would have a higher degree of user satisfaction," the association said.

Radiation fears stymie station

Onondaga, N.Y., bars Filmways from building new UHF, citing allegations of harmful radiation

Broadcasters over the years have become accustomed to a variety of actions by the FCC and others to block efforts to establish broadcast stations. The town of Onondaga, N.Y., has confronted Filmways Communications of Syracuse, N.Y., with a new one: an ordinance barring construction of Filmways' proposed station on channel 43 in Syracuse because of allegations the radiation resulting from the operation of broadcast stations constitutes a health hazard. Filmways has gone to court to seek an order that the town's moratorium violates the First Amendment and must be vacated.

Filmways purchased the construction permit for a station on channel 43 and a site on which to build the facility, each for \$75,000, in April 1980. In August of that year, the town board—rejecting Filmways' arguments that the proposed station would pose no health hazard—adopted an ordinance barring the construction of stations for a 12-month period. The purpose was to allow the town's Environmental Advisory Council to gather information about possible health hazards of nonionizing electromagnetic radiation resulting from the operation of a broadcast station.

A year later, the town board adopted a resolution extending the moratorium for another 12-month period. That action came after additional presentations by Filmways that broadcast stations posed no health hazard. Indeed, Filmways suggested that the town adopt a standard that was five times as restrictive as any in the world. It also promised to modify its facility if channel 43's transmission raised the power density above whatever standard the town board ultimately adopted. But the resolution said "scientific investigations conducted" in the previous year have not resolved the health-hazard question.

At that point, Filmways decided to go to court. In the complaint filed with the U.S. District Court for Northern New York, Filmways argues that the moratorium infringes on Filmways' First Amendment freedom of speech rights and the public's right to "an uninhibited, diversified flow of communications."

Filmways is seeking more than preliminary and permanent injunctions barring the town from enforcing the ban on the construction of new stations. It is seeking damages totalling \$5,350,000.

In Sync

New bird. Satellite Business Systems has purchased fourth satellite from Hughes Aircraft Co., scheduled for space shuttle launch in June 1984. Two of SBS satellites, used for private corporate communications, are in orbit and third is scheduled for launch next fall. All four are based on Hughes's spin-stabilized HS 376 model.

New link. Public Broadcasting Service and Post-Newsweek Stations have new contract calling for microwave link between Post-Newsweek's Washington bureau to PBS headquarters there. PBS has been providing uplink service for distribution of news to P-N stations—since Oct. 1980 from its Bren Mar, Va., site. P-N had been sending over cassettes from which feeds were originated. Now P-N plans to install microwave antenna on its roof and receiving antenna on PBS roof where signal will be transferred to Bren Mar and uplinked to transponder on Westar I that P-N leases.

From darkness to light. RCA Corp. has demonstrated experimental solid state infrared camera that creates recognizable television pictures of warm objects in room totally dark to human eye. Company says camera has potential for medical, industrial and military uses but its picture is below commercial television standards. RCA says its pictures are improvement over those produced by earlier images, and technology holds out prospect for approaching full-television resolution.

The Henri Award. Radio Club of America has presented its new Henri Busignies Memorial Award to William H. Forster, vice president and product group manager for telecommunications and electronics. ITT Award honors recipient for "substantial contribution to the advancement of electronics for the benefit of mankind." Late Henri Busignies was chief scientist for ITT and director of Radio Club.

The Media

Cities vote for bigger role in cable regulation

Municipal league also deplors lifting of fairness doctrine and political equal-time laws

The National League of Cities has resolved to seek federal legislation strengthening its role in cable TV regulation. At its annual convention, held in Detroit, the NLC also vowed to fight for strengthening the fairness doctrine and equal-time law.

Until now, the NLC has maintained a defensive posture toward efforts to deregulate cable TV, but because it expects Congress to consider cable legislation next year, it voted to draft specific proposals protecting the interests of its members. The resolution on the fairness doctrine and equal time came in response to the FCC's request for repeal of both and to complaints by some city officials that the rules do not sufficiently protect the public.

The cable proposals, to be drafted by the NLC's cable TV task force, will seek "full freedom of contract" for cities in their dealings with prospective cable operators. Cities would have the right to establish franchise fees and regulate rates, to require government and public access to channels or channel time and to require local programming.

Cities would also have the power "to protect the public interest by assuring the availability of a wide variety of cable programming" and to contract with cable franchisees for "public safety applications and other potential uses in the public interest." Finally, cities could require "full and continuing disclosure by the franchisee and its principals of its business connections, finances and expenditures made in pursuit or maintenance of the cable franchise."

The cable TV task force plans to complete its legislative proposals by February. Members of the task force, which is chaired by Seattle Mayor Charles Royer, are Robert Martinez, mayor, Tampa, Fla.; Tom Volgy, council member, Tucson, Ariz.; Jack Nelson, mayor, Beaverton, Ore.; Edward Koch, mayor, New York; Jack Patriarche, executive director, Michigan Municipal League; King Trimble, council member, Denver; Rick Borten, cable coordinator for Boston; Joan Showalter, council member, St. Paul; Wayne Wedin, city manager, Brea, Calif.; Kenneth Blackwell, council member, Cincinnati; Thomas Cooke, mayor, East Orange, N.J.; Ralph Edwards, council member, Prairie Village, Kansas; John

Ferraro, council president, Los Angeles; Donna Frohardt, council member, Lincoln, Neb.; Karen Miller, mayor, Reading, Pa.; John Skowronek, alderman, Minot, N.D.; Joseph Walsh, mayor, Warwick, R.I.; Leigh Wilson, executive director, North Carolina League of Municipalities; Anne Meier, director of energy and telecommunications, Columbus, Ohio, and Marvin Rimerman, director of telecommunications for Baltimore.

Mayor Henry Maier of Milwaukee initiated the NLC's action on political broadcasting rules. A veteran of the NLC, Maier filed a complaint under the fairness doctrine against WTMJ-TV Milwaukee in July, charging that the station had repeatedly suppressed or misstated facts in its coverage of city issues, made personal attacks on Maier and set forth views that presented only one side of controversial issues in its overall programming.

A spokesman said the mayor and a number of other mayors who co-sponsored the resolution on the political broadcasting rules, believe the FCC rejects too many fairness complaints and that the public cannot appeal FCC decisions on fairness complaints in the courts. The mayors also maintain the administrative work necessary to file and pursue a fairness complaint at the FCC militates against doing so and is therefore not in the public interest.

"The fairness doctrine and equal-time provisions have enhanced free speech, insured greater diversity of opinion and protected the First Amendment rights of the public," said the NLC's resolution on political broadcasting laws. "Broadcasters have used the publicly owned airwaves to express their own opinions on public issues without providing time for opposing points of view, as required by the fairness doctrine and equal-time provisions," and "the FCC has failed to enforce adequately the fairness doctrine (97% of the 4,200 complaints filed in the last two years at the FCC were rejected)."

The NLC resolved to oppose the FCC's proposal to repeal the fairness doctrine and equal-time provisions and to urge Congress "to review the FCC's failure to enforce the fairness doctrine and equal-time provisions under existing procedures and to subject the FCC's procedures for resolving complaints of aggrieved parties to full judicial review."

The NLC also revised its general statement of policy on communications. It decided the federal government "should take action to prohibit foreign ownership of cable TV systems only if it can be shown that such ownership does not enhance competition and threatens the U.S. cable industry." Cities, said the NLC, should be able to decide which cable provider will serve their markets.

The NLC also said that the FCC should

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set a limit on the number of low-power TV licenses any one entity can own and should require cable systems with unused channel capacity to carry low-power stations in their area. "Preference for carriage

in low capacity cable systems should go to low-power stations with locally oriented programming," said the NLC.

The Detroit convention attracted 4,400 people, 2,500 of them city officials.

Changing Hands

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KIOI(FM) San Francisco, KCBQ-AM-FM San Diego, KSLQ(FM) St. Louis, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. □ Sold by The Charter Co. to Surrey Broadcasting for \$32 million (see story, page 54).

WHOM(FM) Mount Washington, N.H. □ Sold by Alpine Broadcasting Corp. to Newengco Inc. for \$3.5 million. **Seller** is principally owned by Norman R. Alpert, who has no other broadcast interests. **Buyer** is owned by Frederick A. Godley, chairman, and 11 others. He is New Canaan, Conn., investor and has no other broadcast interests. WHOM is on 94.9 mhz with 48 kw and antenna 3,760 feet above average terrain.

WCRJ-AM-FM Jacksonville, Fla. □ Sold by Bold City Broadcasting Co. to Abell Communications for \$2,093,000. **Seller** is

subsidiary of AMG International, religious, nonprofit organization principally engaged in missionary and relief work abroad. Spiros Zodiathes is president. It also is licensee of WSCW(AM) South Charleston, W. Va., and WHYD(AM) Columbus, Ga. **Buyer** is subsidiary of A. S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore, which has also bought WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Nov. 9). Abell Communications radio division president, Stuart D. Frankel, said it is seeking to expand radio portfolio with eye on sun belt and Southeastern markets. WCRJ is 50 kw daytime on 1530 khz. WCRJ-FM is on 107.3 mhz with 100 kw and antenna 350 feet above average terrain.

KYLT-AM-FM Missoula, Mont. □ Sold by Scottie Broadcasting Co. to Spectrum Communications Corp. for \$1.5 million. **Seller** is owned by W. L. Holter (75%) and

Gene S. Peterson (25%). Holter owns KLTZ(AM) Glasgow and KMMR(FM) Malta, both Montana. He also owns 80% of KBLL-AM-FM Helena and 80% of KPRK(AM) Livingston, both Montana, of which Peterson owns 20% each. Holter owns 60% of permittee for new FM at Glasgow (BROADCASTING, July 2, 1979). **Buyer** is group of more than 50 stockholders. Phillip B. Huff is president and 10.11% owner. He is Boulder, Colo., radio promoter and merchandiser and has no other broadcast interests. KYLT is on 1340 khz with 1 kw day and 250 w night. KYLT-FM is on 100.1 mhz with 3 kw and antenna 300 feet below average terrain.

WQOK(AM) Greenville, S.C. □ Sold by WQOK Inc. to Keymar Communications Inc. for \$750,000. **Seller** is owned by Tecumseh Hooper (76%), wife, Francis S. (10%), son, Tecumseh Jr. (6%), and daughters, Nan Hooper Woodward and Jean L. Hooper (4% each). They have no other broadcast interests. **Buyer** is owned by Paul H. Rothfuss and Kerby E. Confer (45% each) and David Bernstein (10%). They own WSSL(FM) [formerly WGXL] Laurens, S.C., which they bought for \$2.5 million (BROADCASTING, Aug. 10). Rothfuss and Confer each own 35% of WKRT(AM)-WNOZ(FM) Cortland, N.Y.; 25% each of KSSN(FM) Little Rock, Ark., and 10% each of permittee, WKFT(TV) Fayetteville, N.C. Rothfuss and Confer have been granted FCC approval to buy WJDX(AM)-WZZQ(FM) Jackson, Miss., for \$4,437,000 (BROADCASTING, Nov. 9). They also bought, subject to FCC approval, WDIX(AM)-WPJS(FM) Orangeburg, S.C., for \$1,250,000 (BROADCASTING, Nov. 9). WQOK is on 1440 khz with 5 kw full time.

WONW(AM) Defiance, Ohio □ Sold by Tri-State Broadcasting Inc. to Defiance Communications Inc. for \$555,000. **Seller** is owned by Glenn R. Thayer, Lloyd P. Basil and Richard W. Crowell (one-third each), who have no other broadcast interests. **Buyer** is subsidiary of Central Broadcasting Corp., closely held Richmond, Ind.-based group of 48 stockholders. William M. Quigg is president. Central owns WKBV(AM)-WRIA(FM) Richmond, WBAT(AM) Marion and WBIW(AM)-WBIF(FM) Bedford, all Indiana, and WBEX-AM-FM Chillicothe, Ohio. WONW is on 1280 khz with 1 kw day and 500 w night. *Broker: Blackburn & Co.*

WSBM(FM) Jefferson City, Tenn. □ Sold by Mossy Creek Broadcasting Corp. to Kenneth Klingler for \$370,000. **Seller** is principally owned by Hugh Cate, who has no other broadcast interests. **Buyer** is Barboursville, W. Va., minister who has no other broadcast interests. WSBM is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

KSIB(AM)-KITR(FM) Creston, Iowa □ Sold by Heritage Communications to GO Radio Corp. for \$367,000. **Seller** is publicly traded Des Moines, Iowa-based cable MSO that owns no other

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broadcast stations. **Buyer** is owned by Glenn Olson, who owns KQWC-AM-FM Webster City and KQWI(FM) Clarinda, both Iowa, and KDOM-AM-FM Windom, Minn. KSIB is 1 kw daytime on 1520 khz. KTR is on 101.7 mhz with 3 kw and antenna 255 feet above average terrain.

WCRI(AM) Scottsboro, Ala. □ Sold by Jackson County Broadcasting Service Inc. to Scottsboro Christian Broadcasting Inc. for \$210,000. **Seller** is owned by Pat Courington (47.5%), B.W. Kennamer (25%), Courington's daughter, Chella C. Livingston (15%), Margaret D. Crowe (8%) and Thomas P. Kennamer (4.5%). Courington owns 47.5% of WAVU(AM)-WQSB(FM) Albertville, Ala. **Buyer** is owned by Jerry J. Gentle and wife, Lola, and Rachel Hastings and wife, Annie M. (25% each). Gentle is former announcer/salesman, WKEA(AM) Scottsboro. Hastings owns Scottsboro wood company. They have no other broadcast interests. WCRI is 250 w daytimer on 1050 khz. *Broker: Chapman Associates.*

WMOK(AM) Metropolis, Ill. □ Sold by Fort Massac Broadcasting Inc. to WMOK Inc. for \$204,000. **Seller** is owned by Virgil Smith, general manager (11.1%), and 11 others, none of whom have other broadcast interests. **Buyer** is owned by Gary Kidd and wife, Michele S. (50% each). Garry Kidd is sales manager at WNGO(AM)-WXID(FM) Mayfield, Ky. Michele Kidd is dental assistant. Neither has other broadcast interests. WMOK is 1 kw daytimer on 920 khz.

□ Other proposed station sales include: KLEO(FM) [CP] Caulksville, Ark.; KTMX(TV) [CP] Denver; WCME(TV) [CP] Chicago; WLSM(AM) Leominster, Mass. (BROADCASTING, Dec. 7); KCBN(AM)-KRNO(FM) Reno; (BROADCASTING, Nov. 30); KCCO(AM)-KBLG(FM) Lawton, Okla. (BROADCASTING, Sept. 28); WPUB-AM-FM Camden, S.C. (BROADCASTING, Dec. 7); WZZI(AM) Madisonville, Tenn.; KEGL(FM) Fort Worth (BROADCASTING, Dec. 7), and WQRK(FM) Virginia Beach, Va. (BROADCASTING, Nov. 9) (see "For the Record," page 74).

APPROVED

KWHY-TV Los Angeles □ Sold by Coast TV Broadcasting Corp. to Burt Harris and SelecTV of California Inc. for \$5.3 million. **Seller** is principally owned by three brothers, Wiley D., Robert W., and Hugh R. Bunn, and Frederick D. Custer, who have no other broadcast interests. **Buyer** Harris is president and principal owner of Harriscope Broadcasting Corp., Los Angeles-based group of two AM's, one FM and five TV's. Selec TV is Marina del Rey, Calif.-based subscription television service. Lionel Shaen is president. SelecTV, which has supplied pay programming to station, exercised option to buy after Coast TV continued to oppose introduction of R-rated movies. KWHY-TV is on ch. 22 with 2,570 kw visual and 257 kw aural and antenna 2,930 feet above average terrain.

KERE(AM) Denver □ Sold by Mission

Broadcasting Co. to Sandusky Newspapers Inc. for \$2.5 million. **Seller** is owned by Jack Roth who owns KONO(AM)-KITY(FM) San Antonio, Tex. **Buyer** is Mesa, Ariz.-based group owner of three AM's and five FM's owned by Dudley White, chairman, and family. It also publishes four daily newspapers in Ohio, Michigan and Tennessee. KERE is on 710 khz with 5 kw full time.

WFTR(AM)-WIXV(FM) Front Royal, Va. □ Sold by Harris Broadcasting Corp. to Straus Communications for \$626,000. **Seller** is owned by Donald B. Harris (52%), wife, Dorothy J. (28%), and E. Richard Westlake (20%) who have no other broadcast interests. **Buyer** is owned by R. Peter Straus and wife, Ellen S., who own WMCA(AM) New York. WFTR is on 1450 khz with 1 kw day and 250 w night. WIXV is on 95.3 mhz with 3 kw and antenna 490 feet above average terrain.

WYVA(FM) Yorktown, Va. □ Sold by Cradle of Democracy Inc. to Tidewater Communications Co. for \$475,000. **Seller** is owned by George W. Liddicoat, president, and 16 others who have no other broadcast interests. **Buyer** is owned by Joseph F. Hennessey, Lynda B. Lovett, Craig and Thomas Siebert, brothers (23.55% each), Richard C. Rowlenson (5.55%) and Stanley J. Karas (.28%). Hennessey, Rowlenson and Thomas Siebert are Washington communications attorneys. Craig Siebert is Annapolis, Md., certified public

accountant. Karas is general manager of WEAM(AM) Arlington, Va. Lovett is wife of Lee Lovett, Washington communications attorney. Buying group includes some principals who were granted FCC approval to buy WANB-AM-FM Waynesburg, Pa., for \$544,000 (BROADCASTING, Nov. 2). WYVA is on 94.1 mhz with 50 kw and antenna 500 feet above average terrain.

□ Other approved station sales include: KEEN(AM)-KBAY(FM) San Jose, Calif.; KFEL(AM) Pueblo, Colo.; KDSA(AM) Wichita, Kan.; KLYC(AM) Laurel, Mont.; and KUTA(AM) Blanding, Utah (see "For the Record," page 73).

PBS begins selling data service to raise revenues

Areapop, service offered to PBS members, will now be made available to commercial TV broadcasters; plans are in works for Home Video Club

The Public Broadcasting Service last week began a new venture to raise revenues by taking a current data service offered to its members and marketing it to commercial television broadcasters. The service, called Areapop, promoted as "the computer-

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based report that tells you the truth about the markets you're reaching and the markets you're missing," will provide information on television signal prediction, population count and demographics.

Although some of this information is available from the FCC, PBS contends Areapop is unique in supplying information about the market's terrain. According to sales representative Sharon Asch, Areapop analyzes the terrain that can affect television signals. Areapop, she said, can be used to plan antenna site changes, power boosts and programing additions.

Areapop was developed by PBS in 1978 with the Electromagnetic Compatibility Analysis Center, based in Boulder, Colo., and has been offered to PBS members since then.

ECAC, along with the Urban Decisions Systems Inc., based in Los Angeles, will both provide the computer information, Asch said. She noted that stations purchasing the service first fill out a form containing information such as antenna height, location of the transmitter and other relevant information. The form, Asch said, is then sent to PBS whose engineering department checks it and sends it on to ECAC. If stations also request the demographics package, UDS supplies those statistics.

Two packages are offered in the service, Asch said. The signal prediction package is \$550 and the demographics package is \$425. Stations may order only signal pre-

dition information, but the demographics package is not available alone.

Demographics include breakdowns by age, sex, race, education, income, industry, employment, single-head households, telephone and television households. "This is particularly helpful for sales managers to target particular audiences," Asch said.

She also explained that PBS is investigating the prospect of offering Areapop to FM radio stations.

In addition to providing that service, PBS also has plans to develop and test a public television Home Video Club. According to Mike Soper, PBS director of

marketing projects, the video club is still in the planning stages while PBS waits to negotiate a contract with an undisclosed home video distributor.

If an agreement is reached with a video distributor, the proposed PTV Home Video Club will first be tested in 10 markets, Soper said. Stations would market cassettes and receive a portion of the purchase price, Soper noted. He said the type of programs to be made available is still undecided but that it could include movie classics and box-office hits, in addition to PBS programs. Right now, PBS is "shooting" for early 1982 to begin marketing the cassettes.

Intermedia

Franchise front. Sacramento, Calif., and surrounding county has issued cable request for proposals for area's 300,000 to 400,000 homes. Companies have 90 days to respond... Philadelphia has draft RFP and ordinance waiting for city council action. Mayor's office has recommended franchise be given to one company, position at odds with some council members who wish to see multiple franchises awarded.

Affiliate switch. Switching network affiliation in Panama City, Fla., are Octagon Broadcasting Corp's WMBV-TV (ch. 13), now with NBC, and WJHG-TV (ch. 7), currently with ABC. Switch will take place in January.

New research shop. With specialization in broadcast and cable, FMR Associates Inc., Tucson, Ariz., has been formed to research attitudes and opinions. Principals in new firm are Bruce Fohr, president of Communications Research Ltd., and Tom McNulty, director of research for Orion Broadcasting.

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As compiled by BROADCASTING Nov. 30 through Dec. 4 and based on filings, authorizations and other FCC actions.

