

SOUNDING HISPANIC FREEDOM

Hispanics in the United States number 18 million or more, 1 in 12 of all Americans. In some communities they are the majority.

Yet these numbers have not translated into proportionate civic and community participation. The result is inequity in job opportunities, education, fair treatment under the law and sharing of public funds.

This deprives the individuals of their full measure of freedom and the communities of their fullness of life.

Gannett newspapers and broadcast stations are working hard to do something about that.

The Nevada State Journal and Reno Evening Gazette described abuses in jobs, education and housing suffered by

Northern Nevada's large but largely ignored Hispanic population. By focusing on the struggles of individual Hispanics pursuing their American dream, the series of articles clarified needed community remedies.

An El Paso Times series offered readers a close inspection of the problems Mexican-Americans face in their daily lives within the unique border community.

KBTB in Denver scheduled public-service spot announcements in all parts of its broadcast day, urging Hispanics to cooperate fully with the 1980 census. Hispanics make up an estimated one-fourth of the Colorado population.

In San Bernardino, California, The Sun opened a news bureau in the heart of the Hispanic and Black West Side. A vibrant, active community is now better known to all area residents. The Sun also added a columnist who writes exclusively about Hispanic political activities.

KPNX-TV in Phoenix airs a weekly public-affairs program concentrating on Hispanic needs and events.

To better serve the entire community, the Tucson Citizen in Arizona offers free Spanish lessons to every staff member.

And Gannett and Michigan State University have launched a large-scale

study of communication behavior and attitudes of Hispanic-Americans. The study will help newspaper and broadcast professionals serve the audience according to its needs and preferences.

In these ways and others, Gannett members strive to serve all segments of their communities, each according to its own special needs.

At Gannett, we have a commitment to freedom in every business we are in, whether it is newspaper, TV, radio, outdoor advertising, film production, magazine or public opinion research.

That freedom rings throughout Gannett, from Tucson to Tarrytown, from Salinas to Santa Fe, from Visalia to the Virgin Islands, in news coverage, in editorial opinions, in community service, each member serving its own audience in its own way.

For more information, write: Gannett, Lincoln Tower, Rochester, N. Y. 14604. Or call (716) 546-8600.



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The Week in Brief

TOP OF THE WEEK

RESHAPING FOR REAGAN □ Transition team under Washington attorney Gardner will scrutinize communications agencies before new administration affixes its stamp. KLAS-TV's Smith is in group of 30 that will study FCC operations. Input is expected from former FCC chairmen, Burch and Wiley. **PAGE 19.**

REAGAN MARKET FINALLY SOARS □ Bulls rampage after brief retreat. Analysts generally expect incoming administration to be good news for broadcasting stocks. **PAGE 20.**

TELETEXT IN L.A. □ CBS Inc. will begin its first public testing there in co-op project with KNXT, KCET and WGBH-TV. Antiope system will be used. **PAGE 21.**

CONFIDENCE AND CAUTION □ TVB members are reminded they are winners in Las Vegas by reports of television's major gains in revenues and expectation of more. **PAGE 24.** But there are words of warning that social and technical changes will bring need to adjust. **PAGE 25.**

SPECIAL REPORT

STATE OF THE ART □ Broadcast equipment and technology in this first year of new decade are reviewed. Particular attention is paid to digital television, satellites and radio and ENG. **PAGE 31.** Part one focuses on inexorable pace of innovation in TV. **PAGE 32.** In radio, competition has been spurred by competition for better sound. **PAGE 42.**

MEDIA

AND THE WINNER IS... WHO? □ Judge dismisses part of suit by ATC subsidiary against Warner Amex cable grant in Pittsburgh. Now both sides claim victory. **PAGE 52.**

DECISION FOR VOTERS □ Petition filed with Dallas city council calls for referendum on cable award to Warner Amex. **PAGE 52.**

PAY TV IN BRITAIN □ Government will allow 12 cable systems to offer subscription channels. **PAGE 52.**

PROGRAMING

UA KEEPS WINNING FOR THE GIPPER □ Ronald Reagan's election revives interest in TV and movie-house showings of his 56 film performances. **PAGE 60.**

JOURNALISM

PROTECTION □ NAB's insurance plan will give members protection against libel, slander and related risks that have inhibited past journalistic efforts. **PAGE 63.**

LAW & REGULATION

CHANDLER V. FLORIDA □ Supreme Court hears arguments on claims of Miami Beach policemen that cameras in courtroom adversely affected their burglary trial. **PAGE 65.**

THUMBS DOWN □ FCC rejects \$15-million distress sale of Faith Center's three TV properties. **PAGE 66.**

TECHNOLOGY

ON DISPLAY AT SMPTE □ Annual meeting in New York features papers on wide range of 80's technology. More than 200 exhibitors show their wares. **PAGE 67.**

1936

THE 'BROADCASTING' YEARS □ Many newspaper groups, who had been foes of radio in earlier years, dropped their cudgels and sought entry into station ownership ranks. Rapidity of trend stirred apprehension on Capitol Hill. To accommodate existing services and expected new media, FCC ordered allocations hearings. And radio scored journalistic high marks and realized substantial revenues from the 1936 political races. **PAGE 71.**

PROFILE

NOW IT'S THE NEWS THAT MUST GO ON □ David Hartman's transition from actor to information-show host stirred skepticism among some journalistic purists. But that was five years ago, before Hartman's imaginative blending of news and entertainment pushed ABC-TV's *Good Morning America* to the top of the early-morning ratings. **PAGE 97.**

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Insider report: behind the scene, before the fact

J.R.'s target

On Aug. 29, 1967, "one-armed man" was caught on *The Fugitive*, and ABC-TV and QM Productions ended show's network run with 45.9 rating—highest ever for regularly scheduled series episode. That's A.C. Nielsen number to beat if "who shot J.R." suspense on *Dallas* is to give title to CBS-TV and Lorimar Productions. Lee Rich, man behind Lorimar, is expecting rating "somewhere in the 40's" for Nov. 21 episode that reveals who pulled the trigger. But he says it will be tough to beat *Fugitive's* record since *Dallas* plays on Fridays, usually low night for set usage. (More homes now are needed for rating point than in *Fugitive* days as well.)

Dallas, however, already has broken homes record for regular episode with projected 29,720,000 watching premiere Friday, Nov. 7. Episode Sunday, Nov. 9, drew even more—40 rating with estimated 31,200,000 homes—but was not in regular time period.

J.R.'s prices

No matter who shot J.R., CBS-TV has made financial killing, asking \$250,000 per 30-second spot on Nov. 21 episode. *Dallas* 30's run \$145,000 normally. Affiliates are also cashing in. Reps say stations have been averaging as much as 50% above normal prices for 70-second periods they will get before, during and after Nov. 21 episode.

Hot number

Expect Lorimar's syndication force to start selling local TV rights to *Dallas* across country at beginning of next year. That's earlier than company had expected. But with several calls already from broadcast groups and independent stations, and with rerun ratings few weeks ago beating scores when episodes originally played, Lorimar President Lee Rich advanced syndication dates. Rich says *Dallas* likely would air locally in 1983.

Growing list

After President Carter lost election, it's now learned, some in White House at least fleetingly entertained notion of waiting until Congress adjourned and then making recess appointment to FCC seat now held by James H. Quello, whose term has expired. Appointee, to be top-drawer and probably representative of favored minority, could take FCC seat at once. According to scenario, Ronald Reagan would be confronted with choice of accepting Carter selection or rejecting it with possible political fallout. As they say,

cooler heads prevailed.

That aside, speculation continues over Reagan appointments to FCC, possibly as many as four by next June (BROADCASTING, Nov. 10). Names mentioned in addition to those reported earlier ("Closed Circuit," Nov. 10) include Mark S. Fowler, who is in prominent role in Reagan transition (see page 19); Bernard Wunder, chief counsel and staff director of House Communications Subcommittee (but Republican); Wade H. Hargrove, Raleigh, N.C., attorney who had support for previous FCC vacancies; Wallace Johnson, engineer and former chief of FCC's Broadcast Bureau; Robert Wells, Kansas broadcaster and former FCC member.

Enemy of bigs

Senator Larry Pressler (R-S.D.) who has repeatedly sounded alarms about concentration of media ownership since joining Senate in 1979, may be in better position to do something about it under new order on Capitol Hill. As ranking Republican on Subcommittee on Monopoly, Economic Concentration and Anticompetitive Activities (under aegis of Select Committee on Small Business), Pressler will be in good position to take over chairmanship from Jim Sasser (D-Tenn.).

Second thoughts

Has National Association of Television Program Executives leadership had change of heart about executive director's post it talked about for so long and finally created earlier this year? And does George Back, who took job, also have second thoughts?

NATPE chiefs don't seem to be pointing finger at Back; it's job itself rather than his performance that's understood to be issue. Publicly, all parties concerned will say only that all goes well and that contract review doesn't come up until February. Inside bets, however, are that Back will return full-steam to syndication business itself and NATPE will redefine just what it wants.

Austerity on Hill

General cutback in size of committee and subcommittee staffs is on minds of Republican senators, according to Harrison Schmitt (R-N.M.). Cutbacks would be in line with President-elect Ronald Reagan's proposed 10% budget cut. Sen. Bob Packwood (R-Ore.), who is expected to chair next Committee on Commerce, Science and Transportation, is leading way in holding off on staff

appointments to committees or subcommittees until size and details of cutback are determined by Republican senators.

Answer men

Political-broadcasting and fairness-doctrine complaints and inquiries directed to FCC skyrocketed in first 10 months of 1980 to 19,550—dwarfing previous record of 11,013 set in all of 1972. More than half—10,464—involved reasonable-access (Section 312 of Communications Act) and equal-time (315) matters. In October alone, fairness-political broadcasting branch at FCC received 3,366 telephone complaints and inquiries. Milton Gross, chief of that branch, said dramatic increase was due in part to fact "the public is more aware of licensee obligations in the area of political broadcasting."

National Association of Broadcasters fielded 700 telephone inquiries on political broadcasting during fall campaign period, while Bill Ray, retired chief of FCC's complaints and compliance operation, was on special NAB hot line. Erwin Krasnow, NAB's senior vice president and general counsel, said emergence of independent political committees which "never came up as a legal issue before" raised "all sorts of problems."

Farewell tour

Will lame-duck FCC Chairman Charles Ferris take one last junket—this time to Australia, Philippines and Japan? At \$3,500 per head, Ferris has invited Telecommunications Committee (himself, Robert E. Lee and Joseph Fogarty), but as of Friday, there were no known takers. Also tapped were noncommittee members, Tyrone Brown and Anne P. Jones. James Quello and Abbott Washburn weren't asked.

Maybe Nielsen

Officials of A.C. Nielsen Co., which got out of radio audience measurement in 1963, hope to decide by early December whether to get back in. In years since Arbitron became clearly dominant, broadcasters have frequently urged Nielsen to return and create competition. Couple of years ago, officials reportedly spent lot of time exploring prospects before saying no. Now they're going through exploratory process again.

Also yet to be decided, Nielsen people say, is whether—if they do return—measurement would be based on diaries, as Arbitron's is, or on telephone. It wouldn't be done with meters: Proliferation of portable sets, untappable by meters, is what led Nielsen out of radio.

Business Briefly

TV ONLY

Missouri Beef Packers □ Begins Dec. 1 for 13 weeks in Houston. Day times. Agency: Sullivan, Higdon & Sink, Wichita, Kan. Target: adults, 25-54.

Brown Vintners □ Mumm champagne. Begins this week for six weeks in seven markets. Day, fringe, sports, weekend and prime access times. Agency: Doyle, Dane & Bernbach, New York. Target: men, 25-54.

Caslo □ Watches. Begins this week for five weeks in 22 markets. Fringe, prime and sports times. Agency: Doremus & Co., New York. Target: men, 18-49.

Remco Enterprises □ TV rentals. Begins Dec. 1 for five weeks in 27 markets. Day, news and early fringe times. Agency: Mediacom, Houston. Target: adults, 18-49.

Pizza Hut □ (Mid-central and north central regions). Begins Nov. 28 for four weeks in five markets. Fringe, prime and sports programming. Agency: Valentine-Radford, Kansas City, Mo. Target: adults,

18-34.

Brownberry Ovens □ Bread. Begins this week for four weeks in Chicago and Dec. 15 for one week in Detroit. Agency: M.R. Bolin Advertising, Minneapolis. Target: adults, 18-54.

Nestle □ Deer Park bottled water. Begins Dec. 1 for four weeks in Syracuse, N.Y. News times. Agency: Case & McGrath, New York. Target: women, 25-49.

Chatham Drugs □ Love fragrances. Begins Nov. 24 for four weeks in 24 markets. Fringe and prime access times. Agency: American Media Consultants, New York. Target: women, 25-49; teen-agers, 12-17.

Bell & Howell □ BE 35 mm camera. Begins this week for about three weeks in 13 markets. Fringe and prime times. Agency: N.W. Ayer ABH International, Chicago. Target: men, 18-49.

Foot Locker Stores □ Athletic shoes. Begins Dec. 1 for three weeks in under 10 markets. Fringe and weekend times.

Rep Report

KHOU-AM-FM Denver: To Eastman Radio from Radio Advertising Representatives.

□

WVIV-AM New Orleans: To Lotus Representative Co. (no previous rep).

□

KSLZ-FM Seattle: To Major Market Radio from Buckley Radio Sales.

□

WKQI-AM Albany, N.Y.: To Lotus Reps from Torbet Radio.

□

WRCN-AM-FM Riverhead, N.Y.: To Lotus Reps (no previous rep).

□

WPZB-FM Petersburg, Va.: To Lotus Reps from Savalli/Schutz.

□

WNLK-AM-WLQI-FM Norwalk, Conn.: To Lotus Reps from Groskin.

Agency: Sawdon & Bess, New York. Target: adults, 18-49; teen-agers, 12-17.

John's Jeans □ Begins Dec. 1 for three weeks in 12 Southern markets. Agency: Mangan Rains Ginnaven & Associates, Little Rock, Ark. Target: adults, 18-34.

Snyder Drug Stores □ Begins Dec. 1 for three weeks in Minneapolis-St. Paul. Day times. Agency: Stolz Advertising, St. Louis. Target: women, 18-49.

Filene's □ Specialty stores. Begins Nov. 20 for three weeks in Boston and Providence, R.I. All day parts. Agency: Ingalls Associates, Boston. Target: adults, 18-49.

J.M. McDonald □ Retail outlets. Begins Nov. 24 for three weeks in seven markets. Fringe, news, day prime times. Agency: Paragon Companies, Minneapolis. Target: adults, 25-49.

Skipper's Fish n Chips restaurants □ Wine & Stein promotion. Begins in December for two weeks in Seattle, Spokane and Yakima, Wash., Portland, Ore., plus three weeks in Fresno, Calif. Agency: Seresco Advertising, Seattle. Target: adults, 25-49.

Kay Jewelers □ Watches. Begins Dec. 1 for two weeks in about 25 markets. Fringe, news, prime access and weekend times. Agency: Independent Media Services, New York. Target: adults, 25-54.

Fownes □ Gloves. Begins Dec. 10 for two weeks in eight markets. Day, fringe and

WHO ARE THE PROS IN RADIO...

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Book of cable. Calling it "only book of its kind . . . currently available" Ogilvy & Mather has released "Advertising Opportunities in Cable Programming." Tome surveys 34 national cable networks being sold to cable operators, gives information on programming, number of systems and homes reached, research and advertising availability. Separate survey covers top 50 cable systems, shows programming, channel capacity and advertising availability. Cable sales organizations get own chapter. □

Celebrity testimonial. Noxell Corp.'s RainTree moisturizer will be advertised in both TV and print campaign featuring actress Natalie Wood, this quarter. In 30-second TV spot, geared toward women over 25, spokeswoman tells viewers, "My skin responds to RainTree right before my eyes." SSC&B, New York, is agency for RainTree.



Wood for RainTree



Hope for Texaco

Lending Hope. Introducing Texaco's new Super Lead Free Sky Chief gasoline is comedian Bob Hope, who appears in TV commercials this month for product and claims "It's Texaco's highest octane unleaded gasoline . . . It's a winner by a knockout." Benton & Bowles, New York handles campaign which runs in Northeast and Southern markets.

news times. Agency: Modular Communications, New York. Target: total adults.

Dubuque Packing Co. □ Christmas promotion. Begins Dec. 8 for two weeks in Milwaukee, Madison and Green Bay, all Wisconsin; Chicago; Peoria, Springfield-Decatur-Champaign, Davenport-Rock Island-Moline, all Illinois; Denver; Minneapolis; St. Louis, and Springfield, Mo. Day, early and late fringe. Agency: Campbell-Mithun, Chicago. Target: total women.

General Foods □ Gaines Obedience dog food. Begins this week for one week in Denver. Agency: Benton & Bowles, New York. Target: women, 25-54.

Sears, Roebuck □ Night wear. Begins Nov. 24 for five days in Washington state markets. Morning drive times. Agency: McCann-Erickson MIS, Seattle. Target: women, 18-49.

————— RADIO ONLY —————

Meier's Wine Co. □ Creme sherry. Begins this week for five weeks in Minneapolis; Cleveland; Cincinnati; Columbus, Ohio; Lexington, Va., and Louisville, Ky. Morning drive and middays, plus weekends. Agency: Elkman Advertising, Philadelphia. Target: adults, 35 and over.

Toys R Us □ Toy stores. Begins Nov. 24 for four weeks in 33 markets. All dayparts. Agency: Ed Libov Associates, New York. Target: adults, 25-54.

Storck USA □ Toffifay candy. Begins this week for four weeks in 17 markets. Morning drive, midday, afternoon drive, plus weekends. Agency: Don Tennant Co., Chicago. Target: women, 18-49; teenagers, 12-17.

Liberty Orchards □ Aplets and Collets seeds. Begins Nov. 24 for four weeks in half-dozen Northwestern markets. Morning drive and midday times. Agency: The Solkover Agency; Seattle. Target: women, 25-64.

New York Telephone Store Centers □ Gift giving. Begins mid/late November in seven New York markets. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Lincoln Mercury □ Capri cars. Begins this week for three weeks in over 10 West Coast markets. Morning drive times. Agency: Young & Rubicam, San Francisco. Target: adults, 18-34.

Illinois Bell Telephone □ Begins this week for five weeks in various Illinois markets. Agency: N.W. Ayer ABH International, Chicago. Target: adults, 25-49.

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Datebook

■ Indicates new or revised listing

This week

Nov. 17-18—*Society of Cable Television Engineers* technical meeting and workshop. Ramada Inn, Philadelphia.

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

Nov. 18-20—STV Industry Conference, sponsored by *Subscription Television Association*. Beverly Hilton, Los Angeles. Information: (213) 973-1100.

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

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

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

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

Nov. 20-21—*Arizona Broadcasters Association* fall

convention and annual meeting. Doubletree Inn, Scottsdale.

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

Also in November

Nov. 25—*Federal Communications Bar Association* noon luncheon for New York area members. Speaker: Jack Valenti, president of Motion Picture Association of America. Yale Club, 50 Vanderbilt Avenue, New York.

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

Nov. 30—Deadline for cable companies to file letters of intent with city of Tampa, Fla., for franchise.

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

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

December

Dec. 2—*Advertising, Broadcasting and Communications Industries Division of Anti-Defamation League* dinner honoring John A. Murphy, group executive vice president of Philip Morris Inc., for distinguished public service. Samuel Dalsimer Human Relations award will be presented to Sidney Darion, executive producer-director and general manager, public affairs, WABC-TV New York. St. Regis Roof, New York.

■ **Dec. 2-3**—*FCC* minority telecommunications enterprises conference. FCC, Washington. Information: Ed Cardona or Barbara Moran, (202) 634-1770, or EEO/Minority Enterprise Division, FCC, Room 652, 1919 M Street, N.W., Washington, D.C. 20554.

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

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

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

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

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

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

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

Dec. 9—*Cable Television Administration and Marketing Society* cable operators programming seminar. Disneyland hotel, Anaheim, Calif. Information: (202) 296-4219.

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

■ **Dec. 10**—*FCC* deadline for comments on its proposed rulemaking on FM quadrasonic broadcasting. Reply deadline, Feb. 9.

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

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

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

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

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

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

January 1981

Jan. 7—*Maryland-District of Columbia-Delaware Broadcasters Association* renewal seminar Shoreham hotel, Washington.

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

■ **Jan. 11-13**—*California Broadcasters Association* winter convention. Spa hotel, Palm Springs, Calif.

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

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

Jan. 14—*New England Cable Television Association* winter meeting. Sonesta hotel, Boston. Information: NECTA, 8 1/2 North State Street, Concord, N.H. 03301, (603) 224-3373.

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

Jan. 15-16—*Virginia Association of Broadcasters* winter meeting. Richmond, Va., Hyatt.

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

■ **Jan. 16**—*Utah Broadcasters Association* convention. Airport Hilton, Salt Lake City.

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

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

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

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

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

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

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

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

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

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

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

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

April 12-15, 1981—*National Association of*

Major Meetings

Broadcasters 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

May 5-9, 1981—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

May 29-June 3, 1981—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1983, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, Las Vegas; 1986, Las Vegas.

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

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

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

Aug. 16-19, 1981—*National Association of Broadcasters* annual Radio Programming Conference. Hyatt Regency, Chicago.

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

Sept. 20-23, 1981—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla.

■ **Jan. 31-Feb. 3**—*Radio Advertising Bureau's* first managing sales conference, for radio station managers and sales managers. Keynote speaker: Sam Cooke Digges, retiring president, CBS Radio. Amfac hotel, Dallas.

February 1981

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

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

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

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

Feb. 12—*Maryland-District of Columbia-Delaware Broadcasters Association* annual legislative reception for members of Maryland legislature and Maryland Governor Harry Hughes's staff.

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

Feb. 20-21—*University of California School of Law* communications law symposium on regulation and deregulation of new video technologies. Bonaventure hotel, Los Angeles.

Feb. 20-22—San Diego conference on "Culture and Communication," hosted by *College of Professional Studies and Fine Arts at San Diego State University*. Hotel San Diego.

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

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

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

March 1981

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

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

March 13-14—*Country Radio* seminar. Hyatt

Regency, Nashville. For information: (615) 329-4487.

March 13-18—*National Association of Television Program Executives* conference. New York Hilton.

March 15-17—*North Central Cable Television Association* meeting. Holiday Inn, Fargo, N.D.

March 16-17—*Society of Cable Television Engineers* annual spring engineering conference. Opryland hotel, Nashville.

March 19-20—*Broadcast Financial Management*

Broadcast Credit Association board of directors meeting. Fairmont hotel, Denver.

March 22-29—*INPUT '81*, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, D.C., (202) 293-6160.

March 24—*New York State Broadcasters Association* annual meeting. Essex House, New York.

March 26-29—*Alpha Epsilon Rho*, national honorary

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broadcasting society, annual convention. Opryland hotel, Nashville.

May 27-30—*International Television Association* annual conference. Peachtree Plaza hotel, Atlanta. Information: Dick Triche, Tricom Inc., 10175 Harwin Drive, suite 103, Houston, Tex. 77036. (713) 776-0725.

March 28-April 1—*Illinois-Indiana Cable Television Association* annual convention. Hyatt Regency hotel, Indianapolis.

April 1981

April 8—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

April 12-15—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center.

April 23-24—*Oklahoma AP Broadcasters* convention. Holidome, Oklahoma City.

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

May 1981

May 1-3—*Texas AP Broadcasters* convention. Marriott North, Dallas.

May 3-7—*National Public Radio* annual conference. Phoenix.

May 5-9—*American Women in Radio and Television* 30th annual convention. Sheraton Washington hotel, Washington.

May 20-22—*Videotex '81*, international videotext conference and exhibition. Royal York hotel, Toronto, and Canadian National Exhibition grounds.

■ **May 26-28**—*Electronic Industries Association* Hyannis, Mass., conference: "Telecommunications—Trends and Directions" Sponsored by EIA's communications division, conference is primarily directed

Errata

Rollins Inc. subsidiary applying for cable franchise in Boston is **Rollins Cablevision** of Boston, not Rollins Media, as reported in Nov. 10 issue.

□

Application for new FM in Carthage, Ill., in Nov. 3 "For the Record" should have read **Carthage, Tex.**

to financial community. Dunfeys hotel, Hyannis, Mass.

May 27—*International Radio and Television Society* annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York.

May 29-June 4—*National Cable Television Association* annual convention. Los Angeles Convention Center.

May 30-June 4—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

June 1981

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton.

June 11-12—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Riviera hotel, Las Vegas.

June 11-14—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lane near Branson, Mo.

■ **June 14-17**—International Conference on Communications, sponsored by *Denver section* and *Com-*

munications Society of Institute of Electrical and Electronic Engineers. Denver Hilton hotel. For information: ICC '81, P.O. Box 21291, Denver, Colo. 80221.

June 21-24—*Virginia Association of Broadcasters* summer meeting. Cavalier hotel, Virginia Beach, Va.

June 24-27—*Maryland-District of Columbia-Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

July 1981

July 12-15—*New York State Broadcasters Association* 20th executive conference. Otesaga hotel, Cooperstown, N.Y.

July 15-18—*Colorado Broadcasters Association* annual summer convention. Sheraton/Steamboat, Steamboat Springs.

August 1981

Aug. 10-19—*International Union of Radio Science*, 20th general assembly. Hyatt Regency hotel, Washington. Information: R.Y. Dow, National Academy of Sciences, 2101 Constitution Avenue, N.W., Washington D.C. 20418. (202) 389-6478.

September 1981

Sept. 20-23, 1981—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla.

October 1981

■ **Oct. 5-7**—International Electrical, Electronics Conference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

■ **Oct. 8-11**—*National Black Media Coalition* annual conference. Mayflower hotel, Washington.

■ **Oct. 16-17**—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

■ **Oct. 29-Nov. 1**—*Missouri Broadcasters Association* fall meeting. Hilton Plaza Inn, Kansas City, Mo.

Oct. 29-Nov. 6—*National Association of Educational Broadcasters* annual conference. Hyatt, New Orleans.

BOOKNOTES

The Reporter and the Law: Techniques of Covering the Courts. By Lyle W. Denniston. Published by Hastings House, 10 East 40th Street, New York 10016. 289 pp. \$16.95.

Lyle Denniston, who covers the Supreme Court for the *Washington Star*, has written a kind of textbook for print and broadcast journalists who cover the courts. The book does not tell neophyte reporters how to cover the courts, but it does provide helpful background in that specialized field. It explains such matters as the structure and process of the courts, how reporters can prepare for covering the beat, how they cover activities in the courts at various levels of the judiciary, from juvenile court to the Supreme Court, and how the system works.

As Denniston says in the introduction, the book "is intended to be a practical and useful guide, for the student and the working journalist, to the system of law as it exists now and to the press's system in covering that system."

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EDITOR: Historical errata: In your "The First 50 Years of Broadcasting—1934" that appeared in the Nov. 3 issue, it was mistakenly reported on page 77 that "John Dillinger was gunned down by the FBI outside the Bijou theater." In actuality, Dillinger was killed at Chicago's Biograph theater where he had gone to see "Manhattan Melodrama" starring Clark Gable and William Powell.

Admittedly, this is a minor point to be considered in light of the grand scale and focus of the "First 50 Years" series. As a college student presently enrolled in broadcasting at the University of Tennessee's College of Communications, I find the comprehensive recap of broadcasting/BROADCASTING's history invaluable. It has just the right balance of chronological data, business developments and radio programming and technology to make it accessible to audiences of all ages. The projected hardback publication of the articles will be a necessary and vital addition to all broadcasters' libraries.—*David D. Duncan, Knoxville, Tenn.*

EDITOR: Your 50th anniversary issue coincides with the first anniversary of my new ch. 35 WOFL(TV) Orlando, Fla., and the 31st anniversary of WSAZ-TV Huntington, W.Va. What memories of friendship, help and industry statesmanship your golden jubilee conjures!—*Lawrence H. Rogers II, president, Omega Communications Inc., Cincinnati.*

Editor's note. Rogers, as general manager, put WSAZ-TV on the air.

EDITOR: I was fascinated with your editorial on the first 50 years of broadcasting and the first of many articles to come on broadcasting in the last half century. It will be fun and nostalgic to read them and I'm looking forward to each issue.—*James M. Moroney Jr., chairman-chief executive officer, Belo Broadcasting Corp. and Dallas Morning News, Dallas.*

EDITOR: Hearty congratulations on entering the 50th year of publication of the "bible" of our industry. Thanks for your consistently superb broadcast journalism.—*Richard S. Nickeson, general sales manager, WISC-TV Madison, Wis.*

EDITOR: Your 50th anniversary brings back to me a whole life of fond memories, so much of which evolved around the editorial content of your classic publica-

tion. We have had wonderful lives, and much of it has been brought about through the editorial pages and efforts of one Sol Taishoff, in keeping the broadcasting business on the right wavelength and defending it against detractors who would have liked to see it anything but what it is today—the most powerful force for liberty and free speech in the world.—*Edward P. Shurick, Earlsville, Va.*

EDITOR: For close to half a century you've rendered outstanding service to the entire broadcasting industry, and we salute you for it and thank you most sincerely. I am especially grateful for the fine reporting you have granted National Religious Broadcasters down through the years. I would like especially to thank you for the excellent coverage in the Oct. 13 issue of the recent interviews conducted by NRB with candidate John Anderson and Governor Ronald Reagan.—*Eugene R. Bertermann, secretary, National Religious Broadcasters, Orange, Calif.*

EDITOR: Sol Taishoff, both by his personal counsel and in the pages of our beloved BROADCASTING, has played a role which is unrivaled in any industry or profession. When measured by your influence upon the Fifth Estate, it can only be paraphrased in Churchill's words: "Never have so many owed so much to one man." I wait with avid anticipation the weekly reports of the five decades which have brought us to this high state of your glory.—*G. Richard Shafto, retired president, Cosmos Broadcasting, Columbia, S.C.*

EDITOR: Congratulations on your 50th anniversary. Our industry has been so damn fortunate in having you. It has been and is, indeed, literally and figuratively the LEADING publication. Your commitment to our industry is awesome.—*Theodore F. Shaker, president, Arbitron Co., New York.*

EDITOR: You have created a magazine that is indispensable to broadcasters everywhere. Congratulations and best wishes in your next 50 years.—*Dick De Angelis, vice president/general manager, KPHO-TV Phoenix.*

EDITOR: For 50 short years, BROADCASTING magazine has brought me news, information and education about our great industry. Keep up the great work. It is truly impossible to measure the wonderful service you supply to your readers.—*Howard P. Abrahams, New York.*

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Executive and publication headquarters
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Phone: 202-638-1022.

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald V. West, managing editor.
Rufus Crater, chief correspondent (New York).
Leonard Zeldenberg, chief correspondent (Washington).
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Harry A. Jessell, assistant editor.
Mary Pittelli, Kathy Hsley, Stephen T. McClellan, Matt Stump, staff writers.
Candyece H. Stapen, contributing editor.
Anthony L. Carroll, editorial assistant.
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BROADCASTING & CABLE YEARBOOK

John Mercurio, manager.
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Linda Petersen, classified advertising.
Doris Kelly, secretary.

CIRCULATION

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ADMINISTRATION

Irving C. Miller, business manager.
Phillippe E. Boucher.
Doris E. Lord.
Robin Smithers, secretary to the publisher.

BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, chief correspondent—bureau chief.
Jay Rubin, senior correspondent—asst. bureau chief.
Rocco Famighetti, senior editor.
Anthony Herring, assistant editor.
Karen Parhas, editorial assistant.
Marie Leonard, Mona Gartner, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

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



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

Monday Memo®

A broadcast advertising commentary from David J. Halberstam, manager, Sports Division, Katz Radio, New York

Sports and radio: a winning team for advertisers

Since the early 1970's, much attention has been focused on the rapid growth of sports on television. Sports on radio is often ignored. Yet it has evolved into big business in all corners of the country.

Let's review some recent developments. In 1979, KNBR(AM) San Francisco paid a reported \$1.2 million to succeed KSFO(AM) as the radio rights holder to Giants baseball. This year KSFO(AM) turned around and offered \$1 million-plus to get the rights to the Oakland A's.

In Boston last spring, WEEI(AM) quadrupled the fee paid by incumbent WBZ(AM) to acquire the rights to the New England Patriots. Here in New York, long-time king WABC(AM) agreed to carry Yankees baseball in 1981.

These events are fascinating, but the story that best describes the impact of sports on radio is the Mutual Broadcasting System's 1978 rights agreement to South-west Conference football.

Exxon had held the rights for some 32 years before Mutual put forward a whopping offer that the conference simply couldn't refuse. As part of the agreement, the conference guaranteed Mutual a minimum number of in-game "time-outs" for commercial purposes.

Following the first Saturday football game, the general public felt the impact. One newspaper, the Oklahoma City *Daily Oklahoman*, carried this headline: "Please Pause For a Radio Time-Out."

Formats not withstanding, radio stations are obviously finding local play-by-play more and more attractive. Local baseball and football, for example, are carried by stations representing program formats that span the entire radio band—country, top-40, all-news, MOR and ethnic.

Why are stations making these enormous commitments? General managers give varying reasons. The common denominators, though, are audience, identity and image. When packaged and marketed properly, the investment can have far-reaching benefits.

Given today's competitive environment and spiraling rights fees, how should radio position itself? What is the battle plan of the 80's? Most important, how do we expand the account base?

Marketing experts believe that the "positioning" approach of the 70's will turn "competitor oriented" in the 80's. Strategies will develop around the strengths and weaknesses of the competition.

The competition in this case, of course, is television. It's inescapable. Other than



David J. Halberstam joined the Sports Division of Katz Radio, New York, as an account executive in September 1977. He was promoted to manager of the division last April. Before joining Katz, Halberstam was coordinator of sports and special events for the City University of New York, the nation's largest urban university system.

radio, it is the only live access that the sports fan has with the ball park.

As we embark on the 80's, astute rights holders will position radio by confronting television directly. Radio has features that television does not have, and these features can be exploited in the advertising community.

In basic terms, and in varying degrees and priorities, advertisers buy sports to achieve a number of objectives: media exposure, team/sponsor identity, merchandising, promotion and dealer camaraderie. Radio often achieves these objectives more effectively than television and for a smaller investment.

Because sports numbers aren't categorized in traditional Arbitron radio reports, many media buyers and planners dismiss radio sports for lack of numbers. Yet special studies of sports listening show that radio provides greater media efficiencies than local television sports. By commissioning special studies, such as those done by Field & Scarborough, radio stations can substantiate numbers that agency media departments can endorse.

Team/sponsor identification is only instilled over a long and consistent period of time and radio, as a rule, carries all seasonal games. It establishes associations by integrating the sponsor with the team over an entire season. Where else but on radio does the announcer follow every Reggie Jackson home-run by exclaiming "another Getty gunner"?

New Yorkers still remember Marty Glickman's description of a Knicks player scoring a basket. Marty cried out, "It's

good, good like Nedicks!" Television, which in most markets covers far fewer games than the entire team schedule, does not afford the advertiser this basic amenity of sponsoring sports.

Identity also demands product category exclusivity, and the trend in television today is not to grant exclusivity. TV's Yankee telecasts in 1980 were sponsored by both Dodge and Toyota. Exclusivity is imperative, and radio offers it under less rigid requirements than television.

In sum, radio has inherent advantages that television cannot deliver. By banking on "competitive gaps" radio can wage an effective battle to succeed in the 1980's.

In 1980, itself, the account base has expanded. Sports on radio were sponsored by advertisers of wines, gloves, farm equipment and railroad travel in addition to the traditional line-up of beer, automotive and gasoline companies.

If positioned properly, a typical radio sports package in the 1980's will be sponsored by a cross-section of advertisers: local advertisers and national advertisers; advertisers with male-oriented products and advertisers with female-oriented products; advertisers whose messages are targeted at older as well as younger audiences. New advertisers will discover the attractiveness of associating their products with radio play-by-play sports franchises.

How will the sports package structure change in the 80's? Will stations pay for rights or will teams retain the rights and sell the package by themselves? It depends on team popularity, which, of course, dictates the value of most local sports properties.

In some markets, where a team's popularity is weak, the only way it can obtain radio coverage is by buying time blocks and selling advertising on its own. Then, again, when a team is popular, stations often are willing to provide air time at relatively little cost. Enterprising teams then have a hey-day selling it, while also controlling the on-air content. Baseball, basketball and hockey will probably remain a mixed bag, with some teams selling rights and others retaining it. Radio rights to pro football, because of its limited schedule, will most likely remain in the hands of stations.

If a team plays an important role in the day-to-day lifestyle of the community, stations are eager to join the bandwagon. Take the Oakland A's. Two years ago, Charlie Finley gave the rights away for \$1. Now, under new ownership and the field leadership of Billy Martin, the rights are going for \$1 million.

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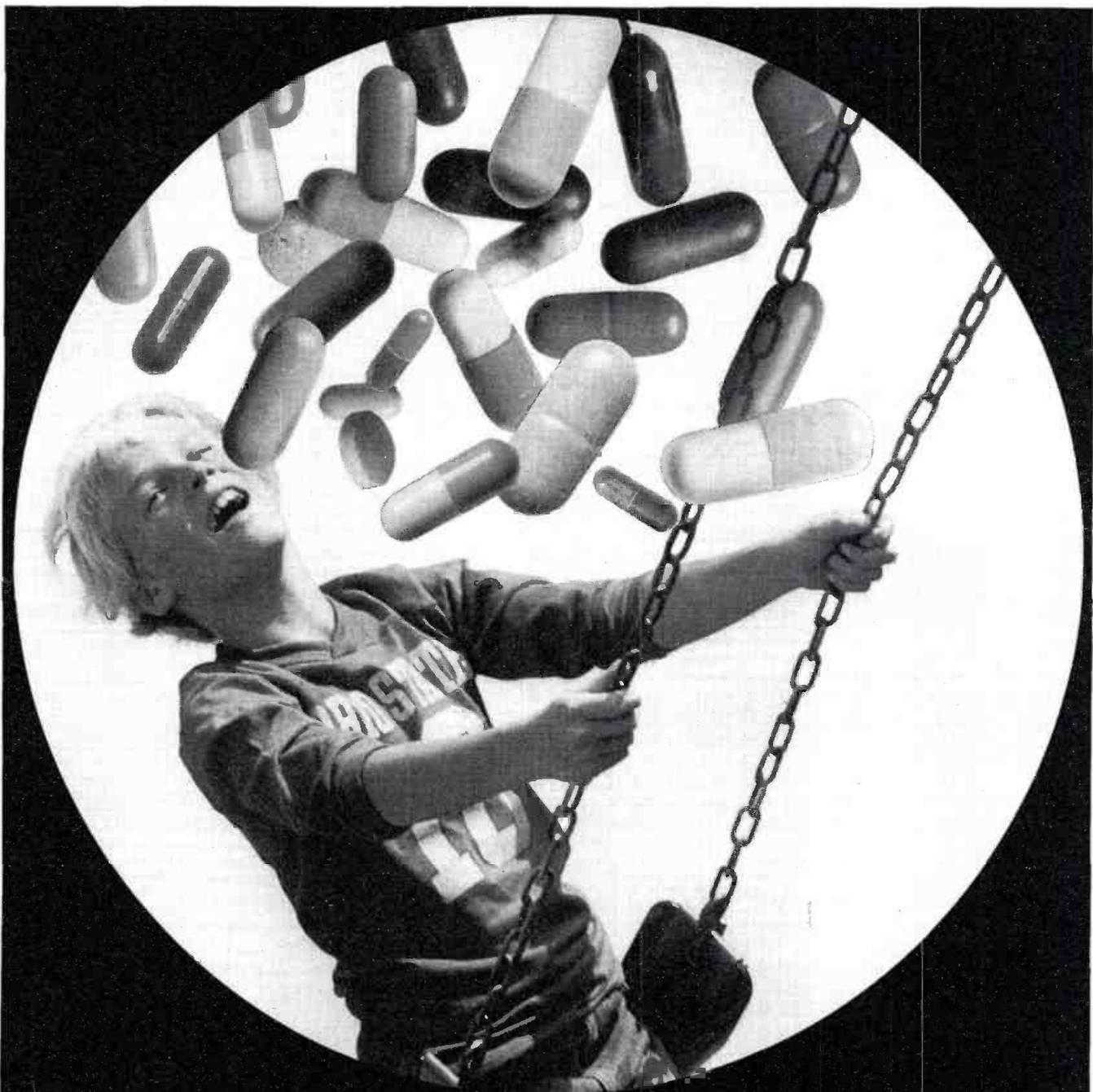
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TOP OF THE WEEK

Reagan teams take aim at FCC, communications policy matters

Gardner will head 20-person unit, expects to take 'lean and mean, effective and objective' approach; Burch, Wiley, KLAS-TV's Smith to provide input; Loren Smith, Mark Fowler head transition working group looking at some 25 federal agencies

The transition of governmental responsibility for telecommunications matters from the administration of President Jimmy Carter to that of President-elect Ronald Reagan is under way. A team that could include more than 20 members is being assembled to analyze and make recommendations to transition leaders regarding the FCC. Another will be established, this week or next, to prepare a report on major telecommunications matters. The aim is to put the Reagan stamp on telecommunications issues as soon after Reagan's inauguration next January as possible.

The person who in the table of organization will have a key role in what shape that stamp will take at the FCC is Michael Gardner, a 38-year-old attorney with the Washington firm of Bracewell & Patterson, who is the transition's team leader for the FCC. Gardner is a former official of the Federal Energy Administration and was general counsel for the ill-fated presidential campaign of John Connally. But he is not a communications lawyer. And transition officials say that is in line with Reagan's policy in naming team leaders—to avoid the appearance of conflict of interest and to obtain a fresh point of view.

But the team—whose members will be announced this week—will not be composed of innocents. Senior members, at least, will be familiar with the commission, its structure and programs. These members will be relied on, as one official said, "to know what's going on, to avoid blind alleys and to concentrate on what's really important." One of the senior members is Mark S. Fowler, a communications attorney who served as communications counsel to the Reagan organization in 1975-76, when Reagan failed to win the nomination, and in 1980, and who is co-director of the transition working group, which includes the FCC team. Other

senior members are two former FCC lawyers who had worked closely with then-Chairman Richard E. Wiley—Lawrence Secrest and Steve Sharp. Wiley himself will serve as a "special adviser," even though he has other, major responsibilities in the transition. He was named to head the team that will maintain contact with, and examine, the Justice Department. The FCC team is expected to include at least one broadcaster—Mark Smith, vice president and general manager of KLAS-TV Las Vegas, and vice chairman of the National Association of Broadcasters television board. He was recommended for the team by Senator Paul Laxalt (R-Nev.), a leading member of the Reagan entourage.

The team that will involve itself with telecommunications matters may be the one to look to for the policy directions the Reagan administration will take. Dean Burch, the former FCC chairman who played a major role in the Reagan-Bush campaign and remains a senior adviser in the transition, said last week the team would study policy issues that will face the Reagan administration—in Congress, where a major common carrier bill is stuck; at the National Telecommunications and Information Administration, and at the FCC, though in the case of the commission Burch said the team would be interested in administration "goals" rather than specific dockets.

The team is to submit a report to the domestic affairs section of the transition before January. But its members have not yet been selected. Burch, who said he would be "involved," though not necessarily as leader, indicated the members could be picked and the team set to work in a week or two.

But it is the Gardner group that could provide a quicker return for the Reagan administration in its effort to take control of government activities in the telecom-



munications area. Like other transition teams, it will focus on four main areas—budget, personnel, programs and legislation. "Coordinators" will be assigned for those areas.

And the team will evaluate and make recommendations in those areas—including the modification or elimination of programs and reassignment and, where the law permits, removal of personnel. The team will prepare three reports—an initial one, in two weeks, an intermediate one and a final one. And some of the committee's findings may or may not have been foreshadowed last week in the remark of Mark Fowler: "We can see a lot of fat at that agency."

As Gardner sees his new team's job, it is "to do a comprehensive survey—to take a comprehensive look at the mechanics of the FCC, from A to Z, with the idea of offering options the President can pursue regarding the FCC." In doing their studies, team members will confer with

Transitioners Cribb, Fowler and Smith



members of Congress and congressional staffers whose responsibilities include communications matters.

The director of the legal and administrative agencies group—which is coordinating the activities of 25 transition teams—is Loren Smith, 35, who in the early 1970's served as a lawyer in the FCC's general counsel's office. He is now an associate professor at the Delaware Law School, and during the campaign was chief counsel to the Reagan committee. His deputy is T. Kenneth Cribb Jr., 32, who served as Smith's deputy on the Reagan committee. Cribb is on leave of absence from the law firm of Dewey, Ballantine, Bushby, Palmer & Wood.

The Gardner team will not have any responsibility for filling spots—commissioner or otherwise—at the commission. That will be the work of a personnel group, which is receiving thousands of applications and resumes from persons interested in filling the jobs throughout the

government that are being opened up by the change in administration. And Burch, who is as close to matters bearing on telecommunications as anyone in the transition, said last week it is still too early to speculate on FCC appointments.

The precise dimensions of the team remained to be worked out last week. But Gardner said he thought it would number "in the low 20's." Some members will be brought in for specific jobs. "It will be lean and mean, effective and objective, and designed to give the President a clear set of options that will improve the FCC machinery and its impact on the industry."

Gardner and Loren Smith planned to call on FCC Chairman Charles D. Ferris today (Monday) to begin discussing transition matters. Gardner said he will ask for space in the FCC building for his team. For many of them, including Gardner, it will be a full-time job.

Neither the Gardner team nor the one with which Burch will be involved will be

starting completely from scratch. Several papers dealing with communications and regulatory matters have already been prepared for the transition, according to officials. One was written by Antonin Scalia, one-time general counsel for the old Office of Telecommunications Policy and later an assistant attorney general who is now a visiting law professor at Stanford University. Another, analyzing the regulatory machinery, was said to have been written by Wiley.

The papers have not been released. But anyone connected with the transition who does not believe Reagan will follow a pro-competition, deregulatory philosophy in government is hard to find. At the same time, though, many hedge that view. As Scalia said, the presumption will be pro-competitive. But it's a presumption that could be overcome by those who would restrict competition. "Until you get to specific cases," he said, speculating on philosophy to be followed "is not helpful."

Reagan market finally soars

Bulls rampage after brief retreat; analysts generally expect new administration to be good news for broadcasting

The stock market soared last week, taking leading broadcasting stocks with it in what some Wall Streeters thought was at least partially a delayed celebration of Ronald Reagan's sweeping presidential victory.

The upsurge, with the Dow Jones industrial average climbing 20.90 points on Wednesday and 17.49 more on Thursday, was credited by some analysts to a belief that interest rates were approaching a peak, plus the anticipation of a Republican administration more favorably disposed toward business.

Other analysts, however, said the cause of the rising tide was unclear. And they feared it would be followed by a drop—as happened when stock prices soared on the day following the election, only to plummet the day after that.

Last week's rise was fueled chiefly by defense, energy and technology stocks, and leading broadcasting stocks tended to follow the trend. Capital Cities Broadcasting was up two points Wednesday and added 1-3/4 on Thursday, closing at 64. Cox Broadcasting was up 1-1/4 on Wednesday and held the gain on Thursday to close at 54. CBS added 1-1/4 on Wednesday and 1-1/2 Thursday, closing at 51, while Storer rose 1-1/8 Wednesday and 1-1/4 Thursday to 33-3/4. Others, like ABC and Metromedia, gained fractionally both days. Taft Broadcasting was among the fractional decliners, off a quarter-point on Wednesday and an eighth on Thursday.

Over-all, broadcasting analysts appeared to feel that although Reagan and the likely trend of administration policy over the next four years should indeed yield some pluses for the electronic media and broad-

casting in particular, no big turnaround should be expected immediately.

Industry analysts gazing into their separate crystal balls for a look at portents of broadcasting's future all seem to have the same vision: Charles Ferris standing on the steps of the FCC with his bags packed.

Howard Turetsky of Bache Halsey Stuart Shields suggests that "Carter's FCC has been very sympathetic to cable and not to networks," and that a Reagan FCC would be "more sympathetic to established media." While deregulation (the Ferris watchword) is certainly an essential element of Republican philosophy, Turetsky believes the deregulation practiced under Carter, particularly as embodied by Ferris and Federal Trade Commission chief Michael Pertschuk, was consumer oriented, in contrast to a "more old line ... less red tape, less bureaucracy" approach likely under Reagan.

Similarly pondering a possible "slowdown" of the deregulation thrust in vogue at the FCC, Donaldson, Lufkin & Jenrette entertainment analyst Dennis Leibowitz posits that a Republican-led FCC may "give more scrutiny to the economic effects of deregulation than is done now."

Both analysts note, however, that the deregulation emphasis is something that takes its cue from the legislature and isn't going to dissipate with Ferris's departure.

Except in such matters as the close votes on specific issues like the RKO license stripping, where 4-to-3 decisions might now flop the other way, Drexel Burnham Lambert's John Reidy says he sees no pull-back in the general trends of the FCC, particularly in regard to such issues as low-power stations, cable deregulation and direct broadcast satellites.

What the Reagan administration will mean for the broadcast economy remains

a foggier vista. While Turetsky of Bache Halsey—after joking about the new Wall Street gag that "what's good for MGM is good for the country"—says that at this point it's hard to have more than a vague impression that the new administration may be able to restore confidence to the economy. "More confidence—more consumer spending—more advertising—better broadcasting" is the possible scenario he sees.

But nobody expects an instant cure. Dennis Leibowitz, among others, thinks the broadcast industry will remain weak through the second quarter of next year. John Reidy notes that "Reagan won't affect the price of oil" with some people suggesting it could hit \$40 a barrel next year or blunt the upward effect of this year's drought on next year's food prices. And those two elements are primary contributors to inflation. Reidy, too, senses the feeling "that change is better" if it replaces Carter's confidence-eroding "inconsistency." But in the final analysis, he says, you can't answer the question whether Reagan will make the difference "between 2% and 4% real growth" until you know who his advisers will be.

Bill Suter of Merrill Lynch is another analyst who believes the slowdown in broadcasting is ultimately based in "uncertainty ... due to Carter's waffling." In his view, Reagan's very election is a plus for the media because "people can make plans and that boosts advertising."

Economically speaking, inflation, with its influence on the cost of money, is the principal concern of the cable industry. That's the opinion of David Wicks of the investment banking concern Warburg Paribus Becker. Coupled with the likelihood of a continued deregulatory posture, Wicks doesn't see a Reagan White House dramatically altering the picture for cable.



BASEBALL SCOREBOARD	
ESTERNA	
NATIONAL	
PILLS	11
CHRYNALS	5
NEW YORK	6
CHICAGO	3
PITTSBURGH	10
MONTREAL	1
ATLANTA	8
HOUSTON	4
CINCINNATI	4
SAN DIEGO	3
LOS ANGELES	3
SAN FRAN	4

CBS going live with teletext in L.A. test

Cooperative effort involving KNXT, KCET and WGBH-TV begin in spring; Antiope system, proposed as national standard, will be implemented



CBS has launched a major effort to explore and develop new broadcast video services using teletext in program and audience tests at its owned and operated KNXT(TV) and at noncommercial KCET(TV), both in Los Angeles.

