

Coming to grips with S. 898 □ Cable goes software  
in New Orleans □ FTC strikes flag on children's TV

# Broadcasting Oct 5

The News Magazine of the Fifth Estate □ Vol. 101 No. 14

50th Year □ 1981



## The Latest Ratings Are Likely To Make Our Media Audience As Large As Our Listening Audience.

During the latest rating period, KS95-FM shattered a well-established tradition in the Minneapolis/St. Paul radio market. We captured the leadership position in the prime 18-54 audience.\* Thus ending nearly 30 years of dominance.

KS95-FM is the #1 adult contemporary station in the Twin Cities. And it has been for the past four Arbitron rating periods. A trend that's best described as a new tradition.

To learn more call your KSTP-FM sales representative at 612/642-4141 or contact the Christal Company.



# KS95-FM

Always 95 And Sunny.

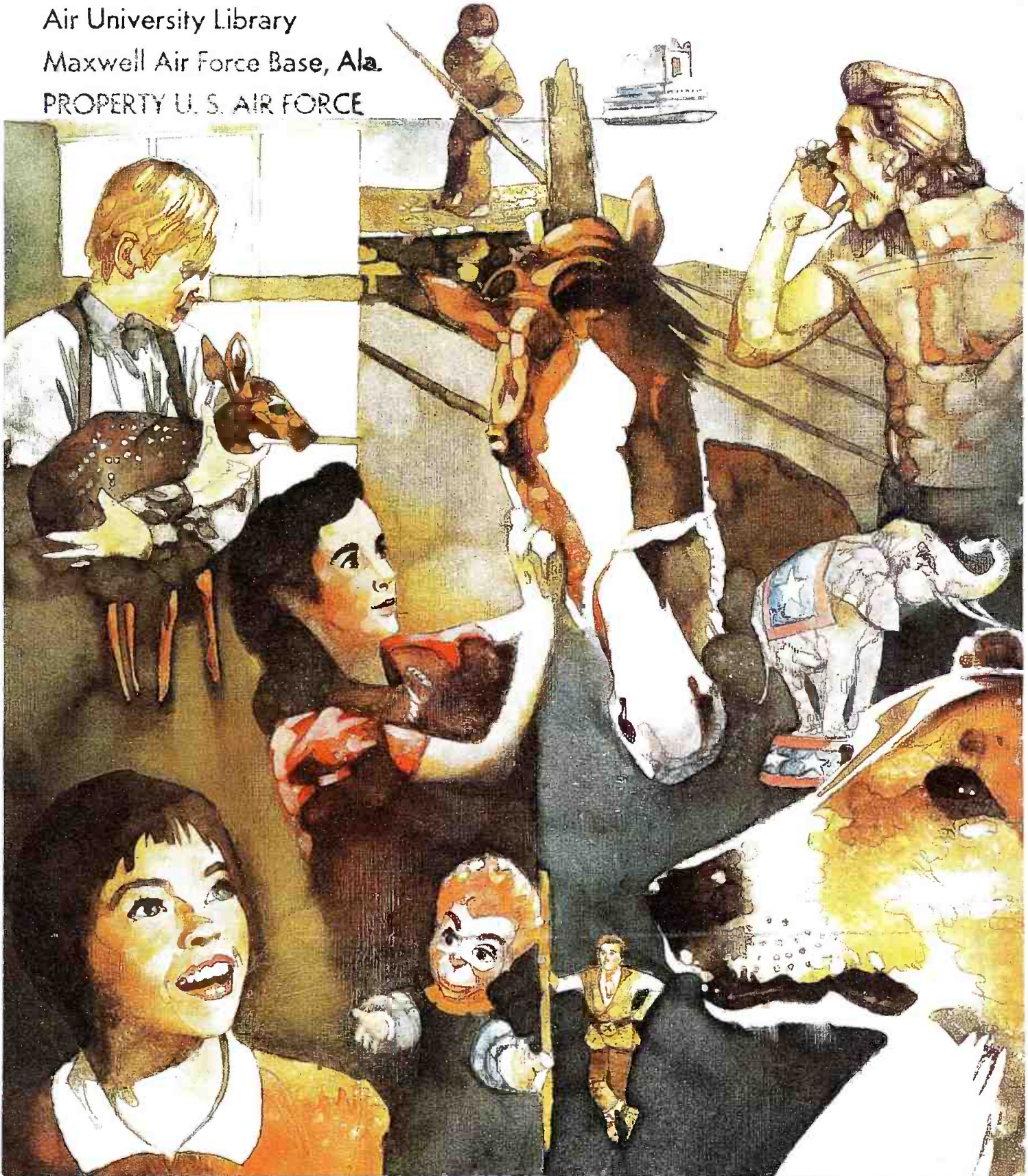
\*SPRING 1981 ARBITRON METRO AREA 6A/12M MONDAY-SUNDAY. KSTP-FM MINNEAPOLIS/ST. PAUL. DIVISION OF HUBBARD BROADCASTING. ©1981