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

New Stations

AM applications

- Winamac, Ind.—Douglas F. Haley seeks 1280 khz, 500 w-D. Address: 114 West Main Street, Winamac 46996. Estimated construction costs: \$122,000; first-quarter operating cost: \$8,300; first-year revenue: \$100,000. Principals: Applicant owns Winamac printing business and has no other broadcast interests. Filed Nov. 24.
 - Hudson/Clinton, Mass.—Minority Broadcasting of the Midwest Inc. seeks 650 khz, 10 kw-D, 1 kw-N. Address: 5525 South State Street, Chicago 60621. Estimated construction costs: \$176,500; first-quarter operating cost: \$28,500; first-quarter revenue: \$50,000. Principals: Pervis Spann (80%) and six others. He is general manager and 40% owner of WXOL(AM) Cicero, Ill. Minority Broadcasting of the Midwest is applicant for new AM's at Maywood-Chicago, Ill.; Memphis, Tenn.; Pritchard, Ala.; Fenton, Mich.; and Warrington, Pa. (see below); new FM's at Memphis, Ark.; Greenwood, Miss.; and Miami. Filed Nov. 25.
 - Reno, Nev.—First Broadcasting of Nevada Inc. seeks 1550 khz, 10 kw-D. Address: 4604 Hurford Terrace, Encino, Calif. 91436. Estimated construction costs: \$27,600; first-quarter operating cost: \$32,000. Principal: Stanley D. Klein (100%) who is Encino attorney and has no other broadcast interests. Filed Nov. 24.
 - Williston, N.D.—Basin Broadcasters Inc. seeks 660 khz, 5 kw-U. Address: 1805 University Avenue, Williston 58801. Estimated construction costs: \$370,700; first-quarter operating cost: \$25,000; first-year revenue: \$250,000. Principals: Duane Simpson (51%), Marvin Iverson (29%) and Dianna L. Simpson (20%). Duane Simpson is president of Williston building and supply company. His uncle, Marvin Iverson, is Tioga, N.D., farmer. Wife Dianna is former Williston real estate agent. None have other broadcast interests. Filed Nov. 20.
 - Warrington, Pa.—Minority Broadcasting Co. of the Midwest Inc. seeks 1160 khz, 1 kw-U. Address: 5525 South State Street, Chicago 60621. Estimated construction costs: \$113,500; first-quarter operating cost: \$36,300; first-quarter revenue: \$45,000. Principals: Pervis Spann (80%) and six others. Spann is general manager and 40% owner of WXOL(AM) Cicero, Ill. Principals are applicants also for new AM's at Maywood-Chicago, Ill.; Memphis, Tenn.; Pritchard, Ala.; Fenton, Mich.; and new FM's at Memphis, Ark.; Greenwood, Miss.; and Miami. and new AM at Hudson-Clinton, Mass. (see above). Filed Nov. 24.
 - Salem, Va.—Salem Broadcasting Co. seeks 1200 khz, 10 kw-D, 1 kw-N. Address: P.O. Box 2808, High Point, N.C. 27261. Estimated construction costs: \$432,000; first-quarter operating cost: \$30,500; first-quarter revenue: \$40,000. Principals: Bernard Mann (60%), wife, Roberta F. (35%) and Larry Hayes (5%). Bernard Mann is president and 60% owner of WOKX(AM)-WGLD(FM) High Point, N.C., and 60% of WKIX(AM)-WYYD(FM) Raleigh, N.C. Roberta owns 40% of broadcasting group. Hayes is general manager of WUSS(AM) Atlantic City, N.J. Filed Nov. 27.
- ### FM applications
- *Lake Havasu City, Ariz.—New Life Christian School seeks 91.1 mhz, 115 w, HAAT: 452 ft. Address: 2700 Jamaica Blvd., Lake Havasu City 86403. Estimated construction costs: \$41,600; first-quarter operating cost: \$9,000. Format: Educational. Principal: non-profit corporation; Richard Tatham is president. He is Lake Havasu City minister and pastor and has no other broadcast interests. Filed Nov. 24.
 - *Tucson, Ariz.—Foundation for Creative Broadcasting Inc. seeks 91.7 mhz, 3 kw, HAAT: 190 ft. Address: P.O. Box 3314 Tucson, Ariz. 85722. Estimated construction costs: \$32,000; first-year operating cost: \$30,000. Principal: nonprofit corporation. Roger B. Greer, Tucson businessman, is president. He is former broadcaster at KRWF(M) Tucson. Filed Nov. 19.
 - Yuma, Ariz.—People Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 1426 South 5th Avenue, Yuma 85364. Estimated construction costs: \$160,000; first-year operating cost: \$67,400; first-year revenue: \$94,300. Principals: Robert H. Langill and Walter L. Varner Jr. (50% each). Langhill is 51% owner of Yuma advertising agency and partner in health food store there. Varner is Yuma investor. Neither have other broadcast interests. Filed Nov. 23.
 - *Camarillo, Calif.—The Association for Community Education Inc. seeks 90.3 mhz, 4.43 kw, HAAT: 1598 ft. Address: 1081 Mesa Drive, Camarillo 93010. Estimated construction costs: \$19,400; first-year operating cost: \$98,500. Principal: non-profit, nonstock corporation; Philip C. Guthrie is president. He is educator and has no other broadcast interests. Filed Nov. 27.
 - Rayville, La.—Kenneth W. Diebel seeks 92.1 mhz, 3 kw, HAAT: 279 ft. Address: 1207 Louisa Street, Rayville, La. 71269. Estimated construction costs: \$30,000; first-quarter operating cost: \$30,000. Principal: Applicant owns Rayville electronic sales store and has no other broadcast interests. Filed Nov. 27.
 - Tioga, La.—Christian Life Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 298 ft. Address: 3712 Cornell Drive, Shreveport, La. 71107. Estimated construction costs: \$35,000; first-quarter operating cost: \$20,800; first-quarter revenue: \$21,300. Format: religion 50%, gospel music 44%. Principals: A. T. Moore (49%) and wife, Maxine (51%). A. T. Moore owns 98% of KFLO(AM) Shreveport, La., where wife Maxine is traffic manager and bookkeeper. Filed Nov. 20.
 - Vernado, La.—Northlake Audio Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 280, Old Vernado Highway, Bogalusa, La. 70427. Estimated construction costs: \$83,000; first-quarter operating cost: \$15,000. Principals: Purvis M. Hall Jr. (26.6%) wife, Elaine F. (26.6%), son Purvis M. Hall III (35.66%) and Andrew M. Moses (11%). They own, in same proportions, WBOX(AM) Bogalusa, La. Filed Nov. 19.
 - Chatham, Mass.—Cape Radio Inc. seeks 107.5 mhz, 50 kw, HAAT: 500 ft. Address: 22 Hilltop Road, Longmeadow, Mass. 01106. Estimated construction costs: \$254,800; first-quarter operating cost: \$56,700; first-year revenue: \$325,000. Principal: Arleen P. Roberts (100%), who is former director of WARE(AM) Ware, Mass., and WUHN(AM)-WUPE(FM) Pittsfield, Mass., and has no other broadcast interests. Filed Nov. 20.
 - New Albany, Miss.—Ebony Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 301, Tupelo, Miss. 38801. Estimated construction costs: \$158,400; first-quarter operating cost: \$24,000; first-year revenue: \$175,000. Principals: Aaron S. Thomas Jr. (45%), Steven B. Mayhorn (45%) and Michael U. Mayhorn (10%). Thomas is Tupelo dentist. Steven Mayhorn is Tupelo journalist. Michael Mayhorn is Jackson, Miss., bookkeeper. None have other broadcast interests. Filed Nov. 25.
 - Carson City, Nev.—John P. and C. Lucille Martin seeks 98.1 mhz, 62 kw, HAAT: 2485 ft. Address: 268 Nicolos Drive, Arcata, Calif. 95521. Estimated construction costs: \$145,500; first-quarter operating cost: \$41,450. Principals: Applicants own KSXO(AM) Redding and KATA(AM) Arcata, both California. Filed Nov. 27.
 - Carson City, Nev.—Carson City Broadcasting Inc. seeks 98.1 mhz, 42.7 kw, HAAT: 2923 ft. Address: P.O. Box 85, Natchitoches, La. 71457. Estimated construction costs: \$215,000; first-quarter operating cost: \$87,500. Principals: Karl F. Bailey, Robert D. Hyde Jr. and Jim R. Phillips (one-third each). Bailey is general manager and 33.33% owner of KNOX(AM)-KDBH(FM) Natchitoches, La. Hyde is general manager and 20% owner of KRMD-AM-FM Shreveport, La. Phillips owns 51% of KHEY(AM) El Paso and 16% of KPUR(FM) Amarillo, both Texas, and 30% of KRMD-AM-FM. Filed Nov. 25.
 - Dayton Township, N.Y.—William H. Hernstadt seeks 98.1 mhz, 58.9 kw, HAAT: 2440 ft. Address: 3111 Bel Air Drive, 25-G, Las Vegas, Nev. 89109. Principal: Applicant is Las Vegas investor and Nevada State Senator. He also owns 80% of WKAT(AM) Miami Beach, Fla. Filed Nov. 30.
 - Geneva, Ohio—Edward M. Johnson seeks 104.9 mhz, 3 kw, HAAT: 370 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$50,600; first-year operating cost: \$50,000; first-year revenue: \$70,000. Format: contemporary. Principal: Applicant is Knoxville broadcast consultant and principal in WCSV(AM) Crossville, WTNR(AM) Kingston, WREA(AM) Dayton and WNPC(AM) Newport, all Tennessee. He also owns 100% of applicant for new FM at Cheyenne, Wyo.; and 50% each of applicants for new FM at Elkins, W. Va., and Lebanon, Tenn. He also filed 15 applications for low power TV's. Filed Nov. 30.
 - Burkburnett, Tex.—Belle Meade Broadcasting Inc. seeks 104.7 mhz, 100 kw, HAAT: 475 ft. Address: 3308 South Eddy, Amarillo, Tex. 79109. Estimated construction costs: \$35,600; first-quarter operating cost: \$48,600. Principals: Theodore F. Hill Jr. (49%), Terri Lemus (26%) and Cynthia A. Lowdon (25%). Hill is San Mateo, Calif., business consultant and 5% owner of WPLW(AM) Carnegie, Pa. Lowdon is former Delaware state highway patrolman. Lemus is Las Vegas circus performer. Lowdon and Lemus also each own 15% of applicant for new FM at Lewiston, Idaho. Filed Nov. 27.
 - Temple, Tex.—Aztlán Broadcasting Inc. seeks 101.7 mhz, 3 kw, HAAT: 303 ft. Address: 1005 South 13, Temple, Tex. 76501. Estimated construction costs: \$67,000; first-quarter operating cost: \$24,300; first-year revenue: \$80,000. Format: Spanish language 80%. Principals: Marcelo H. Tafoya (80%), Luis A. Rodriguez and Roy Medina (10% each). Tafoya owns 60% of KLF6(AM) Lubbock, 60% of KGRT(FM) Taylor and 60% each of KCYL(AM)-KLTG(FM) Lampassas, all Texas. Medina is general manager of KLTD(FM) where Rodriguez is also employed. Filed Nov. 20.
 - Ladysmith, Wis.—Flambeau Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 351, Ladysmith, Wis. 54848. Estimated construction costs: \$21,700; first-quarter operating cost: \$1,447; first-year revenue: \$24,000. Format: CW. Principal: Ruth Nelson (100%) who also owns WLDY(AM) Ladysmith, Wis. Filed Nov. 25.
 - Casper, Wyo.—Eagle Broadcasting Inc. seeks 106.9 mhz, 100 kw, HAAT: 2000 ft. Address: 4960 Gratiot Road, Saginaw, Mich. 48603. Estimated construction costs: \$106,900; first-quarter operating cost: \$22,500. Principals: Bruce Sheppard, Michael Ryan and Charles Nickless (one-third each). Sheppard is Essexville,

Mich., businessman. Nickless is assistant vice president of Saginaw, Mich., bank. Ryan is announcer at WRCI(FM) Midland, Mich. Filed Nov. 25.

TV applications

■ Pueblo, Colo.—FEM Broadcasting Inc. seeks ch. 32; ERP: 3162 kw vis. 471 kw aur., HAAT: 2263 ft.; ant. height above ground: 259 ft. Address: 3423 Brookfield Lane, Pueblo, Colo. 81005. Estimated construction cost: \$2,646,000; first-quarter operating cost: \$411,800; first-quarter revenue: \$408,600. Legal counsel: Pierson, Ball & Dowd, Washington. Consulting engineer: Oscar L. Cuellar, Denver. Principals: Helen M. Garcia (69%), sister, Phyllis M. Garcia is na-Margaret D. Gomez (14.5% each). Helen Garcia is national sales manager at KOAA-TV Pueblo where Phyllis is national sales assistant. Gomez is partner in Pueblo athletic club. They have no other broadcast interests. Filed Nov. 24.

■ Pueblo, Colo.—TvUSA/Pueblo Ltd. seeks ch. 32. ERP: 1580 kw vis. 158 kw aur., HAAT: 2140 ft.; ant. height above ground: 120 ft. Address: 135 East 71st Street, New York City 10021. Estimated construction cost: \$2,385,000; first-quarter operating cost: \$415,000. Legal counsel: Wilner & Scheiner, Washington. Consulting engineer: Jules Cohen & Associates, Washington. Principals: Herbert N. Somekh (63.3%), Pueblo Television Corp. (24%) and Lee Hanna (12.7%). Somekh is New York hosiery manufacturer and real estate investor. Hanna is president and 60% owner of New York television management and consulting firm and from 1972-79 was vice president of NBC. He is also principal in applications for new TV's at Des Moines and Kansas City. Filed Nov. 24.

■ Athens, Ga.—Georgia Mountain Corp. seeks ch. 34; ERP: 4182 kw vis. 418.2 kw aur., HAAT: 1035 ft.; ant. height above ground: 1046 ft. Address: 57 Executive Park South, Suite 130, Atlanta, Ga. 30329. First-quarter operating cost: \$84,000; first-quarter revenue: \$80,000. Legal counsel: Kenkel & Barnard, Washington. Consulting engineer: Lawrence Behr Associates, Greenville, N.C. Principals: E. Lanier Finch (20%) and sons James H. and Stephen L. (10% each). James B. Lathom (20%), R. A. Birgel, F.E. Busby (15% each) and M. F. Carpenter (10%). E. Lanier Finch, Busby and Lathom are Atlanta, Ga., station representatives. Finch's sons are students. Birgel is Chapel Hill, N.C. real estate developer. Carpenter is Dotham, Ala., accountant. They are also applicants for new low power TV's at Athens, Rome and Gainesville, all Georgia. Filed Nov. 24.

■ Athens, Ga.—Sunbelt Television Inc. seeks ch. 34; ERP: 3034 kw vis. 557 kw aur., HAAT: 1534 ft.; ant. height above ground: 1571 ft. Address: 855 Sunset Drive, Athens, Ga. 30604. Estimated construction cost: \$2,584,000; first-quarter operating cost: \$200,000; first-year revenue: \$1,250,000. Legal counsel: Ward & Mendelsohn, Washington. Consulting engineer: Greer, Culpepper & Associates, Greenville, S.C. Principals: Thomas C. Dowden (50%), Claude Williams Jr. and Robert E. Dicks (25% each). Dowden is president and majority stockholder of Dowden Communications Inc., Atlanta, Ga.-based MSO. Williams is president and 85% owner of Athens, Ga., advertising agency. Dicks is Athens neurosurgeon. Filed Nov. 24.

■ Rochester, Minn.—Sterling Communications Inc. seeks ch. -47; ERP: 762 kw vis. 168 kw aur., HAAT: 428 ft.; ant. height above ground: 380 ft. Address: Suite 418, Uptain Building, Chattanooga, Tenn. 37411. Estimated construction cost: \$186,000; first-quarter operating cost: \$187,300. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Principals: Abraham G. Thiessen and James E. Price (50% each). They are Chattanooga broadcast consultants and have no other broadcast interests. Filed Nov. 24.

■ Beaumont, Tex.—Focus Broadcasting of Texas Inc. seeks ch. 21; ERP: 5000 kw vis. 500 kw aur., HAAT: 1948.5 ft.; ant. height above ground: 1997 ft. Address: One Commerce Place, Suite 825, Nashville, Tenn. 37239. Estimated construction cost: \$4,005,000; first-year operating cost: \$217,000. Principals: Douglas F. Ruhe, president (14.7%) and 11 others. He is Nashville marketing and communications consultant. Principals are also party to applications for new TV's at Murfreesboro, Tenn.; Kannapolis, N.C.; Norfolk, Va.; Seaside, Calif.; Tucson, Ariz.; Riverside, Calif., and applications for direct broadcast satellite system and various low power TV's. Filed Nov. 24.

■ Nederland, Tex.—Texas Gulf Communications Inc. seeks ch. 21; ERP: 4610 kw vis. 829 kw aur., HAAT: 1025 ft.; ant. height above ground: 1063.6 ft. Address:

One Plaza Square, Port Arthur, Tex. Estimated construction cost: \$2,035,000; first-quarter operating cost: \$680,000; first-quarter revenue: \$500,000. Legal counsel: Ruben, Winston & Diercks, Washington. Consulting engineer: Peter V. Gureckis & Associates, Potomac, Md. Principals: Beverly Parker, president (20%), and eight others at 10% each. Parker is Lamar University, Port Arthur, Tex., teacher and has no other broadcast interests. Charles J. Brink, 10% owner of applicant, also owns 10% of applicant for new FM at Luling, Tex., and 5% of applicant for new AM at Houston. Filed Nov. 24.

FM action

■ Broken Bow, Neb.—Custer County Broadcasting Co. granted 98.3 mhz, 2.4 kw, HAAT: 332.6 ft. Address: P.O. Box 409, Broken Bow 68822. Estimated construction cost: \$38,600; first-quarter operating cost: \$10,000; first-year revenue: \$100,000. Format: mixed. Principals: Lianne Griffith (66.67%), Richard L. Yantzie (28.33%), Carl Swanson (3.33%) and Gerald Thurman (1.67%). They own KCNI(AM) Broken Bow. Richard Yantzie is station manager. Action Nov. 9.

TV actions

■ Topeka, Kan.—Mid-America Broadcasting of Topeka Inc. granted ch. 49; ERP: 5000 kw vis., 500 kw aur., HAAT: 1049 ft.; ant. height above ground: 1074 ft. Address: Box 217, Thayer, Kan. 66776. Estimated construction cost: \$160,000; first-quarter operating cost: \$654,000; revenue: \$300,000. Legal counsel: Leo George, Washington; Consulting engineer: Stanley P. Lapin, West Port, Conn. Principals: Larry D. Hudson (43%), brother, Cale (21%), Larry P. Thompson and Dean M. Coe (17.5% each) and Teri L. Tharp (1%). Hudsons are Thayer, Kan., businessmen. Thompson and Coe are partners in Parsons, Kan., advertising agency. Tharp is Thayer insurance and real estate company owner. Hudsons own Crest Communications, MSO with systems in Kansas and Missouri. Action Nov. 13.

■ Topeka, Kan.—Capcom dismissed application for ch. 49; ERP: 1070 kw vis. 671 kw aur.; HAAT: 986 ft. Action Nov. 13.

Ownership Changes

Applications

■ WCRI(AM) Scottsboro, Ala. (1050 khz, 250 w-D)—Seeks assignment of license from Jackson County Broadcasting Service Inc. to Scottsboro Christian Broadcasting Inc. for \$210,000. Seller: Pat M. Courington (47.5%), B. W. Kennamer (25%), Courington's daughter, Chella C. Livingston (15%), Margaret D. Crowe (8%) and Thomas P. Kennamer (4.5%). Courington also owns 47.5% of WAVU(AM)-WQSB(FM) Albertville, Ala. Buyer: Jerry J. Gentle and wife, Lola, and Rachel Hastings and wife, Annie M. (25% each). Gentle is former general manager of WKEA(AM) Scottsboro. Rachel Hastings is Scottsboro logger. They have no other broadcast interests. Filed Nov. 20.

■ KLEO(FM)[CP] Caulksville, Ark. (95.3 mhz, 680 w, ant. 568.5 ft.)—Seeks assignment of construction permit from Broadcasting Enterprises Inc. to Pharis Communications Inc. for \$150,000. Seller: Herschel W. Cleveland, president (16.77%) and five others, none of whom have other broadcast interests. Buyer: William L. Pharis (51%) and wife Karen A. (49%). William Pharis is general manager and 56.77% owner of KAYR(AM) Van Buren, Ark., where wife is news-operations director and 10% owner. They are also applicants for new FM at Van Buren. Filed Nov. 10.

■ KTMX(TV)[CP] Denver (ch. 31, 2157 kw vis., 428 kw aur., ant. 810 ft.)—Seeks assignment of construction permit from LUB Television Associates Ltd. to Centennial Broadcasting Corp. for \$129,000. Seller: group of 8 stockholders, none of whom have other broadcast interests. Buyer: subsidiary of Camellia City Telecasters Inc., which is owned by BMA Properties Inc. (80.1%) and Jack F. Matranga (19.9%). BMA Properties is subsidiary at Business Men's Assurance Company of America, publicly traded Kansas City, Mo.-based assurance and investment firm. Lloyd Coker is president and V. W. Voorhees III is chairman. It owns 80% of KTXL(TV) Sacramento, Calif., where Matranga is general manager. It also bought, subject to FCC approval, construction permit for KLRK(TV) Vancouver, Wash. Filed Nov. 24.

■ *WCME(TV)[CP] Chicago, (ch. 20, 110 kw vis.,

24.5 kw aur., ant. 1,543 ft.)—Seeks assignment of construction permit from Chicago Metropolitan Higher Education Council to Board of Trustees of Community College District No. 508, County of Cook, State of Illinois. Assignor: non-commercial, educational station. Mirron Alexandroff is chairman. It has no other broadcast interests. Assignee is part of City Colleges of Chicago system. Oscar E. Shabot is chancellor. No financial consideration for transfer is involved, but assignor will receive air time for instructional programming. Filed Nov. 25.

■ WMOK(AM) Metropolis, Ill. (920 khz, 1 kw-D)—Seeks assignment of license from Fort Massac Broadcasting Inc. to WMOK Inc. for \$204,000. Seller: group of 12 stockholders. Virgil E. Smith is vice president, general manager and 11.1% owner. None have other broadcast interests. Buyer: Gary Kidd and wife, Michele S. (50% each). Gary Kidd is sales manager at WNGO(AM)-WXID(FM) Mayfield, Ky. Michele Kidd is dental assistant. They have no other broadcast interests. Filed Nov. 20.

■ WLMS(AM) Leominster, Mass. (1000 khz, 1 kw-D)—Seeks assignment of license from Nashua Valley Broadcast Inc. to Radio Ten Corp. for \$200,000 (BROADCASTING, Dec. 7). Seller: principally owned by Mary R. Allain who has no other broadcast interests. Buyer: David E. Parnigoni (51%), Donn M. Parker (20.2%), Peter Kadetsky, Austen Smithers and Milton W. Robbins (9.6% each). Parnigoni is northeastern regional manager, National Association of Broadcasters. Parker is former general manager WFEA(AM) Manchester, N.H. Kadetsky and Smithers are Boston station representatives. Robbins is Woodbridge, N.J., accountant. They have no other broadcast interests. Filed Nov. 24.

■ KYLT-AM-FM Missoula, Mont. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 100.1 mhz, 3 kw, ant. -300 ft.)—Seeks assignment of license from Scottie Broadcasting Co. to Spectrum Communications Corp. for \$1,500,000. Seller: W. L. Holter (75%) and Gene S. Peterson (25%). Holter owns KLTZ(AM) Glasgow and KMMR(FM) Malta, both Montana. He also owns 80% of KBLL-AM-FM Helena and 80% of KPRK(AM) Livingston, Mont., of which Peterson owns 20% interest. Holter also owns 60% of permittee for new FM at Glasgow. Buyer: Group of more than 50 stockholders. Phillip B. Huff is president and 10.11% owner. He is Boulder, Colo., radio promoter and merchandizer and has no other broadcast interests. Filed Nov. 24.

■ KCBN(AM)-KRNO(FM) Reno, Nev. (1230 khz, 1 kw-D, 250 s-N; FM: 106.9 mhz, 60 kw (H), 20 kw (V), ant. 460 ft.)—Seeks assignment of license from B.B.C. Ind. to Roth Communications for \$3,350,000 plus \$250,000 for consulting and noncompete agreement (BROADCASTING, Nov. 30). Seller: Lorraine W. Arms (100%) who has no other broadcast interests. Buyer: David A. Roth (100%), Boston neurosurgeon who also owns WIRA(AM)-WOVV(FM) Fort Pierce, Fla. Filed Nov. 24.

■ WHOM(FM) Mt. Washington, N.H. (94.9 mhz, 48 kw, ant. 3,760 ft.)—Seeks assignment of license from Alpine Broadcasting Corp. to Newengco Inc. for \$3,500,000. Seller: Norman R. Alpert, president (87%) and six others, none of whom have other broadcast interests. Buyer: Frederick A. Godley, chairman, (46.6%) and 11 others. He is New Canaan, Conn., investor and has no other broadcast interests. Filed Nov. 30.

■ WONW(AM) Defiance, Ohio (1280 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Tri-State Broadcasting Inc. to Defiance Communications Inc. for \$555,000. Seller: Glenn R. Thayer, Lloyd P. Basil and Richard W. Crowell (one-third each) who have no other broadcast interests. Buyer: Subsidiary of Central Broadcasting Corp., closely held Richmond, Ind.-based group of 48 stockholders. William M. Quigg is president. Central Broadcasting Corp. owns WKBV(AM)-WRIA(FM) Richmond, Ind.; WBAT(AM) Marion, Ind.; WBIW(AM)-WBIF(FM) Bedford, Ind.; and WBEX-AM-FM Chillicothe, Ohio. Filed Nov. 19.

■ KCCO(AM)-KBLG(FM) Lawton, Okla. (AM: 1050 khz, 250 w-D; FM: 98.1 mhz, 100 kw, ant. 202 ft.)—Seeks transfer of control of Progressive Broadcasting Co. from Louise H. Downing and others (100% before, none after) to Howard B. Chapman and others (none before, 100% after). Consideration: \$950,000 (BROADCASTING, Sept. 28). Principals: Sellers are Louise H. Downing as executrix for estate of Gerald G. Downing (51.66%), Ross B. Baker Jr. (20%), Louise H. Downing (16.66%) and Russell G.

Jones (11.66%) who have no other broadcast interests. Buyers are Michael D. Russell (50%), Howard B. Chapman (29%) and Robert B. Cole (21%). Russell is president, general manager and principal of KIKS(AM)-KJOL(FM) Iola, Kan. Chapman and Cole are Houston, Tex., investment builders. Filed Dec. 2.

■ **WFBA(AM)** San Sebastian, P.R. (1460 khz, 500 w-U)—Seeks assignment of license from Pepino Broadcasters Inc. to Luiz Raul Perez-Perez for \$400,000 (BROADCASTING, Dec. 7). Seller: Felix Bonnet-Velez (100%) who also owns WOYE-FM Mayaguez, P.R. Buyer is manager and 40% owner of San Sebastian furniture and appliance store and has no other broadcast interests. Filed Nov. 20.

■ **WPUB-AM-FM** Camden, S.C. (AM: 1130 khz, 1 kw-D; FM: 94.3 mhz, 3 kw, ant. 197 ft.)—Seeks assignment of license from Kershaw County Broadcasting Inc. to Camden Communications Group Inc. for \$600,000 (BROADCASTING, Dec. 7). Seller: Austin M. Sheheen Jr., president, Cecil A. Bowers, Donald H. Holland, John C. West and estate of C.M. Ford (20% each) who have no other broadcast interests. Buyer: John D. Livoti (62%), Joe S. Marquez, Anthony G. Lanza (10% each), Albert L. Strada (8%), Edward T. Nugent (6%) and Anthony Lanza's sister, Gloria A. Lanza (4%). Livoti is general sales manager of WIS-TV Columbus, S.C. Marquez is vice president of Parker Brothers, Beverly, Mass., toy and game manufacturer. Lanza is employee of New York Times Co. Strada is vice president of Harrington, Righter & Parsons, New York station representatives. Nugent is salesman with D.L. Taffner Ltd., New York TV syndicator. Gloria Lanza is media services director for American Association of Advertising Agencies. None have other broadcast interests. Filed Nov. 20.

■ **WQOK(AM)** Greenville, S.C. (1440 khz, 5 kw-U)—Seeks assignment of license from WQOK Inc. to Keymarket Communications Inc. for \$750,000. Seller: Tecumseh Hooper (76%), wife, Frances S. (10%), son Tecumseh Jr. (6%) and daughters, Nan Hooper Woodward and Jean L. Hooper (4%). They have no other broadcast interests. Buyer: Paul H. Rothfuss, Kerby E. Confer (45% each) and David Bernstein (10%). They own WSSL(FM) [formerly WGXL] Laurens, S.C., which they bought for \$2.5 million (BROADCASTING, Aug. 10). Rothfuss and Confer each own 35% of WKRT(AM)-WNOZ(FM) Cortland, N.Y.; 25% each of KSSN(FM) Little Rock, Ark., and 10% each of permittee, WKFT(TV) Fayetteville, N.C. Rothfuss and Confer were granted FCC approval to buy WJDX(AM)-WZZQ(FM) Jackson, Miss., for \$4,437,000 (BROADCASTING, Nov. 9). They also bought, subject to FCC approval, WDIX(AM)-WPJS(FM) Orangeburg, S.C., for \$1,250,000 (BROADCASTING, Nov. 9). Filed Nov. 25.

■ **WSBM(FM)** Jefferson City, Tenn. (99.3 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Mossy Creek Broadcasting Corp. from Hugh Cate (100% before; none after) to Kenneth Klingler (none before; 100% after). Consideration: \$370,000. Principals: Hugh C. Cate and wife, Clara (90% jointly) and Bill Petty (10%) who have no other broadcast interests. Buyer is Barbourville, W. Va., minister who has no other broadcast interests. Filed Dec. 2.

■ **WZZI(AM)** Madisonville, Tenn. (1250 khz, 500 w-D)—Seeks assignment of license from Man Corp. to Sunbelt Communications Corp. for \$120,000. Seller: William H. France and Gary Hall (50% each) who have no other broadcast interests. Buyer: Tom Amis, Maynard Head and Howard Pack (one-third each). Amis owns one-third of WSVQ(AM) Harrogate, Tenn., where Pack is former salesman. Head is Cumberland Gap, Tenn., public relations consultant. Filed Nov. 24.

■ **KEGL(FM)** [formerly KFJZ-FM] Fort Worth Tex.; (97.1 mhz, 100 kw)—Seeks assignment of license from Swanson Broadcasting Inc. to Eagle Radio Inc. for \$8,315,000 plus assumption of liabilities. (BROADCASTING, Nov. 9). Seller: Tulsa, Okla.-based group of five AM's and four FM's principally owned by Gerock H. Swanson, president. Buyer: subsidiary of Sandusky Newspapers Inc., Denver-based group of three AM's and four FM's owned by Dudley White, chairman, and family. Filed Nov. 25.