(Teletext is a technique for transmitting graphic and alphanumeric material to the home receiver via signals sent with the normal TV picture, but outside the normal viewing area. Decoders are used to unscramble that information and display it over the entire screen. Versions of teletext have been used in about a dozen countries, notably France and Great Britain, and experimentally over several CBS owned-and-operated stations and KSL-TV in Salt Lake City.)

In announcing the first major-market program test of teletext in the U.S., CBS/Broadcast Group Vice President Gene Mater told a Los Angeles news conference Thursday (Nov. 13): "Teletext is the future and there is no way to avoid it. We want to be involved in shaping that future."

Joseph Flaherty, CBS-TV vice president for engineering and development, joined Mater in demonstrating how the over-the-air, in-home tests will be carried out. Tests using a modified version of the French Antiope system will reach Los Angeles viewers in April 1981 and are expected to continue throughout the year.

An important element in the testing will be adaptation of the Antiope system for closed captioning, allowing greater flexibility for the hearing impaired with no visual disruption for those with normal hearing.

WGBH-TV Boston President David Ives told the news conference that personnel from its caption center will open an office in Los Angeles early next year and will caption CBS programs for KNXT. The center has captioned hundreds of hours of television programs since it was established in 1971, including ABC's *World News Tonight*.

CBS also announced it has submitted reply comments to statements made in opposition to its petition for FCC adoption of a modified Antiope system as the industry standard. Flaherty said that CBS has studied other types of teletext systems currently

in use, including the British-based Ceefax used by KSL-TV in Salt Lake City for experimental purposes, but has determined the Antiope method to be technologically superior.

"We are deeply grateful for over \$1 million of Antiope teletext equipment and technical assistance being provided for this Los Angeles test by Telediffusion de France," Flaherty said. He added that CBS does not have a proprietary interest in the Antiope system.

KCET and KNXT will offer separate programmed "magazines" as part of the teletext experiment, which will involve placement of 100 decoder-equipped receivers in public buildings and private homes on a rotating basis. Consumer appeal will be evaluated for such informational services as news, sports, weather, traffic congestion, travel timetables, games, advertisements, entertainment guides, emergency services and children's educational exercises.

"We are on the threshold of a dramatic step forward in the development of television," said KCET President James Loper. "We feel teletext will drastically alter the TV medium, by adding a new element to the broadcasters' services and changing the relationship between the TV set and the viewer."

KCET General Manager Hartford Gunn went a step further, calling teletext "an entirely new medium with the potential for changing the viewer from a passive to an active role. There are many questions about the use of teletext that we simply do not yet have the answers to."

"This information service will be especially useful to the hearing-impaired," contended KNXT General Manager Edward Joyce. He demonstrated how teletext-encoded captions can be transmitted, unknown to the general audience, at

different speeds, in different colors and at various positions on the screen. According to WGBH-TV's Ives, this is a boon to those hearing-impaired viewers who have trouble following dialogue under conventional systems.

Mater said CBS's long-range plans for teletext development are up in the air pending results of the Los Angeles test and FCC action.

"Nobody will act without a standard," he maintained. "In the best of all possible worlds, the FCC could adopt one in the beginning of 1982."

"Eventually, when a standard is adopted, the cost of producing teletext decoders should go down dramatically," Flaherty told the audience. "Receiver manufacturers could buy microprocessor control chips and integrate them into set designs. The initial decoder cost will mainly be associated with the need to receive 82 channels in the set-top adaptor."

One CBS executive estimated the cost to consumers for a teletext decoder would be approximately \$250 once the units are in mass production. Although it is technically possible for the teletext system to transmit audio as well as video display programming, the CBS experiment will utilize video only in order to maximize magazine access time.

Among commercial applications that have been projected for the system are specialized advertising (i.e., taxi companies for teletext airline schedule updates), regional marketing appeals, time-related product sales (for example, special year-end automobile sales or product overstocks), classified ads, and itemization of professional services. Mater hinted that KNXT will experiment with many of these advertising sales appeals in its program test of teletext.

CBS expects to install the necessary equipment to conduct the test, including special page generating gear and a patented transmission system (Didon) sent by Antiope, by the end of December. KCET, which has also done substantial technical testing and a public teletext test in March 1980, will follow a similar timetable, with its educational program material.



Mater



Loper



Flaherty

Warner wins in Cincinnati

City council awards it right to cable franchise for city's 161,000 homes; award follows grants in Pittsburgh and Dallas

Warner Amex Cable Communications has won another major prize in the cable franchising game—the 161,000 homes of the city of Cincinnati.

The city council awarded the prize last Thursday afternoon and, in doing so, rejected the bids of Queen City, a subsidiary of American Television & Communications; Teleprompter; Cablecom; MetroVision, and Cincinnati Cablevision. Queen City, which had been recommended to the city along with Warner by the Cable Television Information Center, was the first runner-up.

Warner's proposed system, which will take three years to build, will offer three levels of service to its subscribers. The highest level (60 channels with the Qube interactive system and three pay channels) will cost \$27.15. The lowest level (local TV stations and access channels) will go for \$3.95.

According to the Warner application, the system will absorb \$58.9 million in capital expenditures over the next 10 years, but will produce approximately \$20 million in average annual revenues and a 11% average annual rate-of-return on investment. The term of the franchise is 15 years.

For Warner, the award caps a highly successful year that saw it win awards in Pittsburgh (160,000 homes), Dallas (376,000 homes) and now Cincinnati. Richard Aurelio, Warner's head of franchising,

summed it up for Warner. "It really feels good to have won the three biggest franchises awarded this year."

Aurelio attributed Warner's most recent victory to the three "i's"—interaction, institutions and interconnection. Aurelio said that in contrast to Dallas, where all the bidders promised interactive systems (BROADCASTING, Nov. 3), Warner was alone in proposing interaction in Cincinnati. In response to the city requisite of local ownership, Warner made its local partners health, cultural, educational and religious institutions. Finally, Aurelio cited Warner's ability to interconnect with 41 communities in the Cincinnati suburbs that had previously awarded their franchises to Warner. Aurelio felt the interconnection of the central city with the surrounding communities, containing 195,000 homes, may be unique, forming a "regional cable system" with as many homes as the Dallas franchise, the largest single cable franchise yet awarded. "It was a strong argument for us," he said.

Like Warner's win in Dallas just three weeks ago, the council's decision was in question up to the last minute. According to Aurelio, the nine-member council just barely defeated resolutions—by five-to-four votes—to reject all bids and start over again and to award the franchise to Queen City. When Warner's name finally came before the council it passed by a 6-3 vote.

In the final days before the vote, Warner and Queen City used the city's mass media in an attempt to influence the outcome of the award (BROADCASTING, Nov. 10).

In retrospect, Aurelio wasn't sure whether Warner's ad campaign had much of an impact, but he wasn't making any apologies for it. "We felt there were cer-

tain aspects that weren't being communicated that we thought were very important." Warner's most controversial ads emphasized the fact that it had brought in local institutions instead of individuals as local partners.

Joseph Collins, executive vice president of ATC, was, not surprisingly, disappointed. "We thought we had an excellent bid with a lot of unique services. Unfortunately, the council didn't see it that way."

Collins, whose company also advertised heavily in the final days of the process, agreed with Aurelio that it was difficult to gauge the effect of the advertising. But Collins said that in the final days Warner's "tactics in general were pretty disruptive."

Asked whether ATC would go to court in an effort to reverse the council decision, Collins said, "It's one day after we lost. I really can't comment on that." ATC filed suit against the city of Pittsburgh after losing to Warner there (see story, page 52).

The dual-cable, 830-mile system that Warner will install to reach the home market has 100-channel capability, but only 60 channels will be initially activated. A third cable stretching 230 miles will connect many of the city's institutions with 52 channels, 39 "downstream" and 13 "upstream."

The consumer service will be offered in three levels. Level I contains 24 channels, costs \$3.95 and has one pay television option, Home Box Office's Take 2 for \$3.95. Level II has 42 channels at a cost of \$6.95 and two pay television options, The Movie Channel for \$6.95 and Home Box Office for \$7.00. With Level III, the subscriber receives the Qube interactive capability, the pay television options of Levels I and II and access to six pay-per-view channels.

InBrief

Combining just released FCC market-by-market TV financial figures to those for networks released earlier shows **total TV industry revenues of \$7.9 billion for 1979**, up 14% from 1978; pretax profit of **\$1.7 billion**, up 2.5%. Figures for 292 TV markets show: revenues of \$4.4 billion in 1979, up 13%; expenses of \$3.1 billion, up 15%; pretax profit of \$1.3 billion, up .03%; network time sales of \$344 million, up 9.6%; spot sales of \$2.6 billion, up 11.8%; local sales of \$2.2 billion, up 13.5%, and barter and trade-outs of \$101 million, up 14%.

□

Senator **Barry Goldwater** (R-Ariz.) says he wants to chair next **communications subcommittee** and to appoint its staff director. Representative Tim Wirth (D-Colo.), who will probably chair next House Communications Subcommittee, plans to name David Aylward chief counsel and staff director. Aylward has been legislative director to Wirth since September 1977 and prior to that was with Washington law firm of Jones, Day, Reavis & Pogue for three years. No announcement of staff appointments has been made by either Senator Bob Packwood, (R-Ore.) who is to chair next Commerce Committee or Representative John Dingell (D-Mich.) prospective chairman of next House Committee on Interstate and Foreign Commerce.

□

Commissioner **Robert E. Lee** told Catholic broadcasters in Washington Friday he would like to serve as **FCC chairman** for last six months of

present term, which expires June 30. He cited "long process" involved in appointing new chairman, and said, "it's very likely the President will have to appoint an existing [Republican] member as an interim chairman." Lee said he will not seek another seven-year term but was willing to serve as "caretaker chairman" until new Reagan appointee could be confirmed.

□

NTIA has urged Department of Justice to ask U.S. Court of Appeals in New York to **remand to FCC its decision repealing syndicated exclusivity and distant signal rules**. At same time, NTIA submitted 46-page memorandum to Justice, attempting to persuade it to change its mind and agree with NTIA that commission has authority to adopt retransmission consent rules. National Cable Television Association spokesman expressed "outrage" at Geller's effort to persuade Justice to drop normal (but not automatic) role of defending FCC in court. Appeals of commission action were taken by number of broadcasters.

□

Directing governmental transition for President-elect Reagan at **Federal Trade Commission** is **James C. Miller III**, co-director and resident scholar at Center for Study of Government Regulation, American Enterprise Institute for Public Policy Research. During Nixon administration (1969-72) he served as economist with Department of Transportation. After teaching at Texas A&M, Miller joined Ford administration in 1974 as staff economist, Council of Economic Advisers, and assistant director, Council on Wage and Price Stability. □ **Frank Shakespeare**, president of RKO General Inc., group broadcaster beleaguered by FCC, is **international agencies team leader for Reagan**. Prior to current post, Shakespeare was executive vice presi-

Hill goes after election reports

Senate bill would restrain broadcasters of projections; House bills would change polling

Senator James McClure (R-Idaho) introduced legislation last Wednesday, Nov. 12, that would fine TV and radio stations up to \$10,000 for broadcasting projections or results of a national election before all polling places had closed. The bill would amend the 1934 Communications Act, and is a revised version of a bill prepared by the senator but never introduced after the 1976 presidential election.

In introducing the bill, which had not been assigned a number last Friday, McClure said the major networks had been "particularly blatant" this year in their "unduly early determination and announcement of the winners." McClure said such early announcements discourage voting in Western states and cited this year's national turnout, said to be the lowest since 1948, as an indication of the problem.

"I can see no reason or justification that the election results must be known instantaneously across the land," he said, "really, the greatest advantage I see is to the network ratings."

McClure said he introduced the bill to focus the Senate's attention on the problem, and that he recognizes that the bill needs "some perfecting." Members of McClure's staff said the senator had received calls from three or four senators, among them S.I. Hayakawa (R-Calif.), who are interested in co-sponsoring the bill in some form next year.

While McClure believes the problems of discouraged Western voters should be addressed by curtailing broadcast coverage, action in the House of Representatives last Wednesday offered different approaches. Representative Pat Williams (D-Mont.) introduced two bills that would affect polling procedures but make no mention of broadcast coverage.

The first, H.R. 8330, would provide a uniform time for the closing of polling places in all presidential and U.S. congressional elections. The second bill, H.R. 8331, would retain current polling times, but would seal ballot boxes and voting machines until all polls closed.

In introducing his legislation, Williams said, "We have a constitutional charge to refrain from placing any restrictions on the media. Their reporting of the election results in the East is not due to any wrong action on their part, but, primarily, is due to the advances in technology that provide fast ballot counting and even faster communications of the results. I offer my bills as a means to focus our attention on the real problem—the election process."

Williams said Thursday he feels the second of the two bills is the more workable, because of inconveniences the first might cause many voters. He said also he had sought input on his bills from major network heads in September and would do so again this week.

In another House action last Wednesday, Representative James Lloyd (D-Calif.) introduced a bill to establish uniform times for opening and closing of polls, and to extend the voting period for 24 hours, beginning in late afternoon on a Saturday, closing over night and continuing until late afternoon Sunday. Lloyd, who was not re-elected this year, said he had little hope that any action on this bill would occur this session.

Senate turns back the FCC's moving van

Issue isn't dead but may be moribund; only reversal in House-Senate conference could restore authorization

The FCC may not be moving to the suburbs after all. The Senate last week deleted a rider to an appropriations bill that would have permitted the commission to move its offices, now scattered among a number of locations in downtown Washington, to an office building under construction across the Potomac river, in Rosslyn, Va. The bill itself, containing funds for the FCC and a number of major departments, is expected to be passed by the Senate early this week.

The deletion was engineered by Senator Max Baucus (D-Mont.), who is opposed to the FCC's negotiating its own leases for office space rather than relying on the General Services Administration, as do most other government agencies.

The Senate easily adopted his amendment, which knocked two provisions out of the rider—one that permits the commission to negotiate its own leases and one that defines the District of Columbia as including an area within two miles of the present boundary. The latter provision was included because the Communications Act requires the commission to maintain its headquarters in the District of Columbia.

The question of whether the commission will move is not yet resolved, however. Since the authorization is in the companion bill already passed by the House, the issue must be settled in conference.

dent of Westinghouse Electric Corp. from 1973 to 1975 and director of United States Information Agency during Nixon's first term. Among agencies Shakespeare is working with are USIA successor, International Communications Agency, and Board for International Broadcasting.

Senator Howard Baker (R-Tenn.) said last Thursday he **will recommend** to Republican caucus that **TV be allowed to cover congressional proceedings** in both Senate and House. Speaking before Republican Seminar on Foreign Relations, Baker said, "I must acknowledge there is strong opposition in the Republican caucus to TV coverage, but I hope we can find some way to accommodate those objections." Baker has expressed this opinion before, most recently at press conference on Nov. 6.

FCC is being asked to consider pressing either for **postponement of second session of Region 2 conference on AM broadcasting**, scheduled to start in November 1981, or for **separating** from other issues involved, **proposal to reduce AM channel spacing from 10 khz to 9**. NAB General Counsel Erwin Krasnow, in letter to Chairman Charles D. Ferris, said "consensus" for those suggestions had developed among members of Advisory Committee on Radio Broadcasting, at meeting Thursday, after FCC officials revealed that commission would not be able to complete engineering studies within prescribed deadlines.

Following month of negotiations, **insurance underwriters have agreed to pay NBC \$85 million for losses caused by U.S. boycott of Moscow Olympic games.**

John D. Lockton, senior vice president of Dun & Bradstreet and president of Dun & Bradstreet International, **joins Warner Amex Cable Communications as president and chief operating officer.** Gustave M. Hauser, who had been chairman and president, continues as chairman and chief executive. J. Leonard Reinsch, retired head of Cox Broadcasting, relinquishes positions as co-chairman of Warner Amex and member of its executive committee but remains on Warner Amex board.

NBC has agreed to extend contract for Rose Bowl game to include contest to be played on **Jan. 1, 1983.** NBC had until last Friday (Nov. 14) to match reported offer of \$7.25 million made by CBS.

Three technicians from ABC News and NBC News were missing and feared dead when their helicopter failed to arrive in Miami and was being sought by Coast Guard Thursday (Nov. 13) and Friday. Identified by NBC News as having been on flight were Jay Randall Fairbairn, cameraman, and Dan Cefalo, freelance sound technician. ABC News said that Joe Dalisera, technician, also had been on flight. It was feared helicopter had crashed after leaving Cayo Lobos, 20 miles north of Cuba, where newsmen were covering Bahamian government's forced evacuation of 102 Haitians marooned on that Caribbean island.

Daniel Walters, director of communications systems, David Sarnoff Research Center, Princeton, N.J., has been moved to NBC to assume duties of Frank Fleming, vice president, engineering. Fleming has been assigned to special projects reporting to Walters.

An optimistic TVB still keeps looking over its shoulder

New technologies can't be ignored, but existing media keep making major gains in revenues, members told

How the year was and how the decade will be—those were the topics under consideration when over 950 people (701 regular members, the rest guests) met last week at the Las Vegas Hilton to join in the 26th annual meeting of the Television Bureau of Advertising. New technologies drew their share of the group's attention: TVB Chairman Thomas B. Cookerly (president of Allbritton Communications' broadcast division) in his opening remarks noted that broadcasters can't "hide our heads in the sand and pretend this competition does not exist." But at the same time, the workshops devoted to sharpening the selling skills of those responsible for the here and now played to standing room only.

Cookerly's opening remarks took candid notice of the difficulties of 1980. "We were wrong," he said in reviewing what had been expected of "an election year [that] was also to be a year with winter and summer Olympics." But, he said, there were bright spots as well: The months of February through September each set records for television viewing; television's share of total advertiser investments will reach a record 20.7% this year; total television advertising volume is expected to move ahead 12% to 13%.

Touching on new technologies that "challenge the basic system of free, advertiser-supported television which we believe has served this country so well," Cookerly said sales people have to generate the revenues to finance the quality of production, "which will make our product clearly the stand-out selection on the viewing screen."

"I believe that television has hardly scratched the surface of what it can become," Cookerly said. "It's up to us to pursue every opportunity available." Noting progress in gaining retailer accounts, he nevertheless pointed to what he called "the relatively small share" of retailer budgets going to television. Travel, apparel and banking were three other categories of advertising he particularly singled out as growth possibilities.

TVB President Roger Rice voiced optimism about the ability to secure new business for television. Reviewing this year's figures (based on the time sales surveys returned by TVB members), he reported that local business was up 15% in the first quarter, 6% in the second, 9% in the third and is projected for an 11% increase in the fourth. Spot's numbers are 14%, 16%, 14% and 12% growth. For the

year, TVB expects spot to be up 14%, local 10% and network 14% for a total television improvement of 12% in 1980. Rice did caution that these were averages, saying "never have I seen a greater variance by regions or market."

TVB's 1981 projections are for local to be up 10% to 12%, spot the same and network up 11% to 13%, with the total television increase between 10% and 12%.

Rice noted concern on the part of TVB and stations and broadcasters in general with the lateness of the FCC figures for market-by-market business in 1979. To speed up the process of getting such information out to the industry, TVB is asking stations to send to the independent accounting firm of Touche Ross full-year 1980 fiscal information. This confidential survey, Rice suggested, would allow TVB to provide stations with market information for spot, local and network compensation six months to a year before the FCC is able to get the data out.



Honors. Two special awards were presented by TVB last week. BROADCASTING and its editor, Sol Taishoff, were honored "for pioneering and leadership in the development of the broadcasting industry" as the magazine begins marking its 50th anniversary. And TVB Vice Chairman Norman E. Cash was cited "for his unparalleled leadership into a new and uncharted era of television advertising and for his respected guidance in bringing television acceptance as a recognized communications force." Cash, who joined TVB at its inception in 1955, is leaving at yearend "to assume responsibilities in new areas." Pictured above: Taishoff (l) and TVB Chairman Thomas B. Cookerly. Below: Cash (l) and TVB President Roger Rice.



Describing TVB's advertiser presentation for 1981, Rice said it was an attempt to hold some of the predictions about the advertising potential of the new media, particularly cable, "up to the cold light of reality and see which stands up." Explaining the underlying rationale, Rice said: "TVB is not anti-cable. Cable is really none of our business. Cable-originated advertising is our business just as any advertising is our business. So we see as our job the task of keeping a realistic perspective on the new electronic media, just as we do on newspapers, radio and magazines."

And sharing some statistics he said weren't in the presentation itself, the TVB president quoted experts who predict that by 1985 cable originated advertising will grow to between \$300 million and \$350 million, 10 times its current level. But that sum, Rice asserted, would equal just 1.37% of over-the-air commercial television's predicted \$21.87 billion in 1985 advertising revenue.

The organization's executive vice president/sales, Robert A. Lefko, stressed television's need to seek new categories of business. In his remarks to the membership meeting, he cited the railroad industry as a business that stopped its own growth by defining itself too narrowly. TVB's senior vice president/national sales, Richard Severance, reported on efforts by the bureau in just that direction. He catalogued over \$5.45 million in new advertising to promote tourism in 12 states and Canada that he said resulted from TVB presentations. Apparel manufacturers are another TVB target, Severance indicated, following jeans manufacturers' advertising success. He also described advocacy advertising as a category with great potential. A TVB survey of television stations showed that, considering several examples on an issue-by-issue basis, 89% of stations would accept some advocacy advertising that had previously been turned down by networks (BROADCASTING, Oct. 6). He listed as prime candidates for issue advertising—corporations, associations (such as medical groups), unions and companies wishing to do "business to business" advertising. Severance also claimed that TVB activities resulted in \$1 million or better increases in television advertising from Oldsmobile, Goodyear, Anchor Hocking and Ortho Chemical. And 1981, he told the audience, "is starting to look like a very good year."

Lloyd Werner, chairman of TVB's National Sales Advisory Committee (a station representative group) and president of Group W Television Sales, stressing the significance of the 1981 TVB advertiser presentation, let the membership in on a secret. Gearing up for the Jan. 28 multimarket presentation, with simultaneous satellite transmission planned for the taped program, TVB has extended an invitation to President-elect Ronald Reagan to use the occasion to address broadcasters and the representatives of the business community assembled for the presentation.

1980's: Dangerous to dinosaurs

TVB warned that social changes could imperil networks and others that fail to adjust; trend to decentralization, ascent of information society, resurgence of romance and quality forecast for future

Prognosticating the coming decade was the principal business of speakers who appeared on the opening day of the TVB annual meeting. In enthusiastically received talks, both the keynote speaker (appearing at the membership session) and Monday's luncheon guest presented their views of what the 1980's hold in store, along with assessments of the challenges and problems that changes in society pose for media in general and TV in particular.

John Naisbitt, senior vice president of Yankelovich, Skelly & White and publisher of that company's *Trend Report*, told TVB members and their guests that network television "is in danger of becoming the *Life*, *Look* and *Saturday Evening Post* of the 1980's" as a result of several significant "restructurings" he sees taking place. Society, he said, will undergo decentralization, moving away from the organizational trend that has been in effect since the Depression.

One consequence of decentralization is that the U.S. is "entering a multi-opinion society," he said—one in which advertising conceived with New York (for example) in mind will be decreasingly effective elsewhere. Another, in Naisbitt's view, is that "umbrella instrumentalities are folding." For illustration, he drew on the collapse of general-interest magazines and their replacement by thousands of special-interest publications. The dying magazines evinced what Naisbitt called "the dinosaur effect"—appearing to grow larger by consolidation of individually doomed units until the species finally died out. That's happening to labor unions today, he said.

Network television will face a similar challenge in the coming decade because it's in danger of losing its audience to emerging technologies, Naisbitt said. The crucial question, in his estimation, is: "How much will they drain?" Leaving his listeners hanging on that cliff, he advised them to attend the following day's premiere of TVB's new advertiser presentation for the answer (see page 26).

One of the most profound restructurings Naisbitt envisions is a move from an industrial to an information society. He cited a wealth of statistics to demonstrate that this change is already influencing the composition of the workforce, with the percentage of people in "knowledge-related" businesses up from 17% in 1950 to 58% today, while industrial occupations declined from their 1950 crest of 65% to 27%. The number-one occupation in this country, he noted, became "clerk" two years ago. Previously it had been

"laborer," and prior to the industrial revolution, "farmer."

In an information society, Naisbitt said, there will be an "entrepreneurial explosion" because the "strategic resource," information, is accessible to anyone, whereas the strategic resource of industrial society was highly restricted capital.

The American family, as well, is experiencing its own restructuring, according to Naisbitt, with the nuclear family now representing only 7% of American households. The individual, not the family, has become our basic unit, he says.

A third restructuring Naisbitt cited is the population shift in this country from North to South, something he asserted hasn't been "sufficiently underlined." Most of the "cities of great opportunity" are now in the South, he says, including



Naisbitt



Light

these cities: Houston, San Antonio, Tex.; Phoenix; Los Angeles; San Jose, Calif.; Denver, and Salt Lake City.

The world economy is to be the scene of the next great restructuring described by Naisbitt. By the year 2000, 90% of the world's manufactured goods will be produced in the Third World, he said, and many industries (he suggests the auto industry will be the first) will be "globalized." Nevertheless, Naisbitt claimed, as the world becomes one economy, it will not become one advertising market. The more economically interlaced countries become, he said, the more they assert their own culture.

The final restructuring Naisbitt suggested is the movement to "high tech" that he believes has to be accompanied by a "human rebalancing" through "high

touch." The "high tech" development of television found its complement in the human potential movement, in Naisbitt's view, just as, he suggested, the jet airplane was accompanied by an increase in business meetings. Technologies that don't have a corresponding "high touch" must fail, he believes.

Naisbitt's conclusion: that the 1980's will be a decade of multisegments and multimarkets, but that the period will create a "richer, more creative society" as well.

A separate view of the 1980's came from BBDO Executive Vice President Larry Light. A "decade of danger" was his characterization, saying futurists were apt to label it a decade of confusion and uncertainty. Light contrasted the 1980's to the 60's and the 70's; the first was a decade of "confidence," he claimed, while the 70's were marked by "lack of confidence. The one institution in which Americans didn't lose confidence in the last decade," according to Light, was "Me," making the 70's the "Me Decade" in his reckoning.

"Conflict" will be the "key word" of the 80's, in Light's view, with each confrontation involving a trade-off. Light, in fact, spoke of "the tyranny of the terrible trade-offs" as posing a major problem of the decade. It will be the first time, he said, that Americans realize "they can't have it all," but will have to choose between such things as price and performance, convenience and quality, inflation and unemployment. That will, however, offer opportunities for marketers, in Light's estimation, if they can meet the consumers' need to resolve those conflicts.

Focusing on marketing, Light said the 70's could be considered to have been "the age of the brain," when it was believed that polls could measure what people wanted. But polls are not appropriate tools for the 80's, Light contended. He said the recent presidential election proved that polls are unreliable, that they failed in assessing the strength of Ronald Reagan. That, he maintained, was because people are now voting, not simply with their brains, but with their hearts. The 80's will see a "return to the heart," a return to "feelings," Light said, adding that "feelings" are something that can't be quantified.

This return to feelings, as Light put it, will manifest itself in a number of ways. One is the "assortment explosion" that will take place with different products designed to appeal to different facets of the "multiple personality consumer." Another is a return to romance, which Light said hasn't been in vogue since the 60's. A third is a "passion for pride" manifesting itself in all aspects of life.

That last point led Light to note that the 80's will also see increasing "purchase polarization"—where consumers in the past selected among "good," "better"

and "best" products so as to give "better" almost a 65% share of market, they will now choose either "good" products on the basis of price or "best" on the basis of pride, leaving better with but 15% of the market. For marketers, then, "to be in the middle is to die" in the 1980's, Light predicted.

He praised the American consumer, at the same time castigating "self-appointed consumer protectors"—a category in which he included FCC Chairman Charles D. Ferris and Federal Trade Commission Chairman Michael Perschuk, to the applause of his audience.

Light's advice to marketers was that the best way to get a share of the market "is sometimes to get a share of heart" and that this will be particularly important in the coming years. And television, he suggested, will be a particularly appropriate medium to reach consumers in this time, because "TV is a medium they feel."

Get-together

TVB session features repartee among advertisers, station management and ratings services

With attendance heavy at virtually every session of the TVB's Las Vegas gathering, no one element of the program was a runaway favorite. The half-dozen workshops demonstrated that station/client and station/rating service relations, management theory and the practicalities of generating local business are all of vital concern to today's broadcast managers.

The rating services session laid bare some antagonisms that exist on the varied sides of the station/ratings service/advertiser interaction. With David A. Traynor, vice president/national marketing manager of A. C. Nielsen's Nielsen Station Index, confirming that his firm will expand the samples for its July measurements, some station personnel took the opportunity to express reservations about the degree to which their interests as opposed to the agencies' are being met by rating services. Traynor noted that for the pre-

Incoming. Three new faces joined the ranks of station and group members of the TVB board of directors following elections at the annual meeting in Las Vegas. Elected to four year terms: John F. Behnke, president and general manager, Fisher Broadcasting; William G. Moll, president-television group, Harte Hanks Communications, and Douglas A. Smith, senior vice president-general manager, WFBC-TV Greenville, S.C.

sent Nielsen would not be looking for rate increases to cover additional costs incurred in the July expansion.

Both Traynor and his Arbitron counterpart, Pierre Megroz, vice president of marketing, described developments and experiments their respective firms are working on, such as improved minority measurement and measurement of new media. Traynor announced at the TVB meeting a new Nielsen service—Advance Management Report—which provides a customized management summary 48 hours or less after the station receives its VIP report. And Megroz, acknowledging that it was a subject that might not be a favorite with TVB members, reviewed some of the results of Arbitron's efforts to survey cable's impact on TV viewing, leisure habits and out-of-home activities.

In two separate groupings, TVB members were afforded the opportunity to "Meet Your Client" in workshop discussions with panels of decisionmakers from eight major advertisers which, taken together, made time purchases of over \$1 billion last year. The questions on the minds of the station sales people were: "How do advertisers select spot markets?" "What are your plans in cable?" "Why are spot purchases getting later and later?" The advertiser responses to those questions were that markets are selected carefully, not capriciously, after sound research; that spot lateness reflects the general economic picture, and that cable involvement varies with the client.

One of the panelists, Gordon Young of Procter & Gamble, stopped at one point to offer P&G's thanks to station personnel

for "their understanding on a difficult subject"—when the company "turned to the media for help" in pulling scheduled advertising for the Rely tampons that P&G withdrew from the market.

Two workshops that packed them in were "Sales Training" and "Time Management." In the first, Clay Lafferty, head of Human Synergistics, presented a condensed version of a longer seminar through which his firm tries to help executives analyze their management styles, and then work to utilize the strengths and avoid the weaknesses that are discovered. Lafferty stressed that management seminars too often, in his view, present solutions to problems that haven't been identified and that they take too rigid a view of possible management styles. Diagnosis of what problems actually exist in an individual's management technique is a necessary first step, he maintained. Among his chief points were that the elimination of worker anxiety usually results in increases in productivity, and that the most successful people are often those whose personal sense of self worth is not determined by job performance.

David Schmidt, president of Management Development Associates, conducted the "Time Management" workshop. Schmidt's evangelical style contrasted sharply with the low-key approach of Lafferty, yet some of his basic thoughts on management meshed with those presented in Lafferty's session. Schmidt, too, emphasized analysis of time management attitudes as a basis for attempting improvement. There are only two ways to get more done, he told those attending the workshop—become more efficient or get somebody else to do it.

In the commercial production workshop, station management was shown how three stations—KLAS-TV Las Vegas, KGMB-TV Honolulu and WTAJ-TV Altoona, Pa.—used local production of commercials to boost broadcast time sales. Similarly, "Retail Development" drew on the experiences of WBRZ-TV Baton Rouge, KATU-TV Portland, Ore., and KTVU-TV Oakland, Calif., to show other stations ways to tap this fund of advertising revenues.



On the dais. TVB's workshop, "Meet Your Clients" (left picture), featured (l to r): TVB board host William McReynolds, Meredith Broadcasting; William Alenson, United Airlines; Irwin J. Fleischer, Richardson-Merrell;

Robert Turner, Bristol-Myers, and Gordon Young, Procter & Gamble. Gathering during the convention for a meeting of the Station Representatives Association (right picture) were (l to r): John J. Walters Jr., Harrington, Righter &



Parsons; Lloyd Werner, Group W Television; Robert Kizer, Avery-Knodel Television; Donald Robinson, Katz Agency; Walter A. Schwartz, Blair Television, and Al Masini, Telerep and SRA president.

LITTLE HOUSE ON THE PRAIRIE

STARRING MICHAEL LANDON



AMERICA'S MOST BELOVED TELEVISION SERIES

★ AVAILABLE FOR LOCAL TELECASTING SEPTEMBER 1981 ★

LITTLE HOUSE: POWER HOUSE OVER HALF HOURS



THE BIG CHOICE OVER HALF HOUR SIT-COMS

During February 1980, LITTLE HOUSE—in its sixth season—scored the highest household rating of *any* series on network television, and did it in direct competition with four different half hour sit-coms.

LITTLE HOUSE TAKES ON HALF HOURS, HEAD ON.

LITTLE HOUSE has taken on the best half hour shows in the business— and walked away *the big winner*.

PROVEN WINNER AGAINST HALF HOURS

LITTLE HOUSE Advantage Over Half Hour Sit-Coms

	Women		Men		Children
	Total	18-49	Total	18-49	Total
LAVERNE & SHIRLEY	+ 103%	+ 55%	+ 88%	+ 62%	+ 31%
ANGIE	+ 97%	+ 50%	+ 88%	+ 73%	+ 31%
WKRP IN CINCINNATI	+ 64%	+ 33%	+ 25%	+ 1%	+ 76%
LAST RESORT	+ 89%	+ 53%	+ 45%	+ 17%	+ 107%



WORLDVISION
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When you buy Panasonic broadcast equipment you're buying award-winning technology.

Panasonic was awarded a 1979-1980 Engineering Achievement Emmy for the introduction of digital techniques in video special effects production.



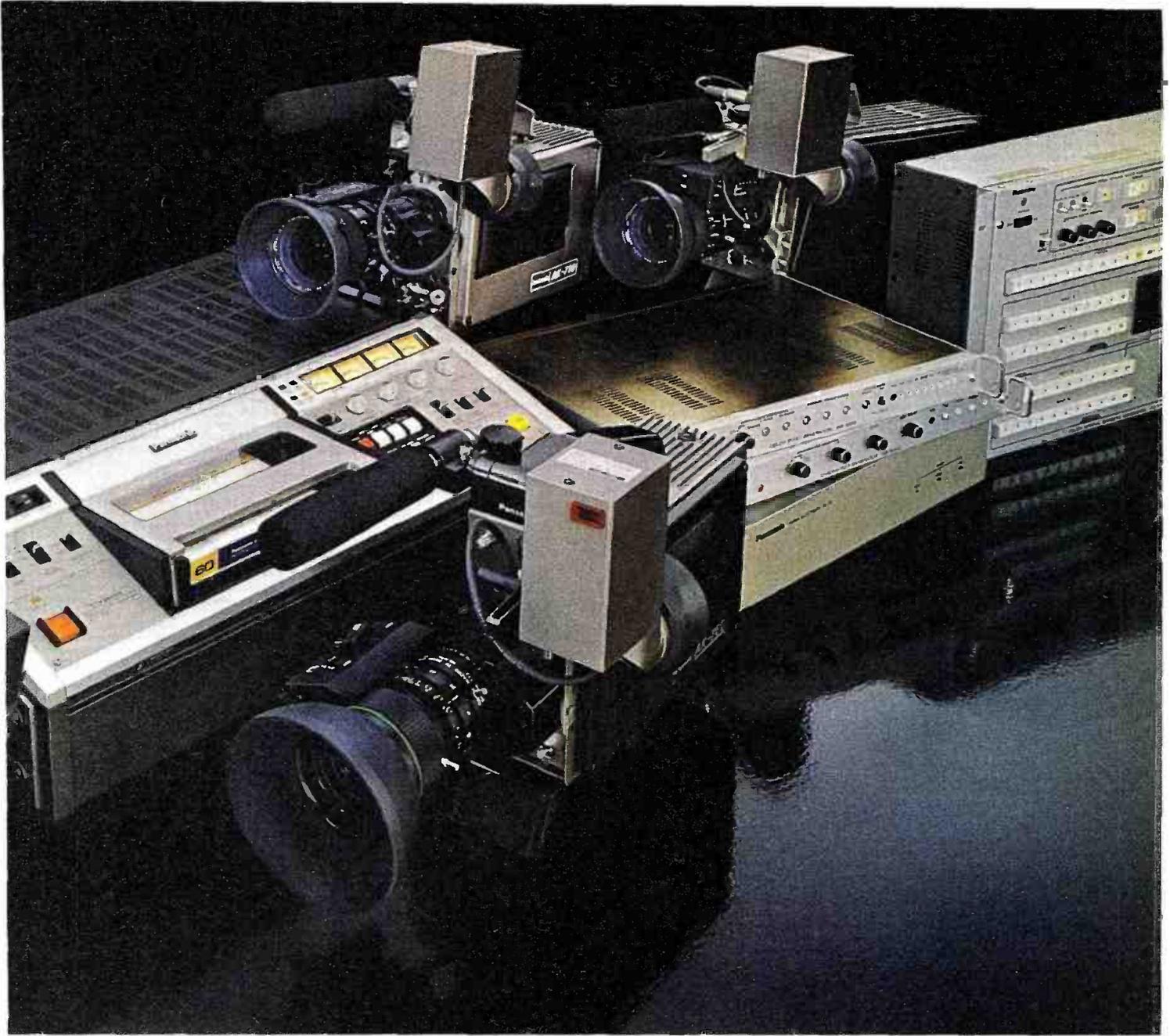
When one network executive first saw the special effects produced by the Panasonic AV-7000 video squeezer, he couldn't believe his eyes. But then he'd never seen a special effects generator that combines digital techniques with microprocessor technology. The members of the National Academy of Television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

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

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

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

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



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

The Panasonic AK-750B also gives you three-tube Plumbicon performance along with a lot of extras that don't cost extra. Like two-line vertical enhancement, a \$2,000* option last year. Plus genlock, rechargeable battery with charger, microphone, and

VTR cable. All for \$16,000*

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

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

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

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SS8800

A new console concept for the 80's

The SS8800, a compact, fully modular, desk mounting 8 mixer stereo console providing full broadcast facilities in a functionally styled package utilizing professional quality circuitry of proven reliability is now available for the unusually attractive price of \$9,500.00.

The engineering expertise of McCurdy Radio, now into their 4th decade of providing audio equipment to the broadcast industry, ensures that the SS8800 incorporates all the features expected in a modern console and is fully systems compatible.

The SS8800, also obtainable in 16 mixer form, is available with a full range of prewired options and as an integral part of complete packaged systems custom tailored to your requirements.



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STATE OF THE ART

T E C H N O L O G Y

Not all the “new technologies” in the Fifth Estate are beyond the basic broadcast media. Indeed, the fastest movement of all on the technical fronts may well be within radio and television themselves, as internal engineers and external manufacturers spur each other on to ever higher accomplishment. On the television side, naturally enough, the changes have to do primarily with pictures: the taking, manipulation and transmission of images. On the radio side they have to do with sound: making it louder, making it better. The following pages report the state of the technological art as things stand in 1980.

TV: Inexorable pace of innovation

Digital's the goal toward which most TV development is directed, but medium's engineers are making do quite well in the interim

Sometime in the next five to 15 years—each engineer seems to have his own timetable—the television studio will be completely digitized—except, of course, for the transmitter. For the foreseeable future, that link between station and home will continue to spew out a signal the same way it has since the beginning of radio. Nonetheless, the digital studio promises much in the way of improved signals and, what's more, its advent presents a rare opportunity to unscramble the confusion created by the existence of incompatible television in different parts of the world.

The digital studio will not be revolutionary in the sense of *suddenly* and completely replacing existing studios. Each year digital technology makes steady gains as more and more "black boxes" find their way into the marketplace and ultimately into the station, where they rapidly become unexpendable.

The digital videotape recorder is, by most estimations, at least five years off and between now and its introduction, equipment manufacturers, spurred by competition and the insatiable demands of producers, will enhance and refine existing videotape recorders and, for that matter, all currently available analog gear, particularly cameras.

Improvements in the quality and flexibility of ENG gear were significant during the past year. While Sony continues to dominate the three-quarter-inch recorder market, no company can seem to capture the ENG camera market. Cheaper, lighter ENG cameras proliferated

during the year, but the real news in ENG was in a new type of microwave link being used to get the news back to the station—a link including the geostationary satellites. The use of transportable uplinks has replaced helicopters as the be-all and end-all of ENG paraphernalia. The earth stations are too expensive and too seldom used for stations to purchase, but a number of companies are doing a brisk business in leasing them.

There are then two forces driving broadcast technology: competition from within the industry and the application of related technologies. Digital and satellite technology, for instance, have impacted greatly on the medium.

Digital broadcast technology took a giant step forward last month when the International Radio Consultative Committee (CCIR) issued draft recommendations that promise a single worldwide standard and an end to the complications and costly redundancy of three separate television standards in use today. Although the recommended standards appeared within a CCIR document and represent the work of many CCIR countries, they bear a marked resemblance to the standards suggested by William Connolly, CBS's managing director of development, at the NAB convention. The heart of the digital standards is component encoding of the television signal. In other words, the digital encoding of the signal emanating from the camera before the peculiarities of the three television systems now in use around the world—NTSC, SECAM and PAL—are imposed on it.

The key to the digital studio is the development of a digital videotape recorder—the heart of a production studio. Not until the technical problems and standards for that machine are worked out will the studio be a real possibility. After its

development, remaining studio equipment should quickly follow.

In 1979, three leading videotape recorder manufacturers—Sony, Ampex and Bosch-Fernseh—showed prototypes of digital VTR's and the word now is that another is also hard at work. Jerome Grever, videotape systems manager for RCA, said, "We are doing a lot of advanced development work, trying to home in on the proper set of parameters." He said RCA has chosen not to demonstrate publicly, having decided it would be "more cost-effective to spend the money in the lab."

The advantages of digital technology can be enjoyed today because of analog-to-digital converters that permit the immediate introduction of digital time base correctors, frame synchronizers, frame stores, noise reduction units and special effects machines into an otherwise analog broadcast studio system. Generally speaking, the digital devices make production easier, pictures cleaner and videography a more creative medium.

Perhaps the most dramatic example of what digital technology can offer is found in the digital effects machines, which have expanded tremendously the special effects that a producer or technical director can create. Not only the technology, but the competition among companies like the Grass Valley Group, Vital Industries, Quantel/MCI and NEC America has led to the creation of more and better video effects.

NEC introduced the first digital video effects device at the 1977 NAB convention in Washington and since that time has updated its gear to the current DME (digital mix effects) system. Its primary selling point is its economy and it is intended to serve broadcasters, who don't wish to make major commitments to post-produc-

FOUR IN A GROWING FIELD OF ONE-INCH HELICAL VTR'S



Ampex's VPR-2B



RCA's TR-800



Sony's BHV-1100

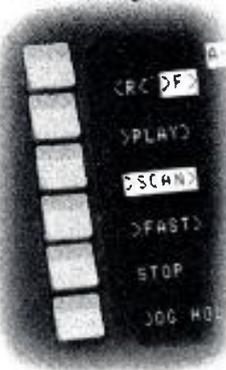


NEC/3M's TT-7000

CMX SETS ITS MARK ON FAST, EASY EDITING

Watch Our SMART KEYS Give You The Edge.

Imagine a revolutionary new editor with a set of function keys that actually run along the edge of the CRT with the CRT itself labeling the keys. Press the right key for the function you want it to perform; then watch it take you through the editing process. Gone forever is the editor's search for a small key-cap legend on a complex keyboard. The editor/machine interface is reduced to the point of transparency. We call these keys SMART KEYS.™ We call our new editor THE EDGE.



The Standard-Setter

CMX is the company that set the standard for computer-assisted editing over 11 years ago in broadcasting and teleproduction. We made video tape editing a practical art. Today we're still the standard.

Now we've taken the best and newest in microcomputer technology and developed an editor that is priced to bring truly sophisticated editing to everyone involved in post-production.

We didn't stop being smart at the function keys. We've reduced the operating mode buttons to three—MOTION, EDIT and MARKS.

The MOTION mode, you guessed it, controls the motion of the VTR's. Teamed up with our REEL MOTION CONTROLS you get a combination that's hard to beat. The motion controls are a joy to use and have the "feel" of "reels" along with a Hold function that permits viewing of tape at any speed.

The EDIT mode describes the type of edit—video, audio 1, audio 2, transition type, split, and two general purpose interfaces (GPI's) for control of external automatic switchers, character generators, digital video effects and still stores.

A super CMX exclusive lets you enter the location of splits and GPI events from audio-only or video content without the use of numbers. This mark function, the same as is used to select edit points, can be performed "on the fly" with user programmable reaction time still under CMX's Reel Motion Control.

™Orrox Corporation

The MARKS mode allows full access to time code numbers including set, trim, backtime, and transfer when you need them, yet another CMX exclusive.



Fastest Edits

For maximum speed THE EDGE does open-ended edits automatically when you set "in" points and press RECORD. By pressing ALL-STOP you can end the edit with a clean "out" point. The Reel Motion Controls and MARK IN/OUT buttons are then active to select the next "in" points. The speed that these features provide is a must in today's ENG world and whenever maximum throughput is required of an editing system.

Along with Replay and Preview THE EDGE has Source-only and Record-only previews. To meet your critical speed requirements only THE EDGE provides these previews for Out-Point Only as well as Full-Edit.

Other features you'd expect from the leader include a CMX industry-standard Edit Decision List, mixing of SMPTE time code and control track (pulse count) as well as 1", 3/4" and 1/2" formats, built-in dissolve/fade, and preview switcher.

Here's an amazing CMX editing package. And even more unique is its price—starting at under \$17,000 in the U.S.

Remember we're the ones who started it all in editing. Every CMX video tape editing system ever installed is still in service. CMX customers are supported by the industry's largest force of editing system service specialists.

Set a new mark for yourself in editing speed and ease. Get THE EDGE.



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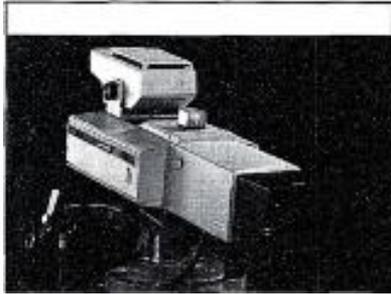
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STUDIO CAMERAS



RCA's TK-47



Ampex's BCC-10

tion gear.

The Mk II Digital Video Effects manufactured by the Grass Valley Group handles four channels of video effects and includes some impressive features: E-MEM effects memory system, a digital noise reduction system with motion detection and Actiontrak, the stroboscopic effect developed by CBS. The E-MEM system allows the storage of complex effects sequences that can be recalled and run through automatically. According to a Grass Valley spokesman, the base price is \$150,000 for the device with one video input. Each additional input costs \$40,000.

Another innovator in the field is Vital Industries, which won an Emmy in 1979 for its Squeezoom optical effects synchronizer. It is being used extensively by production houses and, despite its sophistication, by local broadcast operations. Ted Newcomb, chief engineer at KOCO-TV Oklahoma City, said his station has purchased the Squeezoom, equipped to handle two inputs; it is expandable to four.

MCI/Quantel's top-of-the-line effects machine, DPE-5000, capable of simultaneously manipulating five channels, was unveiled at the Society of Motion Picture and Television Engineers television conference in Toronto last January and was used by ABC in its coverage of the winter Olympics in February. The device performs a variety of tricks using the five inputs, and MCI/Quantel is trying to teach it one more: At the NAB convention, it demonstrated an effect by which the picture is rotated in a complete circle at variable speeds. When work is completed on the new technique it will be offered with the DPE-5000 as an option.

A less dramatic, but perhaps a more generally useful digital device is the digital

frame store, a repository for hundreds or thousands of video stills that can be instantly called up out of a computer memory. Using Winchester disk drives, the MCI/Quantel DLS 6000 slide library system, for instance, stores hundreds of slides that can be resized, repositioned and combined with one another electronically.

In the last few years the one-inch videotape recorder has taken over the industry, replacing two-inch VTR's in production houses and in local stations. The helical one-inch machines are cheaper to buy and maintain and offer more production flexibility with comparable picture quality. The marketplace has created a demand for one-inch and the major broadcast equipment manufacturers have responded predictably by creating the supply. Ampex seems to have cornered a large segment of the domestic market with its popular VPR series, the latest of which is the VPR-28. The type-C formatted machine is available with AST (automatic scan tracking system), which permits fully variable speed control.

Prior to this year's NAB convention, RCA only marketed a one-inch machine built by Sony. But this year it unveiled its own recorder: the TR-800. The type-C unit incorporates microprocessor controls and is enhanced by several optional devices. RCA's new time base corrector, TBS-8000, when used in unison with Supertrack produces a broadcast quality picture in reverse or still frame. Another new product, the AE-800 editing system, is built into the new recorder and can interface with the RCA TR-600 (its two-inch quad machine) and the TH-200 (the Sony-built one-inch recorder still being marketed by RCA.).

The other new entry into the one-inch marketplace this year came from Hitachi. The Hitachi HR-200 (and HR-100 portable unit) were introduced at this year's NAB. The HR-200 contains an air compressor that injects a stream of air over the tape guides to cushion the tape during fast forward and reverse operation. Like the new RCA machine, its acceptance remains to be seen.

Meanwhile, Sony can be expected to continue to capture a good portion of the market with the BVH-1100. And Nippon Electronic Co., marketing the TT-7000 domestically through 3M Co., has made its machine more attractive by offering the TT-7000 with the Automatic Track Following option. Like Ampex's ATS and RCA's Supertrack, NEC's ATF gives the machine variable speed playback control. Bosch-Fernseh, whose recorder employs the type-B format, is chalking up most of its VTR sales in Europe and Asia.

The machines are comparably priced—from \$80,000 to \$90,000—and most come with their own time base correctors. Engineers are most familiar with the Sony and Ampex units and the familiarity tends to perpetuate the dominance of the market by these two firms. Nonetheless, there is plenty of room for the other manufacturers. As one Detroit broadcaster said: "None have been around long enough

to allow broadcasters to gauge the long-term reliability of any of the machines."

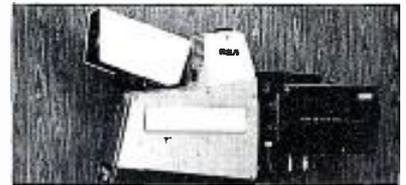
Another competitive and high-stakes market is in high-end automatic studio cameras. The cameras of this class cost over \$100,000 and contain microprocessors that assist in camera set-up. Steve de Satnick, vice president, engineering and operations, KCET(TV) Los Angeles, said his RCA TK-47's save him an hour-and-a-half every time he walks into his studio.