36112 LIBRARY  
 US AIR FORCE  
 SERIAL ACQ SECTION  
 MONTGOMERY AL 36112  
 DEC/83

The First  
  
 Years Of  
 Broadcasting

# MGM FAM

Air University Library  
Maxwell Air Force Base, Ala.  
PROPERTY U. S. AIR FORCE



# FAMILY FAIR

## OUR PRIDE. YOUR JOY.

Our pride is a family of 25 specially-selected, all-color theatrical motion pictures—**MGM FAMILY FAIR.**

Your joy is offering the widest variety of television entertainment that every member of the family will enjoy, any time of the day or night.

**MGM FAMILY FAIR** highlights scores of MGM's best-known, best-loved stars as some of the most famous characters ever captured on film.

Plus—23 Academy Awards and nominations.

Best of all, **MGM FAMILY FAIR** is available immediately. Contact your MGM Television representative today!



MGM TELEVISION



# Books for Broadcasters

**T400 THE LIGHTER SIDE OF BROADCASTING.** A collection of Sid Hix Cartoons. Only a few of us have been around BROADCASTING Magazine longer than Sid Hix was. The editor was in at the founding on Oct. 14, 1931. Hix's first work appeared on Aug. 1, 1937. Despite our best efforts to straighten him out, Hix persisted in the belief that broadcasting was a laughing matter. This collection just may prove him right. It begins with his first submission and proceeds in chronological order through 1971. **\$6.00**

**T411 COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. **\$9.95**

**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. **\$34.95**

**T420 HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE** by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing,

optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**

**T434 RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-around book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$16.95**

**T458 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 ill. **\$12.95.**

**T462 CATV PROGRAM ORIGINATION AND PRODUCTION** by Donald Schiller. For anyone currently operating or interested in starting a CATV system. This book explains how to produce effective audience-building programming and how to show an operating profit. Topics include developing and scheduling CATV shows, conducting market surveys, and how to meet FCC requirements. There's also a full chapter on how to manage a CATV programming department. Learn how to assess the most pertinent types of shows needed to attract a given audience. Both veteran cablecasters and those new to the field can benefit from the wide range of topics covered in this handy volume. 252 pages, 73 illus. **\$14.95**

**T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE** by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

**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. **\$14.95**

**T470 CABLECASTING PRODUCTION HANDBOOK** by Joel Errein. This guidebook is intended to serve as an introduction to cablecasting production for the novice, as well as a working handbook for those already in the field. A comprehensive study covering all aspects of cable production including program format and scheduling, promotion and sales organization, program buying, program and production flow, station maintenance and FCC regulations. Also included are eleven informative appendices supplying technical specifications and performance standards for video equipment, sample program schedules, suggested telephone and mail questionnaires and much more. An indispensable aid to CATV planners, directors and producers. 210 pages, 44 illus. **\$12.95**

SEND ORDER WITH PAYMENT TO:

**BROADCASTING BOOK DIVISION**

1735 DeSales Street, N.W.

Washington, D.C. 20036

# The Week in Brief

TOP OF THE WEEK

**BULLISH ASSESSMENT** □ FCC's Fowler sees prominent role for communications in era of change. **PAGE 19.**

**AT&T BILL BLOCKED** □ S. 898 fate in Senate depends on end of Hollings filibuster. **PAGE 19.**

**MORE ROOM FOR SATELLITES** □ FCC proposes reducing orbital spacing to two degrees. Same meeting moves to eliminate requirement that licensees keep file of public letters, discusses EEO and translator policies. **PAGE 20.**

**OFFICIALLY INTERRED** □ FTC abides by March staff recommendation in calling off controversial children's advertising rulemaking. **PAGE 21.**

**NEW EXHIBIT** □ NCTA and CTAM begin first-ever Cable Software Symposium and Exhibit in New Orleans. **PAGE 22.**

LAW & REGULATION

**DECISIONS, DECISIONS** □ FCC proposes sweeping changes in STV rules, starts proceeding to reduce financial reporting requirements, again rejects Hubbard clear-channel plea. **PAGE 24.**

**GOP TO AIRWAVES** □ Republicans use TV campaign to open multimillion-dollar drive to gain control of Congress in 1982. **PAGE 24.**