■ **KYOK(AM)** Houston, Tex. (1590 khz, 5 kw-U)—Seeks transfer of control of Starr KYOK Inc. from Shamrock Broadcasting Inc. (100% before; none after) to All Pro Broadcasting Inc. (none before; 100% after); consideration: \$1,500,000 (BROADCASTING, Dec. 7). Principals: Subsidiary of Shamrock Broadcasting Inc., Hollywood-based group of four AM's, four FM's and two TV's owned by Roy E. Disney family. It sold,

subject to FCC approval, WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 22 et. seq.) Buyers are Willie D. Davis (66.77%) and Northwestern Mutual Life Insurance Co. (33.33%). They own KACE(FM) Inglewood, Calif., and WAWA(AM) West Allis and WLUM-TV Milwaukee, both Wisconsin. Filed Nov. 24.

■ **WQRK(FM)** Virginia Beach, Va. (104.5 mhz, 50 kw, ant. 490 ft.)—Seeks assignment of license from Bay Cities Communications Corp. to WORK Corp. for \$2,250,000 (BROADCASTING, Nov. 9). Seller: Aubrey E. Loving Jr. and Martha Davis (50% each), who own WTJZ(AM) Newport News, Va. Buyer: Paul Todd and Rust Capital Corp. Todd is general manager at WQRK and owns 50% of WKEX(AM) Blacksburg, Va., and 4.7% of WTVZ(TV) Norfolk, Va., and WJTM(TV) Winston-Salem, N.C. Rust Capital is Austin, Tex., small business investment company and owns 16.67% of class B nonvoting stock of KPAM(AM)-KCNR(FM) Portland, Ore., and KLIR(FM) Denver. Filed Nov. 25.

Actions

■ **KWHY-TV** Los Angeles (ch. 22; 2,570 kw vis., 257 kw aur., ant. 2,930 ft.)—Granted assignment of license from Coast Television Broadcasting to Choice Channel of Los Angeles for \$5.3 million. Seller is principally owned by three brothers, Wiley D., Robert W., and Hugh R. Bunn and Frederick D. Custer, who have no other broadcast interests. Harris is president and principal owner of Harriscope Broadcasting Corp., Los Angeles-based group of two AM's, one FM and five TV's. Selec TV is Marina del Ray, Calif.-based subscription television service. Lionel Shaheen is president. Selec TV, which has supplied pay programming to station, exercised option to buy. Action Nov. 20.

■ **KEEN(AM)-KBAY(FM)** San Jose, Calif. (AM: 1370 khz, 5 kw-U; FM: 100.3 mhz, 14.5 kw, ant. 2,580 ft.)—Granted transfer of control of United Broadcasting Co. from George D. Snell Sr. (100% before; none after) to Snell Family Capital Partnership (none before; 100% after). Consideration: \$40,000. Transferees are George D. Snell Jr., B. Floyd Farr (32.26% each) and Haig Mardikian and sister Anita N. Mardikian (32.26% jointly) and cousin Gregory Mardikian (3.22%). Earlier this year George Snell Sr. transferred his one-third interest in KCVR(AM)-KWIN(FM) Lodi, Calif., to his four sons. Mardikians own, through estate of George Mardikian, deceased, one-third of KCVR-KWIN. Action Nov. 18.

■ **KERE(AM)** Denver, Colo. (710 khz, 5 kw-U)—Granted assignment of license from Mission Denver Co. to Rocky Mountain Two Inc. for \$2,405,000. Seller: Jack Roth, who owns KONO(AM)-KITY(FM) San Antonio, Tex. Buyer also bought, subject to FCC approval, KFGL(FM) Fort Worth, Tex. (see above). Action Dec. 7.

■ **KFEL(AM)** Pueblo, Colo. (970 khz, 1 kw-D)—Granted assignment of license from Pueblo Broadcasting Inc. to Creative Communications Associates of Pueblo Inc. for \$110,000 plus assumption of debt. Seller: Smiley & Fay Income Properties (51%), John M. Boye and Thomas Steele (24.5% each). Smiley & Fay Income Properties is owned by Thomas B. Smiley III, who has no other broadcast interests. Buyer: John M. Boyd, Thomas Steele and Richard D. Scott (one-third each). Boyd and Steele own 50% each of KLIT(AM) Pomona, Calif., and 5% each of WTSJ(AM) Cincinnati; WVOI(AM) Toledo; WTOW(AM) Towson, Md. Also, each own 22.5% of KKIM(AM) Albuquerque, N.M., and are also applicants for new FM at Albuquerque. Scott is Burbank, Calif., marketing consultant. Action Nov. 20.

■ **KDSA(FM)** Wichita, Kan. (91.1 mhz, 14.5 kw, ant. 185 ft.)—Granted assignment of license from Defenders School of the Air Inc. to Friends University for \$100,000. Seller: nonprofit, nonstock corp.; Hart Armstrong, Kansas City, Mo., minister, is president. No other broadcast interests. Buyer: nonprofit institution; Richard E. Felix is president. It has no other broadcast interests. Action Nov. 20.

■ **KLYC(AM)** Laurel, Mont. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from George M. Fox to Sunstar Communications Group for \$344,000. Seller has no other broadcast interests. Buyer: Lonnie M. Smith and Fred Rockwood (49% each)—and Derek A. Preece (2%). Smith is vice president at American Tourister Inc., Warren, R.I. Rockwood is vice president of Hillenbrand Industries, Batesville, Ind., parent of American Tourister. Preece is former account executive at KXEM(AM) McFarland, Calif. They have no other broadcast interests. Action Nov. 20.

■ **KUTA(AM)** Blanding, Utah (790 khz, 1 kw-D)—Granted assignment of license from Blue Mountain Broadcasting to Smith Media Corp. for \$192,500. Seller: George Walton (51%), Earl Stevens and Edward Boyle (24% each) who have no other broadcast interests. Buyer: Shelby and Harrison Smith, brothers, and family. They are Shreveport, La., businessmen and have no other broadcast interests. Action Nov. 20.

■ **WFTR(AM)-WIXV(FM)** Front Royal Va. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw, ant. 490 ft.)—Granted transfer of control of Harris Broadcasting Corp. from Donald B. Harris and others (100% before, none after) to Straus Communications in Virginia Inc. (none before; 100% after). Consideration: \$626,000. Seller is owned by Donald B. Harris (52%), wife, Dorothy J. (28%), and E. Richard Westlane (20%) who have no other broadcast interests. Buyer is owned by R. Peter Straus and wife, Ellen S. who own WMCA(AM) New York. Peter Straus is former director of Voice of America. Action Nov. 20.

■ **WYVA(FM)** Yorktown, Va. (94.1 mhz, 50 kw, ant. 500 ft.)—Granted assignment of license from Cradle of Democracy Broadcasting Co. to Karas Radio Corp. for \$475,000. Seller is owned by George W. Liddicoat, president, and 16 others who have no other broadcast interest. Buyer is owned by Joseph F. Hennessey, Lynda B. Lovett, Craig and Thomas Siebert, brothers (23.55% each), Richard C. Rowleson (5.55%) and Stanley J. Karas (.28%). Hennessey, Rowleson and Thomas Siebert are Washington communications attorneys. Craig Siebert is Annapolis, Md., certified public accountant. Karas is general manager of WEAM(AM) Arlington, Va. Lovett is wife of Lee Lovett, Washington communications attorney. Buying group includes same principals who were granted FCC approval to buy WANB-AM-FM Waynesburg, Pa., for \$544,000 (BROADCASTING, Nov. 2). Action Nov. 20.

Facilities Changes

AM applications

■ **WDLK(AM)** Dadeville, Ala.—Seeks CP to increase D power to 1 kw. Ann. Nov. 17.

■ **KUET(AM)** Black Canyon, Ariz.—Seeks modification of CP (BP-800311AC) to change hours of operation to U by adding 1 kw-N, DA-2. Ann. Nov. 20.

■ **WKIS(AM)** Orlando, Fla.—Seeks CP to increase N power to 5 kw; D power to 10 kw; DA-2; change TL; and make changes in ant. sys. Ann. Nov. 17.

■ **WEAT(AM)** West Palm Beach, Fla.—Seeks CP to change ant. sys., change operation parameters of directional antenna. Ann. Nov. 19.

■ **WKDO(AM)** Liberty, Ky.—Seeks CP to increase power to 1 kw and change TL and SL. Ann. Nov. 17.

■ **KXAK(AM)** Corrales, N.M.—Seeks CP to change hours of operation to U by adding 500 w-N; increase D power to 5 kw; install DA-W; change TL; change SL & RC: and make changes in ant. sys. Ann. Nov. 17.

In Contest

FCC actions

■ FCC denied request by Florida Power Corp. to stay order reducing rate utility could charge cable systems for pole attachments and ordered it to refund overcharges. Common Carrier Bureau set new rate and ordered refunds with interest for cable companies' excess payments.

■ FCC denied request to review Broadcast Bureau decision that WBZ-TV Boston hadn't violated personal attack rule in editorial it aired on Cardinal Madeiros in Sept. 1980. Petition filed last May alleged editorial complaint, but Bureau noted Cardinal himself hadn't complained and pointed out that petitioner hadn't established prime facie case that station violated personal attack rule.

Designated for hearing

■ St. Petersburg, Fla. **new TV** (ch. 38)—Bay Television Inc., Home TV Inc. and Oak Television of Tampa Bay Inc. to determine whether Bay and Home are financially qualified; whether proposal by Bay is consistent with minimum mileage separation requirements of Section 73.610 and whether circumstances exist which would warrant waiver of that rule; whether, in light of Mr. Gilder's interest in WTMP(AM) Tampa,

grant of Home's application would be in public interest; whether tower height and location proposed by Oak would constitute hazard to air navigation; which of proposals, comparatively, would best serve public interest; which of applications should be granted. (BC Doc. 81-788-790). Action Nov. 9.

■ Dubach, La. **new FM** (97.7 mhz)—Robillard Communications Inc., Dubach Broadcasting Co., and Dubach Radio Inc.: to determine with respect to Dubach Broadcasting and Dubach Radio whether main studio location complies with Section 73.1125 of rules and, if not, whether circumstances exist which might warrant waiver; which of proposals, comparatively, would best serve public interest and which to grant. (BC Doc. 81-804-806). Action Nov. 10.

■ Montevideo, Minn. **new FM** (105.5 mhz)—Western Minnesota Stereo Inc. and O & I Broadcasting: to determine if Western is financially qualified; which of proposals, comparatively, would better serve public interest and which of applications should be granted (BC Doc. 81-795-796). Action Nov. 9.

■ Wilmington, N.C. **new TV** (ch. 29)—Wilmington Telecasters Inc. and Cape Fear Television Inc.: to determine whether there are any contracts etc. between Mrs. Katherine R. Everett and American Telecasters Inc. concerning control of Wilmington Telecasters Inc., and if so, a) whether applicant is legally and financially qualified; with respect to Cape whether there is reasonable possibility that tower height and location proposed would be hazard to air navigation; which of proposals on comparative basis, would better serve public interest; and which of applications should be granted (BC Doc. 81-791-792). Action Nov. 9.

■ Ponce, P.R. **new FM** (101.1 mhz)—Ivanhoe Broadcasting Corp., Family Broadcasting Group, Zaba Radio Corp. and Marsona Broadcasting Corp.: to determine whether Family and Marsona are financially qualified; which of proposals would best serve public interest, and which to grant. (BC Doc. 81-807-810). Action Nov. 10.

■ Selah, Wash **new AM**—KWIQ Radio INC. FOR modification of license KWIQ(AM) Moses Lake North, Wash., and Tri-Co Company: to determine

whether Tri-Co will realistically provide local transmission facility for Selah or for Yakima, Wash., and if not whether proposal meets technical provisions of rules for AM's assigned to Yakima; areas and populations which would receive primary service from each proposal; which of proposals would better provide an equitable distribution of radio service; which of proposals would, comparatively, better serve public interest and which of applications should be granted. (BC Doc. 81-797-798). Action Nov. 9.

Procedural rulings

■ Hilton Head Island, S.C. **AM proceeding** (Coastal Empire Broadcasting Inc., et al.)—ALJ Thomas B. Fitzpatrick granted joint requests by applicants and approved agreement approved reimbursement to Coastal for \$16,158.51 by Calibogue Broadcasting Co. and dismissed with prejudice Coastal's application; approved agreement between Hilton Head Media dn Calibogue which arranges for merger of interests of Hilton and Calibogue whereby two partners of Calibogue would each own 37.5% of stock in new corporation and one of three partners of Hilton would own remaining 25%; approved reimbursement of \$30,348.89 to Hilton and \$10,000 to Calibogue; dismissed with prejudice Hilton's application; granted Calibogue Broadcasting Inc.'s (successor to Calibogue) application and terminated proceeding (BC Doc. 81-2530255). Action Nov. 16.

■ Hamvre, Mont. **FM proceeding** (Triangle Broadcasting Co. et. al.)—ALJ Thomas B. Fitzpatrick denied petition by Havre Broadcasting Corp. to enlarge issues against Hi-Line for leave to amend; granted joint request and approved agreement and authorized reimbursement of \$40,000 to Havre by Hi-Line; dismissed with prejudice Havre's application; dismissed Triangle's application for failure to prosecute; dismissed as moot motion by Hi-Line for production of document; granted Hi-Line's application to operate on 95.1 mhz at Havre, and terminated proceeding. (BC Doc. 81-256-258). Action Nov. 17.

■ Spokane, Wash. **TV proceeding** (Springfield Television of Washington Inc., and JUSDAN Inc.)—ALJ John H. Conlin granted joint request and ap-

proved agreement; authorized reimbursement of \$11,000 to Springfield Television; dismissed with prejudice Springfield's application; granted JusDan's application and terminated proceeding. (BC Doc. 81-130-131). Action Nov. 16.

Allocations

Petitions

■ Pukalani, Hawaii—In response to petition by Ethnic Minorities Broadcasting: proposed assigning 98.3 mhz to Pukalani as its first FM; comments due Jan. 4, reply comments Jan. 19 (BC Doc. 81-817). Action Nov. 16.

■ Lamoni, Iowa—In response to petition by Lamoni Broadcasting Co.: proposed assigning 97.7 mhz to Lamoni as its first FM; comments due Jan. 4, reply comments Jan. 19 (BC Doc. 81-812). Action Nov. 12.

■ Great Falls, Mont.—In response to petition by Sun River Broadcasting Inc.: proposed substituting 106.1 mhz for 106.3 mhz licensee of KOOZ(FM) Great Falls and modify license of KOOZ(FM) to specify operation on class C channel; comments due Jan. 4, reply comments Jan. 19 (BC Doc. 81-813). Action Nov. 12.

■ Mathis and Robstown, both Texas—In response to petition by Humberto Lozano Lopez: proposed deleting 98.3 mhz from Mathis and reassigning it to Robstown; comments due Jan. 4, reply comments Jan. 19 (BC Doc. 81-816). Action Nov. 16.

■ Raymond, Wash.—In response to petition by David E. Gauger: proposed assigning 97.7 mhz to Raymond as its first FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-811). Action Nov. 12.

Assignments

■ Ansley, Al.—Denied assignment of 100.1 mhz to Ansley. (BC Doc. 81-154). Action Nov. 6.

■ St. Johns, Ariz.—Assigned 95.7 mhz to St. Johns as its first FM; effective Jan. 4 (BC Doc. 81-405). Action Nov. 16.

■ Coxsackie and Rotterdam, both New York—Assigned 98.3 mhz to Rotterdam and denied mutually-exclusive proposal to assign same channel to Coxsackie; effective Jan. 4. (BC Doc. 81-322). Action Nov. 16.

■ Camp LeJeune, N.C.—Dismissed Francon Inc.'s application for review of Bureau action denying assignment of 98.5 mhz to LeJeune. (BC Doc. 21383). Action Nov. 18.

■ Woodward and Alava, both Oklahoma—Granted Omni Communications Inc.'s petition for reconsideration of Bureau's action assigning FM Channels 92.1 mhz and 102.3 mhz to Woodward, to extent of also assigning 101.1 mhz with site restriction of 10.8 miles southwest. Action is effective Jan. 12. (BC Doc. 80-282). Action Nov. 16.

■ Midland, Tex.—Assigned 106.7 mhz to Midland as its fourth FM; effective Jan. 4 (BC Doc. 81-401). Action Nov. 16.

Earth Stations

■ Based on FCC tabulations as of Nov. 10, there are 6,498 earth stations. Approximately 5,381 are receive-only; 980 are transmit-receive; 22 are transmit only and 115 others are domestic space stations. Receive-only stations are not required to be licensed by FCC (BROADCASTING, oct. 22, 1979).

Applications

■ FCC reported following satellite radio applications acceptable for filing:

■ State of Arizona, Division of Emergency for Prescott, Ariz. (5m, Anixter-Mark, E3944).

■ International Video Consultants for Las Vegas (5m, AFC, E3945).

■ Century Center Communications Corp. for Honolulu (10 m, S-A, E3946).

■ Catalina Cablevision Associates for Tucson, Ariz. (5m, S-A, E3947).

■ Community Television of Utah Inc. for Nephi, Utah (4.6m, S-A, E3948).

■ Crest Communications Inc. for Goddard, Kan. (4.6m, S-A, E3949).

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- Horizon Communications Corp. of Indiana for Franklin (4.6m, S-A, E3950) and Bloomfield (5m, AFC, E3951) both Indiana.
- Shenango Cable TV Inc. for Hermitage, Pa. (5m, Microdyne, E3952).
- Cable East Point Inc. for East Point/College Park Fulton, Ga. (5m, S-A, E3953).
- Horizon Communications Corp. for Lebanon, Ind. (4.6m, S-A, E3954).
- TV Pix Inc. for Hawthorne, Nev. (4.6m, S-A, E3955).
- Multimedia Inc. for Knoxville, Tenn. (7m, S-A, E3956).
- Cablevision Communications Corp. for Minden, La. (5.6m, Gardiner, E3957).
- Hallsville Cablevision Corp. for Hallsville, Tex. (5.6m, Gardiner, E3958).
- Aitkin Cablevision Inc. for Aitkin, Minn. (5.6m, Gardiner, E3959).
- City of Oconato Falls Cablevision for Oconato Falls, Wis. (4.6m, S-A, E3960).
- Jones Intercable Inc. for Elizabethtown, N.C. (4.6m, S-A, E3961).
- Karnack Corp. for Benavides, Tex. (5.6m, Gardiner, E3962).
- Mid-Coast Cable Television Inc. for El Campo, Tex. (4.5m, Prodelin, KM59).

Translators

UHF application

- Tendered for filing:
- Cortez, Colo.—Montezuma-Dolores county seeks CP for new UHF translator on ch. 59 to rebroadcast KNME-TV Albuquerque, N.M., (100 w, 15 ft.). Ann. Nov. 24.

VHF actions

- Reno, Stead, and Sun Valley, all Nevada—Washoe County School District granted CP for new VHF translator on ch. 5 to rebroadcast KVIE(TV) Sacramento, Calif. (100 w, 25 ft.). Action Nov. 12.
- Orangeburg, S.C.—Capital Communications Inc. granted CP for new VHF translator on ch. 8 to rebroadcast WLTX(TV) Columbia, S.C. (1 w, 305 ft.). Action Nov. 12.
- Newberry, S.C.—Capital Communications Inc. granted CP for new VHF translator on ch. 8 to rebroadcast WLTX(TV) Columbia, S.C. (1 w, 135 ft.). Action Nov. 12.
- Laketown and Garden City, both Utah—Bear Lake Valley TV Association granted CP for new VHF translator on ch. 8 to rebroadcast KUTV(TV) Salt Lake City (10 w, 30 ft.). Action July 24.
- Dingle and Rural Bear Lake, both Utah—Bear Lake Valley TV Association granted CP for new VHF translator on ch. 11 to rebroadcast KTVX(TV) Salt Lake City (1 w, 20 ft.) Action July 24.

Cable

- FCC reported following cable television service registrations:
- Midwest Corp. d/b/a Bettevvision Systems for Bayard, W. Va. (WV0717) new signal.
- Total Television of Santa Rosa Inc. for Santa Rosa, Calif. (CA0658) new signal.
- Colorado Cablevision Inc. for Strasburg, Colo. (CO0178) new signal.
- Cablevision Associates Gary et al for Gary, Ind. (IN0079) add signal.
- Western Ohio Cablevision Inc. for Edgerton, Ohio (OH0933) new signal.
- ATC Cablevision of South Pasadena Inc. for South Pasadena, Calif. (CA0893) new signal.
- Mountain State Cable Inc. for Beechwood, W. Va. (WV0739) new signal.
- View Cable TV Inc. for Carswell AFB and Westworth Village, both Texas (TX0855, 856) new signal.
- Misco Inc. for West Wendover, Nev. (NV0052) new signal.
- Cadiz Cable TV for Cadiz, Ky., incorporated city and unincorporated outside (KY0317, 316) new signal.
- Westmoreland Cable Inc. for West Deer, Pa. (PA1809) add signal.
- Teleprompter of Leesville Inc. for Newland, La. (LA0021) new signal.
- American Cablevision of Carolina Inc. for Lumberton, N.C. (NC0013) add signal.
- Armstrong Utilities Inc. for Franklin, Pa. (PA0754) add signal.
- Harbour-View Cable TV Inc. for Dunkirk, N.Y. (NY0314) add signal.
- Satellite Industries Inc. for Casa Grande apts., N.C. (NC0313) new signal.
- Community Television of Utah Inc. for North Ogden, Utah (UT0092) new signal.
- St. Landry Cable TV Inc. for Washington, La. (LA0227) new signal.
- Pinebelt Cablevision for Mobile and Creola, both Alabama (AL0241, 242) new signal.
- Angwin Cable Inc. for Mountain View, Wyo., incorporated town and unincorporated outside (WY0113, 114) new signal.
- American Television and Communications Corp. for Highlands Ranch, Colo. (CO0183) new signal.
- Carolina Cable Communications Inc. for Clover, S.C. (SC027) new signal.
- Anniston Newchannels Corp. for Talladega, Ala. (AL0245) new signal.
- Acton CATV Inc. for Pavilion and St. Joseph, both Michigan (MI0564, 566) new signal.
- Parable Inc. d/b/a Parable of North Liberty Indiana for North Liberty, Ind. (IN0319) new signal.

- Lake Shore Master Antenna Corp. d/b/a Alabama Newchannels for Tallapoosa, Ala. (AL0244) new signal.
- Katy Cable Television Inc. for Keegans Glen, Tex. (TX0868) new signal.
- Live Line Inc. for Parrish, Ala. (AL0243) new signal.
- Tapco CATV Inc. for Pearl River Water and Como, both Mississippi (MS0188, 189) new signal.
- Lip-Lee CATV Inc. for Barret Station, Harris (eastern), Highlands, all Texas (TX0865, 866, 867) new signal.
- Starwest Communications Co. for Layton and Syracuse, both Utah (UT0090, 91) new signal.
- Fairfield Communications Inc. for Green Valley, Ariz. (AZ0134) new signal.

Other

- FCC scheduled its next en banc meeting open for public participation on Jan. 19, 1982, from 9:00 a.m. until noon, in room 856, 1919 M St., N.W., Washington, D.C. Public participation will be strictly limited to segments of maximum of 15 minutes. Preference among participants will be given to those who expressed interest in appearing at previous meeting but could not be accommodated. Ann. Dec. 1.
- FCC chief scientist on Dec. 1 extended through Dec. 22 and Jan. 6 dates for filing comments and reply comments, respectively, in matter of implementation of final acts of World Administrative Radio Conference, Geneva, 1979 (Gen. Docket 80-739).

Call Letters

Applications

Call	Sought by
WDER	New AM's Spacetown Communications Corp., Derry, N.H.
WXRQ	Radio Maury County Inc., Mt. Pleasant, Tenn.
KNNB	New FM's Apache Radio Broadcasting Corp., Whitewater, Ariz.
KOLM	RTC Broadcasting Corp. Palm Springs, Calif.
KFKF	Existing AM KCKN Kansas City, Kan.
KSOJ	Existing FM's KCTB-FM Flagstaff, Ariz.
KBNY	KUJZ Nampa, Idaho
KRKR	KCKN-FM Kansas City, Kan.
WVTR	WVWR-FM Roanoke, Va.

Grants

Call	Assigned to
WOZO	New AM Broadcast Facilities Co., Penn Yan, N.Y.
WCSY-FM	New FM Spartan Broadcasting Inc., South Haven, Mich.
WIXO	Existing AM's WPCY Mobile, Ala.
WYEA	WMLS Sylacauga, Ala.
WJYI	WCOB Marietta, Ga.
WOBM	WHLW Lakewood, N.J.
WDHB	WJZA Harriman, Tenn.
WMJT	WIAB Mt. Juliet, Tenn.
KTXC	KPAC Port Arthur, Tex.
KHOS	KPEP San Angelo, Tex.
KORZ	Existing FM's KEME Fairbanks, Alaska
KXRC	KRAI-FM Craig, Colo.
WJOI	WWJ-FM Detroit
KSCV	KOVF-FM Kearney, Neb.
WQBM-FM	WOBM Toms River, N.J.
WBUF	WFXZ Buffalo, N.Y.
KSSM	KORS Miami, Oklahoma

Summary of broadcasting

FCC tabulations as of October 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,626	3	0	4,629	127	4,756
Commercial FM	3,340	2	2	3,344	188	3,532
Educational FM	1,116	0	0	1,116	63	1,179
Total Radio	9,082	5	2	9,089	378	9,467
Commercial TV						
VHF	522	1	0	523	5	528
UHF	248	0	0	248	109	357
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	18	180
Total TV	1,029	4	7	1,040	138	1,178
FM Translators	413	0	0	413	211	624
TV Translators						
UHF	2,657	0	0	2,657	187	2,844
VHF	1,472	0	0	1,472	434	1,906

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

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

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Sales Manager. 100,000 watt FM adult contemporary station located in mid-size sunbelt market has an opportunity for a highly motivated and organized person who has background in advertising/marketing, wide knowledge of radio industry, minimum two years of college, and experience as a hard-hitting street salesman. Salary commensurate with experience. Mail resume to: Box M-147. Equal Opportunity Employer.