ABC continues to favor the Ikegami HK-312, one of the first automatic cameras on the market. Bruce Miller, outfitter of the new ABC News Washington bureau, said Ikegami has worked closely with ABC over the years and "meets and exceeds every requirement" that ABC can come up with.

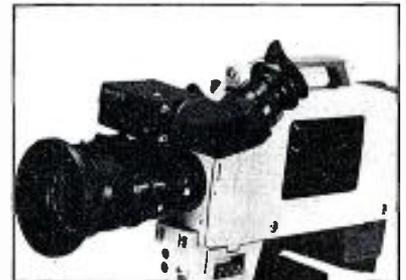
There are other cameras in the same class as the RCA and Ikegami. Among them: the Toshiba SK-100, the Hitachi PK-41, the Thomson-CSF TTV-1525 and the Ampex BCC-10. All the cameras feature some level of automatic set-up capability.

There are three companies effectively competing in the top-of-the-line ENG camera market: Sony, RCA and Ikegami. Sony and RCA have recently refined their high-end ENG cameras. Sony's latest is the BVP-330 which was introduced at the NAB convention. It weighs less than 12 pounds and produces a signal-to-noise ratio of 57 db and much higher over-all resolution than its predecessor, the BVP-300. RCA is replacing the ubiquitous RCA TK-76 (RCA claims that it has sold 2,300 TK-76's throughout the world) with the TK-86. The camera was

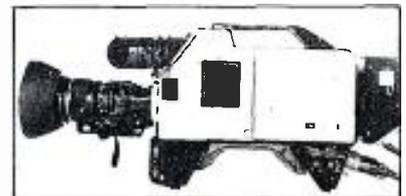
ENG CAMERAS



RCA's TK-86



Sony's BVP-330



Ikegami HL-79A

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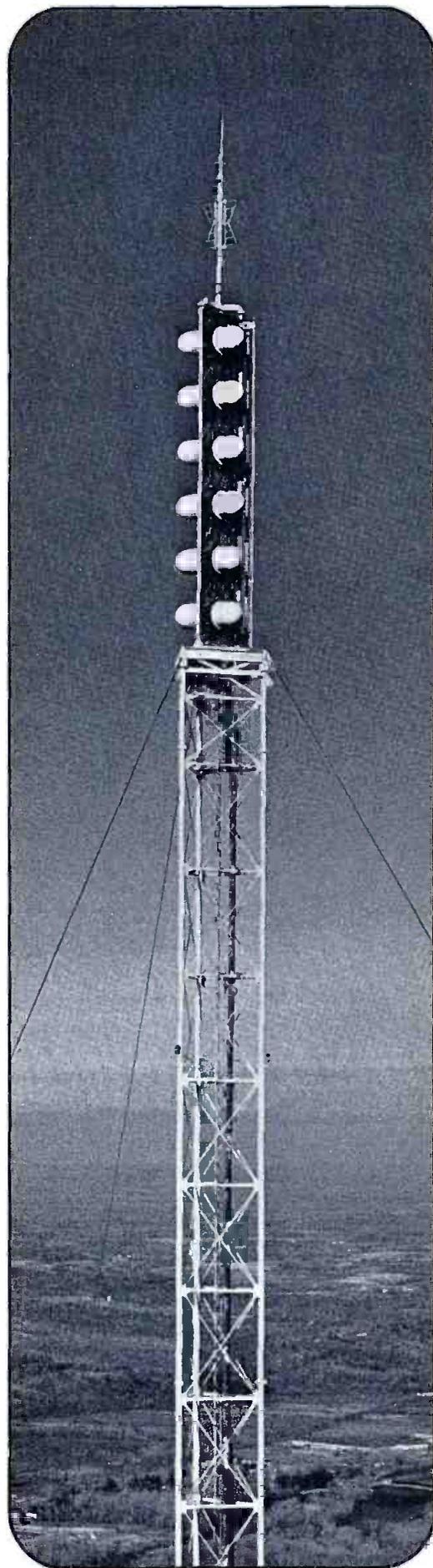
"Also, an overwhelming majority of viewers surveyed have reported improved reception," says Mr. Lass. "Needless to say, we are very happy with what CP has done for us."

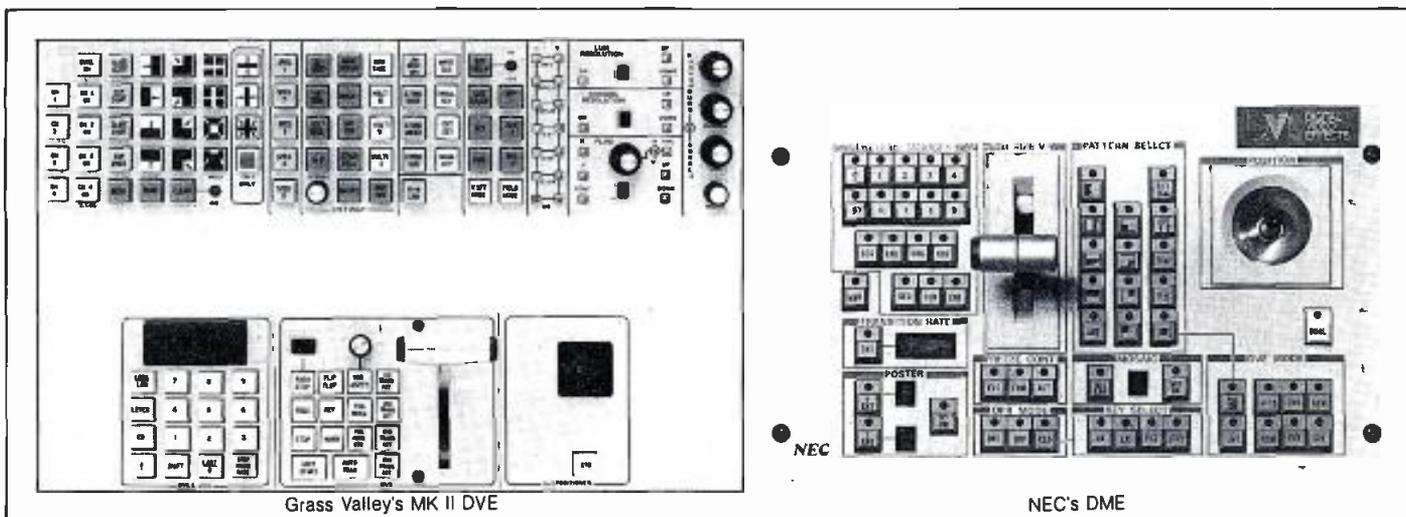
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Grass Valley's MK II DVE

NEC's DME

shown for the first time at the SMPTE convention in New York last week. RCA said a mechanical redesign has resulted in a better balanced camera and electronic improvements have resulted in lower power consumption and higher light sensitivity. The Ikegami HI-79A, the favorite of ABC and, according to Camera Mart, the major New York camera distributorship and leasing firm, independent producers. The camera and viewfinder weigh only 11.2 pounds and the unit draws just 23 watts of power.

The dominance of these three cameras is being challenged lately by lower cost ENG cameras, ranging from the Sharp XC-700, which costs \$12,000, to the Thomson-CSF MC-601, which goes for about \$34,000. The attractiveness of the low-cost cameras is there for many broadcasters, who on a single buy could garner savings into six figures, but thus far the major stations have resisted the temptation. The ruggedness (an attribute often attached to the RCA TK-76) and the light sensitivity of the top-of-the-line cameras continue to win the serious ENG consumer.

The dilemma created by a panoply of choices is not nearly so great in shopping for ENG recorders and editors. The Sony U-matic system is *it*. In the field, ENG crews can take the record-only BVU-50 (\$4,250) or the record-playback BVU-110 (\$4,950). The BVU-50 is not that much cheaper than the BVU-110, but at less than 13 pounds, it's much lighter, a consideration often more important than cost in ENG.

Back in the studio, the tape is played on the latest Sony ENG recorder, the BVU-200A (\$9,950). Two or more BVU-200A's linked to a BVE-500A editor form the standard U-matic editing suite. As testimony to the machines, ABC is installing the BVU-200A in 20 editing rooms in its new Washington news bureau. ABC, however, is installing the Convergence ECS-103 editor in lieu of the Sony editor.

Despite the pervasiveness of the Sony gear, two other companies are making a grab for a piece of the three-quarter-inch videotape action. Panasonic has a new

editing system consisting of three machines—the AU-700 videocassette, the AU-A70 programable editing controller and the AU-J10 multisource adapter. The AU-700 is a direct-drive recorder featuring individual time code track, flying eraser head, frame servo, horizontal phase adjustment and the ability to perform frame-by-frame edits.

JVC also showed up at the NAB convention with a three-quarter-inch editing suite. A JVC system comprising a CR-8200U recorder, a lower-cost CP-5500U recorder and a RM-82U editor can be assembled for under \$10,000. JVC and Panasonic are facing stiff competition from the established Sony equipment, but their lower costs should guarantee at least an opportunity to prove themselves. The jury is still out.

Earth station manufacturers were out in force at this year's NAB convention as manufacturers and broadcasters recognized more than ever the applicability of satellite technology in broadcasting. Two major companies, Harris and Scientific-Atlanta, developed products especially for the industry. Harris was selling an 8.8-meter dish that can be pre-programmed to re-position itself automatically to look at any domestic satellite at the push of a button. S-A's earth station package for broadcasters didn't have the microprocessors, but the 7-meter dish did have an optional motorized mount.

Unlike the cable television industry, the bulk of broadcasting material is not crammed on one satellite and the ability to move from one satellite to another is important. As satellites come into more frequent use by broadcasters, one movable earth antenna may prove insufficient and a second or third dish may be necessary to receive simultaneously signals from two different birds.

One broadcaster, already feeling the need for additional uplinking and downlinking capability, is considering the purchase of one of the multisatellite antennas. Steve de Satnick, technical director at KCET(TV) Los Angeles, has one earth station, one of the over 150 installed at

noncommercial stations by the Public Broadcasting Service. To increase his bird-watching ability, he is considering a "torus" antenna, developed by Communications Satellite Corp., but now being manufactured by Comtech Antenna Co. The torus, which can receive or transmit signals to several satellites (the number depends on antenna size) at the same time, resembles a slightly curved billboard; the feed horns are placed opposite the antenna and signals are bounced back and forth to the satellites off specific points on the antenna.

U.S. Tower Co. is manufacturing a similar antenna whose surface is shaped like a rectangular section of a large sphere. This "spherical" antenna serves the same purpose as the torus and functions in much the same way, but a larger spherical antenna is needed to achieve the same gain as the torus. The torus, however, is far costlier.

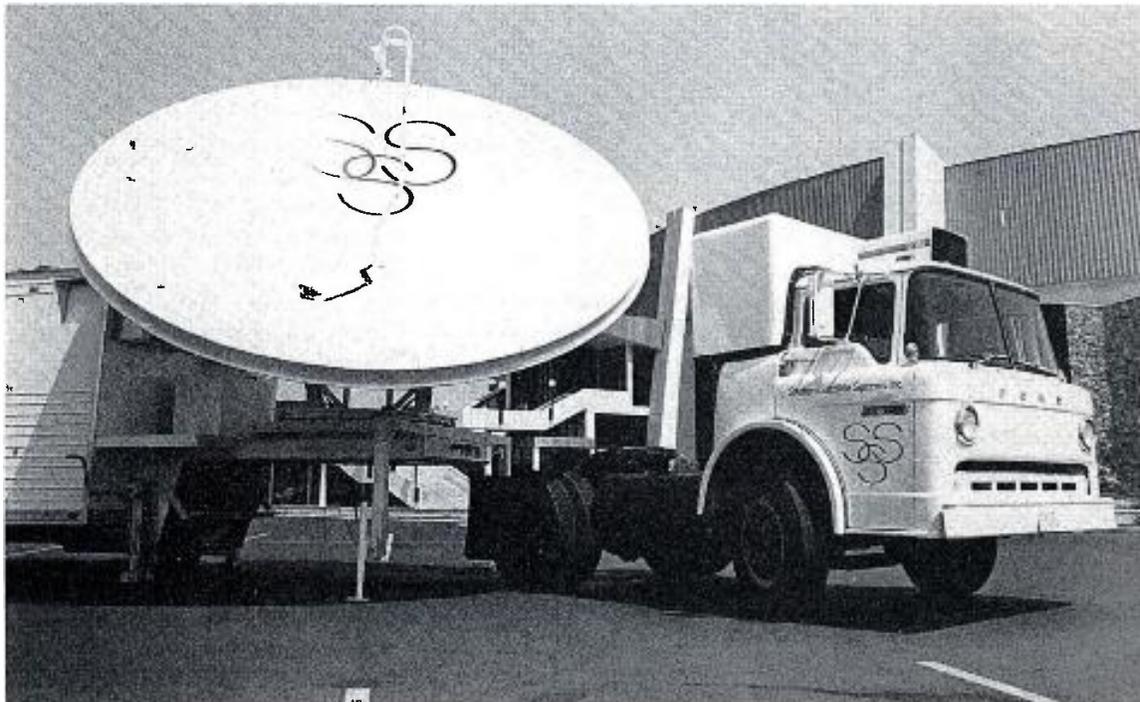
Broadcasters have made increasing use of transportable earth stations during 1980. It may be the ultimate in ENG; crews can now go anywhere within the broad footprints of the domestic satellites and beam back stories to the studio in much the same way they have been sending back stories from across town. Transportable earth stations are being leased by several companies: Wold Communications, Western Tele-Communications, Southern Satellite Systems and Trinity Broadcasting.

Transportable units were used extensively by broadcasters at the Democratic and Republican conventions last summer, where the cost of leasing and manning was defrayed through time-sharing. Although the depth of the market for the transportable has never been accurately measured, Satellite Communications Network expects to make three additional transportables, built by Compact Video Systems, available for leasing early next year. Compact Video Systems is the only company actively selling transportable earth stations. Its sophisticated tractor-trailer mounted Compact 42 sells for about \$650,000.

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digital studio, Comsat plans to launch a pay TV service using a direct broadcast satellite and small roof-top antennas, effectively creating an entirely new broadcasting medium. Interest in the concept was heightened by the FCC, which issued two notices of inquiry on the subject. In response to the first, CBS formally raised the possibility of using DBS as a catalyst for developing high-resolution TV.

As television broadcasting comes under increasing competitive pressure from other video media in the years ahead, one means it may have to keep ahead of the competition is teletext—a technique of sending to homes hundreds of pages of textual matter hidden in the vertical blanking interval of a standard broadcast signal. The development of teletext in this country is being led by CBS, which

became so exasperated with the interminable ponderings of an Electronics Industries Association subcommittee trying to develop a national standard that it broke ranks and asked the FCC for a rulemaking on its own. An idea on how CBS plans to make use of the technology emerged at a press conference it held last Thursday in Los Angeles (see "Top of the Week").

One of the real innovations announced in 1980 was CBS-TV's "electronic cinematography" system designed to extend the editing flexibility of film to videotape (BROADCASTING, Oct. 6). The off-line editing system is still in experimental form, but CBS hopes to have it fully operational and ready for all network television series production within the next few years. The system includes six Sony Betamax (half-inch) recorders, a computer-based cathode ray tube with light pen (for making commands by pressing it against specific points on the CRT) and a floppy disk memory. It would cost approximately \$125,000. Components would be produced by Ampex and Bosch-Fernseh in addition to Sony.

Despite the growing sophistication and shrinking dimensions of three-quarter-inch ENG equipment, there is among broadcasters the desire for a great leap forward in ENG technology to one-half or quarter-inch videocassette recorders. The leap would bring broadcasters back to the convenience they once had when news gathering was done on film. The half-inch equipment has been around in the consumer marketplace but no manufacturer has produced a recorder that approaches the minimum picture quality set by the U-matics. A move to the smaller format would please all, but nobody wants to give up the picture quality.

John Tollefson, chief engineer, WDIV(TV) Detroit, suggested the half-inch gear might be leapfrogged. The advantages of it may not be attractive enough to make broadcasters forget their hefty investments in the three-quarter-inch gear. Quarter-inch promises the incorporation of the recorder and camera in a single unit—"just like a film camera"—producing the drastic reduction in size and weight to make conversion worthwhile. Tollefson said he "wouldn't be surprised" to find a prototype quarter-inch recorder at the NAB show next year.

There were two consumer products announced this year that may presage the future of ENG. Technicolor is marketing a compact quarter-inch videocassette recorder, manufactured by Funai Electric Trading Co., Osaka, Japan. The recorder weighs just seven pounds and the 30-minute cassettes are no larger than their audio counterparts.

Meanwhile, Sony is working on a camera and recorder that will be incorporated into one four-pound unit. At 7.6-by-6.8-by-2.4 inches, the camera/cassette incorporates a CCD camera and an 8 mm (about one-third inch) videocassette with 20 minutes recording time. Shown as a prototype last July, it isn't expected on the market until 1985.

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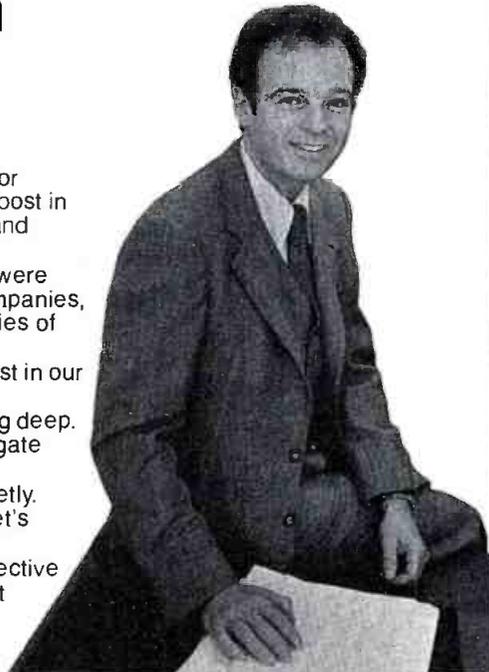
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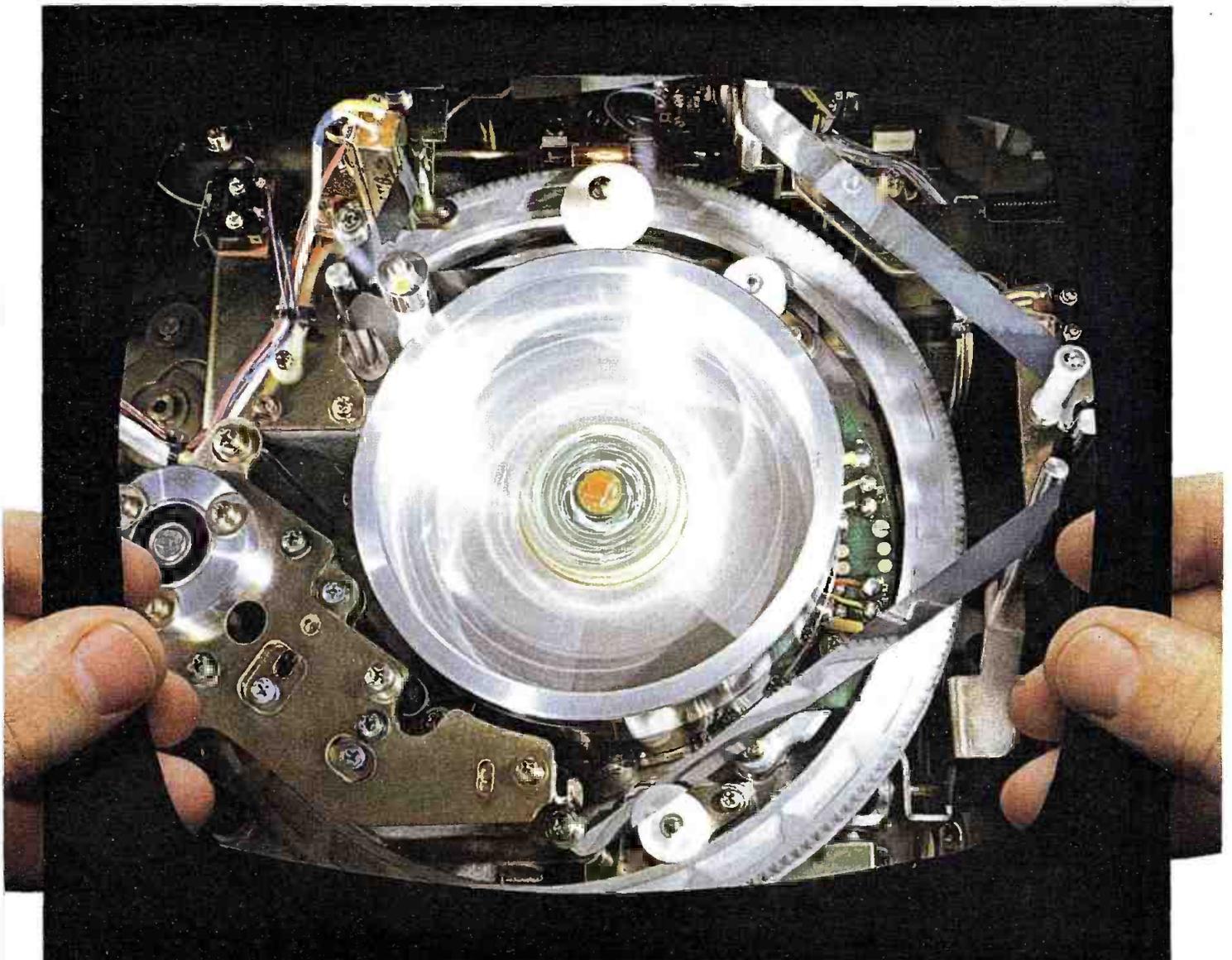


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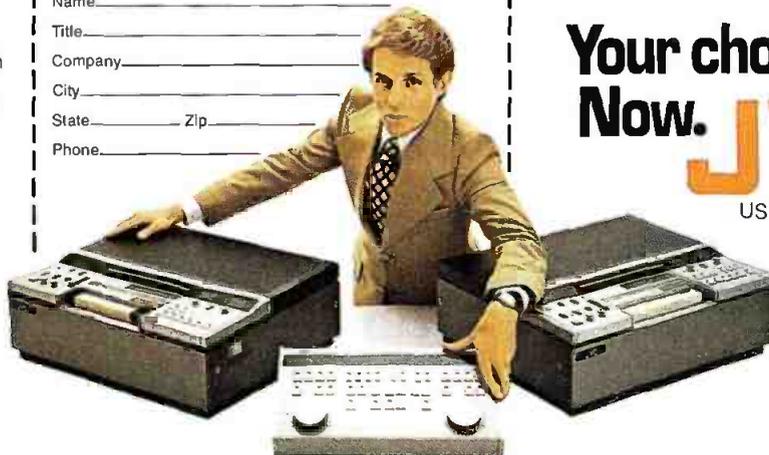
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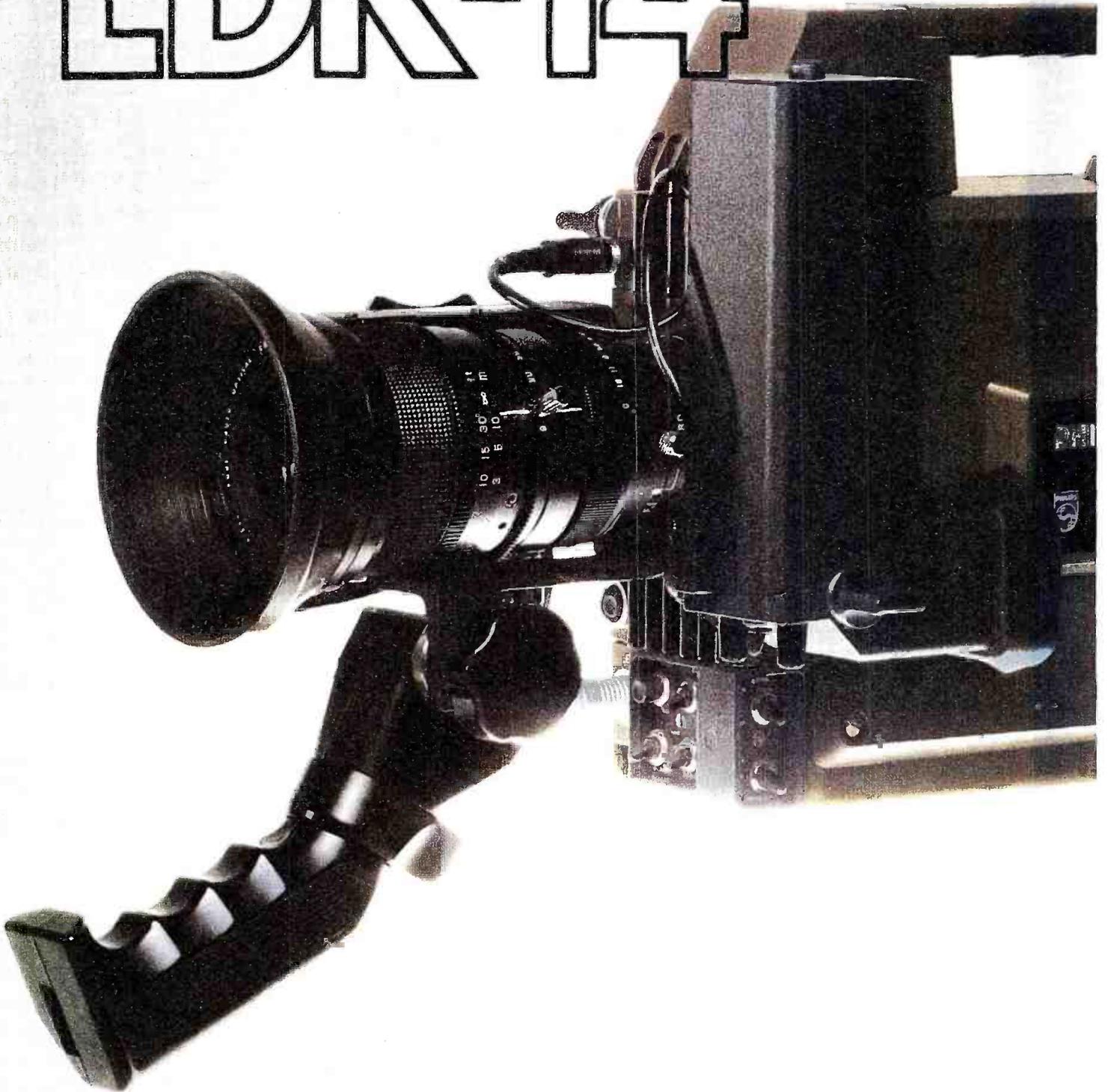
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Radio: The louder and the better

On one hand, broadcasters are trying to maximize the output from transmitters; on the other, they're out to clean up distortions; and all over the lot, the audio trend is to stereo

In radio, the battle for ratings is raging among engineers as fiercely as among programmers. Station owners are acquiring FM's and revamping whole facilities. Others are upgrading AM's to compete with FM's using AM stereo, as soon as it is approved by the FCC.

The battle rages on such fronts as loudness, currently fought on both bands in most major markets. It surfaces more subtly in attempts by stations to gain more reliability and energy efficiency in their transmission systems and simplicity in the broadcast studio.

All of this adds up to upgraded equipment at many stations and a multitude of major purchases made in the last few years and planned for the coming years. In concert with stations are equipment manufacturers whose innovations are helping to stimulate a revolution in radio.

The major weapon in the audio war, especially on AM, is the transmitter. "The loudness war is a reality here," says Erik Disen, chief engineer, KNX(AM) Los Angeles. "And when I have my new Continental 317C-2 I'm going to win the war." Disen concurs with a number of engineers who believe Continental Electronics

Manufacturers Inc. is on the leading edge in 50 kw transmitters.

James Weldon, Continental's president, says the company has sold about half of the 40 317C-2's it has manufactured since it introduced the model at last April's National Association of Broadcasters convention in Las Vegas.

The success of the 317C-2 has prompted Harris Corp. to revamp its MW-50, which previously led the market in 50 kw transmitters. Harris hopes to introduce its MW-50-A later this month. (Audio test equipment ranges in price from \$3,000 to \$5,000, while automated transmission systems can run as high as \$24,000.)

In the last two or three years, CBS, NBC and Westinghouse have replaced all or most of their stations' transmitters. CBS bought four Harris MW-50's and a Continental 317C-2 for its AM's and went to Harris, McMartin and Collins for its FM's.

Westinghouse placed the largest domestic order this year with Harris Corp., buying five MW-50's and a number of smaller Harris AM and FM transmitters. NBC bought Harris MW-50's for three of its AM's and Collins for its FM's.

Capital Cities Communications plans to replace a number of its transmitters in the coming years. According to Richard Shumeyer, vice president, engineering, "We're big enough now to have full-power backup transmitters at all our stations."

But if \$150,000, 50 kw transmitters are the heavy artillery of the loudness war,

audio processors are its most controversial mortars.

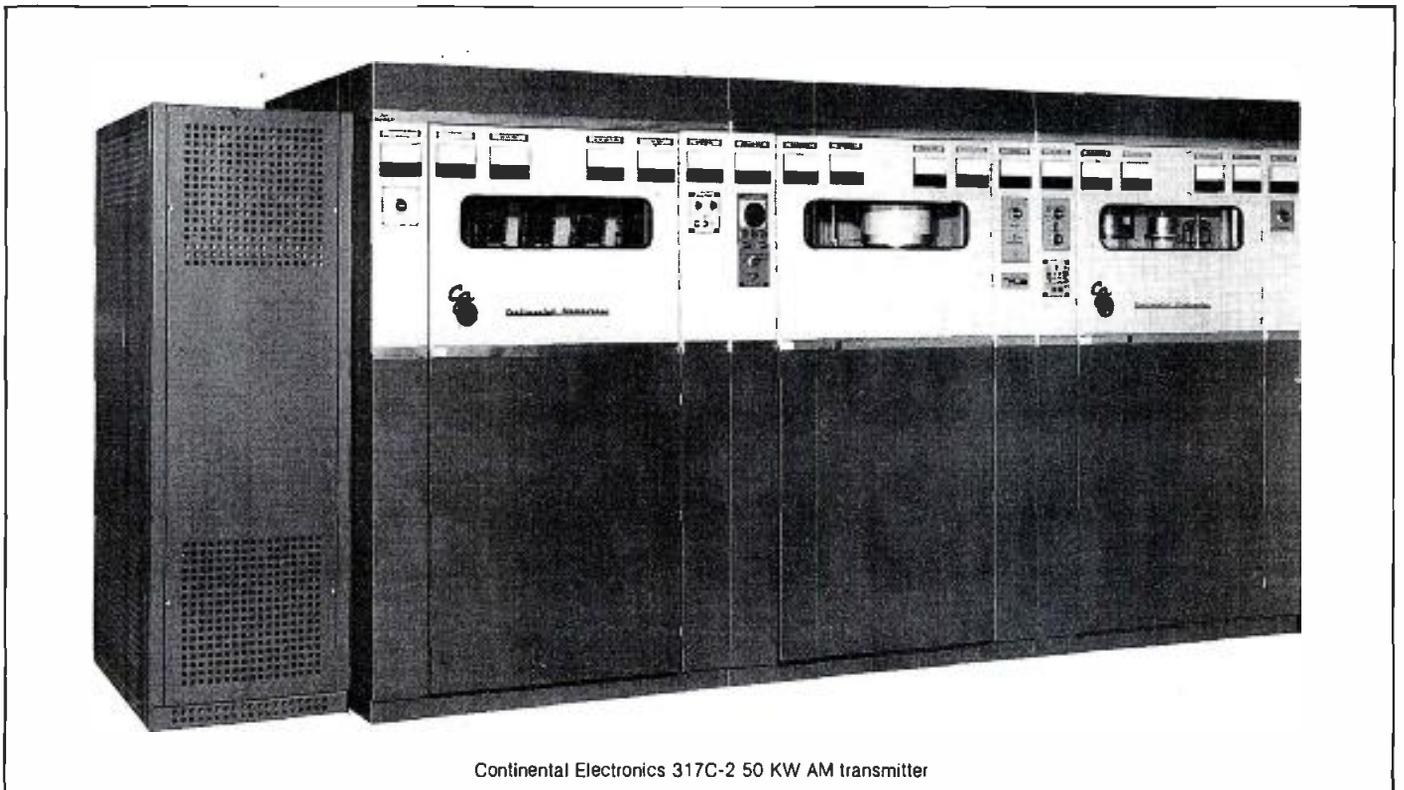
"Overprocessing is the rule of the day," says Jim Loupas, a Chicago-based audio/consulting engineer. Loupas agrees with many station engineers that too much processing is degrading the sound of radio in general, but that, to compete in a "highly doctored" market where every other station does a great deal of processing, a station can't get away from it.

State of the art in audio processors is difficult to pinpoint, because the technique of processing, according to many engineers, is highly subjective and the equipment bought depends on the result desired. Audio processors range in price from \$2,000 to \$4,000.

Milford Smith, engineering vice president, First Media Corp., says that company's WPGC-AM-FM Morningside, Md. (Washington), usually has from two to five different kinds of processors operating at once.

Smith borrows or purchases new processors as they come onto the market to see how they perform. "Each one does something different," he says, and notes the processor he uses most often is Dureau's Discriminate Audio Processor.

Currently the hottest item in audio processing is Orban Associates Inc.'s Optimod-FM 8100-A. Introduced at last April's NAB convention, it surpassed other FM processors on the market, according to many engineers, because it allows for superior fidelity and has more



Continental Electronics 317C-2 50 KW AM transmitter

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*Network Prime Time Series Ranking—1979-80 Season
Through September 14, 1980*

<u>Rank</u>	<u>Program</u>	<u>AA Rating Season Average</u>
1.	60 Minutes	25.2
2.	Three's Company	24.5
3.	M*A*S*H	23.8
4.	ALICE	22.9
4.	Dallas	22.9
6.	Dukes Of Hazzard	22.1
6.	Jeffersons	22.1
8.	Taxi	21.6
9.	Eight Is Enough	20.5
10.	Archie Bunker's Place	20.2

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built-in curbs against abuse.

The 8100-A and other processors seem to be a direct reaction to the loudness war and the proliferation of composite clipping used to increase loudness at considerable expense to fidelity.

New FM processing equipment precludes the need for a separate composite clipper by having clipping devices built in. Harris recently announced its new MSP-95, an FM audio composite processing unit containing a combined FM limiter and stereo generator and using an STL link.

Gregg Labs and Durreau Electronics are currently developing new processors, Gregg's to be introduced by next year's

NAB and Durreau's in the next two or three months. Both employ a new trend in audio processing, in that they will place the compressor in the studio and the limiter at the transmitter site, allowing for more control from the studio where tuning can be accomplished more effectively.

Durreau's new processor will be the company's first major innovation since its pioneering of discriminate audio processing seven years ago.

Circuit Research Labs, whose AM System 4 is now in more than 2,800 stations, also offers an FM processor. Its equipment is said to allow for more loudness than other processors.

Among AM processors, Durreau's is

said to be the most widely used. Its newest challenger is Urban's Optimod-AM, a processor currently in use at KNX(AM) Los Angeles and several Capital Cities stations. Harris Corp. also has a popular AM processor.

Great controversy surrounds composite clipping, a method of audio processing said to produce excessive distortion and to be capable of creating interference and causing loss of the FM pilot (which triggers the stereo function in FM receivers).

CBS forbids composite clipping at its stations, while stations owned by ABC, NBC, Capital Cities and First Media are experimenting with it to varying degrees. Engineers fiercely opposed to composite clipping but pressured to use it because competing stations do, have been looking to the FCC for a resolution of the controversy.

On Nov. 6 the FCC—in response to a Metromedia Inc. petition for clarification on the matter—ruled that FM broadcast licensees may install and use composite baseband clippers without prior FCC approval. However, licensees who choose to integrate clippers into their transmitter systems are responsible for making equipment test measurements to insure that clipper-modified transmitters meet all FCC performance requirements for distortion, noise, stereo separation, cross talk between main and subchannels and pilot injection.

The commission also ruled that performance measurements are to be made with the clipper adjusted as it will be used in the normal program service, and that a record of all transmitter modifications and test results are to be kept in the station's records.

The FCC's decision to maintain a primarily "hands-off" policy toward composite clipping, leaves the controversy in the laps of broadcasters. The installation of controlling devices elsewhere in the audio chain by equipment manufacturers may bring an end to widespread composite clipping.

If modified equipment doesn't end the practice, another trend may. According to Craig Siegenthaler, chief engineer, KISW-FM Seattle, most stations in that city have stopped composite clipping out of a general consensus that the practice is too detrimental to radio's sound.

Paul Gregg, president, Elcom Specialty Products, whose WBL-1 and newer WBL-2 are said to be the most widely used composite clippers, says sales of the device is down to one-third of what they were before the controversy surrounding it surfaced recently. Elcom, Automated Broadcast Controls and Circuit Research Labs are the primary manufacturers of composite clippers. The price tag on composite clippers ranges from \$400 to \$900.

All audio processing is done so a station will psychoacoustically appeal to its target audience, according to many engineers. Women are said to be more irritated by some kinds of distortion than men. Women also generally prefer more bass in their music, while male dial-flippers will

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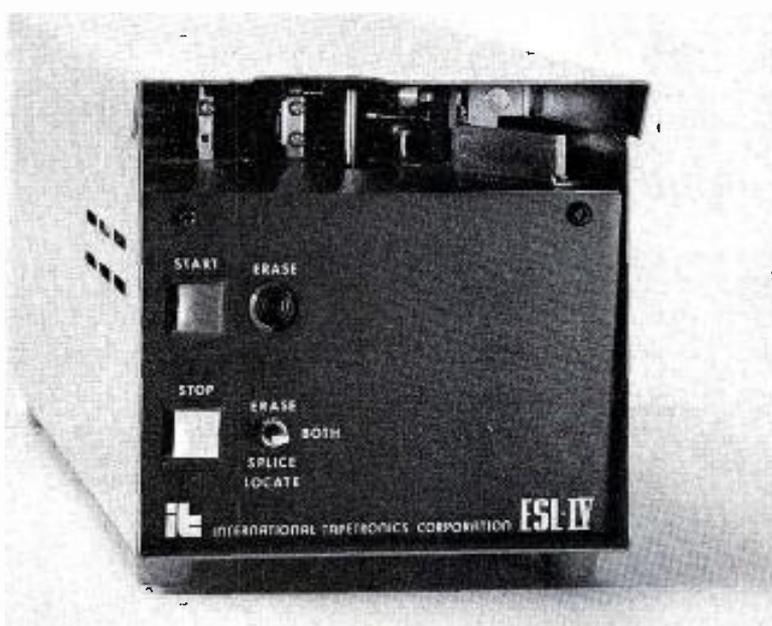
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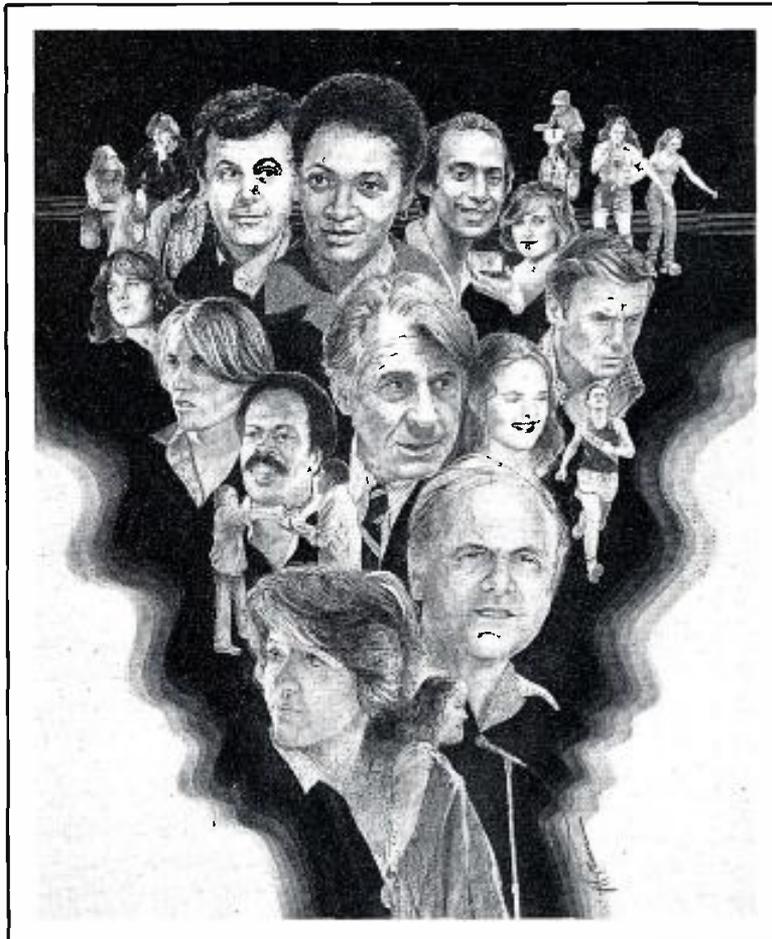
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script.”*

Capital Cities Television Productions has won the 1980 Gabriel Award for Youth-Oriented Programming (TV, National Release) for its CAPITAL CITIES FAMILY SPECIAL, "A Friend In Deed." Earlier this year, FAMILY SPECIALS was awarded the prestigious Action For Children's Television Achievement Award. ■ But CAPITAL CITIES FAMILY SPECIALS win more than honors. They also win audiences! FAMILY SPECIALS programs consistently rank among the top syndicated programs in the country.* ■ This year, we're honored that 153 stations, Bristol-Myers Company and Nabisco, Inc. have joined us to present the third season of CAPITAL CITIES FAMILY SPECIALS to young people and their parents. ■ For information on their availability in your market, contact Bill Mulvey, Director of Marketing, Capital Cities Television Productions, 4100 City Line Ave., Philadelphia, PA 19131. • (215) 878-9700.

CAPITAL CITIES TELEVISION PRODUCTIONS 4100 City Line Avenue • Philadelphia, PA 19131

*Source: Nielsen National NTI Ratings

Environmental activist Ron Babik:

"At our Cambria coal mines, we treat 7 billion gallons of acid mine water a year.

"Thanks to a unique Bethlehem process, we're not left with an ocean of muck."

"Treating all of that water so it meets Federal and state guidelines is no small accomplishment," says Ron Babik. "And neither is disposing of the slurry generated during the process.

The "slurry" problem

"Mine water in this part of the country is acidic because it picks up sulfur and iron as it percolates down through the ground and the coal seams. In order to mine the coal, the water must be pumped out and then treated before it can be discharged into a nearby stream.

"In most mine water treatment methods, lime is added to the water to neutralize the acid and help precipitate out the dissolved metals as solids.

"But most of those methods generate a slurry that's 99% water and only 1% solids. The slurry has to be pumped to large man-made ponds. But these ponds quickly fill up. Then another one has to be started. That wastes land. And when your land runs out, you're up against a serious solid waste disposal problem.

New coal mine waste water process developed by Bethlehem

"Bethlehem's research scientists developed a process that produces a higher-density slurry—a sludge—in which the solids can be concentrated up to 40 times more than with the conventional lime-treatment method. This reduces the volume of the waste material, saves land and cuts costs. As a matter of fact, at Cambria we're able to dispose of most of the sludge by pumping it back into sections of our mines that have been worked out."

Pollution solutions don't come easy—or cheap

A major problem we face is that we usually can't buy pollution control facilities and equipment off the shelf. They've got to be researched, developed, designed, fabricated, installed, and de-bugged on a case-by-case basis—as was the high-density waste water process we've described here.

And, of course, money is another problem. Bethlehem has already spent more than \$700 million for pollution control equipment at our various operations. And we're committed to continue with programs that will control approximately 95 percent of our pollutant

emissions and discharges. These programs should achieve primary air and water standards, the level of control established for a healthy environment.

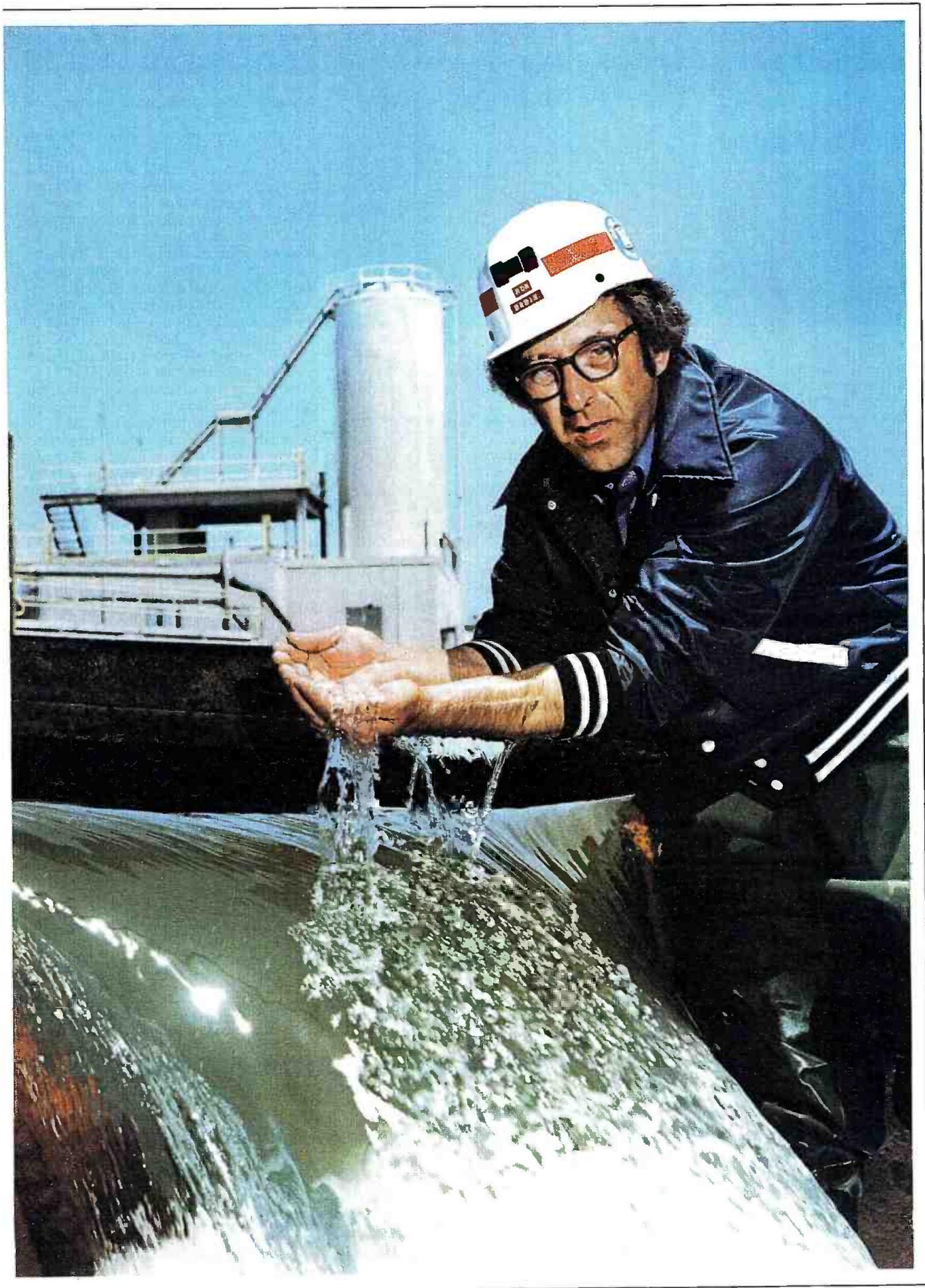
From here on: Let's make sure the benefits are worth the costs

Bethlehem intends to keep on with the clean-up. But before new and tighter regulations are proposed, we believe Federal and state environmental authorities should be required to show that the *benefits* of those regulations will clearly be worth the *costs*.

Our position is clearly explained in our booklet, *Steelmaking and the Environment*, which includes our *Statement on Environmental Quality Control*. If you'd like a copy, write: Public Affairs Dept., 476 Martin Tower, Bethlehem Steel Corporation, Bethlehem, PA 18016.

Bethlehem 

Ron Babik supervises the water treatment plants that service the mines at Bethlehem's Cambria Coal Mining Division near Johnstown, Pa. Ron is one of about a thousand Bethlehem Steel employees whose activities involve Bethlehem's environmental control program.





Orban's Optimod-FM audio processor

stick to the station emphasizing treble.

In the vanguard of such psychoacoustic experimentation are devices like EXR Corp.'s psychoacoustic enhancer and Apex's oral exciter. Employed by record companies for years, these and other devices are being brought into radio to enhance audio.

New York-based consultant Eric Small and Loupas both warn that overprocessing in audio could prove to be radio's undoing. "One of these days radio's going to wake up and realize that dbx, Dolby and videodisk manufacturers have made people aware of good audio again," says Small, who predicts that new developments in videodisk technology will make digital audio in the home a reality sooner than most people think. According to Loupas: "AM drove listeners to FM. Now FM is driving them away. The next step is out of the ballpark."

Away from the loudness war, new developments in studio equipment are making radio production easier and of higher quality. The bulk of the purchasing this year seems to be in cart machines.

Here, state of the art is Pacific Recorders' Tomcat. Introduced at last year's NAB convention, the Tomcat's radical departure from previous cart recording technology is not hampering its success.

Jack Williams, president of Pacific, says the company plans to increase the price of the Tomcat player, now \$2,000, by 15% and the recorder, now \$4,000, by 22% next January.

If the Tomcat represents the latest innovation in cart recorders, International Tapetronics Corp.'s Series 99 remains a newsmaker in that area (it was introduced one year earlier). Backlog on delivery of the Series 99 is now at least six months. Many engineers facing the decision of which recorder to buy this year admit a difficult choice between the Pacific and ITC. (The ITC series ranges in price from \$1,700 to \$4,000.)

A trend just beginning to surface in radio production is installation of multiple-track production studios. Newly-built facilities at KGB-AM-FM San Diego have employed Auditronics four-track consoles in two of its three production studios. Sta-

tion general manager Jim Price says the intent was to build "mini-recording studios."

At WABC(AM) New York, Rupert Neve consoles, normally used in recording studios, have been installed in both broadcast and production studios.

Although many engineers are embittered over the slow and uncertain advent of AM stereo, stations are routinely getting ready for it. "I haven't installed a mono [studio] system in two years," says Loupas.

At WCMS-AM-FM Norfolk, Va., a station that recently built new facilities, chief engineer Chuck Smith comments, "We're not ready for digital audio or FM quad, but we can switch to AM stereo in two hours."