**NAB APPLAUDS** □ Association endorses FCC proceeding that seeks to clarify "character" when term is used in assessing licensee qualifications. **PAGE 25.**

**NTIA DEFENDS FCC** □ It rebuts GAO report that charges FCC can't handle telephone regulation. **PAGE 26.**

**DIFFERENT TACK URGED** □ Ladd says legislative— not judicial—remedies are needed to protect copyright holders from being ripped off by newer technologies. **PAGE 31.**

TECHNOLOGY

**MICROWAVE EMISSIONS** □ Advisory group urges Commerce Department to push for federal standard on

radiation that would allay public's "irrational fear." **PAGE 32.**

**HOME TERMINAL ACCEPTANCE** □ Study, sponsored by CBS and Cox Cable, will determine whether consumers are ready for that technology in home. **PAGE 32.**

**ENGINEERING EMMYS** □ Award winners include Ampex, CBS, RCA and Ikegami with special citation to Marconi. **PAGE 33.**

PROGRAMMING

**FREE RIDE** □ NBC's Dunham charges cable's pick-ups of local stations for small fee and disregard for syndicated programming contracts are inequitable and destructive to marketplace. **PAGE 34.**

JOURNALISM

**NO GIMMICKS** □ NBC's Timothy says one-hour news to be offered will be intact package without split version and frontloading in segments. **PAGE 36.**

BUSINESS

**GOING PUBLIC** □ Tandem tight-lipped but doesn't deny report that it may offer stock to public. **PAGE 38.**

**WASEC-CNN DEAL** □ Warner will assume sales duties for Turner and will lease RCA's Satcom I transponder to relay CNN 2. **PAGE 38.**

MEDIA

**JOIN 'EM** □ ABC's Erlick says broadcasters should be involved in new technologies and campaign to eliminate rules that deny access to those emerging media. **PAGE 41.**

1981

**THE 'BROADCASTING' YEARS** □ Broadcasters breathed a little easier with changes under the new administration. The networks went shopping for partners in other fields. High-definition TV, low-power TV, videotext and teletext came a little closer. **PAGE 53.**

PROFILE

**THE MAN OF THE HOUSE** □ Those in communications will be closely watching Harley Staggers's successor as chairman of House Energy and Commerce Committee. He's John Dingell, Michigander with reputation of master legislator. **PAGE 79.**

Bottom Line.....	39	Datebook.....	12	In Sync.....	32	News Beat.....	36
Business Briefly.....	8	Editorials.....	82	Intermedia.....	41	Stock Index.....	40
Changing Hands.....	45	Fates & Fortunes.....	75	Monday Memo.....	10	Washington Watch.....	30
Closed Circuit.....	7	For the Record.....	58	Monitor.....	35	Where Things Stand.....	16

*Broadcasting* (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.75 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$50, two years \$95, three years \$135. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery \$90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

**Index to advertisers** ■ Bethlehem Steel Inside Back Cover □ Blackburn & Co. 46 □ Broadcast Electronics 14 □ Catholic University 30 □ Christal 11 □ Continental Electronics 36, 61 □ R.C. Crisler 31 □ Gold Key 27-29 □ Harris 6 □ KSTP-TV Front Cover □ Knowledge Press 37 □ Lotus Reps 9 □ Lutheran Laymen's League 13 □ MGM-TV Inside Front Cover/Page 3 □ Metro Weather 12 □ O'Connor Productions Back Cover □ Cecil L. Richards 47 □ Selcom 39, 41, 45, 49, 59 □ Sherwood, Hennes & Assocs. Inc. 75 □ Standard Rate & Data Service 52 □ Howard Stark 44 □ Station Business Systems 8 □ William B. Tanner 76 □ TeleRep 42-43 □ 20th Century-Fox TV 18 □

# CP\* provides the best TV signal. Harris provides the best CP system.

Harris' Cyclotran is the first complete TV broadcast system designed specifically for circular polarization. It's the most economical way to enjoy the benefits of CP without major expense for a new tower and transmitter building.

The system includes Harris TV transmitters with power ratings up to 100 kilowatts; Harris CP antennas designed

with low windloading specifications or multiplexed to permit multi-channel operations on the same tower; and Harris' 9100 Facilities Control, offering un-manned operation. Cyclotran improves picture quality, increases fringe area coverage and maintains maximum output without violating FCC standards.