Co-op Sales Director. No. 1 country AM radio station located in the heart of the sunbelt is seeking an experienced co-op sales director. Become a part of Texas' fastest growing group of radio stations—Hicks Communications, Inc. Salary commensurate with experience. Equal opportunity employer. Send resume to: Gary F. Maricle, General Sales Manager, KLVJ Radio, P.O. Box 5488, Beaumont, Texas 77706. 713—838-3911.

Station Manager. Group-owned 50KW FM, California small market vacation area. Strong sales background required. Reply Box M-171.

General Manager with a proven background in sales, and good working knowledge of programming and production needed to head our AM and FM operations in West Virginia. Outstanding growth opportunity. Send resume with references to Box N-42.

Sales Manager Wanted for Long Island station. Must train, motivate, lead sales force. Proven track record necessary. Excellent compensation package. Resume, references to Box N-10.

Group of Gospel Stations in Montana has need for experienced professionals at all levels. Positions are stable with a first rate company. Salaries consistent with abilities. Send complete resume, references, and current earnings to Bruce Erickson, The Enterprise Network, 100 North 24th Street West, Billings, Montana 59102. Inquiries held in strictest confidence. Equal Opportunity Employer.

Program Manager for growing NPR affiliate in upstate New York. Minimum three years' experience in classical music radio. Experience in producing performance broadcasts essential. Send resume, tape and salary requirements to Ellis Bromberg, WSKG-FM, P.O. Box 97, Endwell, New York 13760. EOE.

General Manager Needed for major market religious/ethnic radio station. Must be sales-oriented and want to make money. We are one of the largest radio chains and are offering a once in a lifetime opportunity in an upper Midwest market. If you think you're qualified, contact Dick Marsh, Vice-President, Universal Broadcasting, 3844 East Foothill Boulevard, Pasadena, CA 91107. 213-577-1224. This is an immediate opening.

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Co-Op Sales Director. No. 1 country AM radio station located in the heart of the sunbelt is seeking an experienced co-op sales director. Become a part of Texas' fastest growing group of radio stations—Hicks Communications, Inc. Salary commensurate with experience. Equal Opportunity employer. Send resume to: Gary F. Maricle, General Sales Manager, KLVJ Radio, P.O. Box 5488, Beaumont, Texas 77706. 713—838-3911.

Excellent Sales Opportunity. Salary plus commissions plus benefits. Sales experience helpful, but let's talk. Contact Sales Manager, 13Q Radio, Scranton, PA. 717-342-1320. EOE.

Charleston, South Carolina ... Historical city by the sea with year-round mild climate has full time AM Station seeking experienced and aggressive sales executives with opportunity of making \$25K first year. Send resume and references to: C. Edward Little, WGCA Radio, Box 2576, Charleston, South Carolina 29403.

Sales Manager. Powerful class C FM in Sun Belt on the way up needs sales manager who is good at hiring and training local sales staff. Reply Box M-172.

A Successful 5KW AM/100 KW FM operation needs an experienced salesperson with sales management potential. As part of a group, we offer plenty of room to advance. Please write or call in confidence to Gordon Stafford, KLMR AM/FM, P.O. Box 890, Lamar, CO. 81052. 303—336-2206.

Major Market Sunbelt FM Station looking for pro to handle strong list. Must have minimum of one year experience in advertising sales, preferably radio. Submit resumes immediately to: George Reed, WVEE, 805 Peachtree St., NE, Atlanta, GA 30308. Please, no calls. An equal opportunity employer.

General Sales Manager, WSAC/WWKK, Fort Knox, Ky. AC/AOR stations need dynamic, organized and disciplined professional to motivate agency and retail sales staff—qualified with track record. Account list—guaranteed salary, commission and bonus override, EOE. Send resume to Station Manager, Box 70, Fort Knox, Kentucky 40121.

Sales Manager. New FM in beautiful St. Augustine, Florida, will need aggressive proven sales manager for this 1st class facility serving 50,000. Excellent living and working conditions—super opportunity. Send resume to Jim Martin, WMKM, P.O. Box 2696, Jacksonville, FL 32203. Phone 904—355-7511. EOE.

Experienced account executive for adult format, 50,000 watt FM. Send resume to Andrea Butler, WVUD-FM, 300 College Park, Dayton, Ohio 45469.

I'm looking for someone who can successfully sell a 35+ format in the fastest growing market in the country. Send resume to Mr. Rory Mack, WINK-AM, Box 331, Fort Myers, FL 33902.

Sales & Sports—Midwest AM/FM looking for an experienced and aggressive account executive who also has the desire, knowledge and professional ability to do high school PBP. Liberal commission, benefits, auto and travel expense. \$20-\$25K+ first year. Position open around Feb. 1, 1982. Reply to Box N-55.

Sales Manager—Medium market, Midwest. Promotion minded. Heavy retail sales experience necessary. Must carry heavy list. Resume and salary requirements to Box N-64.

Great Falls, Montana. New 100,000 watt FM to sign-on in early 1982. Now accepting applications for complete staff including Manager, Salespersons, Announcers, Newpersons. Contact: William Reier, President, Northern Sun Broadcasting, P.O. Box 20, Bozeman, Montana 59715.

Jupiter, Florida. Enjoy Florida living away from Miami/big city hassles while selling for 25% comm. Super opportunity—You call the shots. AM/FM combination—Home of Burt Reynolds and great fishing/golf. Low cost of living. Call Steve Nettore at 305—746-5191.

HELP WANTED ANNOUNCERS

Rare Opportunity - WMMR needs the most outrageous overnight personality in the history of broadcasting. Must have minimum 3 years experience in major market. Send tapes and resumes to Charlie Kendall, Program Director, WMMR, 19th & Walnut Streets, Philadelphia, PA 19103. No Calls. An Equal Opportunity Employer M-F

Experienced announcer for Soul/Urban Contemporary evening show in Central Virginia. Send resume to Box N-4.

Morning Personality. Possible promotion to PD. California FM. Adult Contemporary. Salary—DOE. Reply: General Manager, KIOQ, Bishop, CA 93514.

Afternoon Drive Personality needed at area's number one contemporary station. Experience and talent a necessity. Great opportunity with a growing company. Send resume/tape to WENY, Box 208, Elmira, N.Y. 14902.

Charleston, South Carolina ... Historical city by the sea with year round mild climate has full time AM Station seeking capable and qualified, experienced announcers to join my group operation with an opportunity of growth and monetary rewards. Send recent aircheck/tape, detailed resume and references to: C. Edward Little, WGCA Radio, Box 2576, Charleston, South Carolina 29403.

Experienced Radio Announcer, good production. Stable position for professional with good voice. A/C Format. Send Tape & Resume to Ben Everest, PD, P.O. Box 540, Plattsburgh, New York 12901.

Anchor wanted for FM top-40. 1 yr. min. exp., prod. a must. Also opening, AM country. T&R to Dave Turner, c/o WADZ, PO. Box 1307, Americus, GA 31709.

100,000 Watt Country powerhouse needs super nighttime announcer. Experience preferred. Send tape and resume to: Program Director, WAXX-FM Radio, P.O. Box 47, Eau Claire, WI 54702. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Wanted: Chief engineer or combo announcer-Chief engineer. Send resume to KSOX, 345 S. 7th St., Raymondville, TX 78580. E.O.E.

Full-Time Chief Engineer position available immediately for market leader AM/FM first-class facility. Good living market. Solid company with above average earnings and fringe benefits. Seek career-oriented individual with administrative talent. John R. Kreiger, President & General Manager, KSEL, Inc., Box 2369, Lubbock, Texas 79408. 806—747-2555. EOE employer.

Beautiful Northwest Florida. Class C 100,000W FM/10KW AM seeks experienced, full-charge Chief Engineer Present Chief retiring. We are looking for a long term relationship. Send all details to: P.O. Box 1874; Tallahassee, FL 32302.

KMET-FM, Los Angeles, has a rare opening for a Technical Maintenance Engineer. We're looking for a special, unique person who can relate to the format and has the technical ability to work with one of the top AOR stations in America. Union position. If you're it, call us at (213) 462-7111, ex. 1481, or send resumes to Human Resources, Metromedia, Inc., 5746 Sunset Blvd., L.A., CA. 90028. EOE.

Chief Engineer for new FM in beautiful St. Augustine, Florida, who can also do air shift and will be proud to maintain this 1st class facility. Excellent living and working conditions. Send resume to Jim Martin, WMKM, P.O. Box 2696, Jacksonville, FL 32203. Phone 904 355-7511. EOE.

HELP WANTED NEWS

New England Small Market leader needs a full-time newperson. Salary commensurate with experience. Tape and resume to: Gary Cohen, News Director, WTSL, P.O. Box 1400, Lebanon, NH 03766. EOE.

Production Manager-Chief Announcer for exciting new news and information satellite radio network. Major corporation backing. Quality voice, hands-on local production know-how, East Coast. Resume first. Box N-43.

Wanted: Announcer for AM 50,000 Watt Station (WBT) in Charlotte, North Carolina. An experienced personality who is also excellent in production. Tapes and resumes only - no calls - to Andy Bickel, One Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Small Market Station with major market performance is looking for a newperson who can dig and develop rapport with local sources. Additionally, play-by-play in football and basketball is essential. We assign our news and sports personnel fulltime status. No board shift is required. If you can write intelligently, dig with zeal and would like some play-by-play work, send proof of performance immediately to: Paul G. Fyffe, WSIP Radio, Paintsville, Kentucky 41240.

Our award-winning News Director is leaving after four years. Can you fill his shoes? Public radio station with strong news and public affairs presence seeking a news professional who can write, anchor major newscasts and lead others. We are a major university located 65 miles from Chicago. University degree required. Send resume, references, audition tape and salary requirements by December 18th to: Michael Lazar, Station Manager, WNIU-FM, Northern Illinois University, DeKalb, Illinois 60115.

WTTM, Trenton—New Jersey's only full-time Country satellite station—wants full-time News/Production person. Send tape, resume: Marc Scott, General Manager, WTTM, 333 West State Street, Trenton, NJ 08618. 609-695-8515.

SW small market station expanding news dept. after Jan. 1. One year experience necessary. Box N-65.

Major Market O&O-FM seeking highly qualified morning-drive anchor/reporter. Conversational delivery on hard news. Tape and resume to Karen Hand, 630 North McClurg Court, Chicago, IL 60611.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager-Chief Announcer for exciting new news and information satellite radio network. Major corporation backing. Quality voice, hands-on local production know-how, East Coast. Resume first. Box N-43.

One of Southeast's hottest contemporary FM's is looking for an experienced heavy weight programmer. Send resume to: Box N-36. An EOE.

P.D. Position for No. 1-rated FM country station in 250,000 plus metro. Must have good production and promotional skills. Send tape and resume to WAXT, Box 111, Alexandria, Indiana 46001.

Program Director: Powerhouse AM in Top 50 Market wants "take charge" person to revitalize and give direction to a potentially great Personality/Adult Contemporary Radio Station. Air Shift (preferably, Morning Drive), oversee Air Staff, Production, News Personnel and formatics. Solid track record with proven stability a must. Send resume to: Box N-58. EOE-M/F.

Program Director for radio station in the beautiful Napa Valley of California, 45 miles from San Francisco. Station enjoys No.1 share of market. Seeking management and leadership ability plus quality on-air performer. It may be your first PD. position. Salary requirements in first letter to Tom Young, KVON, PO. Box 2250, Napa, CA 94558 Phone 707-252-2440.

Production Director for top-rated adult station in the market. Highly creative individual to be responsible for the radio production including commercials, station promotion and PSA's. Strong copywriting skills required. Will also maintain copy and tape files. Three to five years' commercial production experience required. On-air experience helpful. Send tape and resume to Corporate Personnel Department, WRAL-FM, PO. Box 12000, Raleigh, N.C. 27605-2000. EOE/MF

Future Opening for experienced production person for AM/FM combination. Heavy technical qualifications. Good voice helpful. Resume and sample of production work to: Station Manager, WAXX/WAYY Radio, PO. Box 47, Eau Claire, WI 54702. An Equal Opportunity Employer.

Reps Wanted for radio sports service. We provide post-game cuts, game previews, key press conferences, training camp reports, etc., in and around metro New York. Send us info on your rep procedures. We're anxious to work with you. Sports News Syndication, 3 Jean Lane, Monsey, NY 10952.

Program-Promotion Director for 50,000 watt FM Adult Station. Strong promotion, innovative programming. Send resume to Jack Rang, WVUD-FM, 300 College Park, Dayton, Ohio 45469.

SITUATIONS WANTED MANAGEMENT

Station sold - experienced General Manager available immediately. Strong all phases to insure "bottom line." 816-431-2529.

Available, Southeast, January 1982. Experienced manager, AM, excellent background and references. Ed Damron, Route 8, Box 172, Jonesboro, Tennessee 37659. 615-753-4387.

19 Year Veteran with successful track record in all size markets and excellent references seeking GM position in small to medium market. Available now. John Long, 713-444-4839.

SITUATIONS WANTED SALES

Sales Manager - Loves to sell beautiful music. Local, Regional and National experience. Strong ties south and southeast. Basil Storrs, Jr., 502-426-8517.

Sales—Medium to large market full time sound operations, C&W format only. Enjoy sales and looking for opportunity to move up to sales manager or station manager. Experienced and successful. Good benefits. Can increase your billing. Write: PO. Box 514, Craigsville, W. Va. 26205.

SITUATIONS WANTED ANNOUNCERS

I have the skills, the shtick, and the drive. I've polished my craft at WTVN and KIOA morning drive. Shall we win—together? Brad, 305-276-2945.

Good voice and reader, stable, personable, will relocate. Dave Guddeck, 311 Port Washington Road, Grafton, Wisconsin 53024. 414-377-3192.

Need some evening help? Try Sports Talk. I have a proven ratings record, get major guests. Good journalist with news background. Box N-3.

Seasoned Performer with freelance experience (VO, PBP, talk) wants full-time position. DJ, News, Sports. Jordan 212-371-2356.

Seven Years Professional air talent: Worked Las Vegas, Waco, Florida markets. College, First Phone. Thom 714-772-0587.

Hardworker sincerely needs a job. Why not call & we'll talk about filling that vacant position. Will relocate. John Iozza, 24 Birch St., Everett, MA 02149. (617) 387-9325.

Classical music announcer—Young, experienced, knowledgeable, creative, dedicated and thoroughly professional. Seeking to serve at either a commercial or public station. Write to Leon Cohen, 5019 N. Santa Monica, Milwaukee, WI 53217, or call 414-964-9312.

Major Market Sports Talent. Ten years' experience, major college PBP, fifty KW talk, top references. 404-432-5857.

Hard Worker, good voice—plenty of experience; communicator—not button pusher. Prefer small or medium market, Southeast. Available soon. 904-771-7386, 3907 Angoi Pl., Jacksonville, FL 32210—Randy.

Available—Stable announcer. Four years' experience including PBP, MD, PD, OM at current station. Looking for stable, situation with growth potential. Call Chuck anytime. 616 258-2214.

Male announcer, new, aggressive, some experience in writing and production, immediate start possible. Felix 714 483-4264.

Disc Jockey with excellent voice and speech seeking position. Able to work all shifts. Good Production; sales welcomed. Arthur Ostermann, 212 447-3768.

SITUATIONS WANTED TECHNICAL

Sold my station. Seeking new challenges. Former group technical director. Minority. \$35,000. Box M-160.

ASET Degree, 10 years' experience in Radio and TV. Want staff engineer position. Prefer West Coast. Reply to Box N-21.

SITUATIONS WANTED NEWS

Sportscaster plus. Six sports PBP, nightly sports-talk, soccer, minor league baseball, major college sports. Originality, versatility, productivity. Keith 614-374-4248.

Sports Director. Award winner. 15-years' experience. Hard working. Involved. Employed but looking. Box N-1.

Talk-Show Host: Currently employed in major market. Interviewing/open lines experience. Articulate, exceptionally well-educated with wide-ranging, varied background. Tapes and excellent references. Will relocate. Call Joe 216-439-1938.

Sixteen Years' DJ experience in MOR, AC, Country. Presently working PM drive for number one 50KW. Strong production skills. Upper Midwest or Eastern market. Steve 317 282-5343 after five.

Experienced Sportscaster Needs Work. I have 5 years major college PBP news/sports awards, various administrative positions. Looking especially for baseball position. Call 618-985-8078.

5 years news/talk, 2 M.A.'s. 38. Married. Ex business, education, military. Steve Hook 317 289-6397. 2308 W. Surrey, Muncie, IN 47304.

Bright, Articulate person in Northern Virginia with 4½ years' radio experience desires position as a sports broadcaster. Excellent play-by-play, voice and production skills. Prefer Mid-Atlantic region but willing to re-locate. Available now. Call Collect 703-378-4319, After 6 p.m.

Experienced Radio newsmen/news director seeks news writer/editor position. Degree, 12 years' radio experience with 8 years writing & reporting. 703-268-5645.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

5-year man seeks on-air PD. slot, some sales, small market. Prefer college town, upper Midwest. Box N-62.

A/C-MOR Program Director looking for opportunity in the Carolinas, Virginia or Georgia. Experienced, professional. Call Don Noe at 803-229-7689, or write to 107 Canyon Drive, Greenwood, South Carolina 29646.

If you like Dr. Don—Try this doctor. Heavy into humor/entertainment. Serious offers only. Box N-61.

Writer/Producer with several years' experience as Production Director, Copywriter, News Reporter, Air Talent, Free-lance Writer, and Sound Engineer seeks opportunity with large-market broadcast or production operation. For demo, call Steven Dahlman 319 362-5974.

TELEVISION

HELP WANTED MANAGEMENT

Director of Administration and Finance. Challenging job for creative person. Responsible for all corporate financial and administrative functions for one community public TV and two public radio stations in Northeast. Includes corporate planning and some special projects. Reports directly to President. Three years' financial and administrative experience a must. Writing skills important. An EEO employer. Send resume and salary needs to Box N-2.

Expanding group owners looking for aggressive Station Manager with Sales Experience. (Western State). Salary commensurate with ability and experience. Box N-6.

General Manager is sought to aid in construction and operation of proposed VHF TV station in top market in Pennsylvania. Equity interest may be available to highly qualified and suitable person. EEO employer. Replies held in confidence. Letter and resume to Box N-14.

Major TV group seeks experienced General Sales Manager for network affiliate in Southeast. Prefer candidate with independent experience, strong in local sales, and good creative background in markets of four or more stations. EOE. Box N-44.

HELP WANTED MANAGEMENT CONTINUED

Television General Manager - Group owned network affiliate in southeast market seeking experienced broadcaster for general manager's position. Sales, budgeting and people skills essential, as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box N-28.

Assistant to President in Charge of Marketing. If you are an experienced TV promotion specialist, with an eye toward station management, this position is for you. Group station with excellent reputation - now No. 1 station, but striving to be better. An equal opportunity employer. Box N-31.

Cable Television Coordinator. \$2287 per month. Highly responsible professional and technical work in coordinating and monitoring cable television operations within the City of New Orleans. Applicants must have: B.A. or B.S. from an accredited college or university in Electrical Engineering, Electronic Engineering, Communications, Broadcasting, or a closely related field. Official college transcript or diploma specifying degree must be presented within 2 weeks of application; 5 years of fulltime professional administrative experience (which must have been gained within the last 10 years) in the field of electronic communications. Excellent fringe benefits. Please contact Selarstean Mitchell, City Hall, Room 7W03, 1300 Perdido St., New Orleans, LA. 70112 or phone 504-586-3147. An Equal Opportunity Employer.

Television Manager for S-2 Satellite. Sunny Southwest VHF Network station seeking qualified manager and other personnel for S-2 operation. We are converting current S-1 Satellite operation. Station Manager applicants must be high achievers with expertise in personnel, operations and sales. Position demands prior S-2 experience. If you are aggressive, knowledgeable and career oriented, this company offers both opportunity and a future. Send letter and resume to: Wayne M. Roy, KVIA-TV, Box 12277, El Paso, Texas 79912.

TV Station Comptroller. Manage financial operations including corporate statement preparation, internal audits, and financial planning. Accounting degree, EDP system knowledge with 3 - 5 years' accounting experience required. Broadcast experience helpful. Resume and salary history to Howard L. Hoffman, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. No phone calls. Equal Opportunity Employer/Affirmative Action Employer.

Director. Telecommunications Division (search reopened). The director of the Telecommunications Division of the Learning Resources Center effectively serves in the capacity of general manager of the public television station, KTSC-TV, Channel 8 and is head of instructional television activities. Duties include the planning and management of the division budget, general PTV station management, the development of post secondary ITV programs and activities, including cooperative projects with continuing education, special programs in conjunction with business and industry, work with local public school authorities to provide state-funded in-school programming, supervision and development of staff, advancement of the LRC/Division goals at the state/regional/ and national levels, policy implementation and formulation, and development and maintenance of good community relations. A major responsibility of the director is to supervise the development of sources of funding for KTSC-TV, including auctions, underwriting and membership. Qualifications: M.A. or M.S. or all course work completed, preferably in educational television, but at least in a directly related field. Minimum of 5 years full-time employment in educational television; 3 years of which may be in operation/ production and/or teaching, but with at least 2 years in television station administration. 2 years additional management/administrative experience in television and/or radio may be substituted for the educational requirement. Salary: \$29,520 - \$32,004 per overall qualifications. Start May 1, 1982 or before. To become a valid applicant, a letter of application, a resume, and the names of 3 references, together with their current address and phone number, must be submitted to the Search Committee Chairman, or received postmarked no later than January 29, 1982. Contact: Dr. Thomas J. Muhic (Chair) Dean, School of Education, University of Southern Colorado, Pueblo, Colorado 81001. University of Southern Colorado is an Equal Opportunity/Affirmative Action Employer.

Director of Community Relations for state Public Television Network. Responsibilities in public information and development include newsletter, reports, development of materials to assist with statewide promotion efforts, identifying sources and initiating contacts and special projects as assigned by General Manager. Strong writing and public relations experience desirable. Bachelor's degree in journalism, english, public relations or broadcasting or equivalent in related experience of a qualifying nature. Salary range: \$20,600 to \$26,900. Send resume by December 31 to: Personnel Office, PPTN, 169 W. Chocolate Ave., Hershey, PA 17033. PPTN is an Equal Opportunity Employer.

New VHF station in Arizona's most desirable small town needs sales-oriented general manager. If good climate, a start-up challenge and an exciting future interests you, send resume and salary requirements to PO. Box 391, Phoenix, AZ 85001. EEO M/F.

HELP WANTED SALES

Account Executive for major market Sunbelt independent TV station. Must have TV sales experience and a proven track record. Equal Opportunity Employer. Box N-57.

Washington, D.C.: Local Sales Account Executive. Heavy list. Independent station. Call Local Sales Manager 202-654-2600.

Local Sales - CBS affiliate has immediate opening for AE with good retail sales experience. We need AE with enough experience to become sales manager. Tell us why you're qualified. Send resume and income requirements to Box N-63. E.O.E.

Local Account Executive opening with NBC affiliate in Top 20 market for an aggressive A.E. with extensive TV station sales background and strong retail experience. Must be self-starter. Apply to: Karl Gensheimer, Local Sales Manager, WTCN-TV, 441 Boone Ave. No., Minneapolis, MN 55427, 612-546-1111. WTCN-TV is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Turner Broadcasting System, Inc., WTBS, CNN, CNN2. Due to the start of our third station, Cable News Network 2, we have immediate openings for: 3 Maintenance Engineers and 7 Operation Engineers. Two years technical school or electronic experience required. Send details of your employment background and salary requirements to: G. Wright, Turner Broadcasting System, Inc., 1050 Techwood Dr., NW, Atlanta, GA 30318. No phone calls please. EOE.

Chief Engineer for midwest UHF affiliate. Must be experienced in UHF transmitters and in budgeting. Group owned station. An equal opportunity employer. Box N-31.

Chief Engineer/Operations Manager. Accent on manager - to assume direction of engineering operations for midwest UHF station. Experienced in budgeting, hiring, training, and supervising engineering personnel. Knowledge of production helpful. Will become important part of a professional management team. Excellent future and benefits. Reply in confidence to Box N-30. EOE.

Maintenance Engineer Wanted. Modern Videotape Production Facility is seeking a maintenance engineer. If you would like working in Colorado and qualify in the maintenance of Ampex 1" Type C videotape, CMX Editing Systems, Vital Squeeze-zoom and Hitachi Cameras, contact Jerry Ebbers, Chief Engineer, Telemation Productions, Inc., 7700 East Iliff, Suite H, Denver, CO 80231. 303-751-6000.

Assistant Chief. WLFI-TV Lafayette, Indiana, is taking applications for Assistant Chief Engineer. Write or call Ken Gardner, WLFI-TV, PO. Box 18, Lafayette, Indiana 47903. 317-463-3516.

Maintenance Engineer for group-owned UHF affiliate. Experience required. Top union salary. Must be strong in ENG and 1" and 2" tape. An equal opportunity employer. Box N-31.

Opportunity for assistant engineer to become Chief Engineer with expanding group owners. (Western State). Salary commensurate with ability and experience. Box N-7.

Television engineer to perform maintenance on 3/4" ENG and associated broadcast equipment. Not an entry level position. Immediate opening for an experienced professional. Contact Ben Pflederer, Chief Engineer, WIFR-TV. 815-987-5300. Equal Opportunity Employer.

Television Maintenance Technicians and Remote Supervisors. Midwest Production Company seeks full-time broadcast maintenance technicians and remote supervisors. Applicants should have three or more years maintenance experience with emphasis on digital technology. Position involves travel and work on large-scale remote productions. Excellent salary and benefits package. Reply to: Bob Uhlis, Laclede Communication Services, Inc., 1345 Hanley Industrial Court, St. Louis, Missouri 63144. 314-961-1414.

Broadcast Field Technician, Public Broadcast System. Responsibilities include maintenance and installation of statewide microwave and translator system. Extensive travel. Experience with video, microwave and translators necessary. TV studio experience especially helpful. Salary range \$1527-\$2046/monthly. Entry normally at lowest level. Contact Vaun McArthur, 1910 University Drive, Boise, Idaho 83725, 208-385-3344 by December 18 for application form.