In test equipment, Sound Technology, a small firm in Campbell, Calif., has produced a microprocessor-controlled audio test system now on the shopping list of a

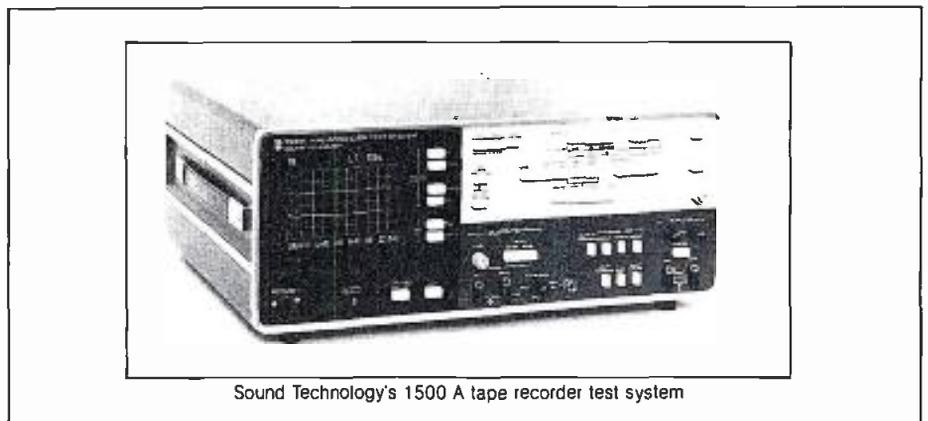
number of engineers. According to Dick Ruddman, chief engineer, KFVB(AM) Los Angeles, microprocessor-controlled audio test equipment makes repeatability in test conditions easier to achieve, and is an invaluable asset to preventive maintenance in station engineering.

Potomac Instruments' audio test equipment, the AT-51, is currently the best seller. That company just installed its first automated transmission system designed for AM directional arrays. The system, ATS-11, monitors and controls complete transmitter and antenna parameters and switches automatically to a back-up transmitter if the main one malfunctions. Harris Corp. and Mosely Associates introduced automated transmission control systems early this year. (Audio test equipment ranges in price from \$3,000 to \$5,000, while automated transmission systems can run as high as \$24,000.)

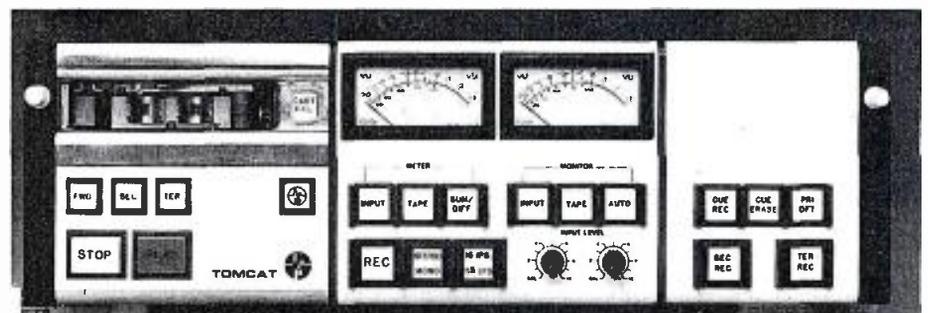
Westinghouse's Ruddman collaborated this year in designing a mobile broadcast unit for KFVB that will soon be used at all Westinghouse stations and will be available commercially. J-engineering, a small, Los Angeles-based company formed by five former radio engineers, developed the unit and will be marketing it.

According to Ruddman, the unit is a land-mobile communications unit, such as that used in taxis, redesigned to produce superior audio quality and still withstand heat and abuse from constant travel. It is, Ruddman believes, state of the art in mobile broadcast units.

"Audio is the art to radio broadcasting," reminds KNX's Disen. And adds consultant Small: "For radio to compete with videodisks and digital recordings, it's got to remember it's not just in the radio business; it's in the audio business."



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Pittsburgh cable lawsuit narrowed

Feelings mixed on ruling on motion to dismiss suit; ATC can continue suit against city and award winner Warner, but some charges negated

A U.S. district judge has ruled on a motion by Warner Amex Cable Communications to dismiss a lawsuit against it brought by a subsidiary of American Television & Communications, in the Pittsburgh cable television franchise award, leaving both sides claiming victory. The decision allowed the suit to continue but dismissed some portions of it.

ATC's subsidiary, Three Rivers Cablevision, brought the suit in response to the city's award to Warner earlier this year. Warner in return filed a motion to dismiss the suit (BROADCASTING, July 14).

It was on that motion to dismiss that Judge Gustave Diamond ruled last Wednesday, dismissing parts of the lawsuit but retaining "under advisement pending additional briefings" an allegation by Three Rivers that Warner received preferential treatment. It is on that ground Three Rivers can continue the suit.

The parties are scheduled to meet tomorrow (Nov. 18) in a conference, probably to discuss timetables and ground rules, said John Baskin, of the Baskin & Sears law firm which represents Warner and the city council in the suit.

Three Rivers' local attorney, Larry Demase, said he is "very pleased" with the ruling and saw it as upholding Three Rivers' claims on three grounds. Those three, he said, were that the city council's vote was "unlawful and predetermined," that Warner's bid was "materially defective" and that the council "failed to give [the award] to the lowest responsible bidder."

On the other side, Baskin said Warner was pleased because the suit was now "stripped of allegations."

According to Baskin, what remains for Three Rivers to prove is the allegation that Warner received "preferential treatment." Warner, however, said: "We are pleased that the court today dismissed without the necessity of hearings virtually all of ATC's alleged complaints including an attack on the validity of the franchise ordinance. All that remains," Warner continued, "for further proceedings is one technical charge which we are confident has no merit and will be dismissed in due course."

As part of the ruling, the stay on discovery has been lifted and depositions can

now be taken.

According to Richard Emenecker, superintendent of Pittsburgh's Bureau of Cable Communications, the city's agreement with Warner "is still in full force and effect. No indication by Warner," he said, has been made "to alter [its] approach to bring cable to Pittsburgh as quickly as possible."

As evidence of that, Emenecker said Warner has continued to construct the system as specified in the award contract. The cable company must continue on its construction schedule despite any lawsuits that may be brought after the award.

Emenecker said Warner has done some field engineering and strand mapping, plus renovations of a studio for which Warner has just signed a 20-year lease. Emenecker said Warner has hired 55 staffers and recently awarded a \$10-million subcontract to build. Pole attachment applications are in, he said, for the 90% of the city that will be wired aurally.

Pay TV for Britain

Government will allow 12 cable systems to offer pay channels; movies are seen as likely fare

Britain's Home Office, the government department responsible for broadcasting, is taking applications for the country's first set of pay television pilot programs.

At present, 2.5 million homes, or 14% of the UK television households, are on cable relay systems, offering only the three broadcast networks. Looking enviously at the profits made by the U.S. cable companies, these cable operators have been pressing for an opportunity to provide additional channels.

The government is to license 12 of the existing cable systems to provide additional channels for an initial period of two years.

Feature films are expected to be the main offering of the pay TV channels, at a monthly cost equalling \$12.

The government has placed a number of restrictions on the licensees, however:

- Only films approved by the British board of film censors can be shown, ruling out pornographic movies.

- The films must have been released more than a year before a cable showing.

- Program schedules must be approved by the Home Office.

- Licensees cannot seek exclusive rights for sporting or entertainment events.

- The licensees will have to conduct audience surveys.

- No advertising may be shown on the

cable channel.

The largest of the cable operators is Rediffusion, with 1 million subscribers. Other large operators include a division of Philips and Visionhire, a large UK television rental company.

One of the companies expected to apply for a license is SelectTV, which holds the license for an American system developed by Telesat of California, providing for multiple audio tracks on the same video channel. This is of special interest in Wales for offering programs in both Welsh and English.

The government will assess the situation at the end of two years and decide on the future course of cable channels.

The BBC, Britain's major broadcaster, is studying the government program, but has not decided whether to supply programming for the cable channels. The BBC has its own plans for pay television direct by satellite in the future.

Both the BBC and the commercial network, ITV, are somewhat concerned over the possible rise of movie-dominated cable channels. ITV is facing some financial problems from a slump in advertising demand, due to Britain's economic recession.

The BBC is worried that smaller audience figures will reduce the justification for increases in the annual fee charged to all homes with television sets.

Franchise feud in Dallas

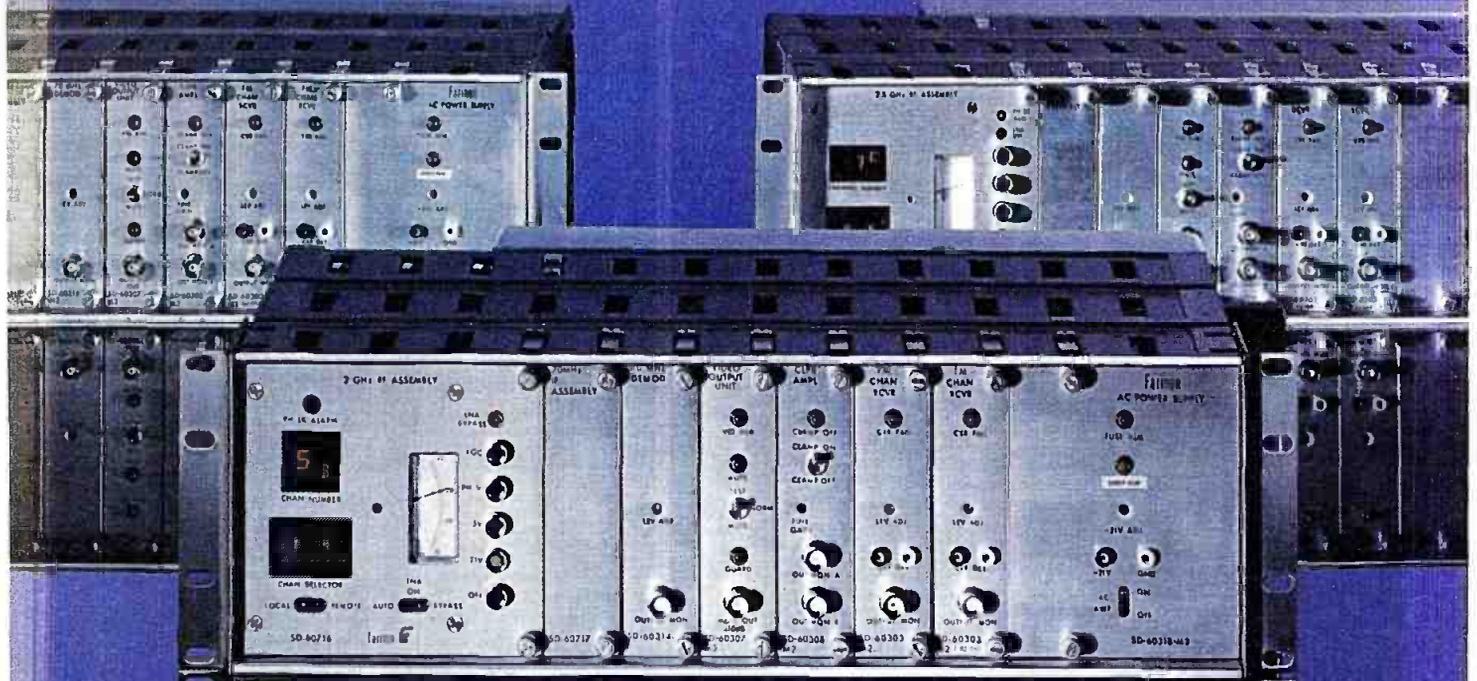
Petition filed with city council would put award of franchise to Warner Amex up to vote; 'Times-Herald' alleges problems with petition's signature list

A petition to bring to a referendum vote the decision by the Dallas city council to award the city's cable television franchise to Warner Amex Cable Communications is under certification review by the city attorney.

If the petition is approved, the question would appear on the April 1981 election ballot along with all 11 city council seats. Meanwhile, evidence has surfaced that irregularities may exist with the petition.

The petition, brought by Scott Felton and his wife, Cherre, was presented to the council on Nov. 5, the day it made the final franchise grant to Warner. The 1913 state law that legislates referendum votes states that 500 valid signatures are needed for submission. The petition, with 2,535 signatures, called for "the rejection of the ordinance to award the cable television

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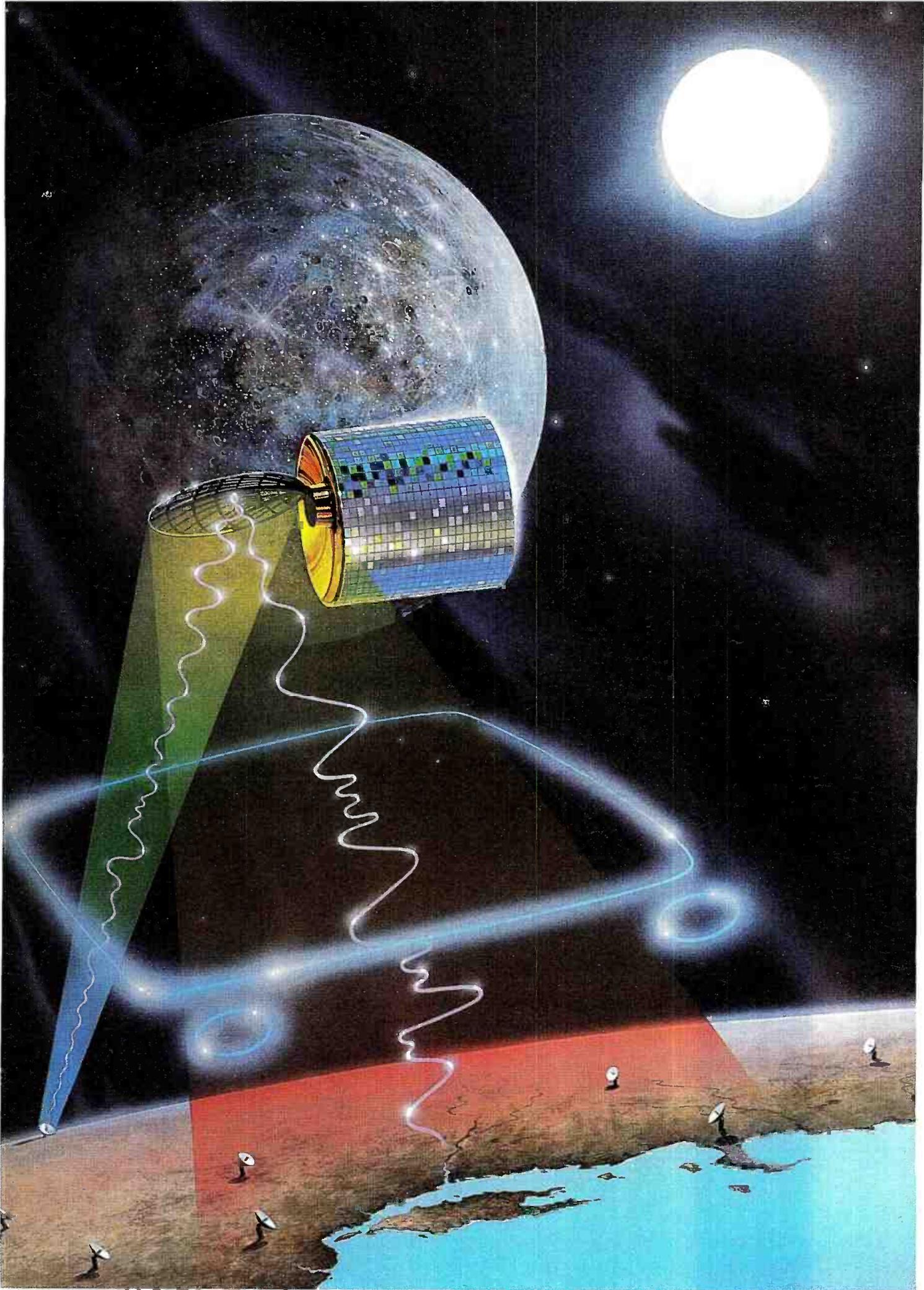
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A world brought to you by Western Union.

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franchise to Warner."

Felton, a local attorney, lives in north Dallas and said one of his concerns was that his area would not be wired until the fifth year of Warner's contract. The referendum would be either a vote for or against granting the award to Warner. It would not list preferences or explain a course of action should the vote conflict with the council's decision.

Richard Aurelio, who heads Warner's franchising efforts, said it was "very sad that a sore loser should resort to tactics of this kind" and said he was "very confident" that Warner had the best proposal and even if it went to the referendum vote, he felt confident of winning.

The losing finalist in Dallas was Sammons Communications, which is headquartered there. Felton has denied any link with Sammons, maintaining he is familiar with cable (the *Dallas Times-Herald* has reported he has an ownership interest in some small cable systems) and he believes the people of Dallas have not gotten the full story.

But some of the irregularities that may be part of the city attorney's office certification process have surfaced in the local papers. According to the *Dallas Times-Herald*, a number of people whose names were on the petition said they did not know what they were signing. In addition, the *Times-Herald* has reported that some blocks of names on the petition appear to be in the same handwriting. The paper also reported that one of the names on the petition was that of Sammons president,

James Whitson, along with the names of other company officials. There is nothing illegal about that; the petition's only requirement is that the signers be registered voters of Dallas. Sammons has denied any direct involvement with the petition or in its organization, the *Times-Herald* has reported.

The city attorney's office is required only to verify whether the signers are registered voters. Thus irregularities in handwriting and the gathering of signatures would not necessarily be a legal concern.

The *Times-Herald* has also reported a

link between Felton and Tocom Inc. Felton is the personal attorney of Tocom president, John Campbell, according to the *Times-Herald*. Four of the five losers of the award specified they would purchase Tocom equipment to build the system. Warner has its own two-way equipment system, built by Pioneer.

The city attorney's decision on the petition's certification must be made within 10 days after the Nov. 5 filing deadline. The council will meet this week and if need be take up the matter. Should the referendum occur, Warner would be barred from beginning construction.

Changing Hands

PROPOSED

■ **WAPE(AM)** Jacksonville, Fla.: Sold by Sis Radio Inc. to Eastjack Broadcasting Corp. for \$1,835,000. Seller is controlled by Harriet A. (Sis) Kaplan (president) and family. They also own WAYS(AM)-WROQ(FM) Charlotte, N.C. Buyer is owned by ERI Communications (90%) and Richard Marcellan (10%). ERI is owned by Francis L. Boyle Jr., chairman, and 45 others; it is parent company of Eastman Radio Inc., New York-based radio sales representative. ERI also owns 50% of WIBX(AM)-WIBQ(FM) Utica, N.Y., and has 80% interest each in companies seeking to purchase WCSH(AM) Portland (BROADCASTING, Aug. 11) and WLOB-FM Westbrook (see page 58), both Maine. Marcellan is former vice president and

general manager of KFJZ-AM-FM Fort Worth; he has no other broadcast interests. WAPE is on 690 khz with 50 kw day and 10 kw night.

■ **KSRD(FM)** Seward, Neb.: Sold by Tri-county Broadcasting to KSRD Radio Co. for \$530,000. Seller is owned by Frank R. Newell (61.67%), his wife, Dianne (5%), and Richard E. Witkovski (33.33%). They have no other broadcast interests. Buyer is owned by Herman Lee Reavis, Vinny R. Wheeler and her sons, Stephen, Leonard and Clark (20% each). Reavis is executive vice president of AM operations for Mel Wheeler Inc., licensee of WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM)-KDDC(FM) Denton, Tex., last of which has been sold, subject to FCC approval (BROADCASTING, July 21). Vinny Wheeler

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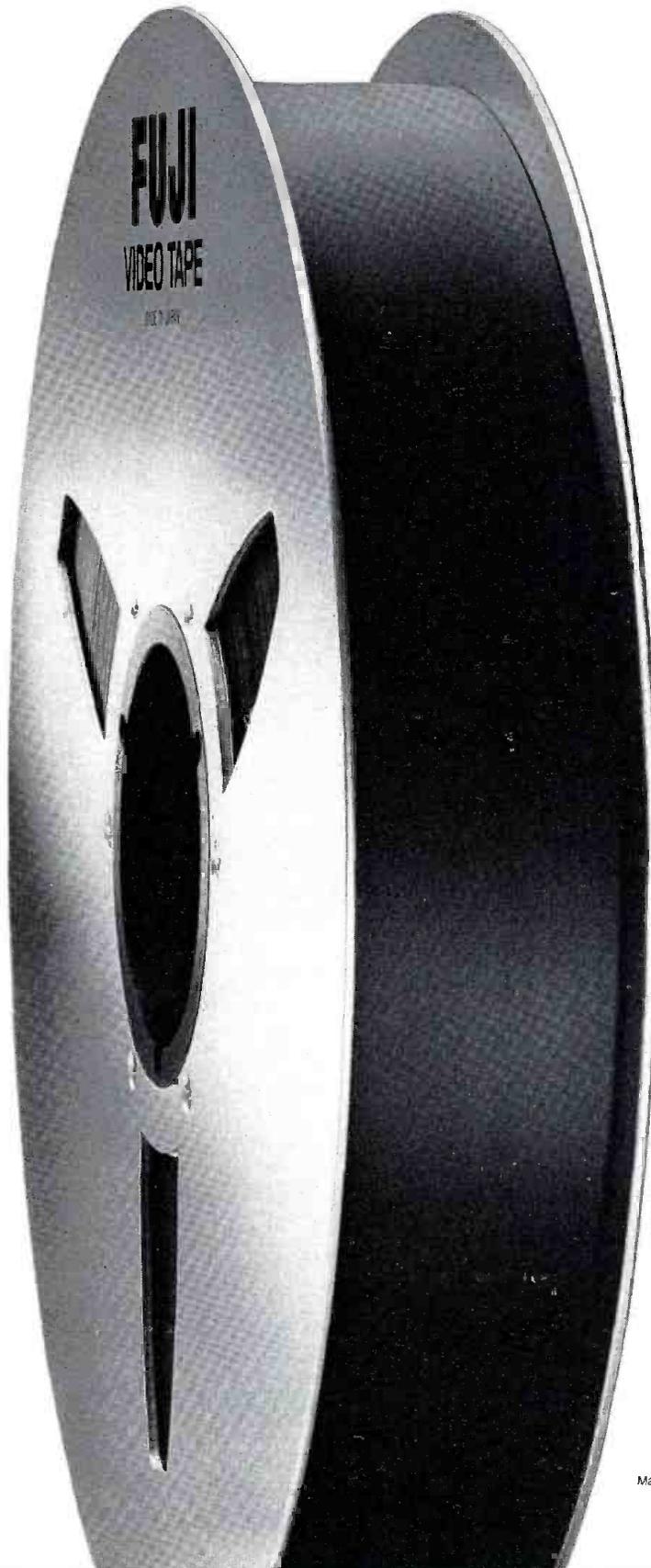
Class action and demurrer in Omaha. Class action suit has been brought against city of Omaha and cable franchise award winner that city council designated, Cox Cable. City in return has filed for demurrer, stating suit failed to state cause and lack of standing on part of those who brought it. Demurrer contends that complaint is legally insufficient.

Educational campaign. ABC-TV affiliates board created committee (VIEW, for Viewer Information and Education Work) to promote cause of free television to public through free television. Committee was organized by Bob Rice, WRAU-TV Peoria, Ill., who will serve as its adviser, and will be headed by John Behnke, KOMO-TV Seattle. Terry Shockley, WKOW-TV Madison, Wis., affiliate board chairman, said at board's fall meeting at La Costa, Calif., that committee would complement network efforts on behalf of free TV, would "exchange and disseminate information among the affiliates to foster stronger community relations" and hoped also to work with other industry groups.

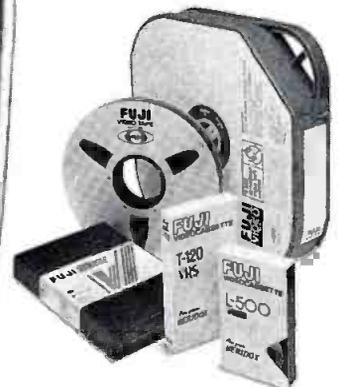
Spanish accent. Latinos in Communications has been formed in New York by persons of Hispanic background active in communications, broadcasting, advertising, journalism and marketing. President of LIC for 1980-81 is Jacqueline DaCosta, senior VP and media director of Ted Bates & Co., New York. Application to join LIC may be obtained from organization at P.O. Box 431 Lenox Hill Station, New York, N.Y., 10021.

Tube and homework. California Department of Education study claims achievement scores dip as students' TV viewing increases. In survey of 281,907 sixth-graders, those who watched TV one hour or less daily averaged 7% higher on scores than those who spent four hours or more in front of set. Among 233,125 high school seniors, there was 14% gap in scores between higher marks of those watching hour or less and lower scores of those viewing at least six hours.

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is wife of Mel Wheeler and is secretary-treasurer of his radio operations. Stephen, Leonard and Clark Wheeler have 10% interests each in father's radio properties. Stephen is producer for KCST-TV San Diego; Leonard is assistant manager of KITT(FM) San Diego, in which Mel Wheeler has 50% interest and which has been sold, subject to FCC approval (BROADCASTING, July 14). Clark is station manager of KDNT-KDDC. KSRD is on 96.9 mhz with 100 kw and antenna 580 feet above average terrain.

■ **KWBG-AM-FM Boone, Iowa:** Sold by Ken Kilmer Broadcasting Co. to Dennis A. Borwick for \$508,476. Seller is owned by Kenneth Kilmer, who has no other broadcast interests. Borwick is vice president and station manager of KWBG-AM-FM. He also has 10% interest in cable system serving Boone. KWBG(AM) is on 1590 khz with 1 kw day and 500 w night. KWBG-FM is on 98.3 mhz with 3 kw and antenna 210 feet above average terrain.

■ **WLOB-FM Westbrook, Me.:** Sold by Portland Radio Inc. to Eastport Broadcasting Co. for \$474,000. Seller is owned by Newport Communications (49%), Lloyd Bowers (25%) and six others. Newport is controlled by Peter G. Mangone and Peter W. Kuyper (50% each of voting class B stock). Newport is licensee of WDAK(AM) Newport, R.I. Portland Radio is selling its only other broadcast property, WLOB(AM) Portland, Me., to separate buyer (see "For the Record," page 76). Buyer is owned by ERI Communications Group Inc. (80%) and E.C. Stiker and his wife, Deborah (20% jointly). ERI also has 90% interest in company seeking to purchase WAPE(AM) Jacksonville, Fla. (see above). Stiker, president of Eastport, is former president and general manager of KTXQ(FM) Fort Worth. Eastport has also purchased, subject to FCC approval, WCSH(AM) Portland, Me. (BROADCASTING, Aug. 11). WLOB-FM is on 100.9 mhz with 30 kw and antenna 300 feet above average terrain.

■ **WMRB(AM) Greenville, S.C.:** Sold by Paramount Broadcasting Co. to Telecastics Inc. for \$380,000. Seller is owned by C. Frank Cope (54.1%) and Katherine Simpson (45.9%). Cope has no other broadcast interests. Simpson has minority interest in WMIT(FM) Clingman's Peak, N.C. Buyer is owned by Alton L. Finley Jr. (51%) and Michael E. Reid (49%). Finley is former sales representative for Norelco and Sony Corp. in Greenville. Reid is graduate student and part-time faculty member of Clemson University, Clemson, S.C. They have no other broadcast interests. WMRB is on 1490 khz with 1 kw day and 250 w night.

■ **WCHU(AM) Soddy-Daisy, Tenn.:** Sold by WCHU Radio to ARC Broadcasting for \$350,000. Seller is owned by Ben Bernie Hicks, who has no other broadcast interests. Buyer is owned by Charles E. Dunn (80%) and William J. Surgeoner (20%). Dunn is Los Angeles management consultant. Surgeoner is 22.5% owner of North Hollywood, Calif., computer software firm. They have no other broadcast interests. WCHU is 1 kw daytimer on 1550

khz.

■ **WCBX(AM)** Eden, N.C.: Sold by Ray A. Childers (55%) and Nora S. Webster (45%) to Stone Broadcasting Corp. for \$300,000. Sellers have no other broadcast interests. Buyer is owned by Victor C. Stone, head of payroll-traffic department and 11% owner of Martinsville, Va., trucking firm. He has no other broadcast interests. WCBX is on 1 kw daytimer on 1130 khz.

■ **WDEH-AM-FM** Sweetwater, Tenn.: Two-thirds interest sold by Robert L. Sherlin to Athens Outlet Store for \$210,000. Sherlin has no other broadcast interests. Buyer, which already has one-third interest in stations, is owned by M.D. Goodfriend (96%) and his wife, Shirley (4%). They own general merchandise store in Sweetwater. WDEH(AM) is 1 kw daytimer on 800 khz. WDEH-FM is on 93.5 mhz with 2.5 kw and antenna 150 feet above average terrain.

■ Other proposed station sales include: **KKR(B)**(FM) Red Bluff, Calif.; **KCTO-AM-FM** Columbia, La.; **WLOB(AM)** Portland, Me.; **WRVH(AM)** Patterson, N.Y., and **KOKC(AM)** Guthrie, Okla. (see "For the Record," page 76).

APPROVED

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

■ **WGL(AM)** Fort Wayne, Ind.: Sold by News-Sentinel Broadcasting Co. to Patten Communications Corp. for \$675,000. Seller, co-owned with *Fort Wayne News-Sentinel*, is owned by Helene R. Foellinger who has no other broadcast interests. Buyer is owned by its chairman, Myron P. Patten (54.38%), and 24 others. Patten, based in Southfield, Mich., owns **WDOQ(FM)** Daytona Beach, Fla.; **WMPX(AM)** Midland, Mich.; **WKHM(AM)-WJOX(FM)** Jackson, Mich.; **KLNT(AM)-KLNQ(FM)** Clinton, Iowa; **WMAD(FM)** Sun Prairie, Wis.; **WNJY(FM)** Riviera Beach, Fla., and **KARO(AM)** Vancouver, Wash., and outdoor advertising firm. WGL is on 1250 khz with 1 kw full time.

■ **WTRF(FM)** Wheeling, W.Va.: Sold by Forward Communications Corp. to West Virginia Broadcasting Inc. for \$640,000. Seller is closely held group owner of six AM's, six FM's and six TV's which last purchased **KWWK(AM)-KFMW(FM)** Waterloo, Iowa (BROADCASTING, Sept. 29). William McCormick is chairman and 3% owner and Richard D. Dudley is president and 6% owner. Buyer is owned by Representative Nick Joe Rahall II (D-W.

Va.) (66.67%) and Anthony P. Gonzalez (33.34%). Rahall, son of Joe Rahall, who controlled Rahall Communications Corp. before merger with Gulf United, was elected to Congress in 1976 and was re-elected Nov. 4. Gonzalez is manager of **WTNJ(AM)** Mount Hope, W. Va., which he and Rahall also own. WTRF is on 107.5 mhz with 12.5 kw horizontal and 11 kw vertical and antenna 910 feet above average terrain.

■ Other approved station sale: **KRVA(AM)-KRVF(FM)** Vermillion, S.D. (see "For the Record," page 77).

DENIED

■ **KHOF-TV** San Bernardino, Calif.; **KVOF-TV** San Francisco, and **WHCT-TV** Hartford, Conn.: FCC denied distress sale from Faith Center to Hispanic-American Communications for \$15 million (see story, page 66).

CABLE

■ Cable systems serving Greenville, Corry and Union City, all Pennsylvania: Sold by Blatt Bros. TV Cable Corp. to Alan Gerry for approximately \$3 million. Seller is owned by John Blatt and family. They have no other cable interests. Gerry owns cable systems in several New York communities including Monticello and Saugerties. Greenville, Corry and Union City systems will be rebuilt and an earth station will be added to provide additional channels and pay services. Currently, systems have basic subscriber list totaling 6,000. Broker: Daniels & Associates.

Franchise group formed

The complexity of cable television franchising in the 1980's has inspired the creation of a new organization to promote the exchange of information among local officials charged with awarding and regulating the franchises.

Following a two-day conference of the National Federation of Local Cable Programmers in Madison, Wis., representatives of 47 communities met and launched the National Association of Telecommunications Officers and Advisers. A 15-member steering committee elected Frank Greif, director of Seattle's Office of Cable Communications, as its chairman.

Greif said last week that the steering committee would send a letter to interested parties—city administrators and members of advisory committees that are often formed to help award franchises and oversee cable operations—and cull from their responses the structure for the organization and a statement of principles.

The NATOA is affiliated, Greif said, with the National League of Cities on an interim basis. The affiliation insures the organization instant status and "basic staff support." Whether to remain dependent on NLC is a question the fledgling organization hasn't yet addressed, said Greif. An alternative is establishing its own staff, which might mean "dues assessment," he said.

Sep. 26, 1980

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Interest renewed in Reagan films

Election win brings increased requests for next President's work; ratings and box-office appeal offer mixed reviews on fare

Ronald Reagan's landslide election to the Presidency has revived interest in the former actor's 56 movie performances. Although suppliers are barely keeping up with demand for prints of Reagan films, TV stations and theaters are reporting a mixed review in ratings and box-office appeal.

Several Los Angeles TV stations began airing old Reagan movies as soon as polls closed, but despite the fanfare none of the screenings have attracted significantly larger audiences than any other films from that earlier era.

"There are a number of TV stations that have Reagan movies under long-term lease from us," explained Bart Farber, a

TV syndication senior vice president for United Artists in New York. United Artists Entertainment has 39 Reagan films, purchased from Warner Brothers in 1956.

"I'd hardly call the Reagan movies a financial bonanza," Farber told a *Los Angeles Times* reporter recently. As for the rumors that Reagan has himself bought up copies of potentially embarrassing films to keep them off the market, according to Farber, "I haven't heard from Reagan at all and it would be referred to me. I see nothing that suggests Reagan is trying to buy up his pictures."

United Artists does not sell the pictures, but acknowledges it has retrieved some prints syndicated to television in order to meet rental demand. According to UA's market services department, there are as few as two prints available of some of Reagan's lesser-known films, and as many as 45 copies of such successful films as "Knut Rockne—All American."

Universal 16, a distribution arm of Universal Pictures, owns the rights to Reagan's "Bonzo" films, in which the President-elect starred with a precocious

chimpanzee. The distributor established a firm policy not to rent "Bedtime for Bonzo" or its sequel "Bonzo Goes to College" to any political organizations during the campaign, but a booking representative for Universal 16 reports it is turning down several requests a day from other groups (mostly college student associations) because it lacks sufficient prints. It has only three copies of each film.

Universal has had its "Bonzo" prints booked solid since last summer, with engagements scheduled well into 1981. Ironically, a free showing of "Bedtime for Bonzo" at Brookdale Community College in New Jersey during the middle of the campaign yielded only 33 movie-goers. A Ronald Reagan film festival held at a New York theater during October also bombed out. It is perhaps for this reason that neither Universal nor its parent company, MCA, has plans to make more "Bonzo" prints or to get involved in the marketing of ancillary materials to the "Bonzo" image, to which it retains rights.

A number of television stations are reportedly rerunning one of the rarest and most controversial of Reagan's films, "That Hagen Girl." The 1947 film, owned but rarely circulated by United Artists, features Reagan as a liberal Democrat running for the U.S. Senate. Co-star Shirley Temple is his sweetheart in the movie, who may also be his illegitimate daughter. "That Hagen Girl" recently showed up in a book entitled "The 50 Worst Movies of All Time" and was featured in the fundraising events held by at least one political candidate last fall. UA says it is no longer renting the film.



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Battista joins Frank

As part of an expansion program that includes a new syndicated series, a theatrical film and various specials, Sandy Frank Film Syndication, New York, last week named Thomas M. Battista as president and chief operating officer.

Battista has been vice president and general manager of Group W's KYW-TV Philadelphia and was executive vice president of the CBS Television Stations Division from 1975 to 1978. He will concentrate on programing, production and administration. Sandy Frank, board chairman and chief executive officer, said the Battista appointment will give Frank more time to function as the company's "head salesman."

Frank told a news conference in New York that Sandy Frank Productions, in association with Lee Mendelson Production, is producing the *New You Asked for It* half-hour series at a cost estimated to run



Battista

more than \$10 million annually. Frank said the half-hour strip for prime access will feature Rich Little as host and is aimed for a fall 1981 start. It will be produced on location in all parts of the U.S. and in various locations abroad.

Frank continues to co-produce and distribute *Face the Music*. He also announced he has obtained motion picture rights to the "Mrs. Mike" novel and has engaged the authors, Nancy and Benedict Freedman, to write the screenplay. He noted that the Frank organization also holds rights to other literary properties, including "The Revolt" and "White Nights" by Israel Prime Minister Menachem Begin and "In Search of Identity" by Anwar Sadat, president of Egypt.

PlayBack

Big Apple jazz. To help fill gap left by former jazz station, WRVR-FM New York, which turned to country and western format in September, both WEVD-FM New York and WVNJ-FM Newark, N.J., have opted for jazz format at night. Through Jazz Media International, New York-based programming, production and syndication firm, "diversified" WEVD-FM will carry format at nights seven days per week. WVNJ-FM, beautiful music station during day, switches to jazz Monday to Friday, evenings and overnights, live from Michael's Pub, jazz mecca in Manhattan.

New project. Focus On Youth Network, Princeton, N.J., plans Jan. 1 start for *Radio Magazine*, weekly, 30-minute public affairs program. Show is to include feature plus two interviews and has guest line-up including Michael Pertschuk, chairman, Federal Trade Commission; Jere Goyan, chairman, Food and Drug Administration, and Broadway producer Harold Prince. WYNY(FM) New York plans to debut program and to collaborate with FOYN in launching it. FOYN is seven-year-old network totally run by Princeton University students and funded by \$40,000 grant from Shell Oil Co. Its program, *Focus On Youth*, is currently heard on more than 330 stations and is carried by NBC Radio Network.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Lady* by Kenny Rogers on United Artists; (2) *Woman In Love* by Barbra Streisand on Columbia; (3) *Dreaming* by Cliff Richard on EMI America; (4) *He's So Shy* by the Pointer Sisters on Planet; (5) *Never Be the Same* by Christopher Cross on Warner Bros. The top five in **country radio airplay**: (1) *She Can't Say That Anymore* by John Conlee on MCA; (2) *Lady* by Kenny Rogers on United Artists; (3) *Smokey Mountain Rain* by Ronnie Milsap on RCA; (4) *If You Ever Change Your Mind* by Crystal Gayle on Columbia; (5) *Lovers Live Longer* by the Bellamy Brothers on Warner Bros.

HRTS luncheon with entertainment heads

The major networks' penchant for making election outcome predictions hours before the polls close in Western states was defied by CBS Entertainment President Robert A. Daly in Los Angeles.

In response to a question raised during a meeting of the Hollywood Radio and Television Society, Daly maintained that "networks should not withhold information from the public. If they do, I think they're wrong."

Conceding that such predictions were "distracting" to those who have not yet voted, Daly pointed out that President Carter made his concession speech more than an hour before the polls had closed on the West Coast. "If it were misleading information there would be more to complain about," he said. "It is a very difficult problem."

Daly appeared on a panel before a record luncheon crowd of more than 1,000 HRTS

members along with other entertainment division presidents, Anthony Thomopoulos of ABC and Brandon Tartikoff of NBC.

None of the executives would speculate on whether Ronald Reagan's election would be good or bad for the industry.

Thomopoulos took the news media to task for focusing on ratings, scandals, and contractual disputes. "The public doesn't understand what our business is all about," he told the audience. "We're not telling our story well enough to the rest of the world."

Thomopoulos said the recent actors' strike "hurt everyone" in the industry.

Commenting on the impact of pay TV and pay cable systems, the ABC executive reiterated his network's plans to re-evaluate the purchase of theatrical features in view of their "lesser efficiency" after exposure to home audiences (BROADCASTING, Nov. 10). He also said there is "a dis-



Daly



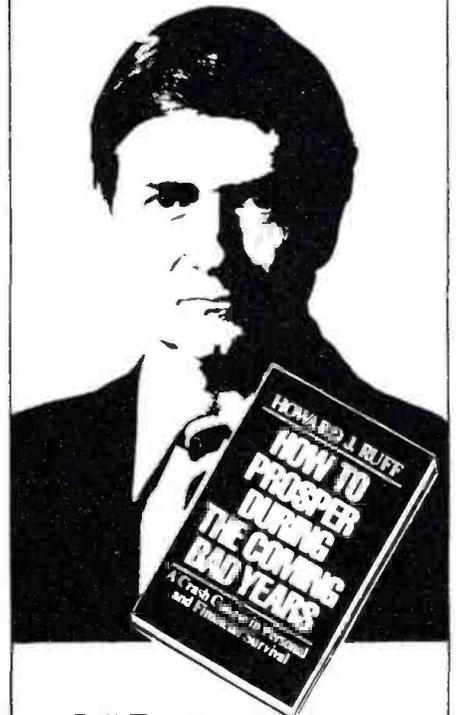
Thomopoulos



Tartikoff

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tinct possibility" that major sporting events will eventually be priced out of the free TV market, a contention disputed by the other two network chiefs.

NBC's Tartikoff said that while his net-

work has not yet formally entered the cable industry, unlike ABC and CBS, it is reviewing the possibility of doing so. "Some moves in that direction (toward cable) might be profitable for us and will be

considered," Tartikoff explained. "It's the difference between a pot of gold and 'some' gold. We believe that network television will be the place where most of the money will be in the 80's and 90's."

Monitor

Educational experience. Faculty members from universities across the country were at NAB's Washington headquarters Nov. 6-8 for a series of panel discussions led by representatives of all phases of the electronics media. The overriding message of the Broadcast Education Association Faculty/Industry Seminar was the importance of audience research today and even more so in the future as new technologies fragment the audience. Among the speakers was Gene Jankowski, president, CBS/Broadcast Group, who responded to questions at Thursday's dinner (right); Squire Rushnell, vice president, ABC Entertainment; Robert Wussler, Turner Broadcasting System; Jeffrey Weiss, Viacom, and Richard Sonnenfeldt, NBC.



And now for something completely different. Telepictures Corp., New York, said it has acquired exclusive U.S. distribution rights to 44 half-hours of *Monty Python's Flying Circus*, including first rights ever granted by Monty Python Co. for editing to allow for commercial inserts. *Python* began on BBC-TV in 1970, was subsequently seen on U.S. public stations.

'Taxi' fare. Pre-distribution sale of ABC-TV hit series, *Taxi*, to seven Times Mirror television stations has been announced by Paramount Television Domestic Syndication. *Taxi*, previously sold to WNEW-TV New York and KTLA-TV Los Angeles, becomes available for showing in syndication in fall of 1983.

Here's looking at you. USA Network has begun what network president, Kay Koplovitz, calls "consummate sports series." Half-hour variety show airing thrice weekly, program is hosted by Roy Firestone, weekend anchor and features reporter at KNXT(TV) Los Angeles, and Ira Fistell, talk show host at KABC(AM) Los Angeles. Regular features include "hot seat" interviews, "bettor's corner" reports, "nostalgia time"—reviews of great moments in sports—and "The Fans," segment that allows "sports diehards to voice opinions." Masda Motors has signed as participating sponsor.

News for Saturday. ABC-TV is adding three more entries to its 1980-81 Saturday-morning children's schedule, which started Nov. 8: *Fonz and the Happy Days Gang*, animated half-hour based on prime-time *Happy Days* characters (9-9:30 a.m. NYT); *Richie Rich/Scooby & Scrappy Doo Show*, combination based on *Richie Rich* comic-book character, and new comedies in *Scooby-Scrappy* series (9:30-10:25 a.m.), and return of *Superfriends Hour* with new episodes (8-9 a.m.). Other new entries, announced earlier: *Thundarr the Barbarian* (10:30-55 a.m.), *Heathcliff and Dingbat* (11-11:30), *Plastic Man/Baby Plas Super Comedy Show* (11:30-55).

3-D thrillers. MCA Videocassette Co. is releasing on videocassette 3-D versions of two celebrated classics of 1950's sci-fi genre—"Creature from the Black Lagoon" and "It Came from Outer Space." Each cassette comes complete with four pairs of 3-D glasses.

Ratings Roundup

It was series stunting at its best. For the week ended Nov. 9, CBS-TV aired four episodes of *Dallas*, winning three of the top five ratings scores and four of the top 10—all this without even revealing who shot J.R.

Top-rated of the week was Sunday's episode which scored a massive 40.0 rating and 59 share. The season opener, in its regular time period, Friday at 10 p.m., grabbed an even higher share, with a 38.2/61. Reruns brought a 31.8/51 (Friday, just prior to the premiere) and a 24.7/42 (Thursday).

Add to those four episodes the five regularly scheduled series CBS ran on Sunday night and the network pulled in the top nine numbers of the week.

Over-all the prime-time averages were CBS 22.2/35; ABC-TV 17.9/28 and NBC-TV 14.8/23.

Elsewhere in the ratings, CBS's debut of *Ladies' Man* was well received, earning a 24.0/36 against NBC's *Little House on the Prairie* and paid political time on ABC. CBS also proved the winner, along with President-elect Reagan, on election night, beating the network competition with an 18.7/27 (BROADCASTING, Nov. 10).

The First 20

Rank	Program	Network	Rating Share
1.	<i>Dallas</i> (Sunday)	CBS	40.0/59
2.	<i>Dallas</i> (Friday premiere)	CBS	38.2/61
3.	<i>Jeffersons</i>	CBS	32.1/45
4.	<i>Dallas</i> (Friday)	CBS	31.8/51
5.	<i>Alice</i>	CBS	31.2/44
6.	<i>60 Minutes</i>	CBS	29.7/45
7.	<i>One Day at a Time</i>	CBS	29.2/41
8.	<i>Archie Bunker's Place</i>	CBS	27.6/40
9.	<i>Dallas</i> (Thursday)	CBS	24.7/42
10.	<i>Love Boat</i>	ABC	24.4/42
11.	<i>Ladies' Man</i> (premiere)	CBS	24.0/36
12.	<i>Love at First Bite</i> (movie)	CBS	23.2/37
13.	<i>Flo</i>	CBS	23.2/36
14.	<i>That's Incredible</i>	ABC	22.6/36
15.	<i>Fantasy Island</i>	ABC	22.4/40
16.	<i>Real People</i>	NBC	21.0/32
17.	<i>M*A*S*H</i>	CBS	20.7/30
18.	<i>Little House on the Prairie</i>	NBC	20.4/30
19.	<i>NFL Monday Night Football</i> (Chicago v. Cleveland)	ABC	20.2/37
20.	<i>The Spy Who Loved Me</i> (movie)	ABC	19.7/28

The Final Five

41.	<i>Lassiter</i> (special)	NBC	12.9/22
42.	<i>Those Amazing Animals</i>	ABC	12.7/19
43.	"Return of the Pink Panther" (movie)	NBC	11.5/19
44.	Campaign '80 preview	CBS	10.8/17
45.	<i>NBC Magazine</i>	NBC	6.3/10

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NAB libel plan designed to encourage more vigorous reporting

High costs of litigation, potential damage awards have discouraged stations from investigative and enterprise journalism; new group plan fills vacuum in insurance coverage

Libel suits and the threat of them are becoming an increasingly painful part, and cost, of doing business for broadcasters as they attempt to go beyond routine news coverage to investigative and enterprising journalism. And those efforts, in addition, often find broadcasters faced with challenges to what they consider their First Amendment rights—challenges that are expensive to litigate. Last week, the National Association of Broadcasters announced an insurance plan to help its members deal with those troubles.

The plan, available only to NAB members, will afford protection against libel and slander and related risks, including trespass and invasion of privacy (legal defense and monetary damages are covered) as well as a First Amendment legal defense option. Broadcasters who take the option will be covered for resisting search warrants, court-imposed gag orders and the like, as well as the forced disclosure of confidential sources.

The plan, which is being underwritten by CNA Insurance—whose libel and claims supervisor is Media/Professional Insurance Co.—was designed to meet needs uncovered in a survey of NAB

members 18 months ago. The survey disclosed that 45% of the nation's broadcasters carry no libel insurance at all—in many cases because insurers are unwilling to sell libel protection to operators of small stations. Those companies that do sell such insurance often charge higher premiums and impose larger deductibles if a station broadcasts news, editorials, talk shows and public affairs programs. And protection against the costs of defending First Amendment rights has not been available to most broadcasters.

Larry Worrall, president of Media/Professional Insurance Co., at a news conference held by the NAB to explain the plan last week, described it as the broadest of its type available. The implication, at least, was that it is broader than one the American Newspaper Publishers Association has provided for its members (BROADCASTING, Oct. 8, 1979).

Steve Nevas, the NAB's First Amendment counsel, said that although definite figures are not available, he estimates that "hundreds and perhaps thousands" of suits are pending against broadcasters, although he and Worrall noted that many suits and threats of suits may simply be aimed at "harassing" broadcasters, or persuading them to abandon stories. Worrall said the minimum cost in responding to a complaint is \$2,500, and in defending a suit in court, \$15,000-\$20,000. To those who want to do investigative or enterprise reporting, Nevas said, such potential costs would be "crushing."

NAB President Vincent Wasilewski, in a statement released at the news conference, said the First Amendment coverage provided as an option "is fast becoming a necessity to help broadcasters resist efforts to restrain their programming and journalistic freedom."

The plan, which also extends protection to such off-air matters as advertising and self-promotional copy, the publication of

rate cards, program listings, guides and news releases, is sensitive to broadcasters' First Amendment concerns. For instance, it does not, as do some libel plans, require agreement to disclose confidential sources as a condition of protection, nor does it commit stations to agree to retract statements regardless of whether the stations consider them true, or to accept settlement of a dispute without their approval.

NAB members purchasing the plan will normally receive \$1-million coverage per incident and \$2-million annual coverage—or twice those amounts if they want more—and up to \$500,000 annually in First Amendment legal expense protection. The basic premium for most NAB members is based on broadcasters' rate cards—10 times a radio station's highest 60-second spot (but a \$200 minimum) and an amount equal to a television station's hourly programming rate (but a minimum of \$350 and a special rate if the figure is above \$5,000). The cost for First Amendment protection is an additional 50% of the basic premium.

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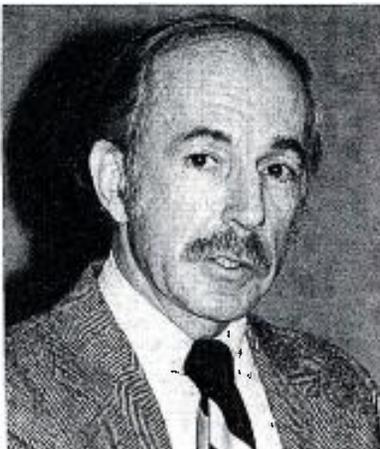
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Worrall



Nevas

Prices in California, Oklahoma and South Carolina will be higher—stations in those states will be subjected to a 50% surcharge because of what has been found to be the greater risk of suit and of losses in those states. Worrall said "90% of [libel] losses" occur in those states because of the attitudes of the courts. Later, he said the 90% was not a "computerized figure" but that losses in those states were substantial. "If you'd eliminate those three, we'd have a beautiful picture."

Indeed, there are no over-all, national figures on which rates can be based with confidence. As a result, the rates contained in the NAB plan are not guaranteed for any length of time. Officials noted it would take three to five years to develop meaningful experience.

MPI's agent on the plan, Marsh & McLennan Inc., publicly, at least, is not unduly optimistic regarding sale of the plan. Joseph Acciavatti, vice president, said that purchase of the plan by 20% of the NAB's members "would be successful penetration" in the first year. But the NAB and MPI are aiming at more than the 45% of NAB members who do not have libel insurance. NAB will send copies of the plan to the NAB members who do have such insurance, and invite them to make a comparison. "We hope to get a lot of them under the plan," said James Hulbert, NAB senior vice president, station services.

Blakeslee winners

Broadcasters won three of the seven 28th annual Howard W. Blakeslee Awards presented this year by the American Heart Association. The awards, named for a former Associated Press science editor, were presented at AHA's annual meeting in Miami on Nov. 15. The broadcast winners:

Jill Stein, KMOX (AM) St. Louis □ For seven spot news reports covering breaking developments in research and treatment.

Gene Allen, KPRC-TV Houston □ For *Killer in Your Future*, seven reports on heart disease.

Karl Idavog, KUTV (TV) Salt Lake City □ For report on controversial chelatin therapy to treat arteriosclerosis.

NewsBeat

Toll rules. Attorney General Benjamin Civiletti has adopted guidelines under which Justice Department may subpoena reporters' telephone toll records. But new guidelines, adopted in response to criticism department received last summer after subpoenaing *New York Times* reporter's phone records, would not have prohibited subpoena in that case, which involved effort to trace leak of internal report. Under new regulations, department may issue subpoena to telephone company for last six months of reporters' toll records in any of these circumstances: Criminal leak investigation, inquiry where there is "reasonable ground" to believe reporter has committed crime, and where toll record is believed "essential" for completion of civil suit. Under new policy—which could be changed by President-elect Ronald Reagan's attorney general—department is required to negotiate with reporters in effort to obtain toll records voluntarily, except where such notice would threaten integrity of investigation.

In contempt. Massachusetts Supreme Judicial Court has upheld contempt order against WBZ-TV Boston investigative reporter Walter Roche but said courts and state legislature should consider formulating guidelines for protection of confidential sources. Roche had claimed that First Amendment protects him from having to disclose who had given him information for broadcast on alleged incidents of judge's misconduct (BROADCASTING, July 21). Massachusetts has no shield law but court said consideration should be given to ending what it called "troubling conflict" between courts and reporters on disclosing confidential sources. Court set aside contempt order issued to Boston newspaper reporter for refusing to testify before grand jury investigating murder (BROADCASTING, May 5) because that jury had already been discharged.

Survivor. "News business is still a boys' club," according to Marlene Sanders, CBS News correspondent/producer in speech before New York chapter of National Academy of Television Arts and Sciences. Twenty-five-year broadcasting veteran said although entry-level jobs in news once closed to women are now available, and promotions are more likely, "there is still an undercurrent of discontent." Opportunities will improve in broadcasting for women only when opportunities change in government and industry in general, she concluded.

Who's listening. Associated Press broadcast services division plans "massive new study" of listener attitudes toward radio news. Roy Steinfort, vice president and director of broadcast services, said it'll be sequel to one conducted in 1977 and reported two years ago (BROADCASTING, Nov. 27, 1978), and is being done in response to broadcasters' requests for follow-up. Broadcasters wishing to suggest specific areas for study were invited to contact Jay Bowles, deputy director of broadcast services, who's in charge of project. Study will be conducted by The Research Group, San Luis Obispo, Calif., in first quarter of 1981, with findings to be released at Associated Press Broadcasters' annual meeting next June in Washington.

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Journalism honors

The National Press Club in cooperation with the National Press Foundation has announced the winners of their top consumer journalism awards in both the print and broadcast media. There was no presentation in small market radio and television categories this year. The broadcast winners:

Large market radio

Richard Rieman, Pat Cassidy, Harvey Hunt □ WMAQ (AM) Chicago (first place).
Carol Colman □ WRFM (FM) New York (citation).

Large market television

Roberta Baskins □ WLS-TV Chicago (first).
Herbert Denenberg □ WCAU-TV Philadelphia (citation).
Lea Thompson, Jack Cloherly, Robert Currie □ WRC-TV Washington (citation).

Cameras in the courtroom issue goes to court

Supreme Court hears arguments in 'Chandler v. Florida'; case challenges state's authority to allow TV coverage without permission of defendant

For 60 minutes on Wednesday morning, the defense attorney for two Miami Beach policemen who had been convicted of burglary and Florida's top two law enforcement officials argued before the U.S. Supreme Court the question of whether the lawyers' clients had received a fair trial. Hinging on the outcome could be the fate of broadcast journalists' drive to open courtroom doors to television cameras—or at least the degree of freedom broadcast journalists would have in providing courtroom coverage.

For the trial had been covered by cameras of local television stations under Florida's liberal cameras-in-the-courtroom rule, which permitted the coverage despite the defendants' objections. And Joel Hirschhorn, counsel for Neal Chandler and Robert Granger, argued that their constitutional rights had been violated. Such coverage, at least in the face of defendant's objections, is prejudicial, he said.

Not so, said Florida's attorney general, Jim Smith, who with the state's assistant attorney general, Calvin Fox, defended the state's position. "The rule," he said, "is within the constitutional bounds and well within the directives of [the Supreme Court] to experiment with new ideas."

The state of Florida is not alone in defending the constitutionality of its cameras-in-the-courtroom rule, which was initiated on a trial basis in 1977 in response to a petition Post-Newsweek Stations filed with the state supreme court. The state was supported by friend-of-the-court briefs filed in behalf of a score of broadcast and media organizations, including Post-Newsweek, as well as 17 state attorneys general.

But the state's assignment is not an easy one. It faces a Supreme Court whose chief justice is regarded as hostile to broadcast coverage of court proceedings. And in the only previous cameras-in-the-courtroom case to reach it, the court ruled, in 1965, that convicted swindler Billie Sol Estes had been denied a fair trial because of the television coverage.

On the other hand, that decision was the product of a 5-4 split, and the only justices

who participated in that decision who are still on the court were among the dissenters—William Brennan, Byron R. White and Potter Stewart. In addition, the swing vote was cast by Justice John Harlan, who indicated he voted with the majority only because he thought the case was "notorious" and who said he was not making a constitutional judgment. He also said the day may come when television is so "commonplace" as to "dissipate all likelihood its use in courtrooms may disparage the judicial process" (BROADCASTING, June 14, 1965)—a day Florida and the news media say has arrived.

Smith said television has already covered hundreds of trials in Florida. And the state has "sunshine laws" covering so many aspects of government, he said, that television coverage is not novel. What's more, 28 states—the latest was Maryland, last week—have opened courts to broadcast coverage, on a trial or permanent basis. However, only 10 other than Florida permit coverage without the defendant's approval.

But of the nine justices now on the court, William E. Rehnquist last week

seemed most in tune with the state's position. One of Hirschhorn's principal arguments was that the mere presence of television cameras affects witnesses and jurors. "We all know that timid people become more timid, and nervous people become more nervous" in the presence of cameras. But that's simply "human nature," he said. Rehnquist said, "You're saying we, not as behavioral scientists but as lay people, can determine on our own that it [television coverage] is inherently prejudicial."

And when Chief Justice Warren Burger, in questioning Florida's Smith, asked whether television coverage had a "deleterious effect" on the administration of justice, Rehnquist broke in to ask whether there is a Constitutional provision barring the state from adopting a rule that has such an effect. Smith said he preferred not to "referee" the dispute between Burger and Rehnquist.

But the questioning of counsel for both sides by the justices indicated they are far from a clear-cut consensus on the issue. Justices White and John Paul Stevens, for instance, wondered whether the television

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coverage could be permitted unless the Estes decision were reversed. Smith said reversal would not be necessary, but White, for one, seemed not to agree.

And Hirschhorn may have scored points in noting that all of the two minutes and 55 seconds of the trial that appeared on local stations involved only jury selection or the prosecution's opening and closing statements. Hirschhorn said that kind of selectivity could have an impression on jurors who are not sequestered and watch television coverage of a trial. The jurors in the Chandler-Granger case were not sequestered.

Fox, in answer to justices' questions on the issue, sought to ease concerns. The Florida rule permits judges to deal with

abuses of the permission granted stations to cover trials, he said. In any event, he noted that the editorial policy of the state's stations "can't be governed by this or any court."

And Smith made the argument frequently offered in support of cameras in the courtroom—the educational value of such coverage. "It's better in these situations to see and hear those portions rather than hear an interpretation some commentator would give."

Little was made during the argument of the distinction Hirschhorn was making between broadcast and print coverage of trials until the end of the hour, when Hirschhorn, in his rebuttal, said "the Constitutional guarantees of free press

and fair trial can be preserved without harm to either if only the traditional form of reporting is permitted."

When Justice Harry Blackmun asked if that was how Hirschhorn was distinguishing between print and broadcast coverage, the lawyer replied by citing the Chinese proverb: "One picture is worth a thousand words," and by noting the effectiveness of political cartoons.

Some broadcast industry representatives expressed a view that that remark might have helped their cause. Not only are sketch artists still admitted to trials to produce the art shown on television. But, they noted, cartoonists' power would not be curbed regardless of the outcome of *Chandler v. Florida*.

FCC turns down \$15 million in distress sales

Commission denies Faith Center's sale of KHOF-TV, KVOF-TV and WHCT-TV, but it could try again

The FCC has denied the \$15-million distress sale of three television properties owned by Faith Center—KHOF-TV San Bernardino, Calif.; KVOF-TV San Francisco, and WHCT-TV Hartford, Conn.—to Hispanic-American Communications.

Regarding KHOF-TV, the commission upheld an initial order by FCC Administrative Law Judge Edward Luton on March 17 dismissing Faith's application for renewal of the station and as a related matter denied distress relief for the station. The license renewal application of KHOF-TV had been in the discovery phase of hearing since December of 1978 for allegedly fraudulent over-the-air fundraising practices. And Faith had refused to hand over certain records to Luton.

The FCC also held that since neither KVOF-TV nor WHCT-TV has been designated for hearing or is the subject of a revocation proceeding, distress sale relief was "premature," and thus denied.

The commission's distress sale relief policy permits a licensee designated for hearing (but not yet in hearing) for renewal or revocation proceedings to assign its station to a minority-controlled purchaser at a price that does not exceed 75% of the station's fair market value. The policy was designed in part to avoid hearings "occasioned solely by the designation process," the commission reasoned.

The commission also noted that it has instructed the Broadcast Bureau to prepare an order designating the 1977 renewal application of WHCT-TV for hearing by Dec. 1—also for allegedly fraudulent over-the-air fund-raising practices—after which time the commission said Faith might reapply for distress sale relief for that station.

Faith has recently filed a renewal application for KVOF-TV. Commission sources say it too will be designated for hearing on similar allegedly fraudulent fundraising practices. After a designation

Washington Watch

Early gate closing. FCC has partially granted motion by Westinghouse Broadcasting Co. and Teleprompter Corp., shortening reply comment deadline on companies' petition for temporary waiver of cable-broadcast property crossownership rules allowing Westinghouse to purchase stock of several Teleprompter minority stockholders as well as small amount of Teleprompter stock in open market as preliminary steps to merger (BROADCASTING, Oct. 20). Deadline is now Nov. 28, seven days after initial comments are due. Companies also requested shortening of initial comment deadline to Nov. 3 with replies due seven days later, but commission denied request as inappropriate because of commission's desire for full public participation before decision on waiver petition. □

FTC comments and decisions. National Association of Broadcasters and NBC have urged Federal Trade Commission to rescind guidelines against deceptive advertising of guarantees and to review ads case-by-case. Filing comments on FTC Bureau of Consumer Protection staff recommendations for guidelines were NAB, American Association of Advertising Agencies, NBC and Sears, Roebuck. At FTC Bureau of Competition, staff tentatively agreed to settle agency's three-year-old complaint against *Los Angeles Times* practice of giving preferential rates to high-volume advertisers. If FTC approves settlement, it will be open for comment. Consent agreement that could result would set precedent for FTC's attitude toward preferential rates and could affect print and broadcasting companies using such practice. □

Satellite building by Comsat. FCC has granted authority for Comsat to participate in construction of nine (originally seven) Intelsat-V satellites (five of which have maritime communications subsystems) and to participate in launch of first satellite on Dec. 12. However, commission has expressed concern over certain procedural aspects of Comsat's participation: Increase in cost of project from \$176 million to \$267 million, due mainly to construction of two additional satellites, and Intelsat lease of transponder for domestic capacities of foreign countries, service for which U.S. customers will pay in part without receiving benefits. Commission was also concerned with delay of first launch scheduled for summer of 1979. □

Low power—'don't regulate.' Translator licensees—who will become operators of low-power television stations when FCC LPTV rules become effective—have been urged to seek freedom from content regulation now imposed on broadcasters. Dale Hatfield, associate administrator of National Telecommunications and Information Administration, said NTIA believes low-power operators should be free from fairness doctrine and from "raised-eyebrow regulation" regarding nonentertainment programming. Hatfield, in remarks to National Translator Association convention in Salt Lake City, said legislation may be needed but that low-power stations have powerful argument—"potential for free entry in your industry"—that makes them equivalent of print media. □

To court. FCC's decision not to establish formal equal employment opportunity program for handicapped persons in broadcasting has been appealed to U.S. Court of Appeals in San Francisco. Appeal was filed in behalf of Paralyzed Veterans Association, which had requested inclusion of handicapped persons in EEO program. □

Open doors. Mutual Broadcasting System will begin accepting issue advertising. Company President Marty Rubenstein made announcement while addressing Federal Communications Bar Association luncheon. Mutual had declined Norman Lear counterads to religious right during political campaign.

order is handed down, Faith could reapply for distress sale relief for that station as well, unless a competing applicant files on top of Faith.

Faith Center is a Glendale, Calif., religious organization. W. Eugene Scott is president. It also owns KHOF(FM) Los Angeles.

Hispanic-American Communications is owned by The East Los Angeles Community Union (TELECU), a community development corporation comprising 15 associate members. George Solis is chairman, and David C. Lizarraga is president. It had a 50% interest in an application to purchase KSBA-TV Guasti, Calif., but, withdrew that interest last spring (BROADCASTING, April 7).

FCC to fill slots on Review Board

Marino and Jacobs are picked to fill posts, but commissioners first want to discuss situation

Whatever the ultimate impact on the FCC of Ronald Reagan's election victory, a major change may occur in the Review Board—that judicial panel of commission staffers that reviews adjudicatory matters before they reach the commission. The retirement in recent weeks of Leonidas Emerson, who was chairman, and Sylvia Kessler opened two vacancies that Chairman Charles Ferris wants to fill with Joseph Marino, now chief of the Common Carrier Bureau's Division of Enforcement, and Gerald Jacobs, who is now chief of the Broadcast Bureau's Broadcast

Facilities Division. Marino, who sought the post, would be named chairman of the four-member board, whose other members are Daniel Ohlbaum and Joseph Zias.

However, although there is no known opposition among commissioners to either appointment—in fact, four commissioners approved them when an action paper was circulated among them—final action will not be taken until a meeting is held on them. Commissioner Joseph Fogarty, who has requested one, feels the appointments are sufficiently important to be discussed rather than simply approved on a circulate item. He also wants to know why Ohlbaum, a former deputy general counsel who has been on the board five years, is being passed over. And commissioner Anne Jones, who was one of those who indicated approval of the appointments, indicated that, “on reflection,” she was pleased Fogarty had asked for the meeting. She wants to hear why such changes are needed at a time when the commission chairmanship is about to change hands.

For Jacobs, the opening of a slot through Kessler's surprise announcement, two weeks ago, seemed a stroke of luck. A few days earlier, he had been told by his superior, Broadcast Bureau Chief Richard Shiben, to find a new job; Shiben felt Jacobs had been “insubordinate” in the way he handled a personnel matter (BROADCASTING, Nov. 10). After the chairman's office had received calls from outside attorneys unhappy about what amounted to Jacob's firing, the Kessler slot was offered to Jacobs.

Assuming the proposed appointments are made, they will mean prestige but no

increase in the \$50,112 Marino and Jacobs each now earn.

Cable rules no protection on anticompetitive charges, Supreme Court holds in Odessa, Tex., situation

An Odessa, Tex., cable television system cannot find protection against charges of illegal competitive practices in the FCC's cable television regulations. The Supreme Court has made that clear in leaving intact a lower court ruling to that effect.

At issue was a suit Midland Telecasting Co., which is now defunct, filed against the Odessa system in 1974. Midland from 1969 to 1971 and from 1973 to 1974 had operated KDCD-TV (ch. 18) Midland. And the suit alleged the system during those years refused to carry the station's signals despite requests.

The suit charged the reason for the refusal was a determination to put the station out of business. The system was a joint venture of Midessa Television Co., Doubleday Broadcasting Co., Hodge Enterprises and Cablecom General Inc. Both Midessa and Doubleday were direct competitors of Midland.

A federal judge dismissed the suit. But the U.S. Court of Appeals for the Fifth Circuit in May reversed that decision. It said that since FCC cable regulations regarding signal carriage do not conflict with antitrust principles in the context of the cable system's refusal to carry Midland's signal, “there is no justification for holding” that the system's owners have antitrust immunity.

Technology

Engineering time in New York City

SMPTE annual meeting features papers on wide range of 80's technology, new equipment from 200 exhibitors and election of Ampex's Anderson as president

The 122d conference of the Society of Motion Picture and Television Engineers last week ranged across a broad spectrum of subjects, from digital computer graphics, portable ENG recorders and motion-picture film processes to videotape post-production and digital television tape recording.

Side by side with the conference in New York was the equipment exhibit, a busy bazaar of products presented by almost 200 electronics-related companies, including RCA, Ampex, Sony, Eastman Kodak, Fuji, Panasonic and Fernseh.

The technical program spotlighted 75

papers and the opening talk by Joe Roize, president of Telegen, Palo Alto, Calif., provided an overview of technology in the 1980's. He pointed out that the disciplines a television engineer has to understand encompass such diverse areas as digital signal formats, computer controlled processing, fiber optics, data transfer via teletext or viewdata, videodisks and many others. Roize also gave a status report on high-resolution television, direct satellite broadcasting, computer-generated video graphics, digital video terminal receivers, flat screen television and multiple image receivers.

Members of the society elected a new slate of officers to start serving a two-year term in January. Elected as president was Charles B. Anderson, Ampex Corp., succeeding Robert M. Smith, Du Art Films Laboratories. Other new officers are Joseph A. Flaherty, CBS Television, executive vice president; Maurice L. Branch, Canadian Broadcasting Corp., editorial vice president; Charles A. Ahto, Tape-Film Industries, division of MPO Videotronics, conference vice chairman;

Harold J. Eady, Novo Communications, secretary, and Julian Hopkinson, Agfa-Gevaert Inc., treasurer.

A large number of the television products and devices on display at the exhibit were shown earlier this year at the National Association of Broadcasters convention (BROADCASTING, April 28), but some new equipment and some refinements were unveiled.

RCA held technical workshops on the new TK-86 portable camera and on the TR-800 one-inch video recorder that was introduced at the NAB session last April. The TK-86 camera is designed for electronic newsgathering (ENG) and electronic field production (EFP) applications.

Ampex introduced in the U.S. its remote helical editing system. The Ampex TRE-2 remote editing system is said to permit rapid editing with either two VPR-2's or VPR-2B's. It is packaged in a small, table-top enclosure for sit-down operation. Ampex also said it has signed an original equipment manufacturer agreement to supply Compact Video Sales

Inc. with audio and video equipment and accessories for use in Compact's mobile and studio production systems.

The Convergence Corp. said that a recently formed subsidiary, Animation Video, has developed the AniVid system for direct frame-by-frame animation on videotape. The system accepts any form of art work, either manually or computer generated, flat or three-dimensional. Components of the system are a three-tube color video camera mounted on an animation stand and an animation controller with interface to an unmodified customer-supplied one-inch or three-quarter-inch VTR. First deliveries of the

system, priced at \$38,000, are scheduled for January 1981.

NEC America Inc. demonstrated digital mix effects systems. The systems permit single or dual channel operations, with the former priced at \$72,900 and the latter at \$140,000.

U.S. JVC Corp. exhibited its color magnetic videodisk recorder, priced at \$21,800 and weighing 75 pounds. The company says the recorder allows immediate playback of recorded material in any selected mode—normal, slow motion, still frame and frame shift—all in both forward and reverse directions.

Commercial Electronics Inc. is offering

a studio camera for which it claims "high performance" for \$28,800. The new item is called the American and includes lens, tubes and viewfinder as standard equipment. It also features prism optics and registration controls.

Sony Broadcast showed for the first time its BFM-1201, a 12-inch color monitor that offers ultra high resolution. Sony also revealed that production models of its BVP-330 color video camera are now available for delivery. It was introduced as a prototype at the NAB convention last spring and is designed for both ENG and studio use.

InSync

SAG notes. Screen Actors Guild leadership is preparing to revive profit participation issue, skirted in recent contract talks. SAG national executive secretary Chester L. Migden says some actors feel they are being short-changed or totally denied profit shares under current arrangements with studios. Migden says Inter-Guild Council has approved "a contingency plan" in which actors could demand access to company profit ledgers through SAG. Meanwhile, spokesman for Writers Guild says its negotiating committee will make similar demands when it begins contract talks with producers later this year. Along with question of home video residuals, Directors Guild negotiators say they will also raise issue of profit participation in upcoming contract talks. Inter-Guild Council reportedly agreed in September to seek right to audit company books if there is no movement by producers in Writers and Directors Guild negotiations.

New York connection. Societe Anonyme de Telecommunications (S.A.T.), French telecommunications company, has been awarded contract for approximately \$100 million to design and implement major fiber optics "wired city" in Biarritz, France. Associated with S.A.T. is General Optronics Corp., New York, laser manufacturer headed by Irving B. Kahn, whose lasers and transmitters will be used in Biarritz project. Kahn says Biarritz network will deliver such advanced services as picture phones, data transmission and facsimile and 30 television channels. Contract was awarded to S.A.T. by French Ministry of Posts, Telecommunications and Telediffusion.

ENG infiltration. After two years of negotiations, unions of BBC have agreed to use or ENG-equipped camera crews. BBC first conducted ENG trial in 1977, but since then has had to keep equipment on shelf. Agreement provides for 4% to 8% wage hike for camera crews using ENG equipment.

Ceefax subtitling gains. BBC has brought into use improved equipment for subtitling of programs through its teletext system, Ceefax. New equipment, which uses mini-computer sensing EBU time code as program runs, has cut time required to prepare subtitling for half-hour program from two and half days to one day.

Bigness is in. Advent's new two-piece projection television set (VB225) features random access remote control and switching for videodisks, videotapes, games, cable and other video sources. Moreover, Advent says, wide-range acoustic suspension speaker provides high fidelity sound. Item is scheduled for fall delivery; suggested retail price: \$3,295.

Video vista. Sony has introduced two-piece Videoscope color projection television system. Company says unit displays "brighter and clearer picture under normal lighting conditions." It's available in two screen sizes, 50-inch and 72-inch, diagonal, with list prices \$2,495 and \$2,995.

The hatchery. Canadian Department of Communications opened its revamped David Florida Laboratory in suburban Ottawa, fully equipped for test and assembly of communications satellites. DOC believes two-year, \$18-million upgrading of lab will "enhance its ability to compete for both domestic and export satellite and aerospace sales."

Gearing up. Golden West Broadcasters Television Division has begun five-year modernization of technical facilities in Los Angeles to prepare them for heavy production schedule of syndicated programs and television movies. Modernization includes conversion to one-inch videotape format, construction of three-story technical production center by mid-1982, gradual replacement of equipment on its eight sound stages and gradual changeover to computerized scheduling, inventory control and accounting systems.

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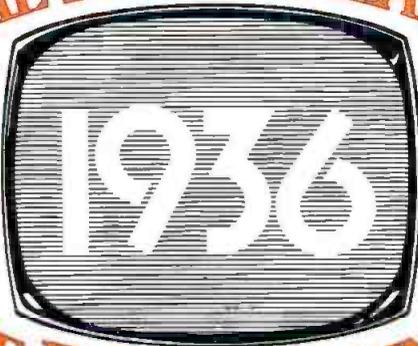
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THE FIRST 50 YEARS



OF BROADCASTING

It was the best yet of broadcast times. Broadcasters, at the start of 1936, looked back at the just-completed year when radio time sales totaled \$87.5 million, and looked forward to billings of at least \$100 million in the current year. To add to their contentment, the market was growing: There were 22,869,000 radio homes in the U.S.; three out of every four families owned a receiving set.

As a growing business in an otherwise depressed economy, broadcasting was attracting more entrepreneurs and increasing attention from the FCC.

In a realignment of forces in 1935, some newspaper groups changed from critics of broadcasters into station owners with such rapidity as to alarm Senator Burton K. Wheeler (D-Mont.), the new chairman of the Senate Interstate Commerce Committee.

On the technical side, the prospect of growing demands in the spectrum moved the FCC to order allocations hearings to accommodate existing and new services. In the beginning, there had been just AM radio. Now there was the prospect of television, facsimile or FM.

The first need, the FCC and some broadcasters felt, was to remove the restrictions on new radio stations created by the Davis Amendment to the Communications Act. The FCC in February asked Congress to repeal the Davis Amendment, which required the allocation of stations equally among five radio zones under a "quota system" of distribution. With the law's repeal on June 5, the FCC was empowered to license stations according to technical feasibility rather than population.

FCC Chairman Anning S. Prall declared: "The new law does give the FCC greater freedom in considering applications for increased facilities, and it will do its utmost to improve service in the public interest, convenience and necessity." Some broadcasters remained skeptical as they feared governmental interference under the guise of "public interest" and worried about territorial encroachment.

BROADCASTING's editorial on the Davis repeal prefaced its views by accepting Prall's statement that the FCC would not abuse the new law, but admonished: "We know that inevitably



The Chinese had welcomed in the Year of the Rat, but not the invading forces that touched off their war with Japan. America also turned uneasy eyes to the other side of the world where Germany occupied the Rhineland, the Italians annexed Ethiopia and the Spanish Civil War began. At home, FDR was re-elected in a landslide victory over Kansas Governor Alf Landon. Disaster struck the Southeast U.S. when 22 tornadoes in a two-day period killed 498 people and caused \$21.8 million in property losses. It was the year in which the Boulder Dam was completed; Rudy Vallee made a national hit of "The Whiffenpoof Song" by performing it on his NBC network show, and Margaret Mitchell's "Gone With The Wind" was published. But the real-life romance of 1936 came when Edward VIII abdicated his throne for an American, Wallis Warfield Simpson, and explained his decision to the world via radio. And elsewhere in

BROADCASTING ...

imately 275 licensed stations. In that group were 21 visual broadcast stations that included experimental television and facsimile broadcasting, 56 broadcast pick-up stations, 12 relay or international stations, 17 special experimental stations and 167 general experimental stations. Among the changes, the FCC established provisions for the future commercial use of these services, for the extension of the licensing period from six months to one year, and for the reservation of frequencies on the spectrum for "apex" (ultra-high-frequency) broadcasting.

In July BROADCASTING's headline on the conferences read: "Opening of New Radio Frontiers Portrayed, Billion Dollar Industries Seen in New Broadcast Fields By Industry Leaders at FCC Ultra-Shortwave Hearing." Such monetary projections brought out the territorial protectiveness and homesteading instincts of established broadcasters who felt that they deserved most, if not all, of the priority space in the new spectrum because of their past public service, their ready investment capital, and their readier sense of a good business deal.

The propagation of superpower clear-channel stations, such as the 500 kw wLW Cincinnati, experimental authorization, remained another source of contention at these hearings. For example, CBS President William S. Paley testified for tight

there will be pressure, political and otherwise, to ignore technical limitations and sound economics for the licensing of additional stations. Only by turning deaf ears to these entreaties can any great good come from the new law. If improperly administered, repeal of the provision can easily become a Frankenstein monster that will turn upon broadcasting and reduce it to an impotent, interference-ridden industry."

The FCC's allocations hearings stirred uneasiness among some broadcasters. To many, heavily invested in AM radio, FM loomed as an investment-devouring prospect of monstrous proportions.

Prior to the hearings, the FCC in May adopted new rules and regulations for experimental bands. These rulings of July 1 affected approx-

controls or elimination of superstations because they make "the big fellow stronger," and the "little fellow weaker" while "the increased card rate necessary to a 500 kw station will tend to make it a prohibitive medium for local advertisers." Unchecked, superstations might eventually weaken network clout.

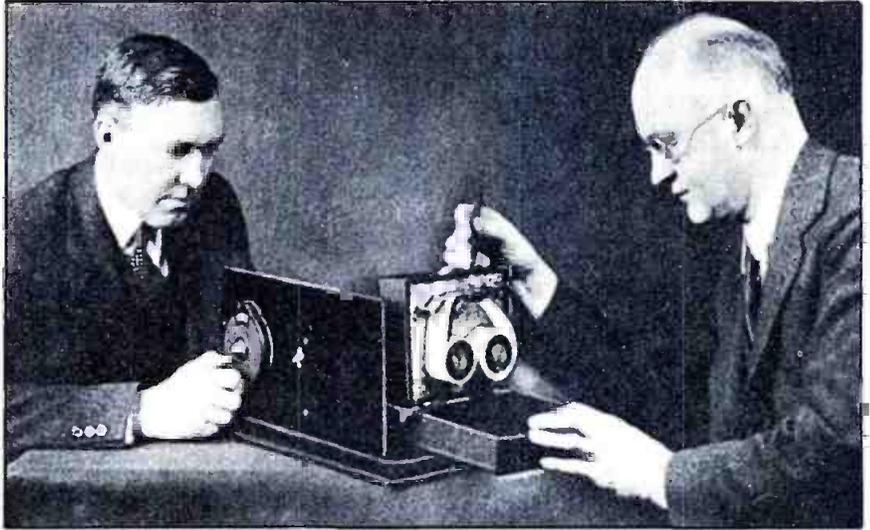
Regional stations opposed superpowers because of their possible competition for the best advertising dollars. Paul D. P. Spearman, chief counsel for the National Association of Regional Broadcast Stations, predicted the "financial ruin" of local stations because of superstations. Spearman argued that "since regional stations constitute close to half of all the stations in the country; do half the combined business; serve the social and economic needs of local trade areas, and cater to the cultural and business needs of these communities," the regionals should have their power increased.

In fact, radio in 1936 was "still a large town or city service" since 43% of all stations were in markets of 100,000 people or more, as were 60% of the regional and 90% of the clear-channel operations. Local stations, usually of 100-250 watts, served smaller communities, 75% of which had populations under 10,000.

While the FCC did not produce new policy in 1936, the rumors circulated for eventual "evolutionary" and not "revolutionary" changes.

In a third push that year, the FCC began a three-year inquiry into AT&T's rate structure. All stations were sent a four-page questionnaire on every aspect of telephone line services. In January, WCOA Pensacola, Fla., in the first formal complaint ever filed about charges for broadcast lines, asked the FCC to force AT&T to reduce its rates. AT&T subsequently voluntarily lowered its rates by eliminating back-haul charges.

The 1936 political campaign enabled



Logging the listeners. The quest for more accurate audience measurements in 1936 prompted A.C. Nielsen Co. to offer counts via the Audimeter. The meter device, which attached to radio receivers, had been developed at the Massachusetts Institute of Technology by Professors Robert F. Elder (left) and L.F. Woodruff.

radio to add to its journalistic stature, while chalking up substantial time sales. The Democrats, Republicans and minor parties spent an estimated \$2 million for their 1936 radio campaigns. The political spending in October, just before the elections, helped boost combined gross receipts for CBS, NBC and Mutual to \$6,722,926, the largest monthly total in network radio's 10-year history. This was a substantial contribution to the over-all radio times sales of \$11,514,505 in October, another record.

The radio networks in 1936 required the parties to pay much of their money in advance since the Democratic National Committee had taken until February 1936 to pay CBS \$47,000 and NBC \$54,000 due from its 1932 campaigns.

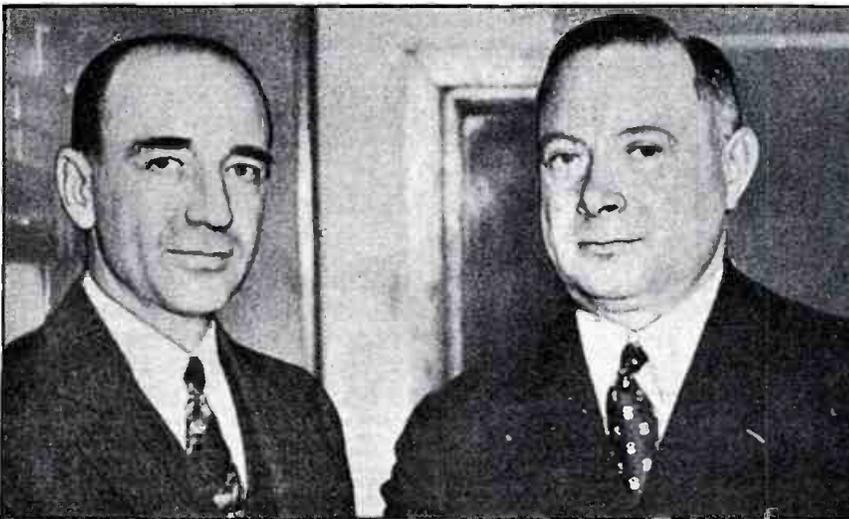
Besides generating revenues, the paid political commercials produced several in-

teresting situations for broadcasters. For example, the Republicans, instead of buying air time merely for speeches, invented *Liberty at the Cross-Roads*, a series of sketches designed to portray political issues through dramatic techniques. The network initially refused the series. They reiterated their policy of selling time only after the conventions to announced political candidates for debates and speeches, but not before the conventions and not for drama. "To accept such dramatic programs," Lenox R. Lohr, who succeeded M.H. Aylesworth as president of NBC in 1936, explained, "would place the discussion of vital political and national issues on the basis of dramatic license rather than upon a basis of responsibly stated fact or opinion." WGN Chicago, however, aired the program in January and other stations followed shortly, thereby nullifying the networks' edict, and adding show business techniques to the field of political oratory.

Using another technique, Republican Senator Arthur Vandenberg of Michigan in October caused a minor furor when he "debated" recorded excerpts of President Roosevelt's speeches. At first CBS canceled the program as a violation of its non-transcription rule, but then allowed the program to be aired. The broadcast and the resultant confusion created news headlines and charges of deception from all sides.

Placing the Vandenberg incident in perspective, BROADCASTING editorialized: "The Republicans got a tremendous publicity break for themselves—and we rather suspect that's exactly what they wanted. As for radio itself, it will weather this political storm. . . . Any congressional investigation will do no more than kick radio about a little more, and any such investigation will also prove that radio definitely intends to maintain its status as a nonpartisan and independent medium."

At times radio delivered on that ideal in



The new life of Riley. NBC's new president, Lenox Riley Lohr (left), accompanied by RCA President-NBC Chairman David Sarnoff, went to Washington Jan. 4, 1936, to meet government officials and attend an informal party with Washington newspapermen and radio editors as well as members of the radio legal fraternity.

advance of the public's readiness for such unbiased air treatment. When Earl Browder, Communist party head, in March broadcast a speech over CBS, the network ran into a storm. There were pickets in New York, refusals by the Yankee Network and other affiliates to carry the speech, and vituperative condemnations from many quarters. The Hearst papers were in the vanguard of the attack. One Hearst editorial argued: "Perhaps it is truly about time that the U.S. government took over the broadcasting systems of the nation in order to protect itself and the public against subversive misuse of them." Apparently in the spirit of further reprimand, the Hearst chain also temporarily dropped all radio news, except for paid radio logs, from its papers, and reassigned its radio editors to other departments.

Despite public interest in such "vital issues," broadcasters were aware that listeners still had a relatively low tolerance for the disruption or delay of their favorite programs. Considering the added demands for time by yet another political party, the Rev. Charles Coughlin's National Union for Social Justice, BROADCASTING wrote: "Though we hate to see regular program schedules so greatly disrupted by political demands for time . . . the stations and networks will be obliged to make favorable periods available for these candidates and their spokesmen on an equal basis. . . . And we hope the party leaders don't overlook the fundamental fact of radio—that what the American people want first of all is entertainment via the loudspeaker and that the less they disturb regular schedules the less resentment they arouse."

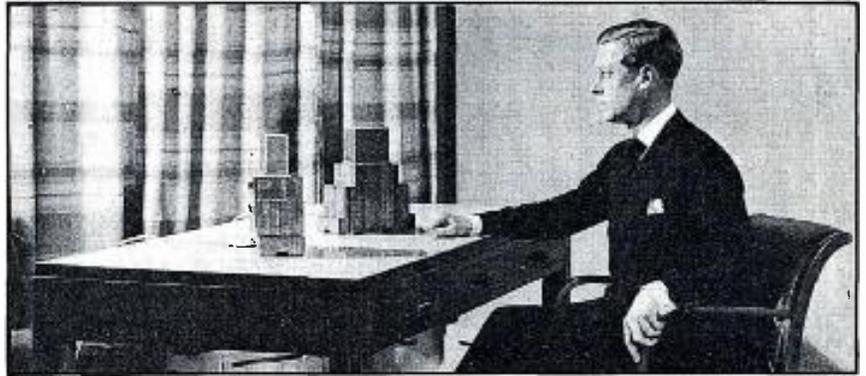
Those regular schedules included radio stars Eddie Cantor for Pebeco toothpaste, Ed Wynn for Plymouth-Chrysler, Kate Smith for A&P and an expanding schedule of soap operas. Too, there was more focus on other domestic and international news events, much of it because of concern about the increasingly tense state of European politics.

Radio's reporting potential, however, had received a setback in December of 1935, when Judge William Denman of the U.S. Circuit Court of Appeals reversed the ruling in the Associated Press case against KVOS Bellingham, Wash. Judge Denman held that the pirating of newspaper news by radio "may damage the complainant's papers' business of procuring or maintaining their subscriptions and advertising." For those reasons, Denman ruled that broadcast news taken from newspapers constituted unfair competition (see 1935).

Late in 1936 KVOS attorney William H. Pemberton took the case before the U.S. Supreme Court, arguing that a radio station does not compete with a newspaper and that the fundamental issue remained "whether a news item published in a newspaper has been dedicated to the public and whether a radio station can give excerpts of a news item to the public." AP countered by claiming that KVOS's

"unlawful piracy . . . constituted unfair competition and improper use of another's property." On Dec. 14, the Supreme Court threw out the AP suit against KVOS, saying that AP had failed to show damages of more than \$3,000, the minimum needed for federal jurisdiction. The high court did say that it looked with disfavor on the KVOS method of buying newspapers and reading items on the air.

Meanwhile, Transradio, United Press and the International News Service continued to sell news to radio stations. In July 1936, UP became the first news service to transmit copy that was especially written and edited for radio delivery. Radio news moved more and more into an expected share of broadcasting's time. At times, it was to create scheduling problems. One example was when CBS's H.V. Kaltenborn traveled to the French-Spanish border to report on an actual battle in progress in the Spanish civil war. However, mindful of listeners' unrest and advertiser disruption, CBS refused to broadcast Kaltenborn's report until after all the scheduled sponsored programs had been aired, thus causing Kaltenborn to wait behind a haystack in a live battlefield for an unsponsored slot.



From London's Broadcasting House. The former Prince of Wales made this first address as England's new King Edward VIII, to his subjects "all over the world." His later address in 1936, explaining his abdication, was one more vividly recorded in radio annals.

Despite such deference to the prearranged, often the greatest leaps in creativity and profits were made at CBS. Aside from its foreign reports, the network drew accolades for its prestige drama series, *The Columbia Workshop*, and the presentation of New York Philharmonic concerts. These and other innovative programs paid off in added listeners and revenues. CBS gross billings reached a record \$2 million in March, more than NBC's monthly gross.

In the mid to late 1930's, stations increased their sports coverage, produced more quiz shows, aired radio versions of King Features Syndicate's comic strips and columns and listened more to the rest of the world. For example, on its first Atlantic crossing, the German zeppelin Hindenburg originated broadcasts to the U.S. and Germany. And, in what may have been the largest world audience to that date to listen to a speech, King Edward VIII broadcast his abdication address to Europe and the

U.S. via the BBC and the empire shortwave system.

In August the Olympics in Berlin were broadcast by an elaborate shortwave system involving 40 countries.

The innovations in programing, however, did not entirely defuse the advocates of educational radio. In late December of 1935, the FCC Broadcast Division played midwife to yet another educational radio group, the Federal Radio Education Committee, made up of representatives who were, as BROADCASTING wrote, "some of the best minds in the fields of education, broadcasting, religion and social welfare. . . ."

With 38 AM educational stations on the air in 1936, and with the new FCC-fostered educational committee, commercial broadcasters hoped that they and educators could turn their sometimes disparaging remarks into profitable and mutually satisfying programing, but the battles continued throughout 1936. Educators wanted the FCC to allot fixed times for educational broadcast, and the National Association of Broadcasters refused to be pinned to such dictates because "a program which does not pay dividends to the station or to a sponsor is

considered a liability."

What was profitable was profitable. Exceeding earlier expectations, broadcasting accumulated a record of total gross time sales in excess of \$117,000,000. With broadcast advertising growing into a major force, broadcasting and advertising executives formed a Joint Committee on Radio Research to do for radio data what the Audit Bureau of Circulations did for newspaper data: collate and authenticate. To refine ratings, A.C. Nielsen proposed attaching an audimeter to a sample of radio sets. Rights to the device, developed at the Massachusetts Institute of Technology, had been acquired by Nielsen.

In radio music the copyright battles continued. Warner Brothers had withdrawn its musical catalogue from ASCAP to offer it directly to stations in late 1935. When the networks rejected Warner's offer, Warner Brothers, by mid-March, filed 97 infringement suits against CBS, NBC, and several independent stations for more than \$3

million. By May the number of suits rose to 180 and the damages asked to \$4 million. ASCAP claimed the right to more than 350 numbers published by Warner Brothers and began assisting stations with their defense. With the confusion mounting, WMEX Boston became the first station to receive a blanket insurance policy from Lloyd's of London to cover the station in case of any copyright infringements.

However, Warner in June withdrew 40 suits and by August returned to ASCAP, dropping all its suits. The return to the fold seemed due to, as BROADCASTING reported, "the relatively inconsequential revenues the big motion picture concern has been able to realize from those stations signing its proffered contracts; to the enormous expense of collecting, checking and suing; to the fear that many of its infringement suits might not hold up in court..." Despite this prodigal's return, the NAB reiterated the need for broadcasting's own music catalogue and organized an 800-hour library of public domain music, expected to be ready on the first day of January, 1937.

Speaking for the medium, BROADCASTING argued for change when it editorialized: "The copyright owners, principally ASCAP, are still possessed of the same arbitrary powers over broadcasters and other users of music. They are the dictators in the field of American music performance, with all of the arbitrary powers that dictatorship connotes."

With Warner's return to ASCAP, broadcasters had to pay just one major copyright fee, but they had to pay ASCAP what it demanded—five-year contracts for 5% of gross receipts. CHECK FORMULA—SLUG.

And those receipts continued to grow because there were more radio sets and more listeners than ever before. The Mutual Broadcasting System grew into a larger national system when, in August, MBS acquired five Midwestern affiliates—KWK St. Louis; KSO Des Moines, Iowa; WMT Cedar Rapids, Iowa; KOIL Omaha, Neb., and KFOR Lincoln, Neb. When the Don Lee Broadcasting System affiliated with MBS in December, the combined system stretched from coast to coast. This

relatively young network ended the year with a gross of \$1,987,572, a gain of 53.7% over 1935.

Other groups tried new structures to challenge the existing networks. Samuel Insull, Midwest utility executive (who later was disgraced in the collapse of his empire), opened the Affiliated Broadcasting Co., headquartered in Chicago, in April with a 20-station, four-state hook-up broadcasting 15-1/2 hours a day, seven days a week. Remington-Rand Inc. underwrote in June what BROADCASTING called "the biggest hook-up of regional networks and stations in radio history" when it sponsored a dramatized new program, *The News Comes to Life*, on 51 stations.

Network expansion took another step forward when CBS purchased KNX Hollywood for \$1.3 million, the biggest station sale to date, and designated it as its clear-channel key in Los Angeles. CBS expanded its affiliations to end 1936 with 97 outlets and a whopping \$23,168,148 in gross receipts, with NBC Red boasting of \$22,645,527, and NBC Blue, \$11,878,423.

[In those days, prior to restraints on more than one affiliation in a market, NBC operated two networks, with two outlets in many communities. NBC Red affiliates usually had better facilities and commanded prime rates, while NBC Blue affiliates served as a supplementary service.]

Such time sales figures commanded attention. In the mid-thirties newspaper groups changed their stance on broadcasting and became station owners. The *Washington Post*, Scripps-Howard, and Hearst, among others, acquired broadcasting stations, and grudgingly terminated the press-radio feud of the early thirties.

Heralding the April convention of the American Newspaper Publishers Association, in New York, BROADCASTING headlined, "Press Drops Cudgels, Ends Radio Feud, Decides Newspapers and Broadcasters Are Allied." BROADCASTING editorialized: "The publishers have come to the viewpoint that most of us in radio have held and preached for years—that there is room in the news and advertising fields for both; that radio must be maintained as free as the press."

By October, Hearst Radio Inc. had transformed itself into the third largest owner of broadcast stations with most of its purchases in 1935 and 1936. NBC owned or managed under lease 15 stations, with CBS and Hearst owning or managing 10 stations each.

AND THEY CALL BROADCASTING A MAN'S GAME!



FEMININE SIDE OF RADIO—Among women radio station managers are: Top row (left to right) Mrs. Edythe Fern Melrose, WJAY, Cleveland; Mrs. Jessie Jacobson, KFBB, Great Falls, Mont.; Miss Bernice Judis, WNEW, Newark; lower row, Lillian E. Kiefer, WMBQ, Brooklyn; Marie W. Vandergrift, WPAY, Portsmouth, O.; Joy True, KOH, Reno, Nev.; Mrs. R. W. Britton, KGBU, Ketchikan, Alaska.

DEADLIER than the male may be the female of the species—but they do make good radio station managers, we are told on competent authority. A survey by BROADCASTING discloses that among the 630-odd stations in the United States there are about a dozen women managers, who in several cases are also station owners. Most of them are married, and happily, according to our reports.

Modesty may have accounted for the failure of some of them to respond to our request for photographs, but the best list we could compile of women top executives of American stations, besides those pictured above, is as follows:

Mrs. Margaret Haymond, KMO, Tacoma, owned by Karl Haymond; Mrs. W. J. Virgin, owner and man-

ager of KMED, Medford, Ore.; Mona J. Pape, WHBL, Sheboygan, Wis.; Bertha Jackson, WCAX, Burlington, Vt.; Mrs. M. J. Milberne, WCNW, Brooklyn; Mary E. Beehler, KGEK, Sterling, Col. There may be a few others we haven't heard about, but if they are they have been appointed since our 1936 Year Book was published.

There are, of course, quite a few women commercial managers—and mighty good sales executives they are, too, we are told. And there are even more women program directors, but only a handful of regular announcers are females for the peculiar reason that, except for specialty programs, they don't seem to click with the

American audiences as they do in Europe.

It was with regret that BROADCASTING learned of the retirement of Mrs. J. L. Bush from the active management of WDZ, Tuscola, Ill., one of the oldest broadcasting stations in the United States, which recently was sold to a new corporation headed by Edgar Bill, operator of WMBD, Peoria, with Clair Hull, of WMBD, as the new manager. Mr. and Mrs. Bush, however, retain a 25% interest in the station.

Also, we learned that Elsie L. Budd is no longer manager of WLNH, Laconia, N. H., a post she held when the former manager died suddenly last year. Miss Budd, however, continues with the station as its assistant treasurer.

The Mason-Dixon Group (Steinman newspapers) formed the next largest newspaper-broadcasting organization with stations in Lancaster, York, Hazleton and Easton, all Pennsylvania, and in Wilmington, Del. The McClatchy newspapers of California followed with stations in Sacramento, Bakersfield, Fresno and Stockton, all California, and Reno. Next came the Gannett newspapers which owned WHTH Hartford, Conn., and held partial interests in stations in Rochester, Albany and Olean, all New York. By October 1936, approximately 185 stations were affiliated in ownership with newspaper publishing groups.

This pleased some. But the trend alarmed Senator Wheeler, chairman of the Senate Interstate Commerce Committee. Late in the year, he called for guidelines that would prevent the "monopoly of public opinion and advertising." Wheeler declared that "it is against public policy for newspapers and broadcasting stations to be controlled by the same outfit. It tends to give newspapers a monopoly not only of public opinion but of advertising, and that, in my opinion, constitutes unfair competition in interstate commerce."

No such restrictive legislation materialized in the 1936 Congress. BROADCASTING spoke for a large segment of radio when it wrote that Wheeler "is on the wrong track . . . If there should develop situations wherein stations, by virtue of newspaper ownership, plead only one political cause or shut off competing advertisers, we believe the law provides redress either to the courts or to the FCC." Nevertheless, the issue was to be resurrected in future years and continued to today.

Wheeler proclaimed concern about another issue: the growth of network power. Wheeler saw a threat in network alliances with clear-channel stations. "It is nonsense," he preached, "for networks to say they should have them [clear channels] to perform service to listeners. I think they should have a few key stations for the purpose of furnishing programs from important talent centers. Otherwise, if the present trend continues, they are going to have a complete monopoly of radio broadcasting in this country. The time to stop is now, for their own good as well as the good of the public and of the industry."

BROADCASTING concurred, saying: "There is no doubt that if network acquisitions of a serious nature. It is unhealthy in this day to concentrate ownership of too many important stations in the hands of individual groups." "There is no doubt that if network acquisitions of a serious nature. It is unhealthy in this day to concentrate ownership of too many important stations in the hands of individual groups."

NBC, the biggest of those hands, applauded itself in 1936 for its 10 years of existence by hosting "the biggest radio gathering in radio history" on Nov. 9. It broadcast the opening ceremonies over the NBC-Blue network. David Sarnoff, RCA president and NBC chairman, spoke well of broadcasting's past and augured more



POPPELE'S LATEST—Jack Poppele, WOR chief engineer, recently elected to the board of directors as well as secretary of Bamberger Broadcasting Service, devised this midget microphone preamplifier for the Democratic convention. It weighs less than three pounds, measures less than 5 inches the longest way, has a net gain of 90 db, provides a linear response from 20 to 20,000 cycles and combines a two-circuit mixer with a three-stage, audiofrequency amplifier. It incorporates new AmerTran midget audio transformers and RCA acorn tubes.

good in the future, declaring that "anniversaries are unimportant if they serve only to commemorate past achievement. They must contain the promise of new and greater things. . . . We now begin the second decade of this new art by dedicating it to the achievement of television, the broadcasting of sight. It is the only prophecy I shall indulge in tonight—that during the next 10 years the millions who now listen in their homes to this celebration will be able to see as well as hear by radio."

Sarnoff knew first hand about the potential of the visual electronics medium and had devoted \$1 million of RCA money to the development of television. The race was on. In June the Don Lee Broadcasting System upstaged NBC by airing the first public demonstration of cathode ray television in the U.S., a projection of 300-line images at 24 frames per second. By July RCA field tested its television system by broadcasting from New York's Empire State building. In August the Philco Corp. demonstrated its system of television, a 345-line image on a 9.5-by-7.5-inch screen broadcast over a seven-mile area; that same month Philco also sought an injunction to restrain RCA in its effort to get trade data.