TV Maintenance Engineer: WXIX-TV, a Metromedia station, has an opening on the midnight shift for an experienced engineer. Requirements: FCC 1st class license; two year electronic associate degree or equivalent; three years experience trouble shooting; TV broadcast equipment to the component level. Competitive salary and good fringe benefits. Send resume to: Director of Engineering, 10490 Taconic Terrace, Cincinnati, Ohio 45215

Chief Engineer. Top 50 CBS/TV affiliate in largest UHF market in United States will relocate station to new site early 1982, needs experienced take charge chief engineer on-site location, design, equipping and construction of new facility. Scranton has active cultural activities including own symphony, public theatre, museum, zoo. Hub of interstate highways, PA Turnpike, within two hours of New York, Philadelphia. Send resume to: General Manager, WDAU-TV, 1000 Wyoming Avenue, Scranton, PA 18509.

Chief Engineer: Responsible for technical/engineering operations for University television facilities, including dedicated cable TV channel. Minimum 3 years broadcast, cable and/or CCTV experience, including maintenance and supervision. Salary \$19,584-\$22,212, plus benefits. Send resume and letter of application to Personnel Services, Wichita State University, Wichita, KS 67208 by December 28. AA/EOE.

Electronic Technician Wanted: Studio Chief Engineer wanted at WOWK-TV, Huntington, WV., to be responsible for maintenance of studio equipment and supervision of studio technicians. Heavy electronic equipment maintenance and repair background required. Salary \$20,000 plus profit sharing, retirement plan, excellent benefits package. Please write to General Manager, WOWK-TV, 625 Fourth Avenue, PO. Box 13, Huntington, West Virginia 25706. An Equal Opportunity Employer.

Television Broadcast Engineer with Production emphasis required for operation and maintenance of new EFP vehicle, Vanguard studio editing and studio maintenance. FCC license, two years television engineering experience and ASEE or equivalent required. Send resume to KAKM, 2651 Providence Drive, Anchorage, Alaska 99504. Deadline for applications is January 15, 1982. KAKM is an EEO employer.

Central Michigan University is seeking a Maintenance Engineer to be responsible for repair, preventative maintenance, and technical operation of University-owned television/radio-related apparatus. Education equivalent to two years of broadcast-related repair training at the college or trade school level. Minimum of three years of regular broadcast experience (television/radio) of a qualifying nature. Possession of valid first class FCC radiotelephone operator's license required. Excellent fringe benefits. Salary: \$7.18 - \$10.05/hr., commensurate with qualifications. Apply by January 15, 1982 to: Personnel Office, 109 Rowe Hall, Mt. Pleasant, MI 48859. CMU is an Affirmative Action & Equal Opportunity Institution.

HELP WANTED TECHNICAL CONTINUED

TV Engineer. Install, maintain repair, design TV equipment. Experience in color, ENG, 3/4 U editing, IVC 1-inch, studio mixers and switchers. Salary \$16,000 for 35-hr/week. Contact Personnel, County College of Morris, Randolph, NJ 07869. Tel: 201-361-5000.

Wanted: Assistant Chief Engineer for group owned net affiliated VHF station in 74th market. First class FCC license and 3 to 5 years transmitter and studio maintenance preferred. Must have desire to move up to Chief. Send resume and salary requirement in first letter to Greg Smith, KFVS-TV, Box 100, Cape Girardeau, MO 63701. EOE.

HELP WANTED NEWS

Position open immediately for News Director at KTUU 2, NBC Affiliate in Anchorage, Alaska. Responsibilities include supervision of an aggressive 9 member news operation in a rapidly developing market. Five years experience preferred. Emphasis on journalistic, managerial and strong producing skills. For more information, contact Al Bramstedt, Jr., General Manager, or Melissa Wells, acting news director, at 907-279-7477 or send resumes to: KTUU-2, P.O. Box 2880, Anchorage, AK 99510.

Photo Journalist: That's what we're looking for, not shooters. Our talented staff has the ability to produce quality visual stories. We want someone who can fit right in. If you are committed to news, send resume and salary requirements to Box M-159, EOE. Exp. Req.

Broadcast journalist to serve as visiting faculty member teaching broadcast news writing and TV news production and handling journalistic responsibilities with public TV and radio stations. Advanced degree desired, not required. Salary \$12,790 for the semester, Jan. 12 - May 14. Send resume, samples of work and names, addresses and phone numbers of references to reach Don H. Coombs, Director, School of Communication, University of Idaho, Moscow, ID 83843, by Dec. 20. The University of Idaho is an equal opportunity/affirmative action employer and educational institution.

Meteorologist wanted for top rated station in south. This person has TV experience and loves to communicate with viewers. Occluded fronts and troughs of low pressure suddenly take on meaning for this meteorologist's viewers. If you are a communicator and love doing the weather, we would like to talk with you. Send resume and salary requirements to box N-15. An Equal Opportunity Employer.

Sports Producer - Major market. Experienced producer with extensive sports background. Box N-13.

Assignment Editor. If you know news, have been in TV news for awhile, and want a chance to move into news management ... then, my small market newsroom may be the right place for you. We're all-ENG and our staff is large. I'm a news director who needs a professional assistant. Send resume to Box N-12. EOE.

Experienced News Producer for top 5 market station. Must be skilled writer and have excellent news judgement. Box N-11.

Weekend anchor/General Assignment Reporter. Strong journalistic credentials a must. Work in pleasant climate at an aggressive ABC station. Send tape and resume to News Director, KNTV, San Jose, CA 95110. An EOE Employer.

Bureau Chief for Midwest station with very heavy news commitment. Bureau equipped with ENG and live microwave. Prior reporting experience required. Box N-38.

Reporters: We're expanding our talented staff once again. If you love TV news and are among the best, then send resume and salary requirements to Box M-159. EOE. Deg., exp. req.

News Photographer. Once year experience. Send resume and tape to News Director, Box 4, Nashville, TN 37202.

Reporter. Expanding ABC affiliate looking for excellence. Resumes, tapes to Jim Blue, WAOW, 1908 Grand Ave., Wausau, WI 54401.

Group owned stations in Five Midwestern Markets looking for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box K-135. We are an Equal Opportunity Employer, M/F

Looking for Sports Director in 135th Market. Western sports-minded area. Send resume and tape to: News Director, KCRL-TV, P.O. Box 7160, Reno, NV 89510. EOE.

TV News Photographer - Minimum one year video experience. Journalism or related degree. Send resume and videotape to News Director, WOKR-13, Box L, 4225 W. Henrietta Rd., Rochester, NY 14623. EOE.

Reporter to join top-rated news department in upper Midwest medium market. Must have previous commercial television news experience. Send resume to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. No calls, please. An Equal Opportunity Employer.

News Director for competitive, booming Gulf Midwest medium market. Well-equipped and staffed news department needs an experienced, dedicated professional to assume responsibility for major expansion. Must be able to recruit, train, motivate and manage. Ownership and management are totally committed. Send resume and salary requirements to Box N-59. An Equal Opportunity Employer, Male/Female.

Washington bureau seeking experienced Radio-TV Reporter with good air presentation, speed, accuracy, and writing ability. Resume and salary requirements to Box N-66.

Aggressive News Producer: Aggressive Pacific NW Television news dept. seeking experienced producer. Will have all the tools including live remotes, helicopter with live capability, daily satellite feeds from Washington, D.C., and satellite up-link. Must be experienced self-starter who can be creative under pressure. Send resumes to John Kline, News Director, KATU Television, P.O. Box 2, Portland, OR 97207. An Equal Opportunity Employer.

Weekend Weather Anchor: The news leader in the Quad Cities market seeks an experienced person to do weekend weather and fill out week as a general assignment reporter. Weatherization radar and GOES satellite. Send tape and resume to: News Director, WOC-TV, 805 Brady Street, Davenport, Iowa 52808. No phone calls. An EEO Employer.

Co-anchor needed for ABC affiliate in Madison, Wisconsin. Station has aggressive and expanding news department. City offers outstanding living. Tape and resume immediately to Wayne Wallace, News Director, WKOW-TV, Box 100, Madison, WI 53701.

The Weather Channel - Meteorologists: Applications for 15+ TV talent positions are invited for the Weather Channel, John Coleman's 24 hour-a-day, national cable-TV weather network. We will be operating out of a large, new fully-equipped facility in northwest suburban Atlanta, Georgia. Send resume, tape, a list of professional references to Joseph S. D'Aleo Jr., Director of Meteorology, The Weather Channel, Suite 450, 2625 Cumberland Parkway, Atlanta, GA 30339. Final interviews will be held in January; positions effective March 1, 1982.

Sports Director: Knowledgeable, energetic sportscaster needed for two-person department. Anchor 6 and 11 PM show 5 nights per week. Strong writing skills with on-air experience preferred. Resumes may be forwarded to: News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Features Producer: Major Market Access Magazine wants experienced features producer to start immediately. Must have prior Evening/PM Magazine producing experience. Must have reel to show strong story structure and writing skill. Send your reel and resume to: J. Adair, Evening Magazine, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222.

Controller needed by number one sunbelt station offering excellent compensation plus living environment to match. Accounting degree and broadcast experience required. Send resume and references to Mark Conrad, WFMY-TV, P.O. Box TV 2, Greensboro, N.C. 27420. (EOE Employer and Harte-Hanks Station).

Pay TV network seeks operations manager who takes responsibility for scheduling, tape control, film inventory and other programming aspects. TV station background a necessity. Box N-40.

Traffic: Station in top 10 market affiliated with the Christian Broadcasting Network, seeks an experienced Traffic Manager. Computer knowledge helpful. Send resume to: Box N-20. Equal Opportunity Employer.

PM Magazine Producer/Host. Sunbelt market seeks male producer/co-host. Work with top-rated show in southwest atmosphere. Previous experience with PM Magazine an asset. Will be required to do daily wraps, produce own stories as well as manage PM staff and activities. Send salary requirements, tape and resume to Bob Allen, Program Manager, KOTV, P.O. Box 6, Tulsa, OK, 74101. E.O.E. M/F

PM Magazine Photographer/Editor. Immediate opening. Must be strong in shooting, editing, field producing, use of TK-76 camera, convergence editing. Good salary, benefits. Contact: Rick Jonardi, WPSD-TV, P.O. Box 1197, Paducah, KY 42001. EEO Employer.

WRCB-TV seeks Executive Producer for top rated PM Magazine. Excellent facilities and current staff of five pros. PM experience necessary. Write, produce and direct PM tips, stories, and related television and radio support material. Highly motivated individual with B.A. required. Salaried position. Reply to Gary Rocky, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. A Ziff-Davis Station. An Equal Opportunity Employer.

Producer/Reporter (Public Affairs). Producer/Reporter for KAKM Public Television, Anchorage, AK, to produce and moderate public affairs series and specials. Candidates must have solid journalistic and on-camera skills. College degree in journalism, broadcasting or related field and minimum of two years' experience required. Salary: \$19,425 - \$26,000 plus benefits. A video resume tape will be requested from finalists. Do not send with application. Send resume to KAKM, 2651 Providence Drive, Anchorage, AK 99504. Deadline for applications is December 31, 1981. KAKM is an EEO employer.

Creative Services Director - top 50, East Coast NBC affiliate needs experienced planner, creator and producer of all phases of station promotion. Minimum three years' TV promotion and some supervisory experience preferred. Box N-54. M/F, EEO.

Director - Northeast Syndicator/Production Company. Experience in remote sports, network quality. Creative, hard-working, flexible - some commercial production involved, willing to travel, must relocate. Call 412-339-7581, Production Dept., or send resume and tape to Box 93, New Kensington, PA 15068.

WGBH, Educational Foundation's TV station in Springfield, MA is looking for aggressive, hands-on experienced production supervisor. Will supervise and train all production employees, 2 studio operations, state-of-art remote unit, ENG units. LO productions for cable and will work closely with commercial and ad agency clients. A proven track record and at least 3 yrs' experience required. Resumes only: Personnel, WGBY, 44 Hampden Street, Springfield, MA 01103. EOE.

Producer-Director/Writer. No. 1 station in medium size midwestern market, looking for an experienced director and a commercial copy writer. Need someone with drive and creativity for writer, will do some training. News experience needed for director. Send salary history and resume to Box N-49. An Affirmative Action/Equal Opportunity Employer.

Director Wanted for Major market independent. Candidates should have 2 years' experience with heavy emphasis on promotion. Some commercial experience useful. Take-charge abilities a must. Send resume to Box N-53. EOE.

Director - need solid front-line director for news, commercials, sports remotes. Minimum 3 years news experience necessary. Experience with Grass Valley 1600-7K Switcher helpful. Send tape, resume and salary requirements to WNYT, Box 4035, Albany, New York 12204. An Equal Opportunity Employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Commercial Director. Direct commercial production in studio and on location. Some news possible. Two years' experience directing necessary. Send resume to: Gloria Towles, WRAU-TV, 500 N. Stewart, Creve Coeur, Illinois 61611. EOE.

SITUATIONS WANTED MANAGEMENT

If Your Television Group or station is looking for an aggressive general manager who is not only a strong administrator but has a flair for sales, programming, and the bottom line, then we should talk! For full information, call evenings after 5 PM. EST. 717-845-9538 or write Box N-46.

SITUATIONS WANTED SALES

Experienced radio and newspaper account executive with television background desires sales position. Any size market. Write Box N-47.

SITUATIONS WANTED TECHNICAL

I can save you hundreds of thousands on new construction and operation. 17 years' hands-on UHF/VHF/AM DA/FM maintenance, management of engineering and operations experience. Call Charles McHan 904-241-2852.

SITUATIONS WANTED NEWS

Sports anchor-reporter ... available now. Seven years experience radio and TV. Call John, 317-448-1359. Medium-large markets.

Meteorologist-Aggressive, Accurate, AMS Seal, 4 years' medium market broadcast experience. If you need a knowledgeable professional, call "Weather Will" now! Don't settle for less!! 414-497-0200.

Experienced news director, for station with commitment, growth opportunity. Stable professional, solid background, employed. Box N-8.

Hard-working, ambitious male with 1 year 6 months TV training and 7 months on-air radio announcing seeks first job as newscaster or cameraman. Will relocate. Call Claude Castellanos 212-463-4619.

Network Sportscaster Available! Extensive major market television and radio experience. Recently hosted National sports-talk show. Witty, straight from the hip approach. Call Bob, 203-651-8984 after 6 PM EST.

News Reporter presently working in a small market looking for a bigger challenge. Box N-52.

23 yr. old Ohio State Broadcasting Communication major; looking for a sports reporting position. Presently employed at O&O TV station in sales. Will relocate. Call Julia 312-861-5562.

Reporter. Presence with personality, strong writer, creative field producer. Currently reporter, substitute anchor/producer in medium market. Frequent live shots, ENG editing. Aggressive, streetwise, great with people. Looking for move up to professional operation. 201-666-5219.

**SITUATION WANTED PROGRAMING,
PRODUCTION, OTHERS**

Commercial Producer/Assistant Program Producer is looking for professional company to do quality production. College degree, 3 years' experience. Innovative with excellent writing skills. Will relocate. Box N-51.

ALLIED FIELDS

HELP WANTED TECHNICAL

Consulting Engineer seeks addition to staff. Willing to travel. Send resume and requirements. Write Box N-17.

HELP WANTED INSTRUCTION

Position Available: Instructor, Video Maintenance & Engineering Course. Send Resumes to: Bert Shapiro, School of Television Arts, 18 West 61st St., New York, N.Y. 10023.

See our ad for broadcast journalist under TV—Help Wanted, News, University of Idaho.

Twenty Graduate Assistantships for persons seeking Masters Degree in Mass Communication. Work with television, radio production, write for sports or news services, etc. Free tuition and fee waiver, plus \$3500 for nine months. Contact Richard Kneller, University of Southwestern Louisiana, Box 43504, Lafayette, LA 70504.

Mass Communication: Tenure-track position, rank and salary open. 50% teaching, 50% research. Teach one course per semester, opportunity to lead program in rural and agricultural communication research and to participate in international communication training. Ph.D. and rural communication research experience required, new technology capability desirable. Start July, 1982. Send resume, transcripts and four letters of recommendation by February 15 to: Ronald Ostman, Department of Communication Arts, 307 Roberts Hall, Cornell University, Ithaca, NY 14853. Cornell is an equal opportunity, affirmative action employer.

Assistant Professor to teach courses in radio-television sequence. Course responsibilities to include some negotiable combination of the following: Broadcast performance, video production, management, or directorship of student FM radio station. Required: Ph.D., or Master's with significant experience in video production and/or broadcast or cable management. Non-tenure track, renewable for 5 years. Salary \$17,500-\$20,000, 9-month. Summer possible. Kansas State University is an equal opportunity employer. Deadline Feb. 1, 1982. Application to Roberta Applegate, Department of Journalism and Mass Communications, Kansas State University, Manhattan, KS 66506.

Expansion Position. Arkansas State University's Department of Radio-Television seeks a person with the Ph.D. in broadcasting and/or mass communications plus some industry experience to teach in both its undergraduate and graduate RTV programs. Must be able to demonstrate ability to teach several of the following courses: Television Production, Television Directing (including graduate level TV directing), Broadcast News, Radio Production, Research Methods in Mass Communications, Cable Systems Management and Programming, Survey of Cable Television, Delivery Systems Technology. Salary competitive. Rank: Assistant or Associate Professor. Department will occupy new building by fall, 1982, with outstanding radio and television facilities. Application deadline: February 1, 1982. Position available: August 15, 1982. Resume and references to Chairman, Radio-Television Department, Box 2160, State University (Jonesboro), AR 72467. Arkansas State University is an equal opportunity/affirmative action employer. M/F.

Assistant Professor. The School of Journalism and Mass Communication at the University of Georgia is seeking a person to teach undergraduate and graduate courses in radio-television-film production, writing, and analysis of broadcast programming. Position begins September 1982. Ph.D. required; those near completion of the Ph.D. will be considered. Teaching, research experience, and professional experience desired. Salary commensurate with education and experience. Send resume to Dr. William Lee, Chairman, Radio-TV-Film Search Committee, School of Journalism and Mass Communication, The University of Georgia, Athens, GA 30602. Application deadline is January 4, 1982. The University of Georgia is an Equal Opportunity Employer and welcomes applications from minority and women candidates.

The American University School of Communication in Washington, D.C., seeks graduate students with full-time journalistic experience to work in teaching and professional positions while earning a Master's degree in its program in Journalism and Public Affairs. This is a one-year, full-time program. Includes internship. For information, write Graduate Admissions Committee, The American University, Washington, D.C. 20016. An Equal Opportunity and Affirmative Action Employer.

Brooklyn College. Assistant Professor, Television and Radio Department. Teach undergraduate classes in still and motion picture photography and TV production. Extensive experience in double system film and 3/4" ENG production and editing. September 1, 1982. Requirements: Ph.D. teaching experience, film and ENG production credits, publication desired. Salary depending on experience. Resumes to: Dr. Robert C. Williams, Chairman, Department of Television and Radio, Brooklyn College/CUNY, Brooklyn, New York 11210.

Assistant/Associate Professor, depending upon qualifications and experience. Ph.D. required. Teaching experience and/or media experience preferred. To teach undergraduate courses in radio and television production, programming, criticism, history, management, performance, or a combination of these. Participate in curriculum development. Regular research and publication expected. SUNY-New Paltz, located 90 miles from NYC near the Catskills, is an equal opportunity employer. Salary competitive. Send credentials by February 20, 1982, to Jonathan L. Yoder, Ph.D., Search Committee Chairman, Department of Speech Communication, SUNY-New Paltz, New Paltz, NY 12561.

Broadcast/Film Chair. The University of Alabama seeks a chairperson for its broadcast/film program. The department is one of four instructional units in the School of Communication which has over 1,600 students. Other teaching areas in the School are Advertising/Public Relations, Journalism, and Speech Communication. The chair directs a program of 450 majors with a faculty appointment, including Ph.D., teaching experience, and demonstrated scholarship. Previous administrative experience and previous media experience are highly desirable. Rank and salary will be determined by qualifications. Nominations and applications should be sent to: William H. Melson, School of Communication, The University of Alabama, PO. Box 1482, University, AL 35486. The University of Alabama is an equal opportunity, affirmative-action employer.

Assistant Professor to teach Television Production classes (which produce CATV programming). Qualifications: appropriate doctorate (earned or near completion) and successful teaching experience required; professional or public television production experience strongly preferred. Salary dependent upon qualifications. Send application letter, resume, placement file, and references to W. Robert Sampson, Chairman; Department of Speech, University of Wisconsin-Eau Claire, Eau Claire, WI 54701. Application deadline: January 29, 1982. UWEC is an Affirmative Action/Equal Opportunity Employer.

Assistant or Associate Professor in Electronic Media to teach courses in Electronic Media, mass communication, and radio and television production. Advanced degree required. Tenure track or tenured appointment. Salary negotiable. Deadline: March 15, 1982. Position begins 1 September 1982; appointment for summer 1982 possible and desirable (beginning June 1982). This is an extension of the posting for a position in Electronic Media previously posted in August 1981. Send letter of application and credentials to: Dr. Donald Larmouth, Chair, Search and Screen Committee, University of Wisconsin-Green Bay, CC 331, Green Bay, Wisconsin 54302. 414-465-2348/2134.

SITUATIONS WANTED MANAGEMENT

Major West Coast Market Operations Director seeks new challenge in operations/programming in top 20 market; TV or with progressive CATV. 415-952-6768.

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.

Moseley 505/C STL transmitter and receiver, any frequency. Mark Howard 912-232-0097.

Instant Cash For Broadcast Equipment: Urgently need Transmitters, AM-FM-TV; Microwave; Towers; WX Radar; Color Studio Equipment. Ray LaRue or Bill Kitchen, Quality Media Corp. 800-241-7878. In GA 404-342-1271.

\$500 Reward For UHF Transmitters: For information which leads to our purchase of any UHF TV Transmitter. Call Ray LaRue or Bill Kitchen 800-241-7878. In GA 404-324-1271.

Wanted: New and used transmitter tubes. MHZ Electronics, 2111 West Camelback Road, Phoenix, Arizona 85015. 602-242-8916.

Want to purchase 10 KW AM and 5 KW AM Transmitters. Call Soho Broadcasting, 213-876-7404, afternoons.

Want to buy a used TV transmitter, low band, one, five or ten KW. Contact G. Bonet. WORA-TV, Box 43, Mayaguez, PR 00709-809—832-1150.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215—379-6585.

Inventory Clearance—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617—272-3100, ext. 1872 for details.

Revox PR-99 New 2 track reel to reel tape deck list \$2095 sale price \$1750 Transcom 215—379-6585.

RCA TK-76 camera, one owner and user, meticulously maintained, all batteries, cables, A.C. and ingenious power zoom lens... 25K 714—283-9355.

Color TV Camera for Sale RCA TK-76B. 14:1 Fuji lens with X2EX. Includes batteries, charger, carrying case - full ENG configuration. \$21,500. Third Coast Video Inc., Jeff Van Pelt, 512—473-2020.

Used Equipment Bargains: RCA TT-10AL 11KW Transmitter; RCA TT-35 CHW/CHW/Driver & Diplexer just removed from service!; GE Film Chain; CVS 504B TBC; Envirozone Air Filters; Chyron III Character Generator; 12 to 15 Fonts; G/V 1400 Production Switcher W/D.S. Key; 3-Gates Criterion 80 Stereo PB and 1 Stereo Rec/PB carts. Call Ray LaRue, Quality Media Corp. 800—241-7878. In Ga 404—324-1271.

Remote Production Cruiser: Beautiful Crown chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel & drive train, good tires and brakes, includes (5) GE PE-350 Cameras, working well, 3-10:1 & 2-18:1 Lenses, motorized reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X6 prod sw'r w/effects, 8X2 GE Audio, well designed & professionally built. \$130,000. Call Ray LaRue, Quality Media Corp. 800—241-7878. In GA 404—324-1271.

EFP Production Van: Like new (2) Hitachi SK-70 Cameras; JVC 3/4" Editing pkg; port 3/4" VCR; CVS 504B TBC. w/noise reduction; 3M-1114 sw'r; 3M-D3000 c. gen; complete 8-in. audio; patching-monitoring; custom platform and AC generator. In service now, excellent condition, call Ray LaRue, Quality Media Corp. 800—241-7878. In GA 404—324-1271.

Channel 10 Transmitter Package: 25 KW, complete RCA TT-25 BH, good condx; 3-1/8" xmission line, antenna. \$35,000. Call Ray LaRue or Bill Kitchen, Quality Media 800—241-7878. In GA 404—324-1271.

FM Transmitters: 1KW Bauer, 3KW RCA, 5KW RCA, 5 KW CSI, 12KW CCA, 25KW McMartin, Call Transcom 215—379-6585.

AM Transmitters: 1 KW CSI, 1KW RCA, also RCA BTA 10H w/new finals and mods, Call Transcom 215—379-6585.

Textronix vectorscopes, Textronix waveform monitors, NEC FS-10 frame synchronizers, PC-70 cameras, camera chains, AMPEX VR 2000 video tape machines, GVG distribution amps, GVG pulse amps. Contact: Jim Richards, ABC, New York. 212—887-4906.

For Sale: One 161-73 MHz, 1 Motorola 85 Watt Base, 1 Remote Control Console, 1 60 Watt Mobile Unit, 1 5 W Portable with charger used less than one month. Substantial savings off the list price — \$6,000.00. Replies to: Box N-60.

For Sale: Harris Stereo automation system with KSP-10 programmer with extender for 19 sources, RA 10-sub programmer plus 11 sources. Fully equipped. Five years old and excellent condition. \$12,000.00. Complete information, write or call John Davenport, WESC-FM, P.O. Box 660, Greenville, S.C. 29602. 803—242-4660.

Automation Controllers and Parts. Harris, CETEC, Schafer, IGM, Instacarts, Gocarts, Carousels, Audiofiles, Tape Decks. 800—527-5959.

Prices Cut to the Bone. These won't last long. (5) Panasonic NV3170 1/2" VHS players \$950.00. (2) JVC KY-2000PS portable color cameras \$6,800.00. JVC CR-8500LU 3/4" editing system \$10,000.00. Many other Panasonic, JVC and name brand equipment available at prices too low to list. Call CLW Communications Group 1-800-251-6388. In TN 615—894-6060.