However, Europeans seemed ahead of the Americans. To test the EMI and Baird

receivers, the British Television Advisory Committee authorized twice daily television broadcasts within an experimental area in London. The Germans' ambitious attempts to televise the 1936 Olympics met with less success as they used a definition of 180 lines with 25 frames a second.

The age of television seemed almost possible. With model television sets existing, with experimental broadcasts, and with the successful field tests in December of AT&T's coaxial cable between New York and Philadelphia, "sight radio" seemed indeed in sight. Predictions varied. Some like Dr. Alfred N. Goldsmith, consulting engineer and former chief engineer of RCA, said television would be a "commercial fact" by 1938.

To work, television, as David Sarnoff knew, needed more than technical success. "There is television," he reasoned, ". . . preparing to deliver its programs with the speed of light into the center of every home. Perfect distribution! But television's problem of program production is a different matter. It is still unsolved. . . . Television broadcasting will constantly demand more and better writers, musicians, actors and scenic designers—new thoughts, new words, new songs, new faces, new backgrounds."

After all the year's public demonstrations of the art's new toy, BROADCASTING in its Dec. 15 editorial cautioned that ". . . television, like fate, is certain to come. . . . But how and under what conditions remained to be ascertained. Even at this late date engineers are almost daily learning new things about the quirks and intricacies of ultra-high frequencies. . . ."

Television was to be the next dimension in broadcasting by the American plan of sponsorship. With RCA, Philco, and others aligning themselves by Christmas of 1936 to protect their present and inherited interests, broadcasters rested on a good year.

Stay Tuned

1. Who succeeded Anning Prall as the new FCC chairman?
2. Who on Capitol Hill pressed for a study of newspaper ownership in broadcasting?
3. How many stations existed, and how many of these were associated with newspaper interests?
4. What disaster occurred in Lakehurst, N.J., and who made the memorable broadcast recording of the happening?
5. What important Archibald MacLeish work aired in March, and for what was the play noted?
6. What character debuted on the *Jack Benny Program*?

The answers next week, in "1937."

As compiled by BROADCASTING, Nov. 3 through Nov. 7 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 application

■ Lafayette, La.—Jackson & Chaisson Broadcasting System Inc. seeks 770 khz, 1 kw-U. Address: 123 Michael Allen Blvd., Lafayette 70501. Estimated construction costs: \$148,482; first year operating cost: \$204,400; revenue: \$315,000. Format: Black. Principals: Joshua Jackson (51%) and J. Russell Chaisson (49%). Jackson is Lafayette booking agent. Chaisson is associated with Northwestern Mutual Life Insurance, Lafayette. They have no other broadcast interests. Ann. Nov. 3.

AM action

■ Barranquitas, P.R.—Torrecillas Broadcasting Corp. granted CP for new daytime AM on 1380 khz, 500 w, DA-2; conditions (BP-790612AE). Action Sept. 26.

FM licenses

- KSVJ(FM) Fresno, Calif.—Radio Bilinque Inc. (BLED-800806AB). Action Sept. 30.
- WDNA(FM) Miami—Bascomb Memorial Broadcasting Foundation Inc. (BLED-800520AC). Sept. 24.
- *WAE(FM) Chicago—Lakeside Communications (BLED-791022AA). Action Sept. 30.
- KYOT(FM) Refugio, Tex.—Price K. Johnson (BLH-790928AH). Action Sept. 30.
- WUDZ(FM) Sweet Briar, Va.—Sweet Briar College (BLED-800125AF). Action Sept. 30.

Ownership Changes

Proposed

■ KKR(B)FM Red Bluff, Calif. (FM: 102.3 mhz, not yet on air)—Seeks assignment of CP from Theodore S. Storck to KKR(B) Broadcasting Inc. for \$3,000. Seller: Storck is 80% owner of KUKI(AM)-KIAH(FM) Ukiah, Calif. He will retain 20% interest in KKR(B). Buyer: Dale R. Olmstead and T.L. Laidlaw (40% each) and Storck (20%). Olmstead and Laidlaw each own 25% of KDBQ(AM) Aberdeen, S.D. Olmstead also

owns 50% of KKAQ(AM) Thief River Falls, Minn. Laidlaw also owns 25% each of KNDK(AM) Langdon, N.D. and WQXO-AM-FM Munising, Mich. He also owns 60% of applicant for new FM in Crookston, Minn. Ann. Nov. 6.

■ WAPE(AM) Jacksonville, Fla. (AM: 690 khz, 50 kw-D, 10 kw-N)—Seeks assignment of license from Sis Radio Inc. to Eastjack Broadcasting Corp. for \$1,835,000. Seller: Controlled by Harriet A. Kaplan (president) and family. They also own WAYS(AM)-WROQ(FM) Charlotte, N.C. Buyer: ERI Communications Inc. (90%) and Richard F. Marcellan (10%). ERI is owned by Francis L. Boyle, chairman, and 45 others. It is parent company of Eastman Radio Inc., New York-based radio sales representative. It owns 50% of WIBX(AM)-WIBQ(FM) Utica, N.Y. and has 80% interest each in applicants to purchase WCSH(AM) Portland (BROADCASTING, Aug. 11) and WLOB-FM Westbrook (see below), both Maine. Marcellan is former vice president and general manager of KFJZ-AM-FM Fort Worth. He has no other broadcast interests. Ann. Nov. 6.

■ KWBG-AM-FM Boone, Iowa (Des Moines) (AM: 1590 khz, 1 kw-D, 500 w-N; FM: 98.3 mhz, 3 kw)—Seeks transfer of control of Ken Kilmer Broadcasting Co. from Kenneth Kilmer (99% before; none after) to Dennis A. Borwick (1% before; 100% after). Consideration: \$508,476. Seller: Kilmer has no other broadcast interests. Buyer: Borwick is vice president, station manager and 1% owner of KWBG-AM-FM. He also owns 10% of cable television system serving Boone. Ann. Nov. 6.

■ KCTO-AM-FM Columbia, La. (AM: 1540 khz, 1 kw-D; FM: 103.1 mhz)—Seeks transfer of control of stations from Ernest R. Sandidge (80% before; none after) to Tom D. Gay (20% before; 100% after). Consideration: \$100,000. Seller: Sandidge also owns 80% of KLPL-AM-FM Lake Providence, La. Buyer: Gay is general manager and 20% owner of KCTO-AM-FM. He is also general manager and 20% owner of KLPL-AM-FM. Ann. Nov. 6.

■ WLOB-FM Westbrook (Portland), Me. (FM: 100.9 mhz, 30 kw)—Seeks assignment of license from Portland Radio Inc. to Eastport Broadcasting Co. for \$474,000. Seller: Newport Communications (49%), Lloyd Bowers (25%) and six others. Newport is controlled by Peter G. Mangone and Peter W. Kuyper (50% each of voting class B stock). Sellers also own WADK(AM) Newport, R.I. and are selling WLOB(AM) Portland to separate buyer (see below). Buyer: ERI Communications Group Inc. (80%) and E.C. Stiker and wife, Deborah (20% jointly). ERI also has 90% interest in applicant to purchase WAPE(AM) Jacksonville, Fla. (see above). Stiker is president of Eastport and former president and general manager of KTXQ(FM) Fort Worth. Eastport has also purchased, subject to FCC approval, WCSH(AM) Portland, Me. (BROADCASTING, Aug. 11). Ann. Nov. 6.

■ WLOB(AM) Portland, Me. (AM: 1310 khz, 5 kw-U)—Seeks transfer of control of Portland Radio Inc. (Maine) from Portland Radio Inc. (Delaware) (100% before; none after) to Pilgrim Broadcasting (none before; 100% after). Consideration: \$1,000 plus assumption of liabilities. Seller: (See WLOB-FM above.) Buyer: Carter Broadcasting Corp. (100%) owned by Kenneth Carberry (50%), Grant M. Wilson (45%) and Wilfred E. Gardner Jr. (5%). They own WROL(AM) Boston and WACE(AM) Chicopee, Mass., and have minority interests in WNDR(AM)-WNTQ(FM) Syracuse, N.Y. Ann. Nov. 6.

■ KSRD(FM) Seward, Neb. (FM: 96.9 mhz, 100 kw)—Seeks assignment of license from Tricounty Broadcasting to KSRD Radio Co. for \$530,000. Seller: Frank R. Newell (61.67%), wife Dianne (5%) and Richard E. Witkovski (33.33%). They have no other broadcast interests. Buyer: Herman Lee Reavis, Vinny

R. Wheeler and sons Stephen, Leonard, and Clark (20% each). Reavis is executive vice president AM operations for Mel Wheeler Inc., licensee of WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM)-KDDC(FM) Denton, Tex., last having been sold subject to FCC approval (BROADCASTING, July 21). Vinny Wheeler is wife of Mel Wheeler and secretary/treasurer of his radio operations. Stephen, Leonard and Clark, sons of Mel Wheeler, each have 10% interest in father's radio properties. Stephen is producer for KCST-TV San Diego; Leonard is assistant manager of KITT(FM) San Diego, which Mel Wheeler has 50% interest in and which has been sold subject to FCC approval (BROADCASTING, July 14). Clark is station manager of KDNT-KDDC. Ann. Nov. 6.

■ WRVH(FM) Patterson, N.Y. (FM: 96.9 mhz, 1.1 kw)—Seeks assignment of CP from Patterson Broadcasting Co. to WRVH Broadcasting Co. for \$95,941. Seller: Edward H. Valentine, who has no other broadcast interests, is selling CP rights to partnership in which he has 50% interest. Other partner is Richard Novik who is president and 100% owner of WPUT(AM) Brewster, N.Y. Ann. Nov. 6.

■ WCBX(AM) Eden, N.C. (AM: 1130 khz, 1 kw-D)—Seeks transfer of control of Radio Eden Inc. from Ray A. Childers and Nora S. Webster (100% before; none after) to Stone Broadcasting Corp. (none before; 100% after). Consideration: \$300,000. Seller: Childers (55%) and Webster (45%) have no other broadcast interests. Buyer: Victor C. Stone (100%). Stone is head of payroll-traffic department and 11% owner of Martinsville, Va., trucking firm. He has no other broadcast interests. Ann. Nov. 6.

■ KOKC(AM) Guthrie, Okla. (AM: 1490 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Pioneer Broadcasters Inc. to Guthrie Radio Inc. for \$190,400. Seller: W.O. Moon Jr. and son W.R. Moon (50% each). They have no other broadcast interests. James R. Brewer and brother Jack (50% each). James owns KOKL-AM-FM Okmulgee, Okla. Jack owns KWCO(AM)-KXXX(FM) Chickasha, Okla. Ann. Nov. 6.

■ WMRB(AM) Greenville, S.C. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 1490 mhz)—Seeks transfer of control of Paramount Broadcasting Co. from C. Frank Cope and Katherine Simpson (100% before; none after) to Telecastics Inc. (none before; 100% after). Consideration: \$380,000 plus assumption of liabilities. Cope (54.1%) has no other broadcast interests. Simpson (45.9%) also has minority interest in WMIT(FM) Clingman's Peak, N.C. Buyer: Alton L. Finley Jr. (51%) and Michael E. Reid (49%). Finley is former sales representative (through July, 1980) for Norelco and Sony Corp., in Greenville. Reid is graduate student and part time faculty member at Clemson University, Clemson, S.C. They have no other broadcast interests. Ann. Nov. 6.

■ WCHU(AM) Soddy-Daisy, Tenn. (AM: 1550 khz, 1 kw-D)—Seeks assignment of license from WCHU Radio to ARC Broadcasting for \$350,000. Seller: Ben Bernie Hicks who has no other broadcast interests. Buyer: Charles E. Dunn (80%) and William J. Surgeoner (20%). Dunn is Los Angeles management consultant. Surgeoner is 22.5% owner of North Hollywood, Calif., computer software firm. They have no other broadcast interests. Ann. Nov. 6.

■ WDEH-AM-FM Sweetwater, Tenn. (AM: 800 khz, 1 kw-D; FM: 95.3 mhz, 2.5 kw)—Seeks transfer of control of Sweetwater Radio Inc. from Robert L. Sherlin (66 2/3% before; none after) to Athens Outlet Store (33 1/3% before; 100% after). Consideration: \$210,000. Seller: Sherlin has no other broadcast interests. Buyer: M.D. Goodfriend (96%) and wife Shirley (4%). Goodfriend owns Sweetwater general merchandise store. Shirley is housewife. They have no

other broadcast interests. Ann. Nov. 6.

Approved

■ KRVA(AM)-KRVF(FM) Vermillion, S.D. (AM: 1570 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Granted assignment of license from court appointed receivers to Wallace Christensen for \$226,250. Sellers have no other broadcast interests. Christensen owns KLOH-AM-FM Pipestone, Minn. Action Oct. 28.

■ WGL(AM) Fort Wayne, Ind. (AM: 1250 khz, 1 kw-U, DA-2)—Granted assignment of license from News-Sentinel Broadcasting Co. to Patten Communications Corp. for \$675,000. Seller: Helene R. Foellinger who has no other broadcast interests. Buyer: Myron P. Patten (54.38%) and 24 others. He is chairman of assignee, Southfield, Mich., outdoor advertising agency which owns WDOQ(FM) Daytona Beach, Fla.; WMPX(AM) Midland, Mich.; WKHM(AM)-WJOX(FM) Jackson, Mich.; KLNT(AM)-KLNO(FM) Clinton, Iowa; WMAD(FM) Sun Prairie, Wis.; WNJY(FM) Riviera Beach, Fla., and KARO(AM) Vancouver, Wash. Action Oct. 28.

■ WLAC(AM)-WKBQ(FM) Nashville. (AM: 1510 khz, 50 kw-U; FM: 105.9 mhz, 100 kw)—Granted assignment of licenses from Billboard Publications Inc. to Sudbrink Broadcasting for \$5.3 million. Seller: Publisher of *Billboard* magazine, *Amusement Business* and other publications in U.S. and abroad. William D. Littleford is chairman. It has no other broadcast interests. Buyer: Robert W. Sudbrink and family. They also own WORJ(FM) Mount Dora, WORL(AM) Orlando and WNWS(AM) South Miami, all Florida, and KPOI(AM)-KDUK(FM) Honolulu. Action Oct. 28.

Facilities Changes

AM applications

■ WGFP(AM) Webster, Mass.—Seeks CP to increase power from 250 watts to 1 kw; specify SL and RC: Rte. 16 and Lower Gore Rd., Webster; correct trans. coordinates; also make changes in ant. sys. Ann. Nov. 3.

■ WMLM(AM) St. Louis, Mich.—Seeks CP to change frequency from 1540 khz to 1520 khz; add N service with 1 kw; install DA-2; change TL to Harrison and State Rds., Alma, Mich.; make changes in ant. sys. Ann. Nov. 3.

■ KHOB(AM) Hobbs, N.M.—Seeks CP to change hours of operation to unlimited by adding N operation with 500 watts; install DA-N; change TL and SL: near Hobbs; make changes in ant. sys. Ann. Nov. 3.

■ WCLW(AM) Mansfield, Ohio—Seeks CP to change power from 250 watts to 1 kw and add critical hours of operation at 500 watts. Ann. Nov. 3.

■ KISD(AM) Sioux Falls, S.D.—Seeks CP to change city of license from Medford, Ore. to Phoenix, Ore; change hours of operation to U by adding N service with 1 kw; specify SL and RC: 700 E. Main St., Medford; change from 860 khz to 880 khz. Ann. Nov. 4.

■ WWEE(AM) Memphis—Seeks CP to change city of license from Memphis, to Germantown, Tenn.; change hours of operation to U by adding N service with 2.5 kw; increase D power to 2.5 kw; daytime TL: Mt. Moriak Rd. and Hickory Hill Rd., Tenn. N TL: 1.2 miles N. of Macon Rd. Ann. Nov. 3.

■ WAXO(AM) Lewisburg, Tenn.—Seeks mod of CP to increase power from 250 watts to 1 kw. Ann. Nov. 3.

■ KARY(AM) Prosser, Wash.—Seeks CP to increase power to 5 kw. Ann. Nov. 3.

AM action

■ KARO(AM) Vancouver, Wash.—Granted CP to make changes in ant. sys; change N TL to Northeast end of Government Island, Wash. (BP-800729AP). Action Sept. 25.

FM applications

■ *WMNR(FM) Monroe, Conn.—Seeks CP to increase ERP: 10 kw; HAAT: 255 ft., change transmission line and length, change type trans.; type ant. and make changes in ant. sys. Ann. Nov. 4.

■ *KBBG(FM) Waterloo, Iowa—Seeks CP to increase ERP: 9.7 kw; HAAT: 35 ft.; install new ant. Ann. Nov. 3.

FM actions

■ KOSO(FM) Patterson, Calif.—Granted CP to increase ERP 2.9 kw and make changes in ant. sys. (BPH-800425AJ). Action Sept. 29.

■ KORT-FM Grangeville, Idaho—Granted CP to increase ant. height to 94 ft. and make changes in ant. sys. (BPH-800505AL). Action Sept. 29.

■ WKIR(FM) Jackson, Tenn.—Granted CP to install new aux. ant. on present tower structure, to be operated on ERP 12.15 kw; ant. height 326 ft. (H), and change TPO (TBP-800519AK). Action Sept. 29.

■ *WMUL(FM) Huntington, W.Va.—Granted CP to increase ERP to .175 kw (BPED-790629AA). Action Sept. 30.

In Contest

FCC decisions

■ FCC denied petition to deny license renewal (for Dec. 1, 1977-Dec. 1, 1980 renewal period) of ABC Inc.'s KGO-TV San Francisco filed by Community Coalition for Media Change alleging programming and employment discrimination against blacks. Commission found both allegations to be without merit. However, Commission cannot grant or deny renewal until disposition of another petition to deny filed by Synanon Foundation Inc. which charges KGO-TV with distortion and slanting of news and violations of public file rules.

Designated for hearing

■ Ventura, Calif.—Asian International Broadcasting Corp., California Broadcasting Corp. and Channel Islands Television Corp. for new UHF on ch. 16 at Ventura, to determine whether Asian International and California Broadcasting are technically qualified; whether Asian is financially qualified; which proposal would, on comparative basis, best serve public interest; and which application should be granted. (BC Docs. 80-697-99). Action Oct. 28.

■ Stamford, Conn.—The Western Connecticut Broadcasting Co. for renewal of WYRS-FM Stamford and Radio Stamford Inc., for CP for FM station on 96.7 mhz at Stamford to determine Radio Stamford's ascertainment efforts; which proposal would, on comparative basis, better serve public interest; and which application should be granted (BC Docket Nos. 80-659-660). Action Oct. 21.

■ Omaha, Neb.—Omaha TV 15 Inc., Katz Broadcasting Corp. of Omaha, Sun Broadcasting Co., Mid-America Broadcasting Inc., 220 Television Inc., and Family Television Inc. for new UHF on ch. 15 at Omaha to determine Omaha TV 15's ascertainment efforts; whether Mid-America is financially qualified; which proposal would, on comparative basis, best serve public interest; and which application should be granted (BC Docs. 80-691-96). Action Oct. 24.

■ Nacogdoches, Tex.—Texan Broadcasting Co. and Dogwood Broadcasting Corp. for new UHF on ch. 19 at Nacogdoches to determine whether common ownership, operation, or control of KSFA(AM) and KTBC-FM and Texan's proposed TV station would be in public interest; Texan's ascertainment efforts; whether Texas is technically qualified; whether Dogwood is financially qualified; which proposal would, on comparative basis, better serve public interest; and which application should be granted (BC Docket Nos. 80-36, 80-668). Action Oct. 24.

Procedural rulings

■ Bangor Maine (Craig Bible Institute and Bangor Christian Schools). **FM Proceeding:** ALJ Edward Luton granted joint petition by applicants for approval of agreement, dismissed Craig Bible's application with prejudice, approved reimbursement of \$2,754.32 to Craig Bible, granted Bangor Christian School's application and terminated proceeding (BC Docs. 80-321-22). Action Oct. 21.

Allocations

FM Applications

■ St. Johns, Ariz.—Plateau Communications Inc. requests amendment FM table of assignments to assign 95.7 mhz to St. Johns (RM 3775). Ann. Nov. 3.

■ Morris, Minn.—Maynard R. Meyer, 301 East Second St., requests amendment FM table of assignments to assign 92.1 mhz to Madison, Minn. (RM 3777). Ann. Nov. 3.

■ Union, S.C.—The Broadcasting Company of Union Inc. requests amendment FM table of assignments to assign 92.1 mhz to Union (RM 3771). Ann. Nov. 3.

■ Salt Lake City—Simmons Family Inc. requests amendment FM table of assignments to assign 104.9 mhz and/or 106.3 mhz and 97.5 mhz and/or 105.9 mhz to Tremonton, Utah (RM 3779). Ann. Nov. 3.

■ Washington D.C.—Myhre Advertising requests amendment FM table of assignments to assign 104.1 mhz to Helena, Mont. (RM 3780). Ann. Nov. 3.

■ Houston—KIKK Inc. requests amendment FM table of assignments to substitute 107.1 mhz for 95.9 mhz at Port Lavaca, Tex. (RM 3774). Ann. Nov. 3.

■ Washington D.C.—Ben Barron requests amendment FM table of assignments to assign 102.3 mhz to Natchitoches, La. (RM 3772). Ann. Nov. 3.

■ Marshfield, Wis.—B-K Broadcasting Inc. requests amendment FM table of assignments to assign 92.7 mhz to Marshfield (RM 3773). Ann. Nov. 3.

TV applications

■ Knoxville, Tenn.—Sacramento Valley Family Television Inc. requests amendment TV table of assignments to assign UHF ch. 28 to Oroville, Calif. (RM 3776). Ann. Nov. 3.

FM actions

■ North Las Vegas—Broadcast Bureau, in response to petition by North Vegas Radio Co., proposed assigning 104.1 mhz at North Las Vegas as its first FM assignment, or assigning 106.3 mhz at North Las Vegas, or adding 104.1 mhz to present assignments at Las Vegas, comments due Dec. 29, replies Jan. 19. (BC Docket No. 80-700). Action Oct. 30.

■ Andrews and Pawley's Island, both South Carolina—Broadcast Bureau, in response to petition by Andrews Broadcasting Co. Inc. proposed assigning 100.9 mhz at Andrews as its first FM assignment, or assigning 100.9 mhz at Pawley's Island as its first assignment, comments due Dec. 29, replies Jan. 19. (BC Docket No. 80-701). Action Oct. 30.

■ St. Johnsbury, Vt.—Broadcast Bureau, in response to petition by Twin State Broadcasters Inc. proposed assigning 105.5 mhz at St. Johnsbury as its first FM assignment, comments due Dec. 29, replies Jan. 19.

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Broadcasting

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TV action

■ Sierra Vista, Ariz.—Broadcast Bureau, in response to petition by Sierra Vista Television Inc. proposed assigning UHF ch. 58 to Sierra Vista as its first TV assignment, comments due Dec. 22, replies Jan. 12. (BC Doc. No. 80-666). Action Oct. 21.

Translators

VHF actions

■ K03FT Rural Jackson County Southwest, Colo.—Jackson County granted CP for VHF translator on ch. 3, to rebroadcast KMGH-TV Denver. (BPT-TV-800107II). Action Aug. 28.

■ K11PZ Rural Jackson County Southwest, Colo.—Jackson County granted CP for VHF translator on ch. 11, to rebroadcast KBTU-TV Denver. (BPT-TV-800107IH). Action Aug. 28.

■ K13RB Rural Jackson County Southwest, Colo.—Jackson County granted CP for VHF translator on ch. 13, to rebroadcast KOA-TV, Denver. (BPT-TV-800107IM). Action Aug. 28.

■ K12MK Walden, Colo.—Jackson County granted CP for VHF translator ch. 12, to rebroadcast KBTU-TV Denver. (BPTTV-800107IL). Action Aug. 28.

■ K13RE Opheim, Mont.—Opheim Community Club granted CP for VHF translator on ch. 13, to rebroadcast KUMV-TV Williston, N.D. (BPT-TV-800204IM). Action Aug. 12.

■ K09PQ Arosk, Ore.—Arosk Community TV granted CP for VHF translator on ch. 9, to rebroadcast KIVI-TV Nampa, Idaho. (BPTTV-800204IO). Action Aug. 15.

■ K13RF Arosk, Ore.—Arosk Community TV granted CP for VHF translator on ch. 13, to rebroadcast KBCI-TV Boise, Idaho. (BPTTV-800204IP). Action Aug. 15.

■ W08BT Newberry S.C.—Capital Communications Inc. granted CP for VHF translator on ch. 8, to rebroadcast WLTX-TV Columbia, S.C. (BPT-TV-800312IB). Action Aug. 27.

■ W08BS Sumter, S.C.—Capital Communications Inc. granted CP for VHF translator on ch. 8, to rebroadcast WLTX-TV Columbia, S.C. (BPT-TV-800311IB). Action Aug. 27.

■ K05GX East Price, Utah—Carbon County Utah granted CP to VHF translator on ch. 5, to rebroadcast KSL-TV Salt Lake City. (BPTTV-800104IA). Action Aug. 12.

UHF actions

■ K55CN Bakersfield, Calif.—International Panorama TV Inc. granted CP to UHF translator on ch. 55, to rebroadcast KTBN-TV Fontana, Calif. (BPTT-800107IO). Action Aug. 12.

■ K57CC Hagerman, Idaho—The Klix Corp. granted CP for UHF translator on ch. 57, to rebroadcast KMVT-TV Twin Falls, Idaho. (BPTT-800125IC). Action Aug. 15.

■ K69CN St. Maries and Rose Lake, both Idaho—State Board of Education and Board of Regents of the University of Idaho granted CP for UHF translator on ch. 69, to rebroadcast KUID-TV Moscow, Idaho. (BPTT-790202JH). Action Sept. 24.

■ W32AC Muncie, Ind.—Full Gospel Business Men's Fellowship International-Muncie, Ind. Chapter granted CP to UHF translator on ch. 32, to rebroadcast WJAN-TV Canton, Ohio. (BPTT-800108IA). Action Aug. 12.

■ K49AM Lund and Preston, both Nebraska—White Pane Television District No. 1 granted CP for UHF translator on ch. 49, to rebroadcast KLVX-TV Las Vegas. (BPTT-800111IE). Action Aug. 15.

■ K63BU Gallina, N.M.—Gallina-Capulin TV Assn. granted CP for UHF translator on ch. 63, to rebroadcast KNME-TV Albuquerque, N.M. (BPTT-800516IB). Action Aug. 15.

■ K65CF Gallina, N.M.—Gallina-Capulin TV Assn. granted CP for UHF translator on ch. 65 to rebroadcast KOAT-TV Albuquerque, N.M. (BPTT-800516IC). Action Aug. 15.

■ W66AQ Dayton, Ohio—Buford Television of Ohio Inc. granted CP for UHF translator on ch. 66 to rebroadcast WBTV-TV Cincinnati (BPTT-800204IL).

Action Aug. 15.

■ W61AL Salem, Ore.—Full Gospel Business Men's Fellowship International-Salem, Ore. Chapter granted CP for UHF translator station on ch. 61 to rebroadcast WJAN-TV Canton, Ohio. (BPTT-800109IP). Action Aug. 15.

■ K55CQ Miami Tex.—Miami Translator System Inc. granted CP for UHF translator on ch. 55 to rebroadcast KETA-TV Oklahoma City (BPTT-800114IK). Action Aug. 12.

■ K55CP Victoria, Tex.—Community Television of Victoria granted CP for UHF translator on ch. 55, to rebroadcast KWEX-TV San Antonio, Tex. (BPTT-800428IM). Action Aug. 7.

■ K42AF Parowan, Summit and Enoch, all Utah—Iron County granted CP for UHF translator on ch. 42, to rebroadcast KSTU-TV Salt Lake City. (BPTT-800204IN). Action Aug. 15.

■ K50AJ Ashford Elbe Mineral, Wash.—Pierce County Television Improvement District 1 granted CP for UHF translator on ch. 50, to rebroadcast KSTW-TV Tacoma, Wash. (BPTT-800313ID). Action Aug. 15.

■ K56BN Ashford Elbe Mineral, Wash.—Pierce County Television Improvement District 1 granted CP for UHF translator on ch. 56, to rebroadcast KIRO-TV Seattle, Wash. (BPTT-800313IF). Action Aug. 15.

■ K56CI Ashford Elbe Mineral, Wash.—Pierce County Television Improvement District 1 granted CP for UHF translator on ch. 67, to rebroadcast KTPS-TV Seattle, Wash. (BPTT-800313IH). Action Aug. 25.

■ K40AE Cashmere, Wash.—Upper Wenatchee Valley TV Assn. Inc. granted CP for UHF translator on ch. 40, to rebroadcast KCTS-TV Seattle, Wash. (BPTT-800319IA). Action Aug. 18.

■ K49AL Rural area in Vicinity of Cashmere, Wash.—Apple Valley Educational TV Assn. granted CP to UHF translator on ch. 49, to rebroadcast KWSU-TV Pullman, Wash. (BPTT-800102IG). Action Aug. 15.

■ K67CH Malott and vicinity, Wash.—Television Reception District No. 1 of Okanogan County, Wash., granted CP for UHF translator on ch. 67, to rebroadcast KTPS-TV Spokane, Wash. (BPTT-791231IK). Action Aug. 15.

■ W32AC Vancouver/Portland, Wash./Ore.—Full Gospel Business Men's Fellowship International-Muncie, Ind., chapter granted CP to UHF translator on ch. 61, to rebroadcast WJAN-TV Canton, Ohio. (BPTT-800123IF). Action Aug. 15.

Cable

■ The following registrations have been received:

■ Tower Communications Inc. for Ironton, and Coal Grove, both Ohio (OH0122,230) add signal.

■ Jerico Cable TV Inc. for Chetopa, Kan. (KS0250) new system.

■ Marion Cable TV for Gas City, Jonesboro, Marion, and Grant, all Indiana (IN0030,1,2,107) add signal.

■ Teleprompter Corp. for Dubuque, Rock Island, Milan, East Dubuque, and Oak Grove, all Illinois. (IL0011,161,182,004,287) add signal.

■ Pierre Cable TV Service for Fort Pierre and Pierre, both South Dakota (SD0007,8) add signal.

■ Huron Cable TV Service for Huron, S.D. (SD0004) add signal.

■ Aberdeen Cable TV Service Inc. for Aberdeen and Brown, both South Dakota. (SD003,41) add signal.

■ Teleprompter of Clarksburg Inc. for Clarksburg, Anmoore, Bridgeport, Nutter Fort, Stonewood, and Harrison, all West Virginia. (WV0032,29,31,5,6,373) add signal.

■ Teleprompter of Oswego Inc. for Oswego, Minetto, and Scriba, all New York. (NY0252,443,2,50) add signal.

■ El Paso Cablevision Inc. for El Paso, Tex. (TX0242) add signal.

■ New England Cablevision Inc. for Farmington, N.H. (NH0084) add signal.

■ Redden Enterprises Inc. for Arapaho, Commanche, Thomas, Seiling, Leedley, and Vici, all Oklahoma (OK088,123,10,51,0,2) add signal.

■ General Electric Cablevision Corp. for Medina, Limestone, Bellevue, Whispering Oaks, West Peoria, Peoria Heights, Bartonville, and Peoria, all Illinois, and Georgetown, Kentwood, Grandville, Wyoming, Plainfield, Grand Rapids, and Alpine, all Michigan. (IL0343, 2, 1, 260, 45, 153, 38, 109, M1388, 15, 289, 125, 394, 3, 2) add signal.

■ Teleprompter Corp. for Keene, Marlborough, and Swanzy, all New Hampshire. (NH0001,2,3) add signal.

■ General Electric Cablevision Corp. for Walker, East Grand Rapids, and Grand Rapids, all Michigan. (MI0391,36,256) add signal.

■ Orange County Cable Comm. Co. for Coto De Caza, Calif. (CA0765) new system.

■ Continental Cablevision of Ohio Inc. for Springfield, Moorefield, Fairborn, Bath, New Carlisle Enon, and Mad River, all Ohio. (OH0279,441,0,295,439,689,90,1) add signal.

■ Fort Smith TV Cable Co. for Roland, Okla. (OK0184) add signal.

■ Rock River Cablevision Co. for Coloma, Rock Falls, Sterling, Hopkins, Mont Morency, and Sterling, all Illinois. (IL0058,9,62,95,129,061) add signal.

■ Central Cable System Inc. for Clinton, Ill. (IL0159) add signal.

■ Harbor Videocable for Leavenworth, Wash. (WA0298,9) add signal.

■ Vista Cable Inc. for Brookston, and Chalmers, both Indiana. (IN0137,61) add signal.

■ Alert Cable TV of Wilson Inc. for Wilson, N.C. (NC0110) add signal.

■ Continental Cablevision of Morton Grove Inc. for

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	On air STA*	CP's on air	Total On air	CP's not on air	Total authorized**
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization

**includes off-air licenses

Morton Grove, Ill. (IL0326) add signal.

- Continental Cablevision of Franklin Park Inc. for Franklin Park, Ill. (IL0362) add signal.
- Continental Cablevision of River Grove Inc. for River Grove, Ill. (IL0371) add signal.
- Continental Cablevision of Cook County Inc. for Elmhurst, and Forest Park, both Illinois. (IL0395,63) add signal.
- Leadership Cablevision Assoc. for Delray Beach, Gulfstream, and Palm Beach, all Florida (FL0329, 30, 31) add signal.
- Teleprompter Southeast Inc. for Huntsville, Ala. (AL0012) add signal.
- Cableview of Albert Lea Inc. for Albert Lea, Minn. (MN0090) add signal.
- Cablevision of Austin Inc. for Austin, Minn. (MN0057) add signal.
- Community Tele-Communications Inc. for Billings, Mont. (MT009,53) add signal.
- Warner Amex Cable Communications Inc. for Cressona, Friedensburg, Llewellyn, Schuylkill Haven, Pottsville, Minersville, Orwigsburg, Marlin, and Norwegian, all Pennsylvania. (PA0450, 1, 2, 57, 6, 4, 5, 3, 1723) add signal.
- Pueblo Cablevision for Pueblo, Colo. (CO0021) add signal.
- Nation Wide Cablevision Inc. for Bellingham, Wash. (WA0002) add signal.
- United Cable TV of Wyoming for Casper, Paradise Valley, Mills, Evansville, Mountain View, and Natrona, all Wyoming (WY0011,5,3,2,4,56) add signal.
- New England Cablevision of Massachusetts Inc. for Amesbury, Mass. (MA0049) add signal.
- Power River Cable TV Inc. for Edgerton, and Midwest, both Wyoming (WY0097,8) new system.
- Big Valley Cablevision Inc. for Manteca, Calif. (CA0817) new system.
- Metrovision of Indiana II Inc. for Portage, Ind. (IN0228) new system.
- Sammons Communications of New Jersey Inc. for Montville, N.J. (NJ0317) add signal.
- Jerico Cable TV Inc. for Chetopa, Kan. (KS0249) new system.
- Telesystems Corp. for Bunker Hill, Ind. (IN0227) new system.
- Church Point Cable TV Inc. for Church Point, La. (LA0194) new system.
- Hollywood Cablevision Inc. for Hollywood, Fla. (FL0500) new system.
- Wilderness Cable Co. for Winfield, Poca, Scott Depot, Rock Branch, Elanor, Bancroft, Red House, and Shawnee Estates, all West Virginia. (WV0265,7,87,9,66,8,88,90) add signal.
- Fulton Community Antenna Television Systems Inc. for Canton, Ill. (IL0155) add signal.
- Quint Cities Cablevision Inc. for Moline, East Moline, and Silvis, all Illinois, and Davenport, and Bettendorf, both Iowa (IL0105,6,7, 1A030,1) add signal.
- Teleprompter Corp. for Bowling Township, and Jo Daviess, both Illinois, and Asbury, and Dubuque, both Iowa (IL293,21, 1A0055,3) add signal.
- Telesystems Corp. for Wabash, Miami, Grisscom AFB, and Peru, all Indiana. (IN0134,004,71,0,03) add signal.
- Orangetown Cablevision Inc. for Upper Nyack, South Nyack, Piermont, Nyack, and Grandview, all New York. (NY0869,70,1,2,3) new system.
- Cablevision of Plattsburgh Inc. for Plattsburgh, Neb. (NE0072) new system.
- Douglas Communications of West Tennessee Inc. for Jackson, and Madison, both Tennessee (TN0031,142) add signal.
- Dixon Cable TV Inc. for Dixon, Ill. (IL0022) add signal.
- Nation Wide Cablevision Inc. for Bellingham, Wash. (WA0006) add signal.
- Butte Cable TV for Butte, and Walkerville, both Montana. (MT001,52) add signal.
- Anaconda Cable TV for Anaconda, Mont. (MT0042) add signal.

- Dillon Cable TV for Dillin, Mont. (MT0046,04) add signal.

Satellites

- Based on FCC tabulations announced Sept. 2 there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

Applications

- Livermore, Calif.—American Satellite Co. (7.0m; S-A; E2671).
- North Chicago—American Satellite Co. (7.0m; S-A; E2672).
- Atlantis, Fla.—Cable Atlantis Inc. (6.0m; Harris; E2673).
- Eden, Tex.—Television Enterprises Inc. (4.6m; S-A; E2674).
- Soledad, Calif.—Falcon Cable TV of Northern California (5.0m; S-A; E2675).
- David City, Neb.—TV Transmission Inc. (4.6m; S-A; E2676).
- Bulan, Ky.—Duane TV Relay Corp. (5.0m; Hughes; E2677).
- Rural Hall, N.C.—Summit Cable Services of Rural Hall (5.0m; S-A; E2678).
- Auburn, Neb.—TV Transmission Inc. (5.0m; S-A; E2679).
- Reading, Pa.—Reading Broadcasting Inc. (7.0m; AFC; E2680).
- Killeen, Tex.—KBC Corp., (5.0m; S-A; E2681).
- Nebraska City, Neb.—TV Transmission Inc. (4.6m; S-A; E2682).
- Tecumseh, Neb.—TV Transmission Inc. (5.0m S-A; E2683).
- Jacksonville, Fla.—WXAO-TV Inc. (7.0m; AFC; E2684).
- Green Bay, Wis.—N.E.W. Media Inc. (5.0m; S-A; E2685).

Grants

- Temple Terrace, Fla.—Teleprompter Corp. (E2561).
- Tonawanda, N.Y.—Comax Telcom Corp. (E2562).
- Stafford, Kan.—Cable Systems Inc. (E2563).
- Port Arkansas, Tex.—Nueces County Cable TV Inc. (E2566).
- Lake Mills, Iowa—Lake Mills Cablevision Inc. (E2567).
- Ocala, Fla.—Microdyne Corp. (E2569).
- Selmer, Tenn.—Douglass Communications of West Tennessee (E2570).
- Port Townsend, Wash.—Port Townsend Cable TV Inc. (E2571).
- Zachary-Baker, La.—Teleprompter Corp. (E2572).
- Bloomer, Wis.—Badger City (E2545).
- Bangor, Mich.—Liberty Cable TV Inc. (E2547).
- Newport, Ohio—Eastern Cable Corp. (E2549).
- Hillsboro, Ohio—Highland Cable TV Inc. (E2553).
- Green Township, Ohio—Metrovision Inc. (E2555).
- Blytheville, Ark.—Blytheville TV Cable Co. (E2556).
- St. Bernard Parish, Pa.—Teleprompter Corp. (E2558).
- Berry's Mountain, Pa.—Millersburg TV Co. (E2559).
- Winona, Minn.—Teleprompter Corp. (E2560).
- Salisbury, N.C.—Vision Cable of Rowan Inc. (E2362).
- Clearwater, Fla.—Vision Cable of Pinellas Inc. (E2363).
- Maplewood, Minn.—Hi-Net Communications Inc. (E2365).
- Worthington, Minn.—Hi-Net Communications Inc. (E2366).

- Columbus, Ind.—Hi-Net Communications Inc. (E2387).
- Chicago—Hi-Net Communications Inc. (E2438).
- Newark, N.J.—Hi-Net Communications Inc. (E2448).
- Stuart, Fla.—Hi-Net Communications Inc. (E2449).
- Stuart/Jensen Beach, Fla.—Hi-Net Communications Inc. (E2450).
- Aurora, Ill.—Hi-Net Communications Inc. (E2457).

Other

- FCC granted requests by MUZAK, National Research Development Corp. and The Association of Radio Reading Services Inc., and extended through Dec. 10 and Feb. 9 time to file comments and reply comments, respectively, in matter of FM Quadrasonic Broadcasting (Docket No. 21310). Action Oct. 29.

- Common Carrier Bureau granted request by Alascom Inc., and extended through Dec. 8 and Jan. 14 time to file comments and reply comments, respectively, in matter of MTS and WATS market structure (CC Doc. 78-72-Phase II). Action Nov. 3.

Call Letters

Applications

Call	Sought by
New FM's	
KQEZ-FM	Larry E. Salsburey, Coolidge, Ariz.
WKQO-FM	WKQO Inc., Hibbing, Minn.
WJMG	Circuit Broadcasting Co. Hattiesburg, Miss.
*WHYC	Hyde County Board of Education, Swan Quarter, N.C.
WPVN	The Petroleum V. Nasby Corp., Shelby, Ohio
*KGNZ	Christian Broadcasting Co., Abilene, Tex.
New TV's	
WDDD-TV	Dennis F. Doelitzsch, Marion, Ill.
WWAC-TV	Atlantic City Television Corp., Atlantic City, N.J.
WRNX	CBN Continental Broadcasting Network Inc. Richmond, Va.
WSBY	WBOC Salisbury, Md.
Existing AM	
KOYZ	KQIQ-FM Lemoore, Calif.
KOAY-FM	KTNN-FM Tucumcari, N.M.
Existing TV	
WTKR-TV	WTAR-TV Norfolk, Va.

Grants

Call	Assigned to
New AM's	
KKLB	Good Times Inc., Chubbock, Idaho.
WPRL	Mid South Media Inc., Pearl, Miss.
New FM's	
KCAW	Raven Radio Foundation Inc., Sitka, Alaska
KGVE	McPerson Media Inc., Grove, Okla.
WWZD	Rockbridge Communications Inc., Buena Vista, Va.
WKJC	Lewisburg FM Broadcasters, Lewisburg, Va.
New TV's	
WKME-TV	URC Management Services Corp., Seaton Del.
KEON	Channel 20 Inc., Houston.
*WMSY-TV	Blue Ridge ETV Association, Marion, Va.
Existing AM	
WTCY	WTOO Bellefontaine, Ohio.
Existing FM's	
KKAT	KLOQ Lyons, Kan.
KASC	KROF-FM Abbeville, La.
WXYW	WEAD Winchendon, Mass.
WYML	WIZR-FM Johnstown, N.Y.
KJK	KRCO-FM Prineville, Ore.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General Sales Manager sought to lead and motivate very productive sales force. Must be proven producer who has had record results as a sales manager or sales person. Applicant can be top salesperson where working now! He or she will find all tools and promotion they need. Station No. 1! First class compensation package and opportunity! Box K-194.

Major FM station in top 50 market is looking for creative, innovative sales manager with future G.M. potential. Salary \$50,000 plus. An equal opportunity employer. Please rush resume and description of successes to Box M-22.

Experienced Sales Manager needed for medium southeastern AM/FM facility. Must have strong sales background, good with collections, able to handle national sales contacts and lead local team of experienced salespeople. Equal Opportunity Employer. Resume with salary history and references to Box M-66.

General Manager—with strong sales background wanted for small market station in near west. Salary plus incentives. Send resume and salary requirements. Box M-100.

Nebraska—Sales Manager—Experienced, aggressive. Lead and motivate present staff. Send resume. Contact W.L. Morton, Box 1847, Grand Island, NE 68801.

Retail Sales Manager for Long Island progressive station with prime coverage in Nassau, Western Suffolk, Queens and other portions of the NY metro. Don't contact unless you have on-street radio sales and managerial background. Salary, override, benefits, and excellent growth potential with a growing station group. Send resume to: Zim Barstein, WLIR, 175 Fulton Avenue, Hempstead, NY 11550.

General Manager. Small market AM-FM between Houston & Austin Texas. Working knowledge of FCC rules and regulations. Experience in budget preparation, sales, management, personnel, news, programming and on-air. Excellent salary, benefits and good incentive program. EEO Employer Call Jo Edgell 713-871-0995 or send resume to 3901 Westheimer, No. 190 Houston, TX 77027.

Excellent management opportunity in medium-sized Michigan city. High salary and bonus combination. Experience in sales and management. Send confidential resume to: Box M-123.

General Manager, Sunbelt—Atlanta based broadcaster seeks a bright, sales and promotions oriented General Manager for 1 kw day timer located in major southeastern university town. An excellent opportunity for professional growth with a progressive broadcasting company. Send resume to Clarion Broadcasting, P.O. Box 56274, Atlanta, GA 30343.

Sales Manager Opening which could later expand to manager position for man or woman on way up. Small market central Minnesota AM station with sales staff of five and plans to expand. Owner planning semi retirement. Box M-139.

HELP WANTED SALES

Looking for a place in the mountains with fishing, hunting, and the best vacation spot. If you are experienced and a good worker, contact Dennis Pepper, KERR Radio, Poison, MT. 406-883-5255. 50 KW Station covering Northwest Montana. EOE.

Account Executive-Sports. Midwest market. Good active account list. Heavy play-by-play responsibility. Some Big Ten. Must be self starter and able to sell-sell-sell. An Equal Opportunity Employer. Send resume to Box M-99.

Wanted: Radio salesperson with good sales record and desire to become sales manager. Consultant sell technique required. Southeast combo. EEO. Box M-134.

South Florida sales opening for experienced professional. Warm climate, good growth market. Approximately 200,000 population in rated trading area. Excellent guarantee, commission, and car expense. Send resume and salary requirements to Randolph Millar, WIRA/WOVV-FM, Box 3032, Fort Pierce, FL 33454. We are an equal opportunity employer.

California—beautiful growth area. Total sales pro with successful local sales record. Outstanding MOR AM. \$1,200 per month guarantee vs 20%. EOE/MF. Resume to Sales, Greentree Group, Box 68, Moraga, CA 94556.

Give yourself a \$10,000 raise. If you're a goal oriented sales person with good creative and organizational skills, a good appearance and a college education, but only earning ten to fifteen thousand per year. One of our clients may be able to give you a \$10,000 dollar raise. Send resume to: Continental Broadcast Consultants, 31113 Manchester Lane, Bay Village, OH 44140.

Sales Person. Metro Pennsylvania market AM/FM. Looking for aggressive sales person with minimum two years experience in medium or major market. Top account list on stations available. Knowledge of retail sales and ARB a must. Compensation commensurate with experience. Full benefits. National group owner. Contact Mr. Roach at 717-763-7020.

Staff opening in sales. If you are conscientious, ambitious and a self-starter, we've got one of New Mexico's best opportunities for you. Sales experience a must. Call 505-863-4444. Gallup Broadcasting Co., only if you want to further your career in the energy-rich part of the Sunbelt. An EOE employer.

Retail Sales Manager for Long Island progressive station with prime coverage in Nassau, Western Suffolk, Queens and other portions of the NY metro. Don't contact unless you have on-street radio sales and managerial background. Salary override, benefits and excellent growth potential with a growing station group. Send resume to: Zim Barstein, WLIR, 175 Fulton Avenue, Hempstead, NY 11550.

Sales Manager for very successful AM-FM in mid-west market of 130,000. Excellent staff and management. Our top rated stations have experienced 200% sales growth in five years. Excellent career opportunity for bright, young problem-solver sales person strong on creativity with ability to write and sell imaginative campaigns. (Your copy writing ability must be exceptional). We seek a college grad with minimum of 2 to 3 years sales experience to lead a top notch staff and handle a large list. We pay well. Your predecessor earned \$40,000 last year. Send resume and cover letter detailing track record and goals. EOE Box M-138.

Iowa radio station about to launch background music service. Seeks self starting sales person to develop excellent territory. Must appreciate small town living. Call 712-852-4551. Equal opportunity employer.

Southern Florida Local Sales Manager, self-starter for growing company, able to organize, inspire and sell. Box M-144.

HELP WANTED ANNOUNCERS

Wanted Announcers for country format. Salary up to 1250 per month. Send tape and resume to KSOX, 345 S. 7th, Raymondville, TX 78580. E.O.E.

Here is an outstanding opportunity to join a well established top rated pop/adult operation, which also emphasizes news/information and sports. The opening is for someone who can handle professionally an important production shift and evenings on the air. Rush tape and resume to Rick Belcher, WSGW, Box 1945, Saginaw, MI 48605.

Still seeking that "certain sound". Immediate opening for smooth & mellow sounding Staff Announcer for non-automated "Beautiful Music". Evening shift & production. Tape & resume to WSR, West Side Station, Worcester, MA 01602. EOE.

Opportunity—Morning Announcer—Experienced only apply. You'll be part of an established number one, two-man show. You'll do a phone show and production. Knowledge of automation a plus. E.O.E. Contact—Tom Parker, Operations Manager, KTRR/KZNN, Rolla, MO 65401. 314-364-2525.

Growing company wants dependable, experienced personality. Strong production; Mature sound. No drifters. Send tape and resume to Post Office Box 1290, Cumberland, MD 21502.

WROQ-FM in Charlotte, North Carolina has a part-time announcer opening. Two years commercial radio experience required. Send tape and resume to Jim Ballard, 400 Radio Road, Charlotte, NC 28216. EOE.

Experienced Morning Personality and Program Director for top-rated Modern Country station. Send application with air check, references and salary requirements to General Manager, WCOS-FM Radio, PO Box 748, Columbia, SC 29202. Phone calls not accepted. EOE.

Announcer/P.D.—Immediate opening. Call Fred Miller or Jane Graffam 207-883-9596.

Midwestern Daytimer soon to be five kw fulltime going back to MOR. Adult announcers with adult voices needed. Send resume and salary requirements. Box M-119.

Classical FM Announcer Fulltime 24 hour station, capital district of NYS, seeking experienced announcer for daily airshift. Must be comfortable with foreign language pronunciations, and have related musical background. Relaxed, professional atmosphere. Excellent benefits, including dental insurance. Send resume, tape, references and salary requirements to: Personnel, WMHT, Box 17, Schenectady, NY 12301. All applications will be acknowledged. EOE.

America's most aggressive broadcasting company is searching nationwide for candidates to fill two positions at its midwest facility. Top pay and benefits for news director and contemporary on-air personality. Equal opportunity employer. Females and minorities encouraged to apply in confidence. Box M-145.

Suburban Cincinnati (P/A AM) accepting tapes for midnight to six slot. Preferably female. E.E.O. WMOH, Hamilton, OH 45011.

Spanish Announcer. Large West Texas market. Top pay ... great facilities. Announcer must be able to translate English into Spanish, type news and announcements. With broadcast experience. Send resumes to Box M-129.

Suburban Washington DC adult contemporary station seeks full time announcer with strong production. Tapes & resumes to John Long, WPRW, P.O. Box 1460, Manassas, VA 22110. EOE.