Studer/Revox A700 Deck. Excellent cond. \$1550.00. Pat Appleson Studios, Inc., 305—625-4435.

Telecine - RCA TP 66 professional 16mm projectors. Low hours, \$12,750.00. Eastman CT 500, 16mm, all options, 286 hours since new, \$10,995.00. Phillips 35mm, refurbished, \$16,995.00. Spindler 35mm slide projector, late model, \$2,995. Trades accepted. International Cinema Equipment, 6750 N.E. 4th Ct., Miami, FL 33138 Ph: (305) 756-0699 Telex 522071 - Int Cinema Mia.

(4) New ITC 10 1/2" Stereo Tape Players with warranty. Make offer, sell or trade. (800) 527-5959.

VTR's. RCA TR-70, Full Cavec, SS Rec Amps, DOC, \$22,000; RCA TR-60 updated, w/TBC ex-condx, low hours, \$9,000; RCA TR-22 Hi-Bank, \$7,000; Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC, \$22,000; IVC 870, \$500. Call Ray LaRue, Quality Media Corp. 800—241-7878. In GA, 404—324-1271.

Color Cameras-New: Thompson-CSF Ikegami, Panasonic; Used: GE PE-350 \$2,500 ea; GBC CTC-7X, Minicam, plumbs, \$10,000. Call Ray LaRue, Quality Media Corp. 800—241-7878. In GA, 404—324-1271.

Broadcast Audio/Radio Gear-New: CSI AM-FM Xmtrs; LPB Mixers; Microtrak Consoles/Equipment; Otari Recorders; Ramko; Russco; Studer Revox; Shure; Thompson-CSF; What do you need? Call Ray LaRue, Quality Media, 800—241-7878. In GA, 404—324-1271.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

COMEDY

Hundreds Renewed again! Free sample Contemporary Comedy, 5804-B Twineing, Dallas, Tex. 75227.

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

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—595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402—453-2689.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$99.95 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813—823-3733. Drawer 84, St. Petersburg, FL 33731.

Broadcast Engineering Service Company: TV-FM-AM field engineering—emergency maintenance—turnkey installation system design—survey and critique—interim maintenance or chief engineer. B E S Company, New Port Richey, Fla. 33553, 813—868-2989.

RADIO PROGRAMMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets—placement assistance—FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212—221-3700.

Music of Your Life? We have better quality, variety, selection. Solid gold 30's, 40's, 50's, 60's. G. Roy Gunderson, 2014 United Bank Center, 1800 Broadway, Denver, Colorado 80290.

Free Top Quality Audio Stories—Bowl Game Previews & Holiday Features. Audioline 414—321-6212, 602—966-7462.

CONSULTANTS

Job Hunting Success begins with professional guidance. Beginner/Pro, we can help. For details, send \$3.00 postage and handling to Broadcast Careers, Inc. Box 88864, Atlanta, GA 30338.

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314—522-6325.

RADIO Help Wanted Announcers

MAJOR FM BROADCAST GROUP

with AOR music stations in America's major markets is looking for talented air personalities and music directors who are successful in AOR formats. Grow with us in America's great cities.

Send aircheck and resume along with career ambitions. Replies strictly confidential.

BOX N-19

An equal opportunity employer

Help Wanted Technical

Assistant Chief Engineer

Immediate opening for Assistant Chief Engineer at all new facility in Boston. Experienced applicants should contact Kevin McNamara at (617)252-3444 or WMJX Radio, P.O. Box 501, Back Bay Annex, Boston, MA 02117.



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted News

PHILADELPHIA MORNING DRIVE NEWS CO-ANCHOR

WPEN is a Sinatra/Bennett oriented MOR station looking for a co-anchor to work with me and the rest of the team in AM drive. Top writing skills and warm, mature delivery required. Reply to: Elaine Soncini, News Director, WPEN Radio, One Bala Cynwyd Plaza, Bala Cynwyd, PA 19004.



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted News Continued

SPORTS DIRECTOR

Handle play-by-play major rated college football and basketball, direct sports shows, personal appearances, talks. Top references. Must have good public relations. Send resume to Box N-68. EOE.

Help Wanted Management

RADIO GM

Very successful group operator needs GM for powerhouse AM. Must have heavy sales and training experience. Top references. Market of 200,000. Reply Box N-67. EOE.

Help Wanted Programing, Production, Others

Advertising & Promotion Director

New York City

An opportunity for an experienced A & P person
 who is enthusiastic, intelligent and highly motivated
 who can create promotional opportunities as well as purchase them.
 who can explore and implement innovative methods of marketing this developing radio station to its listeners.

You'll be an integral part of a professional management team committed to winning, and work in a positive, supportive environment. This is an Equal Employment Opportunity.



Contact: Raymond Yorke VP/General Manager
WPIX-FM, 220 East 42nd Street, New York, NY 10017

ADVERTISING MANAGER

KLOK Radio has an immediate opening for an Advertising Director. You must have a knowledge of promotions and be able to write creative copy.

ADVERTISING BOOKKEEPER

KLOK Radio has an immediate opening for a radio bookkeeper. Please send resumes to: KLOK Radio, P.O. Box 21248, San Jose, CA 95151. Equal Opportunity Employer

Situations Wanted Management

Experienced

but young major market general manager looking for challenge. Have directed turnarounds in highly competitive top markets, aggressively reorganizing sales and programming efforts. Hands-on approach has produced documented winners in profits, sales, and ratings. Exceptionally strong references from local advertisers, national reps, program suppliers, Washington counsel, and fellow broadcasters. Carefully looking for long term association with quality organization in single station or group capacity. If you are not realizing the potential of a major property(s), let me know. Your reply will be kept strictly confidential. Box N-32.

Situations Wanted Announcers

OWN YOUR MARKET

AM Drive/Programer ... The ultimate combination. If you are sincere about winning big and are willing to grant programming control to a seasoned veteran with over 20 years as a major market influence and program inovator ... We should talk ... Call 609-397-8318 ... Attainable January 1.

TELEVISION Help Wanted Sales

NATIONAL MANAGER ADVERTISING SALES

American Television & Communications Corporation, the largest and fastest growing cable television company, is seeking candidates for the position of National Manager—Advertising Sales. This individual will plan and implement local advertising sales programs in ATC cable systems and shape other corporate strategies for developing maximum revenue potential from advertising sources.

Position requires proven media sales experience at the retail level, ability to train local sales and sales support staff, strong planning and organizational skills and the capacity to produce fresh approaches to marketing cable's attributes. Extensive travel is required and a background in the cable industry is desirable.

If you are interested in the challenges of the communications technology of the future, please submit a detailed resume, salary history/requirements, and a letter stating the strengths you would bring to this position, to:

Human Resources Department

**American Television &
Communications Corporation**

160 Inverness Drive West
Englewood, CO 80112



An Equal Opportunity Employer M/F/H/V

MEDIA SALES SPECIALIST

\$50,000+ Calibre To Call on Cable Programmers and Ad Agencies

Here's an unusual opportunity to create a new market and begin a national sales force for space sales on cable TV and in local papers.

Our client, a major group associated with a large nationally known conglomerate, is expanding into this new area and is seeking a professional capable of perceiving and seizing the opportunity. You'll be responsible for selling print advertising and program blurbs. Sales are expected to soar into the millions within the next 3-5 years—which will mean tremendous growth potential for those who get in on the "ground floor".

To qualify, you should be an aggressive, ambitious, and experienced salesperson. Your background might have been on the media buying side or in time sales, with heavy agency contact a must. Newspaper print background would be considered if all the other criteria are met. In addition, you should be a strong communicator, self-starting, and capable of working up your own media plans.

The immediate rewards include a base salary plus incentive, expenses, benefits, and more which can be discussed in a confidential interview. To apply, forward your resume to: Dept. 720-C, Suite 1930, 230 Park Avenue, New York, New York 10169.

Our client is an equal opportunity employer.

Help Wanted News

NEWS EXECUTIVE

Storer, NBC-TV station in beautiful San Diego wants experienced news executive with a proven track record to assist in directing news operation to greater heights. State-of-the-art, all ENG newsroom; Jet helicopter; microwave units; Washington News Bureau; and satellite downlink. Position ideal for creative individual ready for a challenge and advancement. Contract employees need not apply. Finalists will be brought to San Diego for interview. Confidentiality respected. Salary and job title open. Send complete resume and tape to:

Bill Fox
General Manager
KCST-TV
P.O. Box 11039
San Diego, Calif. 92111

An Equal Opportunity Employer

SPORTS ANCHOR/ REPORTER

Aggressive Top 20 midwest television news department seeking Weekend Sports Anchor/Weekday Sports Reporter. We have the latest state-of-the-art equipment, including live helicopter, several microwave units and satellite downlink. Prefer candidates with journalism degree plus at least three years TV sports experience. We are searching for someone to complement our A.P. and U.P.I. "Newscast of the Year." Please send resume to Box M-175. E.O.E. M/F.

TV ANCHORPERSON

N.E., medium-sized network affiliate. We're seeking that special person—a leader—for a hard-driving, professional news organization. The person we want is warm, dynamic and contemporary—a leader for the '80's. Salary \$40-K, minimum. Replies kept in strict confidence. Send resume and salary history to Box N-29. E.O.E.

EJ PHOTOGRAPHER

Must have 3 to 5 years experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4461 Conn. Ave., N.W., Washington, DC 20008. Equal opportunity employer.

WEATHER COMMUNICATOR

Top 20 market station searching for Weather Communicator or Meteorologist who can communicate. Environmental reports necessary. Our commitment includes color radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave units and live helicopter. Please send resume to Box M-101. E.E. M/F.

Newscast Producer

WJXT, the Post-Newsweek station in North Florida, is seeking an aggressive producer who can successfully supervise the journalistic and production elements of a contemporary newscast. Position also involves some special project producing. We are looking for two years' experience as a producer. Writing skills and the ability to work with people are essential. Please send show tape and resume to Steve Wasserman, News Director, WJXT, Box 5270, Jacksonville, FL 32207. No phone calls, please. WJXT is an Equal Opportunity Employer.

Help Wanted Programing, Production, Others



Executive Producer

Position available immediately to replace producer who has moved to Evening Magazine. Successful candidate for the state's highest rated PM Magazine must have administrative skills as well as creativity and writing talent. Previous PM producing experience required.

Send resumes, tapes and salary requirements to: Terry Dolan, Program Director, WNEM-TV, PO Box 531, Saginaw, Michigan 48606. E.O.E.

WRITER/PRODUCER TOP 20 MARKET

TV promotion department has an opening for a promotional writer/producer. This person will be responsible for writing and producing all on-air promotional spots and radio spots for locally originated, syndicated and network programs. Applicants should possess strong copywriting skills and have at least two years' experience in film or videotape production. An E.E.O. employer. Send resume to Box N-48.

Help Wanted Programing, Production, Others Continued



West Palm Beach
Florida

has an immediate opening for a creative and talented lady to replace our current Co-Host. Previous PM Magazine experience would be helpful but is not mandatory. We are looking for a real professional who is a go-getter and not afraid to roll up her sleeves and work long hours with a rather erratic schedule. You must be organized, able to work with a wide variety of personality types, and do whatever it takes to keep the West Palm Beach PM Magazine the excellent program it is. You must have a good personality, prior theatrical or television experience, administrative skills, and a background in journalism, writing, performing, or production. If you think that you have the talent and ability and want to grow both personally and professionally, then this is the position you have been looking for. Excellent company benefits and an expanding equipment base insure a viable career opportunity. All inquiries are confidential. Send tape and resume to:

Personnel Director
WPEC-TV 12
Fairfield Drive
West Palm Beach, FL 33407

An Equal Opportunity Employer

CREATIVE SERVICES DIRECTOR

WJZ-TV, Group W (ABC Affiliate) is looking for the best Creative Services Director in the country.

Terrific opportunity to create great advertising and promotion with an outstanding staff and station.

Send your reel and resume immediately to: Brian O'Neill, WJZ-TV, Television Hill, Baltimore, MD 21211.

WJZ-TV 13 ^{GROUP} **W**

Commercial Producer

Experienced commercial producer to write and produce local television commercials. Will work closely with sales and clients in concept and execution. Number one station in 40th market. Send tape and resume to Corporate Personnel Department, CBC, Inc., P.O. Box 12000, Raleigh, N.C. 27605-2000.

Equal Opportunity Employer, M/F



TALK SHOW HOST

Top ten TV station seeks host/announcer for half-hour daily talk show and booth work. We need a creative and naturally curious man or woman with a sense of humor. Prior talk show and booth experience a must. Send resume and tape including announce tape to: Tapes, Box 311, Washington, D.C. 20044. An Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others
Continued**

**DOCUMENTARY/SPECIAL
PROJECTS PRODUCER**

TOP 20 MARKET

Group W station WJZ-TV, Baltimore is looking for an experienced documentary and special projects producer who will be responsible for eight major projects a year as part of Group W's Impact project. Applicant should have at least four (4) years producing experience and be able to show several strong documentaries, as well as solid studio productions. Good writing skills are essential. Send resumes and salary requirements to Ralph Cole, WJZ-TV, Baltimore, Md. 21211. EOE/M/F/H.

**ASSISTANT DIRECTOR OF MARKETING/
ADVERTISING/RESEARCH**

Aggressive network affiliate in 18th market seeking number two in department of marketing/advertising/research. Prefer three years' experience in TV promotion with strong writing skills and thorough knowledge of creative/production processes in on-air and print. Ideal position for current number one in smaller market. Send resume and reel to:

Richard W. Roberts
Corporate Personnel Director
WFLA, Inc.
905 East Jackson Street
Tampa, FL 33602

An Equal Opportunity Employer M/F

**TV PROGRAM DIRECTOR
BALTIMORE, MARYLAND**

WBAL-TV, CBS affiliate, seeking television program director who is well versed in purchasing and scheduling of syndicated programming, network-affiliate relations, local program production, research analysis, labor relations, and FCC regulations. Applicant should possess minimum of 3 years' experience. Send resume to: Malcolm Potter, V.P.-Gen. Mgr., WBAL-TV, 3800 Hooper Avenue, Baltimore, Maryland 21211. An Equal Opportunity Employer M/F

**Help Wanted Management
Continued**

EXECUTIVE PRODUCER

The Weather Channel, National Satellite-to-Cable 24-hour Network, headquartered in Atlanta, seeks major production executive to be responsible for all phases of "on the air" presentation except meteorology. Network syndicated or major market television track record essential. Write full particulars to John Coleman, President, The Weather Channel, 2840 Mt. Wilkinson Pkwy, Suite 200, Atlanta, Georgia 30339. Equal Opportunity Employer.

Situations Wanted Management

TELEVISION EXECUTIVE

Senior Management Professional Budget and Profit oriented - Experience in all areas of Television operation. Top references available. Box M-163.

Help Wanted Technical

Director Of Engineering

For major East Coast Public Broadcasting Station. Duties include supervision of engineering, production, design and construction departments. Background in engineering management required. Send resume and salary history to Box M-134.

ALLIED FIELDS

Help Wanted Technical

**ENGINEERING &
MAINTENANCE
MANAGER**

Twentieth Century-Fox Film Corporation, a major entertainment corporation, has an excellent opportunity with our growing Video Services Division. The Engineering and Maintenance Manager will be responsible for managing the technicians who prepare tape masters for reproduction.

The successful candidate must have television experience with either a TV station, production facility or large-scale industrial operation. The individual must have experience with TV systems' design as well as day-to-day maintenance and repair. We are seeking someone with strong managerial skills. A BSEE is preferred, but not essential.

We offer competitive starting salary plus attractive fringe benefits. Please send resume with salary history to:

Personnel Department
LCH #6
Twentieth Century-Fox
Film Corporation
P.O. Box 900
Beverly Hills, CA 90213
Equal Opportunity
Employer M/F



TV ENGINEERS

Positions available for maintenance technicians at sunny Florida division of major corporation. Experienced with VTR, studio switching equipment and digital electronics. FCC license preferred. Send resume to: Mr. Tom Weems, Chief Engineer, WPLG/TV 10, 3900 Biscayne Blvd., Miami, FL 33137

Equal Opportunity Employer

Help Wanted Management

**DIRECTOR OF CREATIVE
SERVICES
DIRECTOR OF PROMOTION**

The Weather Channel, a National Satellite Cable Network in Atlanta, seeks two key staff members. Director of creative services and director of promotion. Send applications and resumes to: The Weather Channel, 2840 Mt. Wilkinson Pkwy., Suite 200, Atlanta, Georgia 30339 Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others**

Producer-Director

SmithKline Corporation, a Fortune 200, multinational health care leader, offers an exciting new opportunity on our Corporate Communication Staff for an experienced Producer-Director.

The full extent of your imaginative abilities and technical knowledge will be used to manage and direct television productions from concept through production. This also includes managing production costs, using both internal and external resources.

The Director we seek will have at least 7 years TV and/or film production experience. Excellent communication skills and the ability to work effectively with all types of individuals required.

Investigate your future with SmithKline. Our compensation and benefits programs, including relocation assistance, are among the best. Promptly submit resume with salary requirements and writing samples to: Ms. E. Thorne, SmithKline Corporation, 1520 Spring Garden Street, Philadelphia, PA 19101. Equal opportunity employer, M/F/H/V.



Public Notice

**Public Notice
Applications For Cable Television
License
Bridgewater, MA**

The Town of Bridgewater will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. on February 16, 1982. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Bridgewater. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Donald C. Buron, David A. Canepa, John R. Hickey, Board of Selectmen, Town of Bridgewater, Town Hall, Central Square, Bridgewater, MA 02324.

Wanted To Buy Stations

**BROADCAST MANAGER/
OWNER**

Seeks AM/FM combo or FM-only stations. Will also consider active majority interest in stations. Reply Box N-56.

Help Wanted Instruction

**WEATHER COMMUNICATION
Bachelor of Arts Degree**

Combined Meteorology & Broadcast Training
Contact Dr. John C. Freeman
Professor of Meteorology
University of St. Thomas
4104 Mt. Vernon / Houston, Texas 77006
(713) 529-4891 Telex 762771

**Employment Service
Continued**

"JOB HUNTING?"

National Broadcast Talent Coordinators can help. We specialize in radio personnel placement. Programing, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, Alabama 35216. 205-822-9144.

For Sale Stations



**Wilkins
and Associates
Media Brokers**

Va	AM	325k	Small
MI	AM	625k	Small
AR	FM	625K	Small
MI	FM	850K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
KS	FM	480K	Medium
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
MO	AM/FM	300k	Small
MO	AM/FM	525K	Small
OR	FM Downpayment	35k	
TN	AM Downpayment	30k	
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
NM	FM Downpayment	35K	
SC	AM Downpayment	20K	

109 North Main, 2nd Floor
Sioux Falls, South Dakota 57102 605/338-1180

Radio Programing

ONE-THIRD

of your adult listeners are single!
Grab their attention with 1 & 2 1/2
minute radio features from:
Singles Resource Network, Inc.
Box 212 B
Wheeling, IL. 60090
(312) 945-5965

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Miscellaneous

NEWS BUREAU OFFICE SPACE

Washington, D.C.: 7,450 sq. ft. in a brand new building in the heart of the action on Capitol Hill. Space could be divided for a number of one to four person bureaus or used for one or more larger bureaus. Complete satellite transmission, foreign and domestic, available. Expansion planned for live capability at major news centers throughout Washington. Complete, professional studio facilities will be available as well as other services. Building to open February First. Contact John Kaylor, 202-775-9255. This offering is a joint project of the H.G. Smithy Co. and Newscom Satellite Corporation.

Consultants

JP ASSOCIATES INC.

The industry leader in LPTV and medium power television turnkeys, FCC licensing, system design, installation, & proof-of-performance testing.

VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

**R.A. MARSHALL & COMPANY
MEDIA INVESTMENT ANALYSIS &
BROKERAGE**

Executive Suite 200 Professional Building
HILTON HEAD ISLAND, SOUTH CAROLINA
29928
(803) 842-5251

After only three months in business, we have over \$20 million in properties listed in 18 markets coast to coast, including Alaska. We need to know your investment requirements.

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
... included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Employment Service

RADIO JOBS!

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list \$6.00. Special Bonus: Five consecutive weeks only \$12.95—you save \$18.00!! **AMERICAN RADIO JOB MARKET, 6215 Don Gasper, Las Vegas, Nevada 89108.**

UHF TELEVISION CONSTRUCTION PERMIT

Will sell 51% interest of new construction permit to financially qualified and experienced buyer. Option to purchase balance in 3 years. Super growth city in oil country. Reply with qualifications. Box M-107

- **No downpayment. Central Fla. powerful daytimer. \$320,000.**
- **Fulltimer. Suburban Atlanta. \$740,000. Terms.**
- **Take up payments. Daytimer. Chattanooga area. \$6,000 per month.**
- **Class C. Good investment. Eastern Oklahoma City coverage. AM/FM. Terms.**
- **Fort Worth-Dallas area. Class C. \$12 million. Terms.**
- **Powerful daytimer. S.W. Va. \$490,000. Good value. Terms.**
- **FM covering Chattanooga. Extra good terms. \$800,000.**
- **Fulltimer. N. Ala. Nice sized town. Large county population. Predominant facility in the market. Absentee owners will take 50% partner and let you manage, or will sell 100% for \$500,000. Good terms.**
- **Ethnic. Powerful daytimer. Large Black Population in Tennessee city. \$600,000. Terms.**
- **Powerful daytimer. Alabama's 3rd largest city. No down payment. \$590,000.**
- **Fulltimer. Only station in S. Central N.C. Good terms. \$220,000.**
- **Daytimer. S.E. Wyoming City. \$250,000.**
- **AM-FM S.E. coastal United States Class C and fulltimer. \$3.7 million. Good value. Terms.**
- **Daytimer. Powerful. Roanoke-Lynchburg area. Bargain. \$360,000. Terms.**
- **Daytimer. Suburban Atlanta. \$590,000.**
- **Powerful Daytimer in Cent. GA. \$560,000.**
- **AM/FM in W. Ohio. \$1.1 million. Good buy.**
- **Daytimer. City in Colorado. \$280,000.**
- **Daytimer. New Mexico. \$200,000.**
- **FM. S.W. Ark. \$15,000. Terms.**
- **Daytimer. E. Ark. \$50,000. Terms.**
- **AM/FM, E. Ky. Good billing. \$820,000. Terms.**
- **FM with strong signal in city in South. Extra good terms. \$800,000.**
- **Daytimer North Central NC. Good buy. \$160,000. Terms.**
- **Foreign speaking AM in Cleveland metro area. \$490,000.**
- **Tenn.—AM—day. Near Nashville. \$290,000.**
- **Good facility covering Charlotte, N.C. \$600,000. No down payment.**
- **AM/FM in good single station market in W. Tenn. \$800,000. Terms.**
- **Powerful daytimer covering large Central Fla. city. \$1.2 million.**
- **AM/FM S.W. Tenn. FM covers big town, \$540,000.**
- **Fulltime N.W. Ala. City. \$520,000.**
- **South Carolina. SE daytimer. \$220,000. C.P. for fulltime.**
- **Daytimer. S.E. Ky. \$300,000.**
- **Fulltimer. West Virginia. \$275,000.**
- **Daytimer. Fort Worth powerhouse.**
- **500 watt daytimer. Single market station. CA resort area. \$430,000.**
- **Fulltimer. Dominant. Metro. TX. \$1,200,000.**

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

For Sale Stations Continued



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS

NW	Small	FM	\$200K	\$60K
S	Small	Fulltime	\$390K	\$123
NW	Small	Fulltime	\$425K	Terms
S	Small	AM/FM	\$1500K	29%
MW	Medium	FM	\$650K	Terms
W	Medium	AM	\$750K	\$100K
NW	Medium	AM/FM	\$2250K	\$625K
S	Metro	AM	\$345K	Cash
W	Metro	AM/FM	\$1600K	\$300K
MW	Metro	AM/FM	\$3500K	\$1000K

CONTACT

Greg Merrill	(801) 753-8090
Bill Chapman	(404) 458-9226
Greg Merrill	(801) 753-8090
Bill Chapman	(404) 458-9226
Peter Stromquist	(612) 831-3672
Elliot Evers	(213) 366-2554
Bill Whitley	(214) 387-2303
Bill Cate	(904) 893-6471
Bill Whitley	(213) 387-2303
Corky Cartwright	(303) 741-1020

To receive offerings within your areas of interest, or to sell, contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341.

North American MEDIA BROKERS

- Fla. small mkt, daytime, 280K
- Fla. coastal daytime, 350K
- Fla. small mkt, fulltime, 285K
- Fla. large mkt, daytime, 400K
- Fla. large mkt, daytime, 850K
- Fla. large mkt, daytime, 475K
- Ga. small mkt, FM, 160K
- Missouri small mkt, AM-FM, 525K
- NC. medium mkt, fulltime, 350K
- Ohio, small mkt, AM-FM, 750K
- Illinois small mkt, fulltime 675K
- Idaho medium mkt, fulltime, 850K
- New Mexico med. mkt, FM, 450K
- Broadcast School Colorado, 35K
- Tenn small mkt, AM Daytime, 500K

FREE IN-HOUSE LEGAL SERVICES AVAILABLE FOR BUYER & SELLER.

ONE FINANCIAL PLAZA SUITE 2100 FT. LAUDERDALE, FL 33394

(305) 525-2500 SELLERS CALL COLLECT

AM-FM STATION

Single-station market in one of Ohio's most beautiful towns. Full-time AM CP ready for grant (presently daytimer). FM \$400,000.00; AM \$250,000.00. Extensive real estate - \$90,000.00. Approximately \$390,000.00 may be assumable from financial institution. Cash required for balance. Reply Box N-41.

HONOLULU AM RADIO POWERHOUSE

Clear Channel covers entire state... Hawaii's only News-Talk station. New fabulous studios. Station making profit. Great terms and low down to qualified buyer! Call collect for details—Dave Wagenvoord, Media Broker (808) 949-6648.

WALKER MEDIA & MANAGEMENT, INC.