HELP WANTED TECHNICAL

Chief Engineer to handle two northern Vermont A.M.'s within 40 miles of each other. Must have knowledge of automation and keep on top of maintenance of good equipment. Send resume, references immediately to: WIKE, Box 377, Newport, VT 05855.

Transmitter Technicians—Voice of America has overseas positions available at supervisory and operating levels for experienced transmitter technicians. Duties include operation and maintenance of high power VOA transmitters and related facilities. Applicants must have 3 to 5 years "hands-on" experience in technical operation of broadcast, TV or military fixed-station transmitters. Must be available on a world-wide basis to serve in VOA's radio relay station system. U.S. citizenship required. Starting salary commensurate with qualifications, plus housing and overseas allowances. Full federal fringe benefits apply. Qualified candidates should send standard Federal application form SF-171 to International Communication Agency, MGT/PDE, 1776 Pennsylvania Ave., Washington, DC 20547. An Equal opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer for well equipped, maintained, professional operation. Secure position on management team. Job description provided on request. Submit complete resume to Manager, WALE, Box 208, Fall River, MA 02722.

Chief Engineer needed for AM/FM facility in south-east. FCC 1st and experience with DA's automation and installation required. Strong maintenance background, FCC R&R and good record keeping. Doug McKay, WTVR 3314 Cutshaw Avenue, Richmond, VA 23230. 804-355-3217, Equal Opportunity Employer.

Beginner Engineer must have first class license willing to be trained AM-FM operation medium market northeast. Must have technical knowledge with maintenance ability. An EOE employer. Send resume immediately Box M-87.

Staff Engineer: full-time FM station; talk format; Philadelphia; experience with phone set-ups desirable but not essential. Permanent position with top rated major market station. Call Ed Kazanjian 215-878-1500 or send resume c/o WWDB-FM, 3930 Conshohocken Avenue, Philadelphia, PA 19131 Equal Opportunity Employer.

Engineer: AM/FM small market. Automated. Also we own TV cable co., and can offer opportunity to learn this to earn more money. Starting salary \$12,500 per year. Emmett Whitehead, KTLU, Rusk, TX 75785.

Chief Engineer: Northeast Class IV fulltimer. Must be dedicated to top flight maintenance and able to handle any RF or audio problems. Totally adult, professional working atmosphere. No air work required. \$17,000 plus paid Blue Cross. Resume to Box M-113.

South Florida well-equipped AM/FM operation needs two (2) a Chief Engineer and an Audio Engineer. 100 Kw FM, microwave, earth station, production, news and control rooms. Two-way radio, 5 kw. Directional AM. Contact J.S. Field, WIRK/AM-FM, West Palm Beach, FL.

HELP WANTED NEWS

Akron's hottest stations WNIR/WKNT are looking for experienced newscaster, with strong delivery and personality. Join this growing communications company with new building, new studios, excellent salary and benefits. Hiring now. Call Bill Klaus 216-673-2323. E.O.E./Affirmative action.

Newscaster to join two others in gathering, writing, reporting in resort market. Good voice and appearance, send tape and resume to: Bill Henney, Grand Strand Broadcasting, P.O. Box 2005, Myrtle Beach, SC 29577.

Multi-skilled Newscaster: If you can deliver professional local news during morning drive, sell \$200 per day and offer a positive, enthusiastic attitude 5 1/2 days a week, then we will pay you \$18,200 per year, furnish your gas and provide an exciting fringe benefit package. Only multi-talented professionals need apply. Resume to: General Manager, WKUE-92FM, P.O. Box 996, Orange Park, FL 32073.

Upcoming opening for News Director, college play-by-play combo. Competitive market in Rocky Mountain region close to some of the country's best skiing and outdoor recreation. Salary based on experience. EOE/MF. Send resume and salary requirements to M-73.

New Hampshire's largest and most aggressive radio newsroom is expanding. WGIR wants another reporter who prefers New England and can write, interview, dig and deliver. Applications from experienced female reporters especially welcome. Send tape and resume to Barry Birt, News Director, WGIR AM-FM, Box 610, Manchester, NH 03105. An Equal Opportunity Employer and Knight Quality Group Station.

Leading Midwest information station is looking for Sports animal to consume local sports. Two major casts per day, plus 50 play-by-play events annually... including local high school football and basketball and local hockey. We expect a lot and are prepared to deliver the same. Replies to Box M-76.

News Director, professional and dedicated for home station in growing chain. Production experience necessary. Contact Mr. Ellis, Box 758, Uvalde, TX 78801, 512-278-2555. Equal Opportunity Employer.

Top Flight News Anchor—duties also including outside reporting. Please forward tapes, resume, and salary requirements to John Rosenberg, c/o WPXN, 55 Saint Paul Street, Rochester, NY 14604. No phone calls. We are an Equal Opportunity Employer.

KLAZ, Little Rock—Now taking resumes and tapes for future openings. Qualifications: Voice and news delivery must be good, aggressive beat reporter, college degree, and at least two years of commercial experience. Send information to: Philip Beasley, 1501 North University, Suite 768, Little Rock, AR 72207.

Growing company wants dependable, aggressive, news persons. Experience and mature sound. No drifters. Send tape and resume to P.O. Box 1290, Cumberland, MD 21502.

Experienced News Director needed for top-rated Modern Country station. Send application with air check, references and salary requirements to General Manager, WCOS-FM Radio, PO Box 748, Columbia, SC 29202. Phone calls not accepted. EOE.

Wanted: Thinking journeyman news gatherer/reporter. Excellent pay and benefits. Brain must be larger than ego! Plenty of room to grow with an outstanding company. E.O.E. Box M-133.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Radio Production person with extra helping of creativity and dedication needed. Golden opportunity to work with winners you know and excellent facilities in Southwest. Send resume only without delay to Box M-90.

Continuity/Production Director for WSAI-AM/FM (AOR and country formats). Strong administrative and creative writing skills most important. Razor blade background helpful—you will be handling everything from spec spots to traffic co-ordination. Prefer two (2) years minimum radio experience. Minorities and females encouraged. Send sample and resume to Dale Turner or Corinne Baldassano, Program Directors, WSAI-AM/FM, West 8th and Matson Place, Cincinnati, OH 45204. No phone calls accepted. An equal opportunity employer.

Outstanding Production Pro needed! Also must do on air shift. Send tapes and resume to Bill Monihan, WPXN, 55 Saint Paul Street, Rochester, NY 14604. E.O.E. No telephone calls please!

Midwestern AM Daytimer soon to be 5 kw fulltime going back to MOR. Program Director needed to run syndicated format, plus do a show. Mature adult with mature voice. Resume and salary requirement. Box M-111.

SITUATIONS WANTED MANAGEMENT

Million Dollar Producer can help turn it around! Blue-Chip manager/administrator/promoter. Idea-oriented and money-motivated. Currently GSM top 10 market. Sunbelt only. Reply: Moneymaker, Box 217, Nederland, TX 77627.

General Manager: A self-starter with the ability to set both short and long range goals and then reach those goals. Excellent track record in sales, programming and administration in major and small markets. For a results oriented GM, write Box M-72.

General Manager—Qualified professional with 20 plus years of experience in management, sales, programming and engineering. Will consider any size market. Looking for challenge and reward. Box M-93.

Result getting general manager. Lengthy experience with exceptional record in Major and Medium markets, AM & FM, various formats, strong leader, excellent sales, sales management and marketing ability. Extensive experience in administration, planning and execution of policy. Bottom line oriented. Carefully looking for long term association with quality organization. Box M-112.

General Manager, 22 years broadcast experience, includes: Programming, Engineering, Local Sales, Retail Sales, Regional Sales Manager, Local Sales Manager, National Sales Manager, General Sales Manager, General Manager, and Owner. Previous business experience qualifies me to cope with problems of unpredictable economy. I will get the job done whatever the format. Currently employed. Good position, but need to advance. Reply to Box K-175.

Experienced, 29, family man, seeks position as O/M, air shift and PBP eastern market. 15,000 plus. Box M-102.

SITUATIONS WANTED ANNOUNCERS

Pilgrim is searching for a medium market country station on east coast. Tell me my search has ended!! Family man, 29, 4 year professional. Mark Anderson, Tudor Gardens B8, Port Jervis, NY 12771. 914-856-5425.

College educated announcer, who's also a writer, programmer & knows music. Available now. Limited experience with the willingness to learn. Prefer Midwest or New England states. Call Alan Katovich, 313-939-8063 or write 34788 Fargo, Sterling Hts, MI 48077.

Comboman 1st Phone. Four years experience as studio/remote engineer on rock concerts for WNEW-FM. Recently performance trained as announcer, DJ, newscaster. Similar station format preferred. Small markets OK. Phone Joe 914-237-5886.

Theater Major Made transition to broadcasting. If you're looking for a female disc-jockey; ambitious and energetic, listen to my tape and you've found her. Beth Roberts, 10140 W. Grange Ave., Hales Corners, WI 53130. 414-425-5735.

Small market. Seeks air shift/sports/news. One year experience, College grad. Bob 516-221-2498.

Experienced personality for hire. Northeast. Creative air/production talents. Voice characterizations! Mike: 302-945-3675.

Experienced, good sounding, workaholic announcer, with excellent references looking for major market job. 414-691-2247 146 W. Ormsby St. Pewaukee, WI 53072.

Highly inventive, entertaining British personality, extremely pleasant, versatile, unique technique. Top 40, Oldies, BBC experience. Tim Rose, 57 Branch Brook Place Newark, NJ 07104.

If you want more than time and temp, I'm your man. Professional, funny, a communicator. 5 years experience. Rock, Top 40, Adult contemp. Joe Bartosch, 4701 N. Ozanam Ave., Norridge, IL 60656. 312-456-4219.

The answer for small markets: young clean-cut (EEO) D.J. newscaster — New York trained. Professional sounding tape, excellent character references. Phone Ed Perez, 201-440-9166, Days.

Radio Ready! recent B.A. in Broadcasting w/ 2 years commercial experience. Strong, creative production. Have handled commercial AOR, Top 40, Adult Contemporary & been PD/Production Director. For AM adult contemp. or FM AOR tape: Bryan Toft, Walker Rd., Washington Crossing, PA 18977. 215-493-3370, ready to relocate.

I am a beginner with some experience seeking my first station. Good reader and ad libber. Have 3rd class license. Bruce Langdon, 590 Anita St. No. 4, Chula Vista, CA 92011. 714-425-5311.

How do you spell relief? T-a-l-e-n-t!! Experienced Top 40 personality with a good deep voice, production and music background. East preferred, also interested in making the extra buck! Bill 516-423-0167.

Baseball: PBP: AA or higher. Major College Journalism Grad; 5 Years Broadcast Producer; Good voice, appearance; articulate and colloquial. 323 Brush Creek Blvd. No. 508, Kansas City, MO 64112 or 816-561-0162.

College grad with experience, currently working on Gulf Coast, desires position in Top 40 or adult contemporary. Prefer Texas, Southwest or Florida. Call Bruce, 512-991-7679 or 512-452-6536.

D.C. Hollywood. Dependable. Energetic. Creative. 3rd phone any shift. Format efficiency expert. Clarence Collins Jr., P.O. Box 97, Hammond, IN 46325. 219-931-9180.

Prior D.J., Radio sales. TV experience looking for small quiet station write: K.J. McAteer, 24 Mt. Vernon St., Providence, RI 02907.

I'm not a dentist but I can fill your next opening. Rocky Mountain Morning Man suited for medium market. Call Jan. 505-445-5307.

SITUATIONS WANTED ANNOUNCERS CONTINUED

I love jazz. But don't hear much commercially. Open up to a good jazz format. Own library, 32, 1st, 10 years commercial radio. Currently Country Rock. Help! Box M-143.

SITUATIONS WANTED TECHNICAL

Chief Engineer, AM-DA, FM stereo, prefer mid-south, will consider all replies. Box M-60.

Very aggressive, almost young Chief Engineer desires new challenge with stable, professional organization. Experience includes, but is not limited to, high power AM and FM, automation, STL, design, and construction. Box M-62.

SITUATIONS WANTED NEWS

Entry level reporter seeks broadcast news position. Single female. Will travel. Box K-155.

Available, basketball, now: 7 yrs PBP/NCAA all sports Dan Lee 316-231-6205.

Small Market News/Sports Director—Assistant Manager. Seven years experience. Prefer small to medium market in Northeast-Southwest. Will consider others. Box M-7.

Sports/News/DJ—Ten years experience PBP. Prefer sports but will do news. Prefer Tennessee or surrounding states. Box M-86.

News-Sportscaster—available immediately—N.E., Southeast, Midwest. Station sold, Hank Holmes 617-679-6957.

Responsible, hardworking newsman seeks position in Northeast. Excellent voice, reporting and writing skills. Communications degree Box M-110.

Experienced News Director. 20 years in broadcasting/12 years in news. Seeking opportunity in the west, with news oriented station. Box M-140.

Experienced news/sports director seeking new challenges. Award winning sportscaster; actuality minded newsman. Box M-115.

Small market sports director seeks move to medium or major market. Local sports is my specialty. Four years experience-daily sportscasting, weekly talk show and PBP football, basketball, baseball and hockey. Box M-120.

Dedicated news director in small midwest market searching for break in medium/major market. Nearly five years experience in all phases of news reporting on city and county level. Box M-122.

Believe it or not, TV sportscaster is looking for a transition to radio sports! Have color and sports reporting experience ... looking for future PBP experience. Box M-131.

Hard Working and Aggressive News/sports reporter is looking for a move up. Contact The Matt Hankins Agency, 223 Knollwood, Newport, KY 41076.

Detroit newsman stified. Needs chance to grow. Top 15 market or medium market news directorship. Box M-132.

Experienced, good sounding workaholic newsman, with excellent references looking for major market job. 414-691-2247 or 146 W. Ormsby St. Pewaukee, WI 53072.

Network & all-news editor with 5 years experience wants combination street/inside opportunity in top 30 market. Prefer Midwest, Sunbelt. Box M-136.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Program Director with Administrative capabilities, track record and 8 years experience looking. Detail oriented, dependable, hardworking. Proficient in creative promotions, airstaff supervision, community involvement, and budgeting. Solid references Bill 803-226-1408.

Hard-nosed no-nonsense Employer wanted for unspoiled minority First Phone who can take "heat" with no excuses. Year production experience small market entry level O.K. Johnnie 212-495-6543. Eves.

Syracuse University graduate looking for work in television or radio. Entry-level position. Personality, production, writing, film, announcing. Will start anywhere. Keith A. Mosman, 282 West Elm, Raynham, MA 02767.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT

Top ten affiliate seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120.

Public Television Executive Director Position Availability. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Executive Director. Candidates should possess successful broadcast administrative experience, appropriate educational credentials, and have demonstrated ability to manage large and complex organizations. Ability to relate effectively to the viewing public, state government, Board, staff, and Friends of IPBN is critical, as is the ability to motivate and lead an exceptionally creative staff. Applicants should submit, no later than December 1, 1980, a complete resume detailing experience and credentials along with professional references who can speak to the competency of the candidate. Applicants should also provide a statement of philosophy as it relates to the operation and administration of a public television network funded by state sources. All correspondence should be addressed to: Jolly Ann Davidson, Chairman, Search Committee, Iowa Public Broadcasting Network, PO. Box 1758, Des Moines, IA 50306. An equal opportunity employer.

HELP WANTED SALES

New Orleans, WDSU-TV is seeking applicants for local account executive positions. Minimum two years broadcast sales experience. Marketing or Business degree preferred. Excellent benefits and opportunity for advancement. Send resume with salary history to Ken Bauder, Sales Manager, WDSU-TV, 520 Royal St., New Orleans, LA 70130. An Equal Opportunity Employer.

Sales Manager—South Texas dual network affiliate has real opportunity for aggressive and organized local sales manager. Should have at least 5 years experience in sales or combination sales-production. Send resume to T. Frank Smith, PO. Box 840, Corpus Christi, TX 78403. EOE.

KCRA-TV, California's No. 1 NBC affiliate, seeks an aggressive, knowledgeable television salesperson as National Sales Manager. Minimum two years national television sales or television sales management experience required. Send resume and list of references to John Kuenke, KCRA-TV, 310 10th St., Sacramento, CA 95814. EOE.

If you're a proven successful local streetbeater who isn't looking forward to shoveling snow again this winter, there may be a place for you with a growing VHF affiliate on the sunny Texas Gulf Coast. Only serious winners who like challenges need apply. Resume and sales track record a must. This station is an Equal Opportunity Employer. Box M-151.

HELP WANTED TECHNICAL

Video Engineer—Expanding production facility needs quality minded, production oriented EFP Engineer. Salary commensurate with technical ability. Write or call: Michael Orsburn, Director of Engineering, Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312, 305-587-9477.

Chief Engineer for beautiful west coast VHF operation. Minimum 5 years administrative, five years maintenance background. EOE. Submit resume/references and salary history to Box K-91.

Need the right person to help WIPB-TV install a new transmitter, antenna, STL, and remote control into a new building. Ball State University needs a take-charge individual to supervise 3 engineers and several students and to assist the Chief Engineer. New studio construction in the future plus the many remote telecasts we do will give you valuable experience to prepare you to move up in television engineering management. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306. An Equal Opportunity/Affirmative Action Employer.

Television Engineer. Perform highly skilled electronic work in the maintenance and repair of all equipment associated with television studio and field operations. Must be capable of systems design and modification of existing systems. Top dollar in major market for right person. Must appreciate and respect young people. FCC license not necessary, performance is. Contact: Thaine Lyman, Columbia College of Chicago, 600 South Michigan Avenue, Chicago, IL 60605. An EOE employer.

First Class phone. TV Maintenance Engineer Experienced in studio and ENG. equipment. Salary open. Contact WCBI-TV, PO. Box 271, WCBI-TV, PO. Box 271, Columbus, MS 39701.

Wanted: CMX operator/engineer for expanding full service production company. Knowledge of CMX, digital effects and Ampex 1" important. Excellent career opportunity for self motivated person dedicated to quality production. Send resume to Mark Hanson, Spectrum Video, 3930 Sunset Blvd., Youngstown, OH 44501 or call: 216-782-1144.

We're in the market for a qualified studio and transmitter maintenance technician. We're a growing CBS VHF station in sunny Texas with a commitment to engineering excellence. Send resume and salary requirements to John Schilberg, Chief Engineer, KFDA-TV, PO. Box 1400, Amarillo, TX 79189. An Equal Employment Opportunity Employer.

Television Engineers: Competitive independent in sunny South is seeking maintenance and operations engineers with minimum 5 years TX or MC/STU experience with RCA equipment; digital experience desirable. Send resume and salary requirements to Manuel Marquez, WANX-TV, PO. Box 98097, Atlanta, GA 30029. EEO/AA employer.

Maintenance Tech-Studio 3-4 years experienced Studio Maintenance Tech on following equipment: RCA TK-28, RCA TK-630, Ampex VTR-1200, Sony BVU-200, Grass Valley Switcher 1600 Series; associated Studio equipment. Must hold valid FCC 1st Class License. Send resumes to Thom Johnson, C.E., 3200 Expressway Dr. So., Central Islip, NY 11722. Equal Opportunity Employer.

Television Studio Technician: Responsible for Maintenance of film and TV. equipment in two color studios at state college production center. Assist in supervising productions and control scheduling use of equipment. B.A. preferred. Experience may be substituted for some educational background. Starting salary \$15,000. Applications accepted until December 1. Start January 2. Send resume to Michael Donovan, Communications Department, Bunce Hall, Glassboro State College, Glassboro, NJ 08028. Glassboro State College is an Equal Opportunity Employer.

Assistant Chief Engineer, Louisville independent UHF station, looking for an assistant chief engineer with heavy maintenance on RCA reel to reel, cart, studio cams, film chains and RCA UHF transmitters. Excellent opportunity to move up to a top 40 market in an all new broadcast facility. Please send resume and salary history to: Mr. Mark Dauer, Director of Engineering, WDRB-TV, Independence Square, Louisville, KY 40203. EEO Employer.

Radio/TV Engineering, University of Florida. Two positions available. Requires a Bachelor's Degree in Electrical Engineering and one year of electronic engineering experience or graduation from high school and five years of experience in radio and/or television electronics. Experience in medical and clinical TV production preferred. Salary \$16,265 to \$21,882 commensurate with experience. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611 by November 24, 1980. Requests must refer to position identification number 41104 in order to guarantee consideration. Equal Employment Opportunity/Affirmative Action Employer.

HELP WANTED TECHNICAL CONTINUED

Maintenance Engineer, qualifications: FCC 1st phone, 3 to 5 yrs. experience in UHF Xmt, Microwave gen. studio maint. New STV affiliation promises rapid growth potential. Excellent fringe package, salary negotiable. Call Jerry Gerrits 1-617-852-0027 WSMW-TV, Worcester, Ma.

Maintenance Engineer with 3-5 years experience in all phases of television. ENG, and installation. Grow with group owned stations in South Florida. EOE. Contact Chief Engineer 305-655-5455.

Video Engineer. Syracuse University needs an evening video engineer with a strong background in production and quad video editing. An AAS in electronics or equivalent combination of education and experience is required. The application deadline is Dec. 1, 1980. Send resume to: Syracuse University, Personnel Dept. Skytop Offices, Syracuse, N.Y. 13210. Phone: 315-423-2463. Syracuse University is an Equal Opportunity Affirmative Action Employer.

Evergrowing operation is seeking an individual with at least 5-10 years maintenance experience to become an Assistant Chief Engineer of a large east coast market television station/production company. Only those with broadcast maintenance experience need apply, send resumes to Box M-126.

Director of Engineering. KCET/28 is looking for someone to hire, train, supervise, and evaluate the engineering staff, plan & design technical facilities, and administer FCC rules and regulations. Should have five years experience as major market TV Chief Engineer, FCC 1st class license, knowledge of digital technology, and a degree in electronics or Electronic Engineering is preferred. If interested please send resume and salary history to: N. Rishagen, Personnel Department, 4401 Sunset Blvd, Los Angeles, CA 90027.

HELP WANTED NEWS

Sound and lighting technician for ENG news crew in Washington, D.C. Entry level and .modest experience considered. Opportunity to learn shooting, editing and other skills. Resume to Box M-154.

Anchor-Producer. Need experienced broadcaster for 10 p.m. newscast. Well rounded background required. Send resume and tape to: Graham Smith, News Director, KATC, PO Box 3347, Lafayette, LA 70502. Equal Opportunity Employer.

TV News Director: WLBT, Mississippi's award winning news operation is looking for a top notch person to direct our News Department. This person must be a strong motivator and teacher for a young staff that is gifted with talent and potential but limited in experience. Must have a solid knowledge of News, both gathering and producing. Send resume and salary requirements to: General Manager, WLBT-TV, Box 1712, Jackson, MS 39205. No phone calls accepted. An Equal Opportunity Employer.

Metereologist Opening. Group seeks experienced, on air person, excellent future and benefits. Finest state of the art equipment. Deg and exp req. EOE. Send resume and letter to Box M-155.

Director of News Programs. Leading news station in the Intermountain West has an opening for an experienced person to direct production of live news shows and other related programs. Send resume and tape to Lucy Valerio/Personnel/EOE, 2185 South 3600 West, Salt Lake City, UT 84119.

News Director. California station (top 30 market) seeking highly creative, innovative News Director who has produced magazine or entertainment program. Send resume: Box 47035, Dallas, TX 75247.

Talk show co-host for live morning show in 22nd market in Northern California. Must articulate and produce lively program. Experience necessary. Send resume and cassette to: Henry Urick, Program Manager, KOVT-TV, 1216 Arden Way, Sacramento, CA 95815. Equal Opportunity Employer/M-F.

Expanding news bureau in the nation's capital is looking for a reporter strong on gathering and enterprise abilities. Excellent stepping point to network or top ten market position. Reports will be seen on major and medium size television outlets through out the nation. Tape and resume to Suite 816, 400 First Street, N.W., Washington, DC 20001.

News Positions—Weekend News Anchor and Morning News/Weather Anchor. Send resume and tape to Mike McDonald, KSWO, P.O. Box 708, Lawton, OK 73502. EOE.

Director Position Open. We produce highly paced visual newscast. Experience req. EOE. If you're creative, work well with others and are looking for the opportunity to grow with us, send resume and salary requirement to Box M-157.

Weekend Anchor/Reporter—We're looking for an experienced broadcast journalist ... ideally someone who's currently anchoring, and would like to work in a live and helicopter-equipped 23-person newsroom. Resumes and tapes to: KBMT-TV, P.O. Box 1550, Beaumont, TX 77704.

News Leader Seeks reliable, experienced people. Street reporter/photographer to write, report, edit, and shoot as part of team. Photographer will shoot, edit, maintain ENG equip. Great opportunity for hard workers. Reply c/o Doug Weathers, PO Box 8086, Savannah, GA 31412 or 1-912-232-0127. EEO/Affirmative Action.

Immediate Weather Opening. Deg. and exp req. EOE. If you know how to present the facts clearly and concisely and want to work with the best equipment and news department in the midwest, send resume to Box M-156.

News Director for medium market affiliate. Needs strong leadership, content and production abilities for fast-growing television operation. An equal opportunity employer. Send resume and salary expectations to Box M-124.

Talk show host-reporter for Monday through Friday Live at Five program. Experience preferred. Tape and resume to News Director, WISC-TV, 4801 West Beltline Highway, Madison, WI 53711. EOE.

Washington, D.C. news bureau offers good salary and benefits in a fast paced news operation working for local TV news through out the nation. Must have at least two to five years in daily news camera operation. Box M-152.

Reporter/Anchor. Will anchor or co-anchor weekend newscast. Must be able to produce a show as well as report. Three days a week. Excellent opportunity for advancement with group. Deg. and exp. req. EOE. Send letter and resume to Box M-153.

Reporter Position open immediately. Individual must be thorough and thoughtful journalist. Only aggressive, capable people need apply. Deg. and exp. req. EOE. If you're the right person send resume and detailed letter of news philosophy to Box M-150.

Anchor: Winning Top 100 affiliate in SE needs anchor for 6 and 11 p.m. news. Send resume to Box M-130.

KTTC-TV needs experienced television journalist to co-anchor/produce early and late evening news. Send resume and audition tape to news director, KTTC-TV, 601 First Avenue SW, Rochester, MN 55901.

Aggressive reporter for medium market. Resume only, Jonathan Peterson, Box 28253, Washington, DC 20005.

Group owned company with 7 midwestern TV and radio outlets in the market for top-notch air people. Applications accepted for anchors, reporters, TV and radio sports. Equal opportunity employer, excellent fringe benefits and salary structure plus chance to advance. M/F Box M-127.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

General Assignment Reporter—Minimum one year experience. Send tapes and resume to Personnel Director-Broadcasting, P.O. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Producer/Director/Writer: We're seeking experience, talent, and enthusiasm—someone skilled in location and studio tape production. Whatever it takes to produce a selling commercial from concept to completion, you'll have the freedom to do your best! Join our staff of award-winning producers in a unique southeast medium market. Show us your resume. EOE. Box M-158.

Television Arts Series Producer/Director. Duties: Produce arts magazine series; including planning and researching; coordinating recording of remote and studio segments; writing scripts and copy; remote and studio direction; 3/4", 1" and 2" videotape editing supervision; budgeting; possible on-camera work. Requirements: At least four years television production experience; two years producing experience; two years directing experience; two years experience in arts activities. Send resume, demo tape and sample scripts to: Chris Cochran, KVIE Executive Producer, P.O. Box 6, Sacramento, CA 95801. Salary Range: \$15,000-\$20,000. Deadline: November 28, 1980. EOE/AA.

ENG Photographer/Editor for top rated prime time magazine in a top ten market. E.O.E. If you have a minimum of one year experience with highly-produced features, can work well with music, care about quality and have a tape to prove it, send your resume to Box M-57.

Assistant Manager, broadcast operations for N.J. Public Network. Responsible for scheduling of crews and facilities. Library and tape operations, and other activities. Seeking technical and production experience. Organizational aptitude, and ability to work with people. EOE. Send resume and salary history to Michael Mitrano, NJPTV, 1573 Parkside Avenue, Trenton, NJ 08638.

Promotion Director for the CBS affiliate in Portland, Oregon; named the country's most liveable city. You need solid credentials in creative station promotion, including TV & radio spot production, publicity and print advertising. We are an equal opportunity affirmative action employer. Applications from women and minorities are encouraged. Send detailed resume tape and work references to Bob McGill, Personnel Manager, KOIN-TV, 140 SW Columbia, Portland, OR 97201 or call 503-243-6647.

Camera Operator/Editor for film/video production unit of major land-grant university. Produce, direct, shoot, and edit television news features, P.S.A.'s, and documentary/informational films. Degree in film/TV or related area plus 2 years experience in film/video required. Salary range starts at \$13,420. Contact Leonard Herr, Employee Relations, Virginia Tech, Blacksburg, VA 24061 by December 19, 1980. An Equal Opportunity/Affirmative Action Employer.

Associate Producer/Spanish Consultant—WBZ-TV Boston. Initiate, research and prepare story ideas for daily, half-hour prime time access magazine. Supervise field production and videotape editing. Liaison between Hispanic community and production unit. Requires college degree and minimum one year field production experience, fluent in Spanish and English, familiarity and contacts in New England area. Salary range \$15-17,000. Send resume and cassette (no phone calls please) to Susan Levit, Producer—Evening Magazine, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. An equal opportunity employer.

Wanted: Strong Producer/Director; minimum 2-3 years experience. Able to handle field and studio production; field, news and studio directing. EOE. Resume only-no calls please, to Executive Producer, KDKA-TV, One Gateway Center, Pgh., PA 15222.

Video production facility expanding into the Tampa, Florida, market needs experienced videotape editor. National clients and state-of-the-equipment. Will consider creative film editor who wants to move to tape. Call 813-237-1200, or send resume to: Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL 33603; Attn: Tony Kennedy.

Promotion Director—Group-owned network-affiliated VHF in top 60 market seeking experienced and creative individual to head department. Production experience in radio, print and outdoor a requirement. Excellent salary, benefits and creative independence. An Equal Opportunity Employer. Send resume to Box M-114.

SITUATIONS WANTED TECHNICAL

Facility design, construction, maintenance, field engineering services. Twenty years experience: TV, FM, AM, international shortwave. Will consider responsible permanent position. Jim Cason, POB 1254, New Bern, NC 28560. 919-638-5956 or leave message 919-745-3367.

SITUATIONS WANTED TECHNICAL CONTINUED

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

SITUATIONS WANTED NEWS

Lead Anchor—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV news operation. Box K-182.

Print Journalist, 2 years experience as Washington Post news aide Rolling Stone Magazine researcher, seeks beginner spot as TV reporter-deskman. Age 24, degree, college background in radio, film, video. Mike Maloy, 8313 Meadowlark, Bethesda, MD 20034, 301-365-8065.

Experienced T.V. news writer seeks reporting position in entry level market. M.A. Journalism, ENG reporting, talented and aggressive. Box M-10.

Sports Anchor/Reporter whose knowledge is unsurpassed seeks position in major league city. 5 years sports reporting experience in Los Angeles. Larry Kahn, 18047 Collins St., Encino, CA 91316. 213-343-6629.

Desk Assistant. '79 Syracuse broadcast journalism grad seeking entry level position. Have ENG experience. Contact Patrick Manturi 201-647-3396 anytime or 201-234-0062 mornings.

Top Pro News Director seeks new challenges. Boosted Nielsen's at current top 50 station from poor three to one in two years. Excellent news background includes 10 years as network correspondent. An aggressive staff motivator and competition beater. Box M-98.

Aggressive Sports Director looking for station committed to sports. Proven winner in this medium size market. Former All Big-10 Athlete. Currently Sports Director/Anchor/Reporter, plus PBP, reporting, and commentary for Statewide TV Sports Network. Excellent references and tape. Box K-191.

Your search is over. You've found your next producer, reporter, or assignment editor. Five years experience: reporter/producer television talk show, radio anchor, reporter, talk host. Master's—Kiplinger Program in Public Affairs Reporting, Ohio State University. 614-451-3772.

Energetic, creative, ambitious, hard-working, experienced female radio news reporter seeks television reporting position. Degree. Law/government specialty. Refreshing style. Box M-149.

Talented TV sportscaster looking for low-key, high morale operation to settle down in. If you have the opening, I have the tape and resume. Box M-146.

Sports Director. Four years broadcasting experience. Looking for challenging sports assignment, medium to large market, major college or pro sports town. Reporting and/or anchor. Innovative, hard-working, talented. Call Jeff 614-864-2810.

Weathercaster position wanted, 3 years on air. Experienced with color radar, FAX and KK's. If you want someone that enjoys weather and you have severe weather seasons then write Box M-117.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Production Technician. Thoroughly experienced in every aspect of EFP studio production. Extensive lighting and audio production plus design. Will relocate. If you need total dedication call Gilbert Hammer 914-277-3948.

Producer-Director, over 20 years experience in markets 70 to 85... all phases production, up through Production Manager. Willing to re-locate anywhere, any market size. Call Collect: Bill 417-887-2250.

Young go getter, Don Martin school communications graduate, seeks entry level position, television operations. Contact Gregory Lichtenson 212-228-9029.

Children's program or Country and Western show. Singer and entertainer. Excellent background in TV kid shows, Country music, radio and records. Kenny Roberts, Hill, NH 03243. Phone 603-934-4309.

First Phone, light studio operations experience (Audio-Video). Prefer heavy work schedule rather than: paid vacations, medical benefits, pensions, coffee breaks, and easy living. Alan, 516-767-6212, days.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHER

Television Traffic Personnel. Nationally recognized firm in the broadcast automation industry is looking for personnel experienced in television traffic responsibilities to install our Broadcast Computer System. Thorough knowledge of station contract management, avails, log preparation, etc. is necessary. Extensive travel will take you throughout the U.S. to our customer sites where you will instruct station personnel on the use of our system. Salary \$15,000. Travel expenses paid. 404-633-0804. Atlanta.

HELP WANTED INSTRUCTION

Assistant Professor to teach telecommunications operations/management plus courses such as writing, research and general broadcasting. Masters degree and operations/management experience required. Preference given to the person with a record of outstanding industry experience or a Ph.D. with a record of outstanding teaching experience. Tenure track, beginning August 15, 1981. For full description contact Bruce Linton, 217 Flint Hall, University of Kansas, Lawrence, KS 66045 by January 15, 1981. An equal opportunity affirmative action employer. Applications are sought from all qualified people regardless of race, religion, color, sex, disability, veteran status, national origin, age, or ancestry.

R-TV/Instructor, Effective 9/1/81, \$13,500+ 12 mo. academic year. Non-tenured track. Bachelor's degree (BSEE, BS or BA with professional and technical background) is preferred. Repair and maintain R-TV lab equipment, teach basic courses in R-TV production and operations. Practical working knowledge of sophisticated broadcasting equipment is prerequisite. Forward applications and resumes to Charles Proctor, Chairman, Communication Dept., U.T.-Arlington, Box 19107, Arlington, TX 76019 which must be postmarked by March 15, 1981.

Assistant Professor to teach television production plus other courses in tele-communications. Master's degree plus experience and expertise in TV production, especially in EFP and editing. Preference will be given to the person with either a record of outstanding industry experience or a Ph.D. with outstanding teaching experience in this area. Anticipated tenure track position, beginning August 15, 1981. For full description contact Bruce Linton, 217 Flint Hall, University of Kansas, Lawrence, KS 66045 by January 15, 1981. An equal opportunity affirmative action employer. Applications are sought from all qualified people regardless of race, religion, color, sex, disability, veteran status, national origin, age or ancestry.

The Annenberg School of Communications at USC announces three full-time faculty positions available for Fall 1981, rank and salary negotiable. Computer and telecommunication technologies in organizations and society—design, implementation, management or evaluation. Telecommunication policy—politics and economics. Mass communications—media effects, the sociology and economics of media institutions, information campaigns, communication networks, or public or political communications. These positions require a Ph.D., strong scholarly credentials, empirical research, interest in applications of research to practices and policies, and excellence in teaching. Apply by sending vita and statement of interest by February 15 to William H. Dutton, Chair, Faculty Search Committee, Annenberg School of Communications, University of Southern California, Los Angeles, CA 90007. An equal opportunity/affirmative action employer.

Communications Chair in Nation's Capital: Mount Vernon College seeks a talented, dedicated teacher, broadly trained with special expertise in production or journalism, to guide a new and growing interdisciplinary program in communications, Ph.D. preferred, rank and salary open, tenure opportunities. AA/EOE. Send resumes and references to the Office of Academic Affairs, Mount Vernon College, 2100 Foxhall Road, N.W., Washington, DC 20007.

Three tenure track positions, Assistant Professor level, to be open August 1981, to staff courses in news writing, reporting, editing, editorial writing, magazine writing and editing, advertising and public relations, press law and international communications. Candidates should have strength in combination of those areas. Media experience. M.A. required; Ph.D. preferred. CV, references to Dr. A.L. Lorenz, Head, Department of Journalism and Mass Communications, Box 3J, New Mexico State University, Las Cruces, NM 88003. Deadline: December 31, 1980. NMSU is an Equal Opportunity/Affirmative Action Employer.

Broadcasting: Assistant/Associate Professor, Tenure-track position for Fall 1981. Required: Masters degree. Doctorate preferred. Will teach basic and advanced television courses: production, writing and promotion. Should have knowledge of radio and cable, plus at least 3 years professional experience. Application deadline: April 1, 1981. Send application, resume, transcripts and three letters of recommendation to Dr. Ed Paulin, Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74078. An Affirmative Action/Equal Opportunity Employer.

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. For information, write Dean, School of Communication, The American University, Washington, DC 20016. An Equal Opportunity and Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted—Used 5 KW and/or 10 KW AM transmitter 615-967-7471.

We need a 1970-72 vintage PC70 in top shape that has been used only in studio. KNOP-TV North Platte, NE. 308-532-2222.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

FM Equipment, Spectrosonic 610 comp limiter; Microtrack 6401 stereo preamp, Wilkinson SR 20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery Delstar Systems, 713-776-0542.

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215-379-6585.

1 KW AMS-RCA BTA IR1, Collins 20V3, 1 1/2 yr. old CSI. Will guarantee. M. Cooper 215-379-6585.

5 KW FM-RCA BTF 5B, good working order w/versicount exciter. M. Cooper 215-379-6585.

Ampex VR 2000 Video Tape Machine, (4) GE Camera Chains, (6) Vectorscopes, (6) PC-70/60 Phillips Cameras, (1) 35 Ft. Mobile Unit with 5 PC-70 Cameras, capabilities for 2 additional Hand-Held cameras, inventory list available. Contact: Jim Richards, ABC, 40 West 66 Street, New York, NY 10023. 212-887-4906.

5 KW AM Collins, 820 E1, 4 yrs. old, w/proof, many spares. Mint. M. Cooper 215-379-6585.

Broadcast Systems Inc. Television System Planning and Equipment. For technical assistance or quotations call 800-531-5232 or 512-836-6011.

RCA TR-70Cs (2) for sale—with CAVEC, DOC, editor, auto tracking, B/W Monitor. Contact Bill Ebell, 201-767-1000.

FOR SALE EQUIPMENT CONTINUED

Mini-Van Dodge Tradesman 200-3 year old (15,000 miles) Air-conditioned, insulated, carpeted, ideal for cable-TV, for news gathering or remote production, 2 Ikegami's HL-35 mini-cams, 1 CDL Switcher, syng gen., 1 color monitor, four 9" conrac monitors, VDA's, PDA's, lights, mikes, tripods, completed wired ready to go, extras. Best offer over \$50,000. Call: Ernie Panos 9:30 to 6:00 p.m. 312-236-5535.

GE TT-25 UHF-TV Transmitter, 2 ea \$35,000.
RCA TT-10AL VHF Transmitter—\$5,000.
RCA TT-35CC VHF Transmitter—\$20,000.
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Complete film island—\$30,000.
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GE PE-350 Color Cameras—ea. \$4,000.
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CVS 520 Time Base Corrector—\$8,500.
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Ampex 1200 A VTR's—ea. \$22,000.
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30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

10 kw Electronic Research Isocoupler, 340' Andrews, 3' Heliac, 12 bay, 24 element, Gates FMA-12/300G-12 FM Antenna on 95.7. Galen Gilbert 214-272-0322.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

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Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227

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"Phantastic Phunnies"—month's 400 hilarious, topical 'phunnies' ... \$2.00! 1343-B Stratford, Kent, OH 44240.

Comedy/Personality Jocks: Write for our amazing audio sample kit. See "Miscellaneous" ad for LA, Air Force.

"Comic Relief." Just for laughs. Bi-weekly. Free sample. While Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801 213-438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

FM frequency search \$200 Larry D. Ellis, P.E., Box 22835, Denver, CO 80222.

Five volume production library jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit \$1.00 (refundable) LA, Air Force, Box 944-B, Long Beach, CA 90801.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611 call collect 312-944-3700

The Chicago Professionals will review, edit, and critique, your tapes and resumes—we'll pull no punches! Rush materials and \$20 to air Check/Resume Critique Service, Box 87121, Chicago IL 60680.

Air Checks of America's Top Jocks! Collectors and current air checks! Send for free catalog—Air Checks Unlimited, Box 87121, Chicago, IL 60680.

Where are the Jobs? Subscribe to "Job Openings" and find out. The most extensive current job listings available anywhere! Send \$25 for 13 weeks/or \$45 for 26 weeks to: Job Openings, Box 87121, Chicago, IL 60680.

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Nostalgia: 1920/1970—Music! Features! Events! \$18.75 per week! "Demo" Tape: R.T.W.I.W. Box 174, Jacksonville, TX 75766.

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Bill's Car Care, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312-579-9578.

Two ½ Hour Christmas Program Specials. "Christmas in the Air" features readings by James Mason, Claire Bloom, Alec Guinness. Beautiful exciting music. "Moods of Christmas" features a variety of music in an audio extravaganza. Compatible with any format. Call 213-939-3140 or write: Voxel, 5670 Wilshire Blvd., Los Angeles, CA 90036.

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry World Wide Bingo—PO Box 2311, Littleton, CO 80160. 303-795-3288.

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Radio Jobs!!! Jobs!!! Jobs!!! "Anywhere in the U.S." guarantee placement service write: NYMO Consultants, Box 852 Saco, ME 04072.

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Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

KIIS Broadcasting Workshop in Hollywood Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by top LA, radio-TV teaching broadcasters. Evenings or day sessions. KIIS Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 212-462-5600. "Where tomorrow's broadcasters are today."

RADIO

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To live the good life, contact

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50,000 Watt KSTP-Minneapolis/St. Paul is conducting a nationwide talent search for an experienced talk personality with proven track record.

Send tape and resume to:

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Manager
KSTP-AM
3415 University Avenue
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Equal Opportunity Employer

**KSTP 1500
NewsPlusRadio**

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR/TALK SHOW HOST

Southeast medium-market country music station seeks professional program director who can relate to market and host community involvement talk/phone show. Highly successful station in growing group. Box M-141.

Help Wanted Technical Continued

TV VIDEO TAPE OPERATOR

Experienced in quad VTR's and editing. Send resume with salary history to: Bill Vanscyoc, Chief Engineer, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

Help Wanted News Continued

ASSIGNMENT EDITOR

Looking for an experienced assignment editor to run major market top ten desk. Must have conceptual skills and be able to coordinate more than a dozen crews. Management position with good salary and benefits. Please send resume to Box M-147. E.O.E.

PROGRAM DIRECTOR TOP TEN MARKET

50,000 watt powerhouse going country January first. We're looking for the nation's best radio programmer to become part of our team. All new facilities, plus great group benefits. Rush tape and resume to PO Box 2424, Springfield, VA 22152. M/F. EOE.

Help Wanted News

REPORTER/CO-ANCHOR

needed immediately for station in 38th market. Excellent benefits. Person must have solid journalistic background, good communicative abilities, creative background. Salary negotiable. Send resume, VTR cassette, salary requirements to News Director, WOTV, Box B, Grand Rapids, Mich. 49501. EOE.

Help Wanted Programing, Production, Others



PM Magazine co-host needed to work with personable female in top 25 market. Must be energetic with positive personality and strong desire to be part of the team. The ability to write and produce features a must. Send resume to Box M-50. An Equal Opportunity Employer.

PROGRAM DIRECTOR FOR TOP COUNTRY FM

KSCS, Dallas-Fort Worth, one of America's highest rated country music radio stations is seeking a Program/Production Director. If you have three years of programming experience, a solid knowledge of Country Music, are skilled at managing people, have a flair for creative writing, understand ratings, and can create effective outside/off-air promotions, send resume, tape of production samples, and track record to Vern Ore, Station Manager, KSCS, 3900 Barnett St., Fort Worth, Texas, 76103. An 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.

Situations Wanted Management

HAVE 50,000

and 20 years' major market sales and management experience to invest as a working partner in a local radio station. A truly professional broadcaster, capable of assuming the day-to-day operations of the facility and making it a winner. Box M-116.

TROUBLESHOOTER/ INVESTIGATIVE REPORTER

Top ten market. Looking for someone who has that rare combination of TV appeal and journalistic excellence. Must have flair and exhibit a gutsy approach. Full investigative department and strong commitment. Looking for experienced pros only, general assignment reporters with occasional investigative work need not apply. Excellent salary. Please send resume to Box M-142. E.O.E.

PRODUCER/DIRECTOR

The person we seek must be a creative, motivated individual with demonstrated skills in all forms of high quality studio and remote production. Applicant must possess strong skills in electronic field production and post-production. Ability to interact, manage and communicate effectively is a must. Imagination, leadership and skill in using "state of the art" electronics are also major requirements. Send resume and tape to: Ed Piette, Executive Producer, WDIV, 622 Lafayette Blvd., Detroit, MI 48231.

TELEVISION

Help Wanted Technical

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F

NEWS DIRECTOR

KGSC-TV
San Jose



We are looking for the right person to staff and manage a brand new news department and to launch California's best looking prime-time newscast.

This is an opportunity of a lifetime. Send letter with all pertinent information (no telephone calls) to:

John H. Davison
Vice President/General Manager
KGSC-TV
P.O. Box 36
San Jose, CA 95109

Maybe we can get together at the RTNDA, December 3-5.

Equal Opportunity Employer



Co-Host/Producer

This major market sun-belt station is looking for creative self-starters to host its growing PM Magazine show. The individuals selected will have the ability to write and field produce, a superior knowledge of production techniques and a sparkling on-air presentation. On-air experience is required. If you meet these requirements, please send your resume to Box M-121. An Equal Opportunity Employer.

Help Wanted Management

ASSISTANT CONTROLLER

Number 2 financial spot available at top Oakland/San Francisco independent. Supervise all accounting functions and assist Controller. Degree and accounting/broadcast experience required. Send resume to: Gretchen Carlisle, Personnel Manager, KTVU-TV, One Jack London Square, Oakland, CA 94607. We are an Equal Opportunity Employer M/F.

Situations Wanted News

WEATHERMAN/REPORTER

Looking for a full time position, any location, combination weather and reporting. Unique presentation. Concise and informative, yet easily understood by viewers. Masters in journalism. Good appearance, likable, and willing to work. Let's talk! Michael Scott Blue 615-331-9757.

Situations Wanted Programing, Production, Others

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with top network entertainment credits, extensive news experience, and a distinguished history of creative excellence seeks field and/or line opportunity with network or syndicated show. New York based. Will travel. If you like human interest, you'll love my product. Box M-137.

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Help Wanted Programing, Production, Others

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PROFITABLE NEWSLETTER FOR SALE

geared for broadcasters-
 very low overhead-high growth potential
 with custom computer mail list program
 ideal for added or prime income
 reasonably priced
 Box M-148

SATELLITE TRANSPONDER

Time available on major communications satellite. Call David Glassman 212-243-0334.

Public Notice

The Town of Rye in Westchester County, New York, invites applications for Cable Television Franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until February 2, 1981. All applications received will be available for public inspection during normal business hours at Rye Town Rooms, 10 Pearl Street, Port Chester, N.Y. 10573.

Frances C. Nugent
 Town Clerk
 10 Pearl Street
 Port Chester, N.Y. 10573
 (914) 939-0250

The Village of Port Chester in the County of Westchester, State of New York, invites applications for a cable television franchise. Applications are to be prepared and submitted in accordance with a "Request for Proposal" available from the undersigned. Applications will be accepted until January 21, 1981 at 10 A.M. All applications received will be available for public inspection during regular business hours at the Village Hall, 110 Willett Avenue, Port Chester, New York.

Richard A. Falanka
 Village Clerk
 110 Willett Avenue
 Port Chester, N.Y. 10573
 (914) 939-5202

PUBLIC NOTICE

The Long-Range Planning/Legislation Committee of National Public Radio will meet on Friday, November 21, 1980, in Washington, D.C. The meeting will be held in the Board Room of the Embassy Square Hotel, 2000 N Street, N.W. from 9 a.m. to 6 p.m. The primary item of business will be long-range planning for the next year.

The Programming Committee of National Public Radio will meet on Tuesday, December 9, 1980, in San Francisco, California. The meeting will be held at the Amfac Airport Marina Hotel, 1380 Bayshore Highway, from 9 a.m. to 4 p.m. The primary item of business will be program planning for FY 82.

For further information concerning these meetings, please contact Ernest T. Sanchez, NPR General Counsel at (202) 785-5369.

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Daytimer, or C.P. for AM or FM. All replies confidential. Brokers welcome. Box M-118.

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- Ala. 1000 watt fulltime. \$200,000. Terms
 - 1000 watt daytimer. SE KY. \$300,000.
 - 1000 fulltimer. Tenn. Chattanooga area. \$350,000.
 - 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
 - Fulltimer. West Virginia. \$275,000.
 - Daytimer. Middle Tenn. Medium size town. \$290,000.
 - Daytimer. Fort Worth powerhouse. \$1,000,000.
 - AM/FM Eastern Kentucky. \$360,000.
 - Daytimer, N.C. Missouri. \$380,000.
 - AM/FM in Northwest Mississippi. \$360,000.
 - Fulltimer near Charlotte, NC. \$600,000. Terms.
 - Daytimer. Good dial position. Central Florida. \$280,000.
 - UHF-TV-C.P., in the Deep South. At cost—\$250,000.
 - 1,000 watt daytimer. Southern Utah. \$330,000. Terms.
 - UHF-TV in Central Iowa. "Turn key job." \$320,000.
 - NW Florida. C.P.—\$100,000 at cost.
 - Atlanta area. 5,000 watts. \$470,000.
 - 3,000 watt FM. Southern Arkansas. \$380,000.
 - Class C in single FM market. Montana. \$510,000. Terms.
 - AM/FM in NE Oklahoma. \$1,100,000.
 - AM/FM in NC Louisiana. \$320,000.
 - Class C. Near city. Midwest. \$700,000.
 - 250 watt daytimer. NE La. \$250,000.
 - Cable TV Southern Alaska. Small. \$110,000. Terms.
 - AM/FM. N.E. Louisiana. \$25,000 down.
 - 500 watt daytimer. Single market station. CA resort area. \$430,000.
 - Fulltimer. Major market Idaho. \$660,000 terms.
 - Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
 - Two AM's. CA. fulltimer and daytimer.
 - AM/FM in No. Mich. \$190,000.
 - Louisville area daytimer. Terms. Small DP.
 - Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
 - VA. Coastal. Attractive. \$800,000.
 - Powerful daytimer in Northern Michigan. \$430,000. Terms.
 - Fulltimer. Dominant. Metro. TX. \$1,200,000.
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For Sale Stations Continued



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MW Small FM \$385K Terms	Jim Mackin (312) 323-1545
S Small AM/FM \$800K 29%	Bill Cate (904) 893-6471
MW Small AM/FM \$1,100K Nego.	Peter Stromquist (218) 728-3003
W Medium AM/FM \$750K \$150K	Ray Stanfield (213) 363-5764
W Metro AM \$350K \$75K	Corky Cartwright (303) 741-1020

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga 30341

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OK	AM & FM	975K	Small
IL	Daytime AM	660K	Suburban
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CO	Daytime AM	300K	Small
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Fulltime AM, Class A FM

Single station market, Texas. Excellent cash flow—Principals only. \$700,000—terms. Box M-128.