Brokers-Consultants-Appraisers

William L. Walker President Suite 417 1730 Rhode Island Avenue, N.W. Washington, D.C. 20036 202/223-1553	John F. Hurlbut Southeastern Representative P.O. Box 1845 Holmes Beach, Florida 33509 813/778-3617
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901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar Ave • Suite 816 • Memphis, TN. 38157

700 New Hampshire Ave., N.W. • Watergate South
Suite 1003 • Washington, D.C. 20037

Make an offer.

Top offer acceptable buys KEGG(AM) in Daingerfield, Texas. John Mitchell & Associates, 318-868-5409.

Central Arizona

Only FM in 20,000 growing market. Good equipment, management available. Doing \$140,000. (Best months, \$24,000). \$325,000 cash; \$390,000 terms (\$95,000 down). Write Box N-50.

A BARGAIN

with great potential. Beautiful Virginia community; growing, prosperous market. Large state college; good hunting and fishing area. Profitable 1 KW daytimer PSA plus a 5000-watt fulltime grant. Prices less than 2 times gross. \$300,000, terms or \$275,000, cash. Reggie Martin, 305-361-2181, or Ron Jones, 804-758-4214.

**For Sale Stations
Continued**

WE'RE GROWING!
Care to join us?
Inquire in Confidence
CHANEY/MCCARTHY ASSOC.
C. Ansel Chaney - Box 101, Bedford, MA
01730 - 617/275-6285
John F. McCarthy - P.O. Box 66035
St. Petersburg Beach, FL 33706
813/360-3162

MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A. SHAHEEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611
312/467-0040



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



Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 891-2076
11311 N. Central Expressway • Dallas, Texas



**This Publication
is available in Microform.**

University Microfilms International
300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

H.B. La Rue, Media Broker
RADIO TV CATV APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Special Notice

Due to Christmas and New Year's holidays (Dec. 25, 1981 and Jan. 1, 1982), the deadline for classified advertising for the combined year-end issue of Jan. 4, 1982 will be

WEDNESDAY, DEC. 23, 1981.

APPRAISALS

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).*

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

*For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media



DeLynn

Hubert J. DeLynn, executive VP-finance and legal, and treasurer, RKO General, New York, elected vice chairman of the board and chief operating officer.

Ruth Tullis, wife of Late **Howard Tullis** (Fates & Fortunes, Nov. 16), succeeds husband as president of KFXM Broadcasting,

operator of KFXM(AM) San Bernardino, Calif., and KDUO(FM) Riverside, Calif.

Andrew Vogel, independent producer, Los Angeles, joins ABC Radio, Los Angeles as director of station operations and services, West Coast. **Susan Buckley**, manager of administration and special projects, ABC, New York, named manager of fair employment practices.

Rosalind Pretzfelder, manager of affirmative action compliance, and **Suzanne Urich**, manager of data entry control, named managers of human resource planning. **Stephen Jarvis**, director of disbursements, ABC, New York, named director of revenue. **Richard Walsh**, manager, internal audit, ABC, New York, named director.

J. Shannon Sweatte, VP-general manager, KJR(AM) Seattle, joins KVI(AM) there in same capacity.

Lew Campbell, general manager, KCEZ(FM) Kansas City, Mo., joins KLIR-FM Denver as VP-general manager.

John Moen, operations manager, WOOK(FM) Washington, named national program director for parent, United Broadcasting, Bethesda, Md.

Allan Serxner, director, finance and administration, WCAU-AM-FM Philadelphia, named VP-general manager, WCAU(AM).

John Dillon, president, Fuqua National, Atlanta, joins Cox Broadcasting there in new position of VP-finance, serving as chief financial officer.



Dillon



Boyette

John Boyette, assistant treasurer and controller, elected treasurer. **Jimmy Hayes**, assistant controller, named controller.

Gary Kines, general manager, WQXM(FM)

Clearwater, Fla., elected VP of parent, Plough Broadcasting.

Albert Tedesco, program manager, WWSG-TV Philadelphia, named general manager.

Michael Osterhout, general sales manager, WRBQ(FM) Tampa, Fla., named general manager.

Michael Schuster, director of programming and operations, WLRE(TV) Green Bay, Wis., named station manager.

Robert Finkel, director of sales analysis and development, CBS Television, New York, joins KMOX-TV St. Louis as director of planning and administration.

Rick Rosencrans, programming coordinator, U-A-Columbia Cablevision, New York, joins Cable Network Inc. there as director of affiliate relations.

John Hill, operations manager and instructional television coordinator, noncommercial KLVX(TV) Las Vegas, named general manager and director, TV services.

Raymond O'Toole, VP-Eastern region, United Cable, joins Teleprompter, West Palm Beach, Fla., as district manager, Sunrise District.

Timothy Butler, field producer, *P.M. Magazine*, WNEP-TV Scranton, Pa., joins WDBJ-TV Roanoke, Va., as managing producer, *P.M. Magazine*.

Al Jenkins, sports anchor, KJRH(TV) Tulsa, Okla., joins KTVH(TV) Hutchinson, Kan., as sports director.

Advertising



Novenstern

as executive VP and executive media director.

Neil Vanover, senior VP, Needham, Harper & Steers, Chicago, named deputy director of creative services. **Patricia Martin**, VP, NH&S, Chicago, named account director.

Anthony Parisi, senior art director, Benton & Bowles, New York, elected VP. **Ken Thoren**, senior VP, creative director, New York, named creative director, Texas offices, Houston.

James Palumbo, account executive, D'Arcy-MacManus & Masius, St. Louis, elected VP.

Charles Silbert, head of his own agency, Charles Silbert & Associates, New York, joins Kenyon & Eckhardt there as VP and creative group head.

Advancements, Campbell-Ewald, Warren,

Mich: **Craig Denton** associate management supervisor; **Thomas Gaskin** and **Donald Gould**, group creative directors, and **Robert Henry**, management supervisor, elected senior VP's. **Richard Anderman**, senior account executive; **Mary Jo Cameron**, manager-client accounting, **James Nicoll**, senior writer-producer; **Robert Marks**, assistant controller; **Robert Greer**, **William Morden**, **Michael Rogers** and **Jeffrey Seregny**, account supervisors, elected VP's.

Donald Frier, director of finance and administration, WCBS(AM) New York, named director, operations, CBS Radio Spot Sales. **Michael Dainard**, retail-development sales manager, WCBS-TV New York, named director of marketing, CBS Television Stations there. **Christine Thornton**, manager, news, late night and specials sales proposals, CBS Television Network, New York, and **David Cassaro**, district manager, affiliate relations, named account executives, Eastern sales. **Martin Daly**, account executive, national sales, CBS Television Network, named account executive, central sales, based in Chicago.

Donna Weaver, controller, Siddal, Matus & Coughter, Richmond, Va., advertising agency, elected VP.



Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC.
527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

Betty Olmstead, associate media director, Douglas Turner, Newark, N.J.-based advertising agency, named media director.

Rick Roth, account manager, The Pitluk Group, San Antonio, Tex., joins Popejoy & Fischel, Dallas, as account supervisor. **Amy Goodman**, copywriter, Dancer-Fitzgerald-Sample, New York, joins Popejoy & Fischel as senior copywriter.

John MacDonald, senior VP, Sive Associates, Cincinnati, named director of broadcast production and executive producer.

Jim Willette, general manager, J. Walter Thompson, U.S.A., Washington, elected senior VP, J. Walter Thompson Recruitment Advertising, Los Angeles.

Susan Pensabene, director of broadcast, Grey Direct, New York, elected VP.

Richard McCaffery, director, mid-Eastern region, HBO, Philadelphia, named director, national accounts group.

Danelle Durden, account executive, MMT sales, New York, named branch manager of MMT Sales Philadelphia office.

Mike Murphy, assistant account executive, Tatham-Laird & Kudner, Chicago, named account executive.

Deborah Schaefer, account executive, McCann Erickson, Portland, Ore., joins Metzendorf Advertising, Houston, in same capacity.

Gisela Moriarty, associate sales promotion manager, Doubleday & Co., New York, joins noncommercial WNET(TV) New York as manager, corporate marketing and sales.

New office, new officer. Westinghouse Broadcasting last week changed its management structure to reflect the company's acquisition of one of the nation's largest MSO's, Teleprompter Corp. Daniel L. Ritchie, chairman and chief executive officer, Westinghouse Broadcasting (Group W), announced the formation of an office of the chief executive, and the election of Teleprompter President and CEO Russell Karp as Westinghouse Broadcasting vice chairman and member of the new office of the chairman. The office of chairman will consist of Karp and Ritchie.



Ritchie



Karp

With the acquisition of Teleprompter, Karp had been designated to serve on the Group W board. Ritchie himself assumed the office of Group W chairman only in the last several weeks; it had been held by Donald McGannon through his Nov. 13 retirement, and Ritchie, until then president and CEO of Group W, was subsequently named chairman. No successor was named to the president's slot.

Tom Shannon, VP and Western sales manager, Top Market Television, Chicago, joins TeleRep, Chicago, as sales manager of Lions sales team.

Stanton Jones, account executive, Peters, Griffin, Woodward, New York, joins Katz Television Continental there in same capacity.

Jack Messenger, local sales manager, KOGO(AM)-KPRI(FM) San Diego, joins Katz Radio, Los Angeles, as account executive.

Susan Widham, marketing and programing administrator, Centel, Chicago, named director of advertising, Centel Videopath, Chicago-based cable communications subsidiary.

Richard Spinner, general sales manager, WTVD(TV) Raleigh-Durham, N.C., joins WPVI-TV Philadelphia, as director of sales.

Sandra Lamonica, assistant payroll manager, ABC, West Coast, joins Group W Production, Universal City, Calif., as accounting supervisor. **Linda Iani**, payroll accountant, Group W, named productions payroll supervisor.

Michael Raymond, general manager, KRLY(FM) Houston, named general sales manager.

Linda Lyke, account executive, Torbet Radio, Chicago, joins WLUP(FM) Chicago as sales manager.

Bruno Sardi, general sales manager, WUAB(TV) Cleveland, joins WFLD-TV Chicago in same capacity. **Bill Scaffide**, national sales manager, succeeds Sardi.

Claire Shiff, account executive, WTI(XAM) New Orleans, joins KSRR(FM) Houston in same capacity.

Tom Weld, account executive, Gordon Advertising, Tucson, Ariz., joins KJZZ-AM-FM Phoenix in same capacity.

Pamela Skidmore, account executive, WQDR(FM) Raleigh, N.C., joins KMPX(FM) San Francisco in same capacity.

Dava Kaplan, account executive, WECA(TV) Tallahassee, Fla., joins WTLV(TV) Jacksonville, Fla., in same capacity.

Kent Taylor, account executive, WRMF(FM) Palm Beach, Fla., joins WTVX(TV) Fort Pierce, Fla., in same capacity.

Mitchell Grzywoc, promotion manager, WGGB-TV Springfield, Mass., named account executive, local and regional sales.

Ethel Curren, field sales representative, Viacom Cablevision of Long Island (N.Y.), named advertising account executive.

Programing

Jack Gordon, executive vice president for distribution, MGM International Inc., named senior vice president, MGM/United Artists International motion picture distribution division.

David Sifford, president, Osmond Television Sales, joins Comworld International, Santa Ana, Calif.-based TV syndication division of Comworld Group, as president.

Peter Roth, director, current dramatic programs, ABC Entertainment, named VP, current programing, ABC Entertainment. **Mark McClaflerty**, program executive for current dramatic programs, named director, current dramatic programs. Both will remain in Los Angeles. **Beth Forcelledo**, producer, Paramount Television, named VP, program development, ABC Owned Television Stations. She will remain in New York City.

Kim LeMasters, VP-comedy program development, CBS Entertainment, Los Angeles, named VP-development.

David Tebet, VP-talent, Marble Arch Productions, joins Carson Productions, Los Angeles, in same capacity.

Laurie Lindner, director of planning and administration, television, 20th Century-Fox Television, Beverly Hills, Calif., named associate director of business affairs. **Arvin Kaufman**, director of program development, named director of movies and mini-series.

William Berman, VP, Acton CATV, Acton Mass., elected VP-general manager, Acton Entertainment Corp., there.

Robert Foreman, director, Crown-Barash Group, King City, Ore., named VP and group executive, Home International Theater, King City-based television production firm.

Van Ophuijsen, director of marketing development, Katz, Los Angeles, joins Drake-Chenault, Canoga Park, Calif., as director of network sales.

Caren Shotton, executive producer, *P.M. Magazine*, WRCB-TV Chattanooga, joins

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Westinghouse Broadcasting, San Francisco, as coordinating producer, *P.M. Magazine's* national office.

Gary Truitt, director of programming, WITY(AM) Danville, Ill., joins Brownfield Network, Centertown, Mo.-based producer of agricultural news and market information, as producer-administrator.

Dene Hallam, from www(FM) Detroit, joins WHN(AM) New York as program director.

Bill Hess, program director, WBET(AM) Brockton, Mass., named director of programming for WBET and co-owned WCAV(FM), also Brockton.

Robert Weinstein, writer-director, Canadian Television Network, joins WNAC-TV Boston as producer-director.

Patti Sherman, air personality, *P.M. Magazine*, KUTV(TV) Salt Lake City, named co-host.

Judith Hepburn Blank, freelance producer, WOR(AM) New York, named producer.

Barbara Winard, writer, associate producer, noncommercial WNET(TV) New York, named manager of humanities programming.

Bishaara Clark, production technician and director, WHRO-TV Norfolk, Va., joins WTVZ(TV) there as producer-director.

Ron Thulin, from KTVY(TV) Oklahoma City, joins KEBC(FM) there as sports director.

Cal Campbell, on-air reporter, KABO(AM) Los Angeles, joins KNX-FM Los Angeles in same capacity.

News and Public Affairs

James Buchanan, day editor, New York bureau, UPI Audio Network, named manager. **Peter Donnelly**, anchor, succeeds Buchanan. **Ian Macleod**, anchor, ABC Radio, New York, joins UPI as morning anchor. **John Patterson**, news director, (Columbia) South Carolina Network, joins UPI, Washington, as reporter.

Richard Threlkeld, correspondent, CBS News, New York, joins ABC News there in same capacity, beginning in January.

Appointments, news department, National Public Radio: **Jo Anne Wallace**, special assistant to director of news and information, named director of planning; **Steven Reiner**, senior editor, news and information, named executive producer, *All Things Considered*; **John McChesney**, head of acquisitions unit, succeeds Reiner; **Sandra Rattley**, associate producer, acquisitions unit, named producer; **Anne Gudenkauf**, associate producer, science unit, named producer.

Tom Seem, assignment editor, WPLG(TV) Miami, joins CBS News, New York as assignment editor, New York domestic desk.

Daniel Molina, reporter, KPRC-TV Houston, joins NBC News there as correspondent.

Roz Harper, reporter, KSD(AM) St. Louis, joins CNN2, Atlanta, as editor-writer.

David Cokely, executive editor, WEAN(AM) Providence, R.I., joins WBZ(AM) Boston as news director.

Doug Crombie, assistant news director, KATU(TV) Portland, Ore., joins KGUN-TV Tucson, Ariz., as news director.

Max Smith, news director, KIMT(TV) Mason City, Iowa, joins WREX-TV Rockford, Ill., in same capacity.

Richard Sublett, news producer, KTTV(TV) Los Angeles, joins WLS-TV Chicago as executive producer, 10 p.m. news. **Joan Esposito**, reporter-anchor, WGN-TV Chicago, and **Reanetta Hunt**, reporter, KATV(TV) Little Rock, Ark., join WLS-TV as reporters.

Appointments, news department, WBAL-TV Baltimore: **Hal German**, 11 p.m. producer, named executive producer; **Grant Morrow**, weekend producer, succeeds German; **Darryl Ford**, associate producer, assignment editor, KDKA-TV Pittsburgh, succeeds Morrow; **Helene King**, interim producer, WBAL-TV, named noon news producer; **Welford McLellan**, reporter, *Baltimore Evening Sun*, joins station as production assistant.

Paul Ascioffa, director of federal agency relations, National Endowment for the Arts, Washington, joins WCVA(AM) and WCUL(FM), both Culpeper, Va., as news director.

Paul Paolicelli, independent producer, Atlanta, joins KRON-TV San Francisco, as associate news producer, special projects.

Mary Fortkort, graduate of University of Virginia, joins WMAL(AM) Washington, as news assistant producer.

James Sherlock, executive producer, news, WFMJ-TV Youngstown, Ohio, joins WCMH-TV Columbus in same capacity.

Roseanne Pawelec, reporter-anchor, WASR(AM) Wolfeboro, N.H., joins WEEI-FM Boston as executive editor.

Cathy Cundiff, Galveston bureau, KHOU-TV Houston, named assistant assignment editor. **Sandy Rivera**, producer-reporter, KSAT-TV San Antonio, Tex., joins KHOU-TV in same capacity.

Amanda Jones, researcher, KNXT(TV) Los Angeles, named editorial associate.

Pat Prescott, part-time air personality, WBSL(FM) New York, joins co-owned WLIB(AM) there as anchor-reporter.

John Wilson, anchor-reporter, KSDK(TV) St. Louis, and **Liz Ayers**, anchor reporter, KWTW(TV) Oklahoma City, join WTSP-TV Tampa-St. Petersburg, Fla., as co-anchors, 6 and 11 p.m. news.

Kevin Brown, reporter, WJZ-TV Baltimore, joins WCBM(AM) there as newscaster-reporter.

Harlan Levy, reporter-assistant news director, WCIX-TV Miami, joins WVIT(TV) New Britain, Conn., as reporter.

Bill Kelley, reporter, KARD-TV Wichita, Kan., joins WOWT(TV) Omaha in same capacity.

Walt Pierce, from WGSO(AM) New Orleans, joins WWL(AM) there as reporter.

Regina Lundy-Morrison, WKHK(FM) New York, named public affairs director.

Technology

Reginald Thomas, director, technical operations and engineering, Entertainment and Sports Programming Network, Bristol, Conn., elected VP.

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Dick Green, district engineer, MetroVision, Waco, Tex., joins Daniels & Associates, Denver, as director of engineering.

Bruce Crockett, VP-finance, Comsat General, Washington, elected VP-finance and treasurer of parent Comsat there.

Jeffery Blackmer, manager-national accounts, Eastern zone, Panasonic's video systems division, Secaucus, N.J., named manager, market development, Eastern United States.

Allan Arlow, VP, Centel, Washington, named VP of staff, Centel video services division, Chicago. **John Tammen**, manager of telephone network and switching control center, Centel, Park Ridge, Ill., named director of engineering, Centel Videopath, Chicago-based cable communications subsidiary.

Alan Bjornsen, technical manager, North American Philips, joins Tele-Measurements, Clifton, N.J.-based designer and supplier of video equipment, as project manager.

Gary Youngs, product specialist, CMX/Orox, joins Sony Video Products, San Jose, Calif., as product manager, broadcast division.

Robert McNanley, director of engineering and technical services, Communications Technology Management, McLean, Va., elected VP.

John Teeter, sales training instructor, Com-pugraphic Corp., Wilmington, Mass., named manager, Los Angeles district, business systems division.

Bruce Christianson, from Colorado Visual Aids, Denver, joins Lake Systems Corp., Newton, Mass.-based audio-video distributor, as multimedia representative.

While in Maui. At ABC's affiliate board meeting in Hawaii earlier this month (BROADCASTING, Dec. 7), a "blue-ribbon" task force was set up to keep an eye on economic problems such as AT&T rate increases and music-license fees. On board so far are Terry Shockley of Wisconsin TV Network, Tom Cookerly of WJLA-TV Washington and Clayton Brace of KGTW(TV) San Diego to represent affiliates, ABC-TV affiliate relations chief Bob Fountain and two executives to be selected will represent the network.

Honored during the meeting was Dick Clark who received a crystal trophy "in fond appreciation of his rare talents and character, his unique contributions to ABC and the entire television industry—and for perpetuating all our youths."

Robert Grant, account manager, Megatest, joins Scientific-Atlanta, Santa Clara, Calif., as semiconductor industry account manager.

Promotion and PR

Janis Hirsch, senior associate, Stone Public Relations Associates, New York, elected VP.

Julie Osler, director of public relations, Showtime, New York, joins The Entertainment Channel there in same capacity.

Susan Acero, broadcast business manager, Cunningham & Walsh, New York, named supervisor of broadcast business affairs.

Allied Fields

Lawrence Friedland, senior research planner, Top Market Television, New York, joins Arbitron Eastern television station sales there as senior client service representative. **Helen Morse**, account executive, WNEW-FM New York, joins Arbitron Eastern radio station sales in same capacity.

Clifford Hall, director of membership activities, National Association of Educational Broadcasters, Washington, joins Acadiana Open Channel, Lafayette, La.-based nonprofit community access television organization as executive director.

Elected to executive committee, Radio-Television Correspondents Galleries, U.S. Congress, Washington: **Gene Gibbons**, UPI Audio Network; **Phil Jones**, CBS; **Vic Ratner**, ABC; **Linda Wertheimer**, National Public Radio.

Elected officers, Nevada Broadcasters Association: **Bob Ordonez**, KCBN(AM)-KRNO(FM) Reno, president; **Jack Porray**, KTVN(TV) Reno, vice president, TV; **Torrey Sheen**, KWNA(AM) Winnemucca, vice president, radio; **Ruth Uhls**, KLVX(TV) Las Vegas, secretary-treasurer.

Elected officers, Savannah (Ga.) Area Broadcasters Association: **Jerry Rogers**, WSGA(AM)-WZAT(FM), president; **Chris Barbieri**, WJCL(TV), vice president; **Millard Ganey**, WAEV(FM), secretary-treasurer.

Deaths

Robert Booth, partner in Washington law firm of Booth & Freret, authority on communications law, general counsel of American Radio Relay League and past president (1961-62) of Federal Communications Bar Association, died of Leukemia Dec. 3, at Bethesda (Md.) Naval hospital. He is survived by son and daughter.

Richard F. Hanser, 71, prize-winning TV writer, died Dec. 7 at United hospital, Port Chester, N.Y. Hanser joined NBC after World War II and collaborated in writing of *Victory at Sea*, much-acclaimed naval history of that war.

He also was chief writer for NBC's *Project 20* series. His scripts included *Meet Mr. Lincoln*, *Life in the Thirties* and *Mark Twain's America*. Survivors include his wife, Anne; son, David, and a sister.



Montanus

Edward Montanus, 57, former president of MGM Television and long-time television sales executive, died of heart attack Dec. 6 at his home in Los Angeles. He began his career with MGM Television in New York in 1964 as director of syndicated sales, and became director of network sales (1970), vice

president of sales (1973), and senior vice president (1973). In September 1976, Montanus was appointed executive vice president with responsibility for worldwide sales, advertising and publicity, administration, and program sales development. He was named MGM-TV president in July, 1977. During his career, Montanus also served as a salesman and sales manager for NBC Films and as a sales manager for ABC. Since March 1980 he had been an independent television producer with MGM. He is survived by his wife, Mary Lou, and five children.

C. Blakey Locke, 82, retired president and general manager of KFDM-TV Beaumont, Tex., died Nov. 17 in St. Elizabeth hospital there. Locke, began his broadcasting career in 1923 as radio editor of *Fort Worth Star Telegram*, and was program director of then WBAP(AM) Fort Worth, and later general manager of KFDM(AM) Beaumont, before moving to KFDM(TV) when it went on air in 1955. Locke is survived by his wife, Helen, and a son.

Robert Johnson, 57, VP, D'Arcy-MacManus & Masius, St. Louis, died of cancer Dec. 4 at St. John's Mercy medical center there.

Ralph Guerrero, 64, general manager, KOVA(FM) Ojai, Calif., died of lung cancer Dec. 3 at Ojai Valley Community hospital. He is survived by his wife, Marion, and five sons.

Fred Feldkamp, 67, writer, editor, and producer for television, print and movies, died Dec. 7 at Bryn Mawr (Pa.) hospital. Among Feldkamp's television writing credits was adaptation of President Dwight Eisenhower's book, "Crusade in Europe," which won Peabody award. Feldkamp is survived by his wife, Phyllis, and daughter.

Melvin Metzmaier, 61, assistant engineering supervisor, WCMH-TV Columbus, Ohio, died of cancer Nov. 27 at Riverside hospital there. He is survived by his wife, Ramona, and daughter.

John Pelter, 82, retired engineer, WCAU(AM) Philadelphia, died of cancer Nov. 3 at Blake Memorial hospital, Bradenton, Fla. He is survived by his wife, Mary.

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Profile

Don Taffner on the import-export side of television

Don Taffner, Brooklyn-born-and-bred, found his pot of gold in such distant outposts as Australia, Britain and Canada in the role of U.S. television's emissary to those nations, and others.

As president of D.L. Taffner Limited, New York, he directs a company that started out by importing programming or formats from overseas markets and selling them in the U.S. He was not an overnight success: Programs with unfamiliar accents were anathema not too many years ago to network and TV station programmers.

But Taffner persevered all through the 1960's and breakthroughs were achieved. A high point of his career occurred five years ago when his British client, Thames Television, gave Taffner the right to produce a U.S. version of the English hit, *Man About the House*. With creative partners in the U.S., Nichols, Ross & West (NRW), Taffner transformed *Man* into *Three's Company*, which was sold to ABC-TV. Taffner is owner/producer of *Three's Company* and holds U.S. television distribution rights. "We are now pre-selling it in syndication for start in the fall of 1982," Taffner says, "and we understand *Three's Company* has set new pricing levels in most of the markets."

The 51-year-old Taffner wanted to become a history teacher while growing up in Brooklyn and attending St. John's University there. This goal was altered when he obtained a part-time messenger job with the William Morris Agency in the last two years of college.

"After exposure to the entertainment field through Morris, a leading talent agency, I forgot about teaching," Taffner says. "I got a promotion at Morris—to full-time messenger."

At Morris, he advanced to secretary, sub-agent and finally to agent in 1955. One of his duties at the time was to sell in overseas markets such pioneer TV series as *My Little Margie*, *Foreign Intrigue* and *Dear Phoebe*.

He left Morris in 1959 when George Gruskin, a Morris executive, moved over to Paramount Television, and Taffner spent the next four years selling Paramount product. He left Paramount in 1963 to form his own company because he felt a void existed.