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5000 Watt

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Payable in advance. Check or money order only (Billing charge to stations and firms \$2.00)

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) *c/o* BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. *Blind Box* numbers: Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted 70c per word \$10.00 weekly minimum Situations Wanted (personal ads) 40c per word \$5.00 weekly minimum All other classifications 80c per word \$10.00 weekly minimum *Blind Box* numbers: \$2.00 per issue

Rates: Classified display, Situations Wanted (personal ads) \$30.00 per inch All other classifications \$60.00 per inch For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Books
for
Broadcasters

T418. **HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

T469. **ALL-NEWS RADIO** by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$16.95**

T421. **HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear of all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment," and how to convert a "No" to a "Yes." 320 pages. **\$12.95**

T423. **MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 30 years as a broadcaster. 288 pages, illustrated. **\$12.95**

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Apollo 8 crew
Yasir Arafat
Neil Armstrong
Alben Barkley
Bernard Baruch
Menachem Begin
Hugo Black
H. Rap Brown
Avery Brundage
William Jennings Bryan
Lloyd Bucher
Warren Burger
Alexander Butterfield
Al Capp
Hugh Carey
Stokely Carmichael
Andrew Carnegie
Rachel Carson
Billy Carter
Jimmy Carter
Pablo Casals
Fidel Castro
Eugene Cernan
Neville Chamberlain
Cesar Chavez

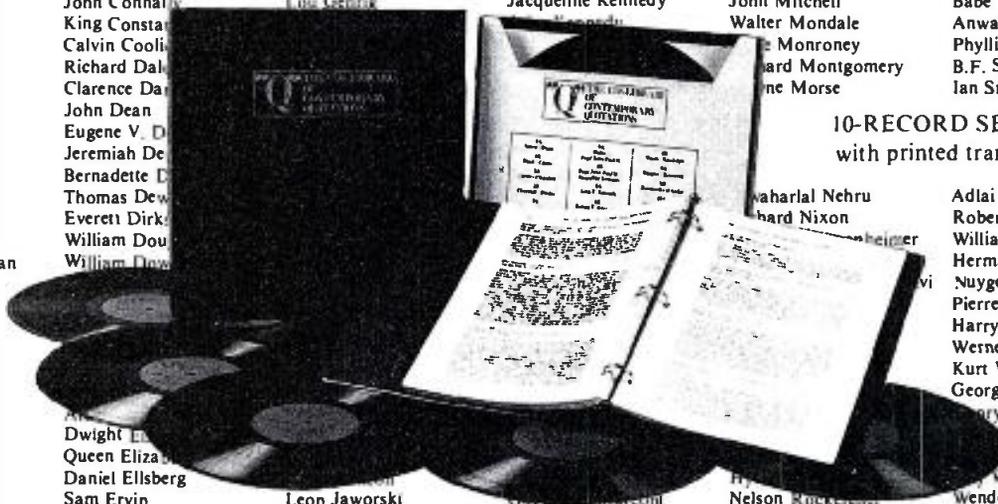
Winston Churchill
Eldridge Cleaver
William Colby
John Connally
King Constantine
Calvin Coolidge
Richard Daley
Clarence Danaher
John Dean
Eugene V. DeLoach
Jeremiah DeLoach
Bernadette Devine
Thomas Dewey
Everett Dirksen
William Douglas
William French
Dwight D. Eisenhower
Queen Elizabeth II
Daniel Ellsberg
Sam Ervin
Medgar Evers
James Farmer
Orval Faubus
Gerald Ford

Betty Friedan
Milton Friedman
J. William Fulbright
Luis Gallo
Leon Jaworski
Pope John Paul II
Hugh Johnson
Lady Bird Johnson
Lyndon Johnson

Vernon Jordan
George Kennan
Edward Kennedy
Jacqueline Kennedy
George C. Marshall
Jan Masaryk
Eugene McCarthy
Joseph McCarthy

George McGovern
George Meany
Golda Meir
John Mitchell
Walter Mondale
Ronald Reagan
Richard Montgomery
John F. Kennedy
Maharaj Nehru
Richard Nixon
Nelson Rockefeller
Will Rogers
George Romney
Eleanor Roosevelt
Franklin D. Roosevelt

Theodore Roosevelt
Dean Rusk
Bertrand Russell
Babe Ruth
Anwar el-Sadat
Phyllis Schlafly
B.F. Skinner
Ian Smith
Adlai Stevenson
Robert Taft
William Howard Taft
Herman Talmadge
Nuygen Van Thieu
Pierre Elliott Trudeau
Harry S. Truman
Werner von Braun
Kurt Waldheim
George Wallace
Henry Wallace
Richard Warren
Richard Weicker
Robert Wilkins
Wendell Wilkie
Woodrow Wilson
Duke of Windsor
Sheik Yamani
Andrew Young



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Fates & Fortunes

Media

David Fuchs, VP and assistant to president, CBS-TV, New York, named VP-communications, CBS/Broadcast Group.



Fuchs



Michels

Scott Michels, district manager, affiliate relations, CBS-TV, New York, named VP-station services, affiliate relations.

Douglas Moore, general manager, KMVT(TV) Twin Falls, Idaho, and president of its licensee, KLIX Corp., named general manager of co-owned WJBF(TV) Augusta, Ga. **Lee Paul Wagner**, KMVT sales manager, succeeds Moore as general manager.

Carolyn Wean, news director, KYW-TV Philadelphia, joins co-owned KDKA-TV Pittsburgh as station manager.

Kenneth Mendenhall, sales manager, KOH(AM)-KNEV(FM) Reno, Nev., named general manager.

Carl Rubin, local sales manager, WWWE(AM) Cleveland, joins WCAI(AM) Fort Myers, Fla., as general manager.

Jack McRedmond, station manager, KNCR(AM) Fortuna, Calif., joins WARK(AM)-WWCS(FM) Hagerstown, Md., as general manager.

Paul Vann Ehls, program director, KBOZ(AM) Bozeman, Mont., named station manager.

Larry Thomas, sales manager, WCGC(AM) Belmont, N.C., named station manager.

David Buehrer, director of finance, noncommercial WTTW(TV) Chicago, named VP-finance and administration.

Penny Linneweh, with business department of WMAQ(AM) Chicago, joins WCFL(AM) there as business manager.

Janice Thompson, assistant auditor, North Carolina Department of State Auditor, Raleigh, N.C., joins Capitol Broadcasting there as radio group controller, responsible for WRAL(FM) Raleigh; WHTN(AM)-WKEE-FM Huntington, W.Va.; KMCC(AM)-KISS(FM) San Antonio, Tex., and Tobacco Radio Network and North Carolina News Network, both Raleigh.

Robert Genua, director of human resources for Learning Systems Division, Xerox Corp., New York, named VP-human resources planning, Warner-Amex Cable Communications there. **Tom Courtney**, field sales representa-

tive, Hoover Co., joins Warner Amex as sales manager responsible for direct subscription sales in Cincinnati.

Michael Burcham, systems manager, MetroVision, Temple, Tex., named manager of operations for company's Chicago area systems. **Charles Michael Fanning**, assistant manager of MetroVision in Temple, succeeds Burcham.

Vince King, VP, Cox Cable, based in Chicago, joins Matrix Enterprises, Franklin, Tenn., as VP-operations.

Dean Gilbert, account executive, A.C. Nielsen Co., Chicago, joins Continental Cablevision, Detroit, as regional sales manager.

Alex Papagan, former director of marketing, Acton Corp., Acton, Mass., joins Colony Communications, Providence, R.I., cable systems operator, in same capacity.

Joseph Nagl Jr., from GTE, joins General Cable, Greenwich, Conn., as area sales manager for Hawaii, based in Honolulu.

Charles Hayes, senior analyst, Harte-Hanks Communications, San Antonio, named corporate director, financial services.

Jerome Kersting, manager, internal audit, Taft Broadcasting Co., Cincinnati, named manager, business affairs. **Michael Meadows**, Taft assistant controller, succeeds Kersting, and **Jane Herrmann Paulin**, assistant controller for Taft's Amusement Park Group, replaces Meadows.

Jennifer Arps, director of administration, noncommercial KQED-FM San Francisco, joins Corporation for Public Broadcasting, Washington, as business affairs manager for program fund.

Advertising

Thomas Burke, W. Timothy Love and **Richard Pounder**, account supervisors, Dancer Fitzgerald Sample, New York, named senior VP's:

Bruce Beach and **Charles Lehmann**, management supervisors, Doyle Dane Bernbach, New York, named senior VP's.

Lyle Greenfield and **Cynthia Webber**, associate creative directors, Compton Advertising, New York, named senior VP's.

Account supervisors named VP's at Ogilvy & Mather, New York: **Pattie Deneroff**, **Ann Faison**, **Sue Hudson**, **Donald Lenehan** and **Elizabeth Scofield**. **Venetia Hands**, associate research director, also named VP.

Byron Stanger, account supervisor, Foote, Cone & Belding, Chicago, joins D'Arcy-MacManus & Masius there as VP-account supervisor. **Cheryl Granger**, media buyer, Howard Swink Advertising, Marion, Ohio, joins DM&M, St. Louis, as regional corporate negotiator, media department. **Martha Perry**, media director, Brumfield Gallagher Advertising, Nashville, joins DM&M there as buying supervisor.

Sam White, copy supervisor, Ketchum, MacLeod & Grove, Pittsburgh, named VP.

John Frost, marketing manager, Greenlee Tool Division, Ex-Cell-o Corp., Rockford, Ill., joins Rathke, Blair, Kerns, agency there as executive VP.

Richard Prince, account supervisor, NW Ayer, New York, named management supervisor in Ayer's Detroit office.

Thomas Finch II, account executive, Byer & Bowman Advertising Agency, Columbus, Ohio, joins W.B. Doner, Detroit, as account supervisor.

Joe Foley, former account executive, J. Walter Thompson, New York, joins Cable Spot TV Sales there as director, programing-marketing.

Carl Palmer, senior analyst, Blair Television's NBC sales team, New York, named assistant research director, Blair's ABC green and independent sales teams. **Linda Sula**, KSBW-TV Salinas, Calif., joins Blair's San Francisco office as account executive. **Phillip Murphy**, WTHR(TV) Indianapolis, joins Blair's NBC sales team in Los Angeles.

Martin Daly, account executive, CBS Radio Network, New York, joins CBS Television Sales



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there in same capacity.

S. Wheeler Rudd, general sales manager, WAVE-TV Louisville, Ky., named chairman, sales advisory committee, Television Bureau of Advertising, New York.

Willard Dougherty, former VP-Southeastern sales, Television Bureau of Advertising, forms own TV sales consulting firm, The Dougherty Group, Atlanta.

Frank Nesbitt Jr., underwriter, noncommercial WTTW(TV) Chicago, named VP-development and marketing.

Joseph Berwanger, sales manager, KYW-TV Philadelphia, joins co-owned KDKA-TV Pittsburgh as general sales manager.

Gary Fisher, sales manager, WABC(AM) New York, named general sales manager.

Richard Ramirez, general sales manager, WRKO(AM) Boston, joins KHOU-TV Houston as national sales manager.

Miles Sexton, retail sales manager, KNX-FM Los Angeles, named national sales manager.

Philip Brown, sales manager, WMAL(AM) Washington, joins KDKA(AM) Pittsburgh as general sales manager.

Martha McGuire, account executive, WRKO(AM) Boston, named national sales manager. **Karen Craven**, sales assistant and research coordinator, WRKO. and **Helen Young**, assistant to WRKO's general manager, named account executives.

Ben Roth, regional sales manager, WFAA-TV Dallas, joins KTXA(TV) Fort Worth as local sales manager.

Rick Keilty, national sales manager, WCMH-TV

Columbus, Ohio, named local sales manager.

Edward Kiernan, general sales manager, WCBS-FM New York, joins WCB(AM) there as director of sales.

Jullan Kahn, account executive, KFJZ-AM-FM Dallas, named Dallas sales manager.

Rich Robertson, general sales manager and account executive, KVI(AM) Seattle, joins KSEA(FM) there as sales manager. **Bob Powers**, account executive, KSEA, named retail sales manager and director of co-op sales.

Kurt Mische, assistant sales manager, WQHK(AM) Fort Wayne, Ind., named sales manager.

George Mazarr, senior account executive, WMAQ(AM) Chicago, joins WCFL(AM) there as director, business development. **Sheila O'Connor**, account executive, RKO Radio Network, Chicago; **Dan Lusk**, air personality, WPRZ(AM) Evanston, Ill., and **Kendra Whittle**, account executive, WMMM(FM) Arlington Heights, Ill., join WCFL as account executives.

Peter Saldamando, chief copywriter, Norman, Craig & Kummel, San Juan, P.R., joins KTVW-TV Phoenix as account executive.

Lynne Ajimine, national sales coordinator, KITV-TV Honolulu, named account executive.

David Rolf, from KITV(TV) Honolulu, and **Mike Einstein**, former partner, The Ad Group, Honolulu, join KGMB-TV there as account executives.

Frank DiGiola, WHEN(AM)-WONO(FM) Syracuse, N.Y. joins WIXT(TV) there as account executive.

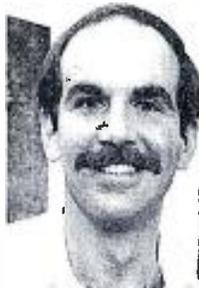
Frank Bilotta, account executive, WJL(AM) Niagara Falls, N.Y., joins WHLD(AM)-WZIR(FM)

there in same capacity.

Richard Hartwig, advertising manager, Roos Atkins, San Francisco department store, joins KTVU(TV) there as director of retail sales.

Programing

John Benedict, VP-director of programing, Radio Arts, Burbank, Calif., named VP-general manager. **Rudy Maugeri**, music director, Radio Arts, named VP.



Benedict



Goldberg

Madelyn Goldberg, director, program development for syndication, Time-Life Television, New York, joins Post-Newsweek Productions' new subsidiary, Post-Newsweek Distribution, as executive VP ("Closed Circuit," Nov. 3). Goldberg will be responsible for sales, marketing and syndication of existing productions and future projects.

Bruce Barnett, senior VP, video division, Time-Life Films, New York, will head study to determine business viability of video publishing for Time Inc.'s books group. **Thayer Bigelow**, senior VP, finance and corporate development, Time-Life Films, assumes Barnett's post until project is complete.

Regina Dantas, VP-international sales, Viacom, New York, joins CBS Cable there as managing director, international. **Brian Neuwirth**, assistant director, operations finance, CBS Records, New York, named assistant director, finance, CBS Cable.

Bob Gautier, manager, on-air promotion, NBC-TV, New York, joins Premiere, pay TV company, Los Angeles, in same capacity. **Corey Bender**, Western manager, *Marketing and Media Decisions* magazine, Los Angeles, joins Premiere as account executive, sales department.

Jonathan Shapiro, account executive, Telepictures, New York, **Grant Norlin**, head of Multimedia's Eastern office there, and **Jim McGillen**, VP-sales manager, Blair TV, Chicago, named VP's, Telepictures's domestic television division, New York. **Scott Carlin**, manager, video programs, ABC Travel Network, joins Telepictures, New York, as account executive with national responsibilities.

Norman Hecht, head of Information & Analysis Inc., Hicksville, N.Y., joins USA Network, cable program service, as consultant. He will advise on marketing, programing, scheduling, development and direct negotiations with syndicated research firms on design of surveys and audience measurements. Hecht, longtime key figure at Arbitron TV and Radio, will provide support and advice to USA Network affiliates.

Gary Lico, co-host and co-producer, WTMJ-TV Milwaukee's *A New Day*, joins Katz Television's programing department as programing associate, based in New York.

Casey Beachell, with KATU(TV) Portland,

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Ore., named program operations manager.

Michael Fox, assistant to editorial director, KABC(AM) Los Angeles, named assistant program director.

Don Moore, announcer, KAFM(FM) Dallas, joins KXLR(AM) Little Rock, Ark., as program director.

Neil Thurston, talk show host, KXXO(AM) Tulsa, Okla., joins KRMG(AM) there in same capacity.

Bob Brooks, production director, KEX(AM) Portland, Ore., joins KQFM(FM) there as program director.

Jerry Tyler, air personality, WOKO(AM) Albany, N.Y., joins WMVQ(FM) Amsterdam, N.Y., as program director.

Stan Radford, sports anchor, WBNS-TV Columbus, Ohio, joins KXAS-TV Fort Worth as executive sports producer.

Vance Martin, cameraman, KITV(TV) Honolulu, named television director.

Larry Kenney, from WYNY(FM) New York, joins WKHK(FM) there as air personality.

Phil Duncan, air personality, KXOK(AM) St. Louis, joins WCLR(FM) Skokie, Ill., in same capacity.

Mark Lewis, sports director, WRCB-TV Chattanooga, joins KLAS-TV Las Vegas as sports director, writer and anchor.

Ray Rayner retires after 18 years as host of *Ray Rayner Show* for children on WGN-TV Chicago.

Loren Farr, news director, KROC-AM-FM Rochester, Minn., joins KAAL(TV) Austin, Minn., as weekend sports announcer-reporter.

Daphne Michaels, air personality, WPOR-AM-FM Portland, Me., named production manager.

John Hoffman, former president, Centrex Productions, New York, joins Unitel Production Services there as VP-general manager.

Susan Swimer, director, advertising and promotion, MGM Television, New York, named director, creative marketing.

Sam Thayer, sales manager, Golden West Radio Productions, Los Angeles, and **Julie Spira**, manager, station relations, Golden Egg Productions there, join Watermark Inc. as regional sales managers.

Jack Garrison, Midwest regional sales manager, Time-Life Television, joins MetroMedia Producers, in same capacity, based in Ballwin, Mo.

Maggie Molloy, supervisor, feature film acquisition, Showtime, New York, named manager, film development and pre-buys. **Marilyn Horowitz**, from American Society of Composers, Authors and Publishers there, joins Showtime as supervisor, shorts and continuity.

Jeffrey Filmer, marketing director, SelecTV of California, Los Angeles (KWHY-TV), joins Star-Case, Waltham, Mass. (WQTV(TV) Boston), in same capacity.

George Liberatore, former production manager, WITI-TV Milwaukee, and **Neil Jaehnert**, VP-account supervisor, R.L. Meyer Advertising there, form television production company, Midland Video Productions, Milwaukee. Liberatore will be president and Jaehnert VP.

Joel Berman, director, advertising sales, West-

wood One, Culver City, Calif., joins Paramount Television Domestic Syndication, New York, as account executive.

George Hampton, manager, distribution services, nontheatrical and home video products, Paramount, Los Angeles, joins National Telefilm Associates there as director, film services. **Mark Stevensen**, assistant manager, film operations, National Telefilm, named manager of film operations.

Debra Lieberman, manager, travel agency sales, Hertz, New York, joins Rainbow Programming Service, Denver, as regional sales representative, Northeast region, based in Denver until New York regional office opens.

News and Public Affairs



Bryson

Thomas Bryson, news-public affairs director, WTEN(TV) Albany, N.Y., named VP-news of station's licensee, Knight-Ridder Broadcasting, Miami, effective Jan. 1.

Teresa McAlpine, executive editor, WEEI(AM) Boston, named managing editor.

Chet Rogers, news announcer, KJR(AM)

Seattle, joins KYYX(FM)-KXA(AM) there as director, news operations.

Bob Douglas, city hall bureau chief, *News American*, Baltimore, joins WMAR-TV there as news assignment editor.

Jim Avila, reporter-weekend anchor, KPIX(TV) San Francisco, joins WLS-TV Chicago, as general assignment reporter. **Dan Allen**, news writer, WBBM-TV Chicago, joins WLS-TV in same capacity.

Penny Hamblin, producer-writer, WLNE(TV) New Bedford, Mass., joins WNAO-TV Boston as weekend news producer. New photographer-editors, WNAO-TV: **Leslie Shockett**, former WNAO-TV technician; **John Thompson**, WHEC-TV Rochester, N.Y.; **Don Nelson**, ENG-coordinator, WTVN-TV Columbus, Ohio; **Mike Johnson**, KAKA-TV Wichita, Kan., and **Tony Leoccha**, noncommercial WENH-TV Durham, N.H.

Monica Dhinsa, assistant assignment editor, KCRA-TV Sacramento, Calif., joins KTXL(TV) there as ENG editor.

Susan Shapiro, reporter-anchor, WTAJ-TV Altoona, Pa., joins news department, WGAL-TV Lancaster, Pa.

Helen Kriz, news writer, WIND(AM) Chicago, joins UPI there as broadcast writer, regional and state radio wires.

Dean Phillips, anchor-news writer, WNCT-TV Greenville, N.C., joins WBRE-TV Wilkes-Barre, Pa., as weeknight anchor.

Leah Keith, reporter, WTLV(TV) Jacksonville, Fla., joins KXAS-TV Fort Worth as Tarrant county court reporter. **Ruth Allen**, KMOL-TV San Antonio, Tex., joins KXAS-TV as general assignment reporter in Dallas office. **Mike Snyder**, consumer reporter, KXAS-TV, named investigative reporter.

Stuart Soroka, news department, WMJX(FM) Miami, joins WXKS-FM Medford, Mass., as assis-

tant news director and morning meteorologist.

Tom Walker, from Capitol Broadcast News, Washington-based news service, and **Marci Reitman**, from Washington Independent Television News Service, join Post-Newsweek Stations' Washington bureau as correspondents.

Andrea Bear, former senior producer, evening news, WTBS(TV) Atlanta, joins WLS-TV Chicago as news writer-producer.

Deborah Johnson, former news writer-producer, KPIX(TV) San Francisco, joins KTVU(TV) Oakland (Calif.)-San Francisco as producer for 10 p.m. news.

Laura Bruce, from marketing department, Doubleday & Co., Garden City, N.Y., joins KAAL(TV) Austin, Minn., as reporter.

Elizabeth Rote, public affairs director, WIRE(AM)-WXTZ(FM) Inc., Annapolis, joins WFUN(AM)-WREO(FM) Ashtabula, Ohio, as news writer and anchor.

Jerry Liddell, news anchor, WBZ-TV Boston, joins Cable News Network, Atlanta, as medical reporter.

Porter Versfelt III, investigative and police reporter, KRBC-TV Abilene, Tex., named chief photographer.

Thea Marshall, senior producer, Eli Inc., Washington production company, forms own programming firm, Thea Marshall Communications, McLean, Va., specializing in public affairs radio and television programs and films.

Mary Clunis, coordinator for AP-TV day services, operated jointly with Castle Communications, DeKalb, Ill., named AP broadcast executive for Oregon and Washington.

New officers, Illinois Associated Press Broadcasters: **Steve Vogel**, WJBC(AM) Bloomington, president, and **Gary Reagan**, WRAU-TV Peoria, VP.

Technology

Robert Zenisek, VP-manufacturing, GTE Communications Products Group, Stamford, Conn., named VP-operations for GTE Lenkurt, San Carlos Calif., responsible for microwave and analog products, digital products and special products divisions. **John Crane-Baker**, assistant controller, GTE Communications, named VP-treasurer for GTE Lenkurt. He succeeds LeRoy Phillips, who retired after 20 years of service.

Gary Biller, VP-finance and chief financial officer, Compact Video Systems, Burbank, Calif., named president of Compact Video Sales and group VP responsible for manufacturing subsidiaries which include RTS Systems and Skirpan Lighting Control Corp. **Spencer Brown**, treasurer, Compact Video Systems, succeeds Biller.

Eric Pearson, WECA-TV Tallahassee, Fla., joins Continental Cablevision Inc., Detroit, as regional video engineer.

Anthony Barnett, consultant, Antiope Videotex Systems, Washington, named temporary president of firm. Barnett succeeds **Pierre Gaujard**, named board vice chairman.

Frank Leonardi, VP-marketing, Sony Corp., New York, joins U.S. Pioneer Electronics, Moonachie, N.J., as VP-sales.

Fred Barbaria, product marketing manager for transmitters and FM antennas with Cetec

Broadcast Group, Carpinteria, Calif., joins Moseley Associates, Goleta, Calif., as sales engineer, marketing department.

Richard Brown, sales representative, Gray Communications Consultants, Mobile, Ala., joins Dynasciences Video Products, Blue Bell, Pa., as national sales manager.

Wesley Mader, former division general manager, Control Data, Minneapolis, joins Audiotronics Video Display Division, Spring Lake Park, Minn., as president.

Michael Moskow, VP-corporate development and planning, Esmark Inc., Chicago, named executive VP of its subsidiary, International Jensen.

James Kessler, WKZO-AM-TV Kalamazoo, Mich., named assistant chief engineer.

James R. Lamberti, national sales-service manager for Belden Corp.'s Richmond, Ind., electronic division, named plant manager of unit's Ivyland, Pa., facility.

Bennie M. Laughter, staff attorney, Esmark Corp., Chicago, named assistant general counsel and assistant secretary, International Jensen Inc. Esmark is parent company of International Jensen.

William R. Hayford, project manager, RCA Cablevision Systems, San Antonio, Tex., appointed project manager for central region, including cable TV projects under way in Wilmette, Ill., and San Antonio.

B.J. Jones, from Texas Instruments, Dallas, joins Jenel Corp. there as engineering services manager.

Promotion and PR

Maurine Hearn, writer-producer, KITV-TV Honolulu, named director, creative services.

Angie Gordon, creative services director, WJKW-TV Cleveland, joins KPX(TV) San Francisco in same capacity.

Tom Spaulding, promotion manager, WFRV-TV Green Bay, Wis., joins KHOU-TV Houston in same capacity.

Julie Green, public relations department, ABC-TV, Los Angeles, joins Premiere, pay television company there, as promotion coordinator.

Jim Ellis, head of promotion division, Communications Sciences Group, Bannockburn, Ill. (research and consultation firm for broadcast promotion), named VP.

Allied Fields

New members elected to Radio Advertising Bureau board: **Joseph L. Dorton**, Gannett radio division, St. Louis; **Ralph Guild**, McGavren Guild, New York; **Robert L. Hosking**, CBS Radio, New York; Les Small, Mid America Media, Kankakee, Ill.; **Gary Stevens**, Doubleday Broadcasting, Minneapolis, and **Fred E. Walker**, Insilco Broadcasting, New Haven, Conn. Director **Sam Cook Digges**, retiring as president of CBS Radio in January, received plaque from board thanking him for "distinguished service to radio." Inscription, paraphrasing RAB campaign theme, read: "Sam Cook Digges—He's Red Hot." Retiring Chairman Elmo Ellis of WSB(AM) Atlanta was praised for service in time of rapid change.

New officers, Nevada Broadcasters Association: **Tim Grant**, KOLO-TV Reno, president; **Ed Quinn**, KTNV(TV) Las Vegas, VP-TV; **Torrey Sheen**, KWNA(AM) Winnemucca, VP-radio, and **Ruth Uhls**, KLVX(TV) Las Vegas, secretary-treasurer.

Deaths

Laurence Marshall, 91, founder and former president; Raytheon, Waltham, Mass., died Nov. 5 of pneumonia at Mount Auburn hospital, Cambridge, Mass. Marshall formed Raytheon in 1922 and served as president until his retirement in 1950. He is survived by his wife, Lorna, son and daughter.

D. Alan Rock, 51, president and general manager, WSMN(AM) Nashua, N.H., died of cancer Nov. 7. He had been station manager since 1959 and was named president in 1977. Survivors include wife, Pat, son and three daughters.

Laudable Lee, FCC Commissioner Robert E. Lee, who has served on the agency for 27 years, will receive the Southern Baptist Radio and Television Commission's Distinguished Communications Medal, its highest award. His acceptance speech will be the keynote address of the 12th National Abe Lincoln Awards ceremony in Fort Worth Feb. 12, 1981. He will be honored at a program he helped found and has supported since 1970.



Sisk

J. Kelly Sisk, 67, chairman of board of Multimedia Inc. as well as publisher of *Greenville (S.C.) News* and *Piedmont*, died Nov. 6 at Greenville General Hospital ("In Brief," Nov 10). He had undergone neurosurgery after collapsing earlier in day at Poinsett Club there. Sisk took over reins of Multimedia in

1968, following death of Roger C. Peace, longtime publisher of newspapers. Shortly before, Peace had merged company, which owned WFBC-AM-TV there, with Asheville Citizen-Times Co. and television stations in Macon, Ga., and Knoxville, Tenn. Today, Multimedia holdings include five TV stations, 12 radio outlets, number of cable systems, 13 daily newspapers and 22 non-daily newspapers. In recent years, Multimedia moved into TV program production syndicating such successful programs as Phil Donahue show, Bob Braun show and *Young People's Special* series. Sisk's association with company began in 1948 when he was elected News-Piedmont director and made business manager and treasurer. When WFBC-TV was put on air in 1953, he was elected treasurer of broadcast operations. In addition to numerous other business and charitable association in area, Sisk was a former national director of AP, president of South Carolina Press Association and president and later chairman of Southern Newspaper Publishers Association. Survivors include his wife, Isbell, son, John K. Jr., and daughter, Mrs. Lawton (Lane) Irick Jr.

Walter M. Koessler, 81, retired broadcaster, died Oct. 27 of heart attack at his Miami Beach home. Koessler at one time managed WROK(AM) Rockford, Ill., and later was Storer Broadcasting Co. executive in Miami. He left broadcasting after National Airlines lost competitive bid for channel 10 Miami in mid-1960's. He had been National's designated manager of station.

Jay Utterback, 32, manager, network operations, Showtime, New York, died Nov. 3 from stab wounds after being attacked by unidentified intruder in his apartment. Utterback had been with Showtime since 1979.

Victor Sen Young, 65, actor remembered for his role as Hop Sing, family cook, in *Bonanza* television series, was found dead Nov. 10 at his North Hollywood home. Police would not confirm report on KTLA(TV) Los Angeles that he was murdered, and suspects were being sought.

Rolf Arneson, 66, sales representative, KKOK-FM Morris, Minn., died Oct. 30 in traffic accident near Elbow Lake, Minn. Arneson is survived by his wife, Ruth, and two sons.

Edwin Nelson Roman, 58, formerly with Voice of America, Washington, died Nov. 6 of heart attack at his home near Bluemont, Va. Roman retired from VOA in 1972; he had been production supervisor of English, Spanish and Far East services. He is survived by his wife, Valerie, two daughters and son.

Scholarship fund at University of Kansas has been established in memory of **Mae Sunada**, 49, instructor in school's radio, TV and film department who died June 6 of cancer. Among past broadcast associations, she was operations manager of WTTG(TV) Washington and operations and traffic manager of WCVB(TV) Boston.

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O'CONNOR
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Stock Index

Exchange and Company	Closing Wed. Nov. 12	Closing Wed. Nov. 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30 3/4	31 1/4	- 1/2	- 1.60	5	861
N Capital Cities	62 1/4	61	+ 1 1/4	+ 2.04	13	819
N CBS	49 3/4	50 1/4	- 1/2	- .99	7	1,386
N Cox	54 3/4	52	+ 2 3/4	+ 5.28	8	739
A Gross Telecasting	31	28 3/4	+ 2 1/4	+ 7.82	8	24
O LIN	64	62 3/4	+ 1 1/4	+ 1.99	13	177
N Metromedia	104 1/4	104 1/4			11	442
O Mooney	8 1/4	8 1/2	- 1/4	- 2.94	11	3
O Scripps-Howard	58	56			9	144
N Storer	32 1/2	31 3/8	+ 1 1/8	+ 3.58	10	424
N Taft	29 5/8	30 1/2	- 7/8	- 2.86	8	289

Exchange and Company	Closing Wed. Nov. 12	Closing Wed. Nov. 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 1/8	19 1/8	+ 1	+ 5.22	16	37
A Affiliated Pubs.	28 1/4	27 3/4	+ 1/2	+ 1.80	12	145
N American Family	7 5/8	7 5/8			3	80
N John Blair	17 7/8	17 7/8			6	66
N Charter Co.	17 3/4	18 3/4	- 1	- 5.33	1	485
N Chris-Craft	26 1/2	23 7/8	+ 2 5/8	+ 10.99	13	71
N Coca-Cola New York	7 1/8	6 1/2	+ 5/8	+ 9.61	16	125
N Cowles	30 1/4	29 5/8	+ 5/8	+ 2.10	20	120
N Dun & Bradstreet	55 7/8	54 3/4	+ 1 1/8	+ 2.05	1.7	1,558
N Fairchild Ind.	32	29 1/4	+ 2 3/4	+ 9.40	9	365
N Fuqua	15	15 5/8	- 5/8	- 4.00	3	190
N Gannett Co.	53 3/8	55 1/4	- 1 7/8	- 3.39	14	1,878
N General Tire	22 1/2	21 1/4	+ 1 1/4	+ 5.88	9	532
O Gray Commun.	51	53	- 2	- 3.77	10	24
N Harte-Hanks	31	31 3/4	- 3/4	- 2.36	15	292
O Heritage Commun.	24 3/4	23	+ 1 3/4	+ 7.60	13	89
N Insilco Corp.	19 1/8	19 1/2	- 3/8	- 1.92	8	205
N Jefferson-Pilot	24 5/8	25	- 3/8	- 1.50	5	540
O Marvin Josephson	11 5/8	11 3/4	- 1/8	- 1.06	7	29
O Kansas State Net	31	30	+ 1	+ 3.33	25	58
N Knight-Ridder	29 1/2	29 3/8	+ 1/8	+ .42	11	956
N Lee Enterprises	24 7/8	25 3/4	- 7/8	- 3.39	12	178
N Liberty	14 3/4	13 5/8	+ 1 1/8	+ 8.25	6	187
N McGraw-Hill	40 5/8	41 3/8	- 3/4	- 1.81	13	1,008
A Media General	32 1/2	32 1/4	+ 1/4	+ .77	9	231
N Meredith	50 3/4	45 3/4	+ 5	+ 10.92	7	159
O Multimedia	29	29 1/4	- 1/4	- .85	15	291
A New York Times Co.	33 1/2	35 1/2	- 2	- 5.63	10	402
N Outfit Co.	30 3/4	29 3/4	+ 1	+ 3.36	45	77
A Post Corp.	15 3/4	15 3/4			8	28
N Rollins	36	35 3/4	+ 1/4	+ .69	15	493
N San Juan Racing	19 1/4	21	- 1 3/4	- 8.33	22	48
N Schering-Plough	38 5/8	38 1/4	+ 3/8	+ .98	9	2,048
O Stauffer Commun*	44	44			11	44
A Tech Operations	18 3/8	17 5/8	+ 3/4	+ 4.25	20	26
N Times Mirror Co.	40 3/4	41 1/4	- 1/2	- 1.21	10	1,383
O Turner Broadcasting	15 3/4	15	+ 3/4	+ 5.00		157
A Washington Post	23 5/8	23 3/4	- 1/8	- .52	9	332
N Wometco	24	24 3/4	- 3/4	- 3.03	11	212

Exchange and Company	Closing Wed. Nov. 12	Closing Wed. Nov. 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	18 1/8	17 1/2	+ 5/8	+ 3.57	13	54
N American Express	35 1/8	34 3/4	+ 3/8	+ 1.07	7	2,504
O Burnup & Sims	14	13 3/4	+ 1/4	+ 1.81	18	125
O Can. Cablesystems	14 3/8	12 3/4	+ 1 5/8	+ 12.74	28	273
O Comcast	29	27 3/4	+ 1 1/4	+ 4.50	33	74
O Entron*	5	5			5	4
N General Instrument	88 3/4	85 3/8	+ 3 3/8	+ 3.95	15	770
O Geneve Corp.	51 1/4	51	+ 1/4	+ .49	36	57
O Tele-Communications	25	26 1/2	- 1 1/2	- 5.66	24	576
N Teleprompter	33 1/4	33 1/2	- 1/4	- .74	28	565
N Time Inc.	58 1/8	57 1/8	- 1	- 1.75	11	1,578
O TOCOM	18 1/2	18 1/2				55
O UA-Columbia Cable	75 3/4	79 1/2	- 3 3/4	- 4.71	56	254
O United Cable TV	48 1/4	44 1/2	+ 3 3/4	+ 8.42	33	195
N Viacom	53 5/8	50 1/2	+ 3 1/8	+ 6.18	20	226

Exchange and Company	Closing Wed. Nov. 12	Closing Wed. Nov. 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods...	4 1/4	4	+ 1/4	+ 6.25	4	13
N Columbia Pictures	33	32 7/8	+ 1/8	+ .38	10	332
N Disney	47 1/2	44	+ 3 1/2	+ 7.95	12	1,543
N Filmways	8	7 5/8	+ 3/8	+ 4.91		50
N Four Star	1 3/8	1 3/8			14	
O Getty Oil Corp.	99	88 3/4	+ 10 1/4	+ 11.54	11	8,133
N Gulf + Western	17 3/8	17 1/2	- 1/8	- .71	4	971
N MCA	51 3/8	51 3/4	- 3/8	- .72	9	1,207
O Medcom	7 7/8	6 1/4	+ 1 5/8	+ 26.00	28	13
N MGM Film	8	8 1/8	- 1/8	- 1.53	5	258
O Reeves Commun.	29 1/2	29 1/2			21	73
O Telepictures	5 3/4	5 3/4			26	13
N Transamerica	18 3/4	18 5/8	+ 1/8	+ .67	5	1,224
N 20th Century-Fox	40	36 1/4	+ 3 3/4	+ 10.34	6	421
O Video Corp. of Amer.	13 7/8	13 1/2	+ 3/8	+ 2.77	29	13
N Warner	59 1/4	58	+ 1 1/4	+ 2.15	15	1,686
A Wrather	31 3/4	30 1/2	+ 1 1/4	+ 4.09		73

Exchange and Company	Closing Wed. Nov. 12	Closing Wed. Nov. 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	42	43 1/2	- 1 1/2	- 3.44	9	105
O Compact Video	21 1/2	22 5/8	- 1 1/8	- 4.97	20	55
N Comsat	44	44 5/8	- 5/8	- 1.40	9	352
O Doyle Dane Bernbach	39 1/2	40 1/4	- 3/4	- 1.86	11	103
N Foote Cone & Belding	33 7/8	34 1/2	- 5/8	- 1.81	9	90
O Grey Advertising	61 1/2	62	- 1/2	- .80	6	37
N Interpublic Group	33 7/8	35 1/4	- 1 3/8	- 3.90	7	151
O MCI Communications	13 3/8	13 1/8	+ 1/4	+ 1.90	67	482
A MovieLab	7 3/4	7 3/4			6	12
A MPO Videotronics	5 3/4	6	- 1/4	- 4.16	16	3
O A. C. Nielsen	33 3/8	34 5/8	- 1 1/4	- 3.61	14	367
O Ogilvy & Mather	27 1/4	27 1/2	- 1/4	- .90	8	112
O Telemation	2 1/4	2 1/2	- 1/4	- 10.00	13	2
O TPC Communications	7 7/8	7 5/8	+ 1/4	+ 3.27	56	7
N J. Walter Thompson	34 7/8	34 3/4	+ 1/8	+ .35	8	106
N Western Union	26 1/8	26 1/2	- 3/8	- 1.41		396

Exchange and Company	Closing Wed. Nov. 12	Closing Wed. Nov. 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	16 5/8	16 3/4	- 1/8	- .74		27
N Ampex	31 3/8	30 7/8	+ 1/2	+ 1.61	15	361
N Arvin Industries	14 1/2	15	- 1/2	- 3.33	7	113
A Cetec	6 5/8	6 3/4	- 1/8	- 1.85	8	13
O Chyron	14 1/2	13 1/2	+ 1	+ 7.40	24	18
A Cohu	8 1/8	7 1/2	+ 5/8	+ 8.33	11	13
N Conrac	18	17 3/8	+ 5/8	+ 3.59	8	38
N Eastman Kodak	72 1/8	70	+ 2 1/8	+ 3.03	11	11,640
B Elec Missile & Comm*	7 1/4	7 1/4			91	20
N General Electric	56 5/8	55 3/4	+ 7/8	+ 1.56	9	10,451
N Harris Corp.	51 1/2	53	- 1 1/2	- 2.83	19	1,567
O Intl. Video*	5/8	5/8				1
O Microdyne	29 1/2	28 1/4	+ 1 1/4	+ 4.42	22	78
N M/A Com, Inc.	26 1/2	26 1/8	+ 3/8	+ 1.43	23	884
N 3M	57 3/8	58 3/4	- 1 3/8	- 2.34	10	6,682
N Motorola	72 1/8	71	+ 1 1/8	+ 1.58	13	2,058
O Nippon Electric	65 3/4	68 3/4	- 3	- 4.36	50	2,159
N N. American Philips	34	35 3/8	- 1 3/8	- 3.88	5	409
N Oak Industries	46 5/8	45 7/8	+ 3/4	+ 1.63	16	250
A Orrox Corp.	7 1/4	7 3/4	- 1/2	- 6.45	23	12
N RCA	30 3/8	29 5/8	+ 3/4	+ 2.53	8	2,274
N Rockwell Intl.	44	37 3/4	+ 6 1/4	+ 16.55	11	3,265
A RSC Industries	5 3/8	5	+ 3/8	+ 7.50	13	12
N Scientific-Atlanta	41 7/8	40	+ 1 7/8	+ 4.68	37	434
N Sony Corp.	14 7/8	15 1/2	- 5/8	- 4.03	24	3,207
N Tektronix	65	62 1/8	+ 2 7/8	+ 4.62	14	1,187
A Texscan	22	20 5/8	+ 1 3/8	+ 6.66	43	23
N Varian Associates	29	27 3/4	+ 1 1/4	+ 4.50	13	223
N Westinghouse	31 1/2	29 1/4	+ 2 1/4	+ 7.69	8	2,672
N Zenith	19 5/8	19 3/4	- 1/8	- .63	18	369

Standard & Poor's 400 Industrial Average 153.62 149.94 + 3.68

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhodes, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed, company registered net loss. *** Stock split. + Stock traded at less than 12.5 cents.

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The winning ways of David Hartman

Five years ago this month, when ABC launched *Good Morning America* with David Hartman as host, the thought of an actor deserting TV roles to play himself in an information format was a bit much for some journalistic purists. Starring roles in *The Bold Ones* and *Lucas Tanner* seemed to many odd, if not discrediting, credentials. And doubts hardly were allayed by ABC's decision to let its entertainment division shape the format.

Five thousand Hartman interviews later—solo or in tandem with newsman Steve Bell—the critics are silent, and week-to-week, early-morning audience leadership is a toss-up. An overnight success *GMA* was not. But if a five-year plan had been the goal, success can't be denied. Through steady growth since Nov. 3, 1975, *GMA* has turned the competition around. Hartman & Co. now draw an average audience of about five million viewers each morning—for the most part an audience of the program's own creation. Most telling, perhaps, is the underdog positioning in the press now taken by the once pre-eminent *Today* show, and the consumer and trade press headlines that ask if *GMA*'s streak is over and if *Today* is winning back its dominance.

David Hartman makes no apology for the admitted lack of journalistic credentials when he went aboard at *GMA*. In fact, he's perfectly content without them. "Genuine curiosity," he says in his distinctive baritone, is the fundamental requisite, explaining that "I don't think you need that formal background to ask questions. And that's my job . . . I don't think it makes any difference if you call me a journalist or a ballplayer or a businessman."

Grabbing a newsmaker first may contribute to *GMA*'s clout and audience building. But that may only be a few-minute focal point to a two-hour daily news and information show. It is Hartman who directs the viewer as the common link between, say, Menachem Begin and Erma Bombeck.

With input from both the entertainment and news divisions at ABC, *GMA* has been accused of "blurring" the traditional lines of network demarcation. It has caused eyebrows to be raised but Hartman is all for it.

"The word 'entertainment,'" he explains, "can be very misleading . . . There is no reason that information of value can't be interesting. The only thing that stands between interesting and boring is a little imagination. We're supposed to be in the imagination business."

Hartman holds *GMA* up to any news



David Downs Hartman—host, ABC's *Good Morning America*; b. May 19, 1935, Pawtucket, R.I.; BA economics, Duke University, Durham, N.C., 1956; computer operations, U.S. Air Force, Bangor, Me., and elsewhere, 1956-59; student, American Academy of Dramatic Arts, New York, and page, NBC, New York, 1959-61; performer, 1961-74, including soloist, Harry Belafonte singers, 1961; original Broadway cast of "Hello Dolly," 1964-65; TV series: *The Virginian*, 1968; *The Bold Ones*, 1969-73, and *Lucas Tanner*, 1974; present position since *Good Morning America* was launched, Nov. 3, 1975; m. Maureen Downey, June 8, 1974; three children—Sean, 5; Brian, 3, and Bridget, six months.

broadcast in terms of the quality of information provided—whether through a typical talking-head interview or, at the extreme, a conversation between the 6-foot, 5-inch Hartman and a perspiring ambassador on the tennis court. It's "just a matter of presentation," he adds.

If *GMA* does represent a merging of disciplines, Hartman may well be the perfect host, having managed to build his career from an atypically broad base. His 45 years to date have encompassed many activities: Duke University honor student in economics; broadcast announcer; Air Force officer specializing in computer operations; singer, actor and TV interviewer and host.

Hartman credits his parents (his father was a Methodist minister who later became an advertising salesman) with encouraging him and his two brothers (now in the airline business) to pursue all their interests. "Both parents were very alive about everything that was going on around them," Hartman recalls. "My brothers and I grew up with a sense that we could do anything, literally. No matter what the interest of anybody in the family, it was always explored with a great amount of relish." Claiming that "there's no big mystery" about the way his life has turned

out, Hartman says simply: "I made my hobbies into a career."

Unlike other actors just called up to audition, Hartman was involved in the creation of his first series television character on *The Virginian*. He also was "very involved in the whole concept" of *The Bold Ones* in which he played a doctor. So too with the third series Universal did for NBC-TV, as the teacher, *Lucas Tanner*.

As much as the times and Hartman's on-air roles may have changed, his motivation seems to have remained constant, again with an information-entertainment orientation. Both *The Bold Ones* and *Lucas Tanner* tried to blend informational points with the entertainment put before their publics. Hartman reminds that certain episodes of both series now are used educationally.

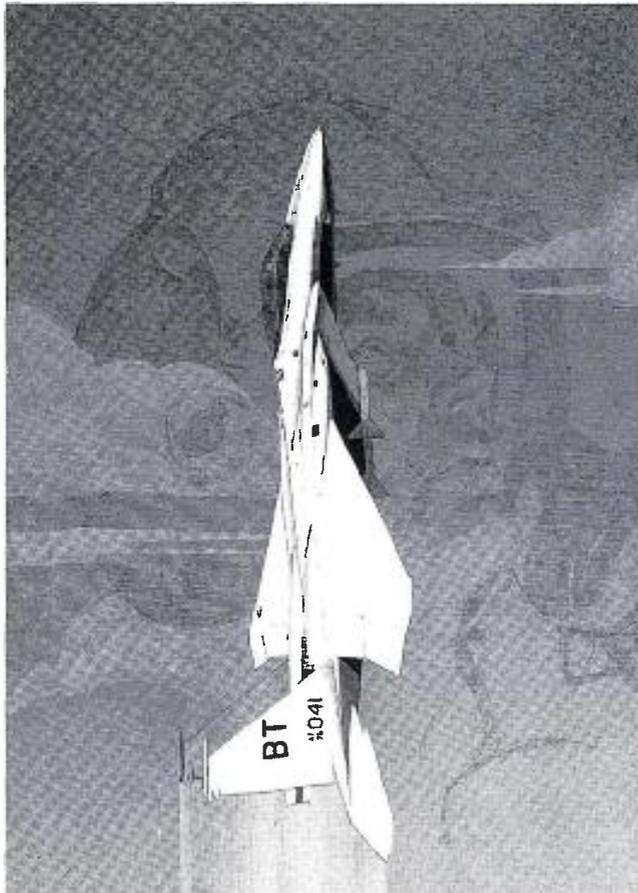
The process of childbirth proved too bold for *The Bold Ones*, but it was Hartman's efforts to get that information presented that led him to a more conventional mode of purveying information on television: the documentary. In 1974 he was narrator and executive producer of *David Hartman: Birth and Babies*, for which ABC claims "the first network television presentation of an actual birth." The *Birth and Babies* documentary brought Hartman together with Bob Shanks, who was developing an early-morning alternative to ABC's unsuccessful *AM America*. Shanks approached Hartman with the job of host.

Since then, Hartman has begun his workday when most people are sleeping—including his wife, a former producer at KNBC(TV) Los Angeles, and three children (5, 3 and six months). Up at 3:45 a.m., driven to work by 5 a.m., where he is joined by George Merlis, executive producer, and Joan Lunden, his on-air co-host, Hartman then has two hours to "have the entire show in my head" before air time at 7.

It is a time when most sets are off—a fact that Hartman bemoans, claiming *GMA*, *Today* and CBS News's *Morning* hour "provide more timely, usable information than all the rest of television combined." Right now only about 15% of the public watches early-morning programming—a low percentage but considerably higher than when *GMA* started cultivating its following five years ago.

As for *Today*, Hartman says "all of a sudden, the sleeping bear decided to come out of its cave and draw attention to itself . . . Likewise, CBS decided it is going to get into the ballgame in the morning and not just stick with exactly what it was doing."

Obviously, Hartman wants *GMA* to be on top. But whichever way it goes, he sees the viewing public as the winner.



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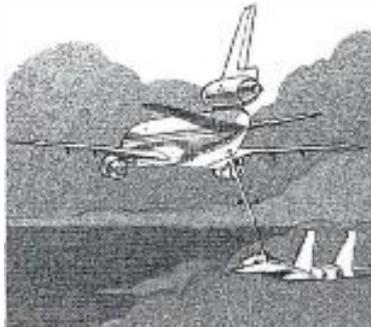
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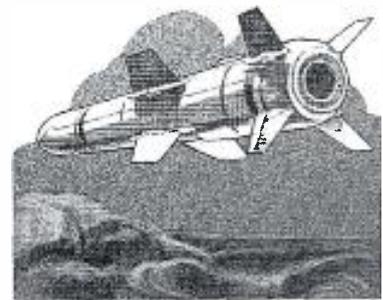


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