"I sensed there was a need in the U.S. for someone who could counsel overseas stations and networks," he recalls. "In essence, I was their buying agent."

By the late 1960's, he realized that most major U.S. distributors, sensitive to the



Donald Lawrence Taffner—president, D. L. Taffner/Ltd., New York; b. Nov. 29, 1930, Brooklyn, N.Y.; BA in history, St. Johns University, Brooklyn, 1952; messenger, secretary and sub-agent, William Morris Agency, New York, 1952-55; agent, William Morris, 1955-59; account executive, Paramount Television, New York, 1959-63; president of D. L. Taffner/Ltd. since 1963; m. Eleanor Bolta, 1960; children—Donald Jr., 18; Karen, 16.

growth of the burgeoning foreign market, were setting up their own branch sales offices abroad. He decided to switch gears and become a sales and distribution agent in the U.S. for programs produced abroad.

One of his initial successes in the late 1960's was the importation of the Australian series, *Skippy, The Bush Kangaroo*. Taffner sold the series to Kellogg's for showing on a national basis and it ran for several years.

Taffner is not a large organization in terms of personnel (it has 27 employees) but it is a far-flung operation in functions and geographical representation. It has offices in New York, Los Angeles, London, Tokyo and Atlanta and associated representation in Italy, Greece, France, South Africa and Kuwait.

For a comparatively small company, Taffner has grown because it functions in a number of areas, centering primarily on international production. For example, in the U.S., it has marketed such overseas programming as *World At War*, *Destination America*, *Benny Hill Show*, *Rivals of Sherlock Holmes*, *Jennie*, *Barrier Reef*, *Around the World in Eighty Days* and an assortment of individual documentaries.

Taffner also has been instrumental in the production and co-production of programming for U.S. sale with organizations in Australia, Canada and Britain. An out-

standing example (aside from *Three's Company*) is *Too Close For Comfort*, another solid hit on ABC-TV. This is also a Thames product, telecast initially in England as *Keep It In the Family*. This version is co-produced by Taffner and the team of Arnie Sulton and Earl Barrett.

Taffner points out his company also has become involved in selling U.S. programs abroad. The firm represents Dick Clark Productions and P&G Productions in Australia. For P&G, he adds, "we sell three hours of daytime drama."

Taffner's clients and associates have included Thames, Granada Television, Canadian Broadcasting Network, CTV Network of Canada, the Australian Broadcasting Commission, TV 1 of New Zealand and numerous independent producers. Taffner says he is now in negotiations with a French television company and also has had discussions with German and Italian organizations.

"To date, the formats from England are the most successful," he remarks. "But it's possible we can come up with something interesting from other countries."

Taffner's next foray in expansion and diversification will be the production of first-run syndication for the world market, including the United States. Don Taffner's approach involves one or two overseas broadcasters and one U.S. TV station group or advertiser making a financial commitment for such a series. "This would add up to a pre-sale, co-production deal," he explains, "and Taffner would serve as catalyst. We're working on several projects and one involves the *Silent Beach* drama mini-series to be produced in Australia through a partnership of Post-Newsweek Productions in the U.S. and the Nine Network in Australia. We may try for network on this, but failing that we'll head for syndication."

Taffner is optimistic about prospects for syndication in cable television. He is hopeful that copyright problems will be resolved and sees cable "as another customer." The company has made a limited number of sales to cable outlets, including CBS Cable and Home Box Office.

He thinks cable TV is going to have a salutary effect on the quality of programming. The stiffening competition, he says, will lead program producers and syndicators to extend themselves to produce better and better programming.

Taffner is a constant traveller. He estimates he makes three to four trips a year to England; four to five to California; one long hop to Australia and Japan; several brief visits to Canada, and calls on a number of major markets in U.S. where his firm's product is sold.

House subcommittee examining controversial **cable copyright issue** (story page 30) will have new data to consider as it takes up legislative solution this week: 141-page report by staff of National Telecommunications and Information Administration, which had been asked to look into matter by Representative Harold Sawyer (R-Mich.), subcommittee member. Conclusions tilt toward **abolishment of compulsory copyright, substitution of marketplace mechanism**. NTIA says it began study with admitted preference for that solution, but believes conclusion was guided by facts it came up with, not bias.

FCC and Federal Trade Commission are among agencies **escaping deep cuts** in continuing resolution approved by House and Senate last week and sent to President. Resolution is effective to March 31, 1982. FCC will receive \$76.9 million in fiscal year 1982, only some \$451,000 less than President Reagan had originally proposed for agency, in March, before asking for 12% cut across board. Federal Trade Commission will also receive what was originally asked for it—\$68.7 million. So will National Telecommunications and Information Administration—\$16.5 million. Actually, Congress was particularly generous with NTIA, allocating it \$18 million for facilities grants when White House had asked that program be eliminated. In keeping agencies at original levels, Congress may have enabled them to avoid reductions in force or furloughs. FCC official indicated that need would arise only if additional funds are not forthcoming to pay salary increases Congress has approved, including one last week. One nonfiscal item in bill was admonition to FCC not to relocate without approval of Senate and House Appropriations Committees. One agency not as fortunate as FCC, FTC and NTIA was **Corporation for Public Broadcasting**; its **funding for FY '84 was reduced** from \$110 million to \$105.6 million, 40% below current level and \$67 million less than CPB's appropriations for FY '82.

National Association of Broadcasters asked **FCC to launch broader inquiry into Satellite Television Corp.'s application** for authority to construct **DBS** system for use in subscription television service. FCC could launch broad inquiry under Section 403 of Communications Act to "explore in necessary detail the relationship between STC's proposed DBS venture and Comsat's Intelsat/Inmarsat obligations," said NAB. Although NAB and others have filed petitions to deny application, NAB said record established by those petitions was "incomplete in many vital respects." In petition to deny, NAB asked that STC's application be dismissed or designated for hearing because approving STC's application would result in cross-subsidization of STC by Intelsat/Inmarsat ratepayers. NAB also raised question of whether Comsat's position as Intelsat/Inmarsat monopolist would give STC unfair competitive advantage.

Although **pay cable** network chiefs at Western Cable Show took hard line against **carrying advertising**, John O'Toole, chairman of Foote Cone & Belding, says "more than one" pay network has talked about advertising with FCB and other major agencies. Word came following FCB presentation to financial analysts in New York last week, and implication was that conversations weren't always at agency behest. Robert Trump, FCB finance committee chairman, told analysts company had "good chance" of meeting or exceeding last year's record earnings—\$11.3 million, \$4.17 per share, on revenues of \$164.7 million. Company's 1982 forecast is for 9% increase in volume, with expenses up slightly more. Prediction on 1982 media costs is for broadcast prices to climb 10%.

Cable News Network's antitrust suit against three major networks and White House appears to be headed for out-of-court settlement. Suit had been scheduled for trial Dec. 7 in U.S. District Court in Atlanta, but trial was postponed after Judge Orinda Evans was informed of possible settlement. It is understood that settlement is now up to White House; CNN, ABC, CBS,

and NBC are believed to have agreed to terms. CNN's suit is based on claim White House and three major networks denied it access to news of President through restrictive pooling arrangements (BROADCASTING, May 18). Following filing of its suit, CNN was allowed to participate in expanded pool coverage, when all networks are permitted to be represented by camera crews. But CNN is still excluded from rotation among networks for tight pools, when only one camera crew covers event and makes take available to others.

Outlet Co. and Columbia Pictures Industries shareholders have separately **approved merger** of Outlet into CPI, in tax-free stock swap valued at some \$170 million (BROADCASTING, July 13). Columbia also assumes \$120 million in Outlet debt. Merger is conditioned on FCC approval, with closing anticipated in first quarter of next year.

Concurrent with announcement of merger approval, **Outlet Co. announced** sale of **WDBO-AM-FM** Orlando Fla., to Katz Communications, New York, previously owner of four radio stations. Value of deal is \$9.5 million. Outlet also says it is close to closing on sale of its **WRLM(FM)** Taunton, Mass.

FCC has granted **eight-channel "experimental developmental" MDS** application of Channel View Inc. for **Salt Lake City**. Applicant is partnership of Richard Vail, president, and Tekkon Inc., San Diego-based firm with interests in 25 MDS systems. Carl Hilliard is president of Tekkon. Channels assigned are eight instructional television fixed service channels between 2597.25 mhz and 2643.75 mhz (call letters: KM2XBN). Conditions preclude Channel View from charging fee for service or having more than 135 receive locations. Systems will be used to experiment with various MDS receivers and transmitters with emphasis on gathering data on propagation and multipath characteristics. Channel View has said system would cost between \$600,000 and \$800,000 and take six to eight months to build. Proposed system is first of its kind.

Teleprompter last week announced it's been **awarded franchise for Skokie, Ill.**, Chicago suburb with 22,000 homes. Teleprompter plans 112 consumer channels, plus 54-channel institutional network, with basic 38-channel service at \$4.50 per month. Also proposed is six-channel no-fee service for senior citizens for \$25 installation charge.

One of the **largest radio contracts for college sports** has been signed by **Oklahoma News Network**, calling for payment of \$1,530,000 for coverage of football and basketball games of **University of Oklahoma** for three years, starting in 1982. Football rights amount to \$1.5 million and remainder is for basketball. OSN, subsidiary of Insilco Broadcast Group, is wired network consisting of 56 Oklahoma radio stations.

Senate Commerce Committee could vote Tuesday (tentative meeting is scheduled) on **F. Keith Adkinson nomination to Federal Trade Commission**. Committee has requested additional testimony and expects to receive it in time to vote Tuesday. Adkinson's nomination was met with some opposition at hearing last month, where question was raised as to whether he acted improperly while counsel to Senate Permanent Subcommittee on Investigations from 1974 through 1979 (BROADCASTING, Nov. 23).

Temporary Commission on Alternative Financing for Public Telecommunications today announces **selection of public broadcasting stations** that will take part in its **18-month advertising experiment** (BROADCASTING, Nov. 23). Request for proposals (RFP) from interested stations were due last week, and 29 stations responded, 16 television and 13 radio. National Public Radio officials had warned commission that response from its members may be fewer than needed (commission must

pick up to 10 from each medium) to conduct experiment effectively. RFP's were sent to Corporation for Public Broadcasting which will present list to commission for approval. According to CPB, stations applying are in diversity of markets across country. Several joint licensees and at least four TV and two radio stations in top 10 markets submitted proposals.

□
Bill to remove FCC's authority to keep ceiling on cable franchise fees was introduced in Senate Friday (Dec. 11) by Senator Arlen Specter (R-Pa.).

□
Federal Trade Commission staff, in comments to be filed with FCC today, **endorses lottery** as means of **selecting licensees among competing applicants**. Staff contends lotteries would accelerate provision of new service to consumers and save applicants costs otherwise involved in lengthy hearings. More than that, staff says, lottery would be particularly beneficial if combined with repeal of trafficking rule—which is expected to be subject of rulemaking commission will offer this week. That combination, staff says, would allow “marketplace solution to reflect consumer preferences . . .”

□
Cox Broadcasting projected 30% rise in 1981 revenues over year earlier, with net income just over \$2 per share, reflecting September 2-for-1 stock split. Broadcast revenues should be up 16%, with television stronger than radio, and operating profit up same percentage. Cable revenues and income should advance 50% and 39% respectively.

□
New task force to study ways commercial broadcasters can help **public stations raise private funding** has been created by National Association of Broadcasters executive committee. Meeting in Washington last Monday and Tuesday (Dec. 7-8), committee expressed concern about proposals for limited advertising on public stations and, noting that many commercial broadcasters support public stations by picking up costs for shared antennas and transmitter sites, charged task force, members of which have yet to be named, with finding other means of helping out. **In other actions**, executive committee asked staff for adjustments in fiscal year 1983 budget projection to permit **salary increases** averaging 7% for upper-level staff and to decrease travel and entertainment budgets to reflect decreases in air fare. NAB projects 1983 budget that will end up in black, unlike that of 1981 which ended up in red and that of this year, expected to show deficit of \$123,000. NAB approved **7% increase in funding for Television Information Office** in 1982, rejecting TIO request for 30% increase over next three years. NBC also rejected TIO request for 30% increase, recently granting 10% increase for next year alone. ABC and CBS each granted three-year 30% increase.

□
“Los Angeles Times” opinion polls will be carried over **Ted Turner's Cable News Network (CNN)**.

□
Washington, D.C., will get its chance to receive **C-SPAN coverage of House of Representatives via WHB652, “The Capitol Connection,”** George Mason University Television, which signs on air Tuesday afternoon (Dec. 15) on instructional television fixed service (ITFS) frequency with tower atop Artec (cable system) headend in adjacent Arlington, Va. Service—which requires individually installed antenna and converter—will be supplied for \$495 annually by nonprofit organization, which also will make installations at cost (estimated \$800-\$2,000, depending on complexity). There's no extra charge for multiple installations in same building. Among first to order service: National Telecommunications and Information Administration. WHB652 is brainchild of and will be managed by Michael Kelly, GMU English professor who also is board member of Corporation for Public Broadcasting. It has capacity for four channels, is activating only one now (to come in on District

TV receivers on ch. 8); second will be activated if and when Senate agrees to TV coverage. Other two channels will be used for teleconferencing, seminars, news services. Prospective Washington customers may order by calling 691-1119.

□
FCC has talked frequently about equal employment opportunity but hasn't acted to improve EEO in broadcast industry. And “internally, EEO at the FCC is the absolute pits,” **Pluria Marshall**, chairman of **National Black Media Coalition**, said last week. As result, Marshall **said** before Capital Press Club in Washington, **FCC Chairman Mark Fowler should no longer count on NBMC for support**. Marshall said “climate” at FCC for minorities wasn't encouraging, claiming Fowler hadn't hired single black person since he'd been in office. Marshall said he was particularly upset since Terry Banks, top-ranking black in decision-making role at FCC, had submitted resignation (effective Jan. 1), because “those slick white boys at the FCC” had effectively demoted him through reorganization. Banks, former chief of Office of Opinions and Review, became associate general counsel for adjudication, position in which he no longer made final decisions, after office of opinions and review was folded into General Counsel's office, Marshall said. Marshall said he also questioned Fowler's commitment to minority ownership. According to Marshall, Fowler had indicated support for elimination of rule of sevens—which holds that one entity may own only seven AM, seven FM and seven TV stations—change which Marshall said would insure that “poor struggling minorities” would be pushed farther out of running for buying broadcast properties.

□
Kevin O'Sullivan, president and chief operating officer, Worldvision Enterprises, New York, elected chairman and chief executive officer. **Neil Delman**, executive VP of Worldvision, succeeds O'Sullivan.

Upcoming

□
On Capitol Hill: Senate Judiciary Subcommittee on Constitution will mark up bill (S. 1730) amending Freedom of Information Act in room 5110, Dirksen Senate Office building, at 9:30 a.m., Monday. □ House Telecommunications Subcommittee will hold hearing on direct broadcast satellites in room 2123, Rayburn House Office building at 9:30 a.m., Tuesday. □ House Subcommittee on Courts, Civil Liberties and Administration of Justice will mark up cable copyright bill in room 2226, RHOB, at 9:30 a.m., Wednesday. □ House Telecommunications Subcommittee staff will hold question-and-answer session on common carrier bill introduced last week (see page 29) in room 2218, RHOB, at 2 p.m., Wednesday. **At FCC:** Open meeting Thursday will consider rulemaking to change broadcast trafficking rules; consider what to do about Office of Management and Budget recommendation that FCC stop requiring stations to submit model EEO program forms on blanket basis at renewal time; consider changing rules relating to noncommercial FM stations to implement new protection criteria for channel 6 TV reception; consider adopting rule permitting use of FM SCA's for utility load management; consider rulemaking to permit use of AM carriers for utility load management; decide whether to reconsider order authorizing cellular radio communications, and consider procedures for implementing deregulation of customer premises equipment and enhanced services under Computer II decision. **Also in Washington:** National Press Club debate on First Amendment rights between Richard Salant, senior adviser for NBC, and consumer activist Ralph Nader in NPC ballroom, 6:30 p.m., Wednesday. □ Temporary Commission on Alternative Financing for Public Telecommunications will meet at 1:30 p.m. today (Dec. 14) in eighth floor conference room of FCC. □ Joint meeting of Public Broadcasting Service's Interconnection Committee and Finance Committee will be held at PBS at 2 p.m., Monday.

Editorials

Common cause

The outspoken disagreements between Senate and House over deregulation of broadcasting got louder and harsher last week. On Wednesday John Dingell (D-Mich.), chairman of the House Commerce Committee, and Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, all but pledged to kill meaningful relaxation of controls. The next day the Senate Commerce Committee unanimously adopted a bill introduced by its chairman, Howard Cannon (D-Nev.), that would considerably loosen regulation. In the process strong words were exchanged.

Together, Dingell and Wirth present a formidable obstruction to deregulation. As chairmen of the key committee and subcommittee that fashion broadcast legislation, they can perform all kinds of parliamentary tricks to keep law from being made.

But the powers of congressional chairmen are no longer absolute. The most deregulatory bill yet introduced in either house is that of Representative James M. Collins (R-Tex.), the ranking minority member of the House Telecommunications Subcommittee. One that may be equal in its sweep is being readied for introduction by Representative James T. Broyhill (R-N.C.), ranking minority member of the parent Commerce Committee. Those are no small-bore guns on the broadcasters' side.

The outlook would be happier, of course, if broadcasters could count in the House the support that is apparent in the Senate. But it is not entirely bleak and certainly not dispiriting enough to justify a letdown in the drive for relief.

There is, however, doubt that broadcasters can bring it off alone. What is needed is a coalition of forces to fight for First Amendment parity throughout the Fourth and Fifth Estates. In the fusion of disciplines that is emerging in the electronic age, it is equally important to broadcasters, cable operators, publishers and others entering the new frontiers that all be immunized against government intrusion in the editorial process.

Who has the flag and the drum?

Still on the scaffold

It is a curious decision that has come out of the Court of Appeals in the RKO General case, which has taken more than a few curious turns on its long journey through the courts and FCC.

The court rejected two of three grounds cited by the FCC for its curious decision denying renewals of WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles. It embraced the third with hesitant passion, declaring it enough to disqualify RKO out of hand in Boston but not in New York or Los Angeles, which the FCC is ordered to revisit.

The FCC had ruled that reciprocal dealings of RKO in the early 1960's were reason enough for disqualification. The court disagreed for good cause: Such dealings had not been judged illegal or even undesirable at the time RKO's took place.

The FCC had ruled that "willful and repeated misrepresentation" of financial information "warrants disqualification by itself." The court disagreed, noting that the FCC had never given RKO notice or a hearing on that issue.

The FCC had ruled that nonbroadcast misconduct by the RKO parent, General Tire, in overseas bribery and the maintenance of political slush funds was "not disqualifying" by itself. The court agreed. The FCC also ruled that RKO had shown a disqualifying lack of candor in failing to volunteer full details of a Securities & Exchange Commission investigation of General Tire's overseas dealings and failing to concede that it had inac-

curately reported trade and barter revenues. The court agreed and found it a serious enough offense to take away a television property in a city where another VHF recently sold for \$220 million. The virtues of candor have suddenly appreciated.

A large part of the court's opinion is devoted to an intricate explanation of why it overturned the FCC's financial misrepresentation finding for the agency's failure to give RKO a hearing on that issue but affirmed the disqualification for lack of candor, a finding similarly reached without notice or opportunity for defense. The court's answer seems to be that the lack of candor was demonstrated before the FCC and was thus analogous to a showing of contempt of court.

The lay mind is incapable of following that train of legal thought. There must be a difference between a defendant's being thrown in the slammer for thumbing his nose at the judge and the actions carried out by RKO under careful tutelage of lawyers of unquestioned reputation.

The four members of the FCC who voted to take RKO's three licenses away established themselves as the all-time hanging judges in regulatory history. Their "gross bureaucratic overkill," as dissenting Commissioner James H. Quello called it, has been only slightly modified by the appellate court.

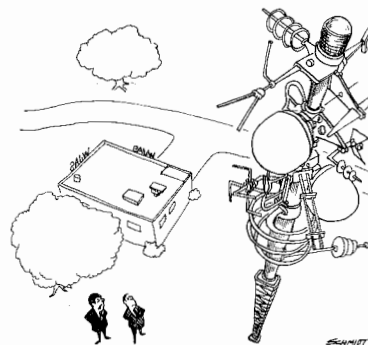
RKO has decided to carry on in the appellate process. Perhaps somewhere along the way it will find the justice that it has so far been denied.

Waste paper

Among the regulatory excesses that the incumbent FCC is trying to correct is the requirement that broadcasters retain in their public files all letters received from the public. The die-hard regulators who adopted the requirement and the professional "citizen group" representatives who make their living from perpetrating that kind of rule see it as a public service of vast magnitude. In the real world it has meant nothing to the general public and has been a broadcasting expense in storage space and clerical time.

Nobody has been reading letters in the public files but students on last-minute assignments or derelicts looking for a place to get warm. The record of disuse, as reported by broadcasters, is presented in detail beginning on page 62 of this issue.

For reasons that remain obscure, the deadline for comments by "citizen groups" has been extended to Jan. 7. If they argue for a continuation of this charade, they ought to be ignored.



Drawn for BROADCASTING by Jack Schmidt

"Our antenna designer drinks occasionally."

RKO RADIO is America.

America is known by its symbols. The crowning queen of New York harbor... the glistening dome of our nation's Capitol... the proud warship lying at anchor in Boston... the swaying palms and sharp cornices of Los Angeles' City Hall... the quaint and charming cable cars which challenge the hills of San Francisco. Each of these powerful symbols denotes something very special about the city they call home. There's another symbol in each of these cities, and a few we couldn't picture, it's the familiar sine wave and circle of the RKO Radio stations.

Over the past twelve months this space has been filled with the accomplishments of the RKO Radio stations in fulfilling their responsibilities to the communi-

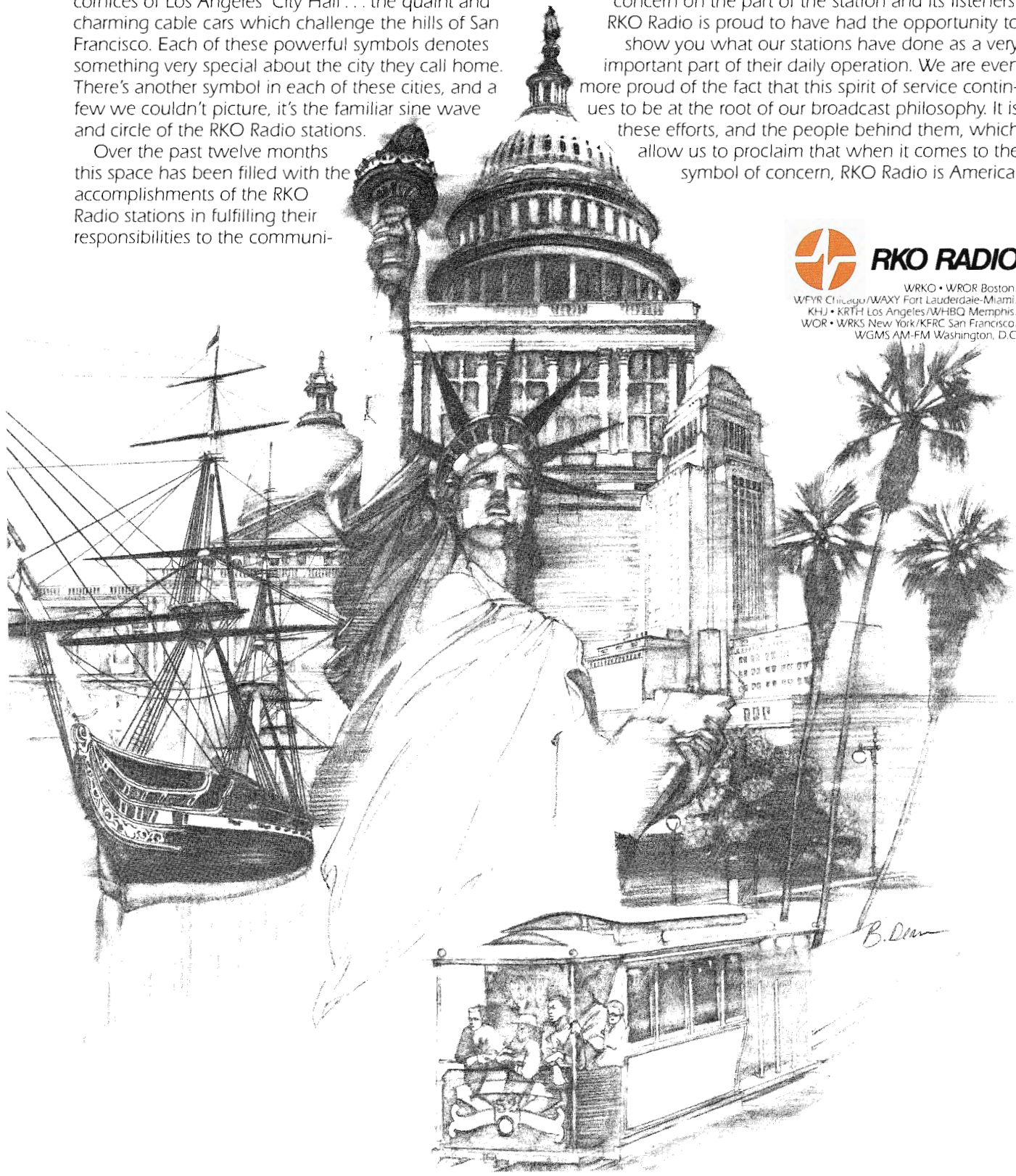
ties they serve. What makes this service unique is that the stations have sought recipients which most clearly match their format in interest and intent. This extra effort of determination results in a true expression of concern on the part of the station and its listeners.

RKO Radio is proud to have had the opportunity to show you what our stations have done as a very important part of their daily operation. We are even more proud of the fact that this spirit of service continues to be at the root of our broadcast philosophy. It is these efforts, and the people behind them, which allow us to proclaim that when it comes to the symbol of concern, RKO Radio is America.



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