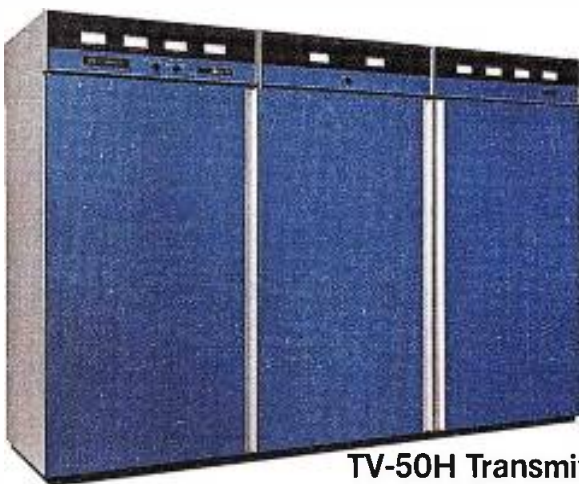
Upgrade your TV broadcast

performance. Turn first to Harris — the company that delivers state-of-the-art equipment and high quality service at a competitive price. Contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.



**HARRIS**  
COMMUNICATION AND  
INFORMATION PROCESSING

\*Circular Polarization



TV-50H Transmitter



9100 Facilities Control



CP Antenna

## Tension easing on 10 khz

Backers of retention of AM broadcasting's 10 khz channel spacing in western hemisphere were encouraged by talk at meetings in Mexico City past couple of weeks in anticipation of Region 2 conference to be held in Rio de Janeiro in November where hemispheric plan for use of AM band will be drafted. Although some officials—like FCC's Kalmann Schaefer, who will head U.S. delegation to Rio—were cautious in assessment of 10 khz plan's chances, other observers said enough support for retaining 10 khz, rather than switching to U.S.'s now-abandoned proposal to reduce channel spacing to 9 khz, was heard to indicate consensus is possible early in conference.

One issue that could cause trouble between U.S. and Canada involves five-year plan for AM allocations. First session of conference, in Buenos Aires, in March 1980, adopted Canada's proposal to draft plan in which all countries would submit inventories of needs for five years ending in 1987. U.S., which opposed proposal, will continue to stress what it considers "difficulties" with it, and will seek procedures that will afford "flexibility." Canada, for its part, has let it be known it intends to submit second five-year plan to follow one expiring in 1987.

## Fowler packaging

FCC's Office of Opinions and Review is about to be merged into Office of General Counsel as newly created Adjudicatory Division.

Terry M. Banks, chief of Opinions and Review, becomes associate general counsel for adjudication. In restructuring, Banks and staff of 17 will report to Stephen A. Sharp, general counsel, and share in handling of arguments before courts.

## Ouch

There's big hassle over projected rises in Arbitron Radio's station rates. Jim D. Kime, radio vice president of Seattle-based King Broadcasting, for example, has distributed to 100 group station owners his arithmetic showing that new five-year contracts would boost payments for eight King stations by average 29% per year, from \$147,500 net in 1981 to \$520,000 net in 1986. In addition, Kime says, Arbitron stands to get \$6-million "windfall" in surcharges due to be imposed next year on some 644 AM-FM combinations.

Arbitron officials concede there's lot of unhappiness. They also say five-year contracts now expiring were "terrific deals" for stations, making new ones look

doubly tough by comparison, although new ones, they contend merely establish parity with what other stations pay. In any event, Arbitron says in next week or so It'll have "some solutions to station complaints."

## Longer news: iffy

NBC-TV affiliate board recommendation for expanded news (BROADCASTING, Sept. 21, 28) remains on shaky ground. For plan to work, according to Fred Paxton, affiliate chairman from WPSD-TV Paducah, Ky., it needs mandate from full cross-section and currently it's "question mark whether it will be achieved."

Paxton said polling shows "large support" from "affiliate body as a whole." But in largest markets (excluding network-owned stations), he explained, sentiment is "pretty badly divided." Paxton isn't revealing head count; he claims many affiliates are undecided and furthermore that verbal reaction gathered so far isn't ironclad vote. "We haven't decided yet" on next action by board, Paxton says. "It's difficult to go forward if you don't have solid support," he adds.

## Early warning system

Advocates of Senator Ted Kennedy for Democratic presidential nomination in 1984 are beginning to solicit financial and political support among selected broadcasters.

One close to Kennedy family is Meyer (Mike) Feldman, Washington attorney, group radio station owner and real estate investor. He's encountering some resistance from fellow broadcasters who remember that former FCC Chairman Charles D. Ferris, no friend of broadcasting, was Ted Kennedy man.

## Now, now; there, there

ABC Television leaders have gone on closed circuit to quiet affiliate qualms about ABC's growing involvement in new media ("Closed Circuit," Sept. 28). Gist, according to affiliates, was that in neither programming nor sales would new ventures compete with ABC's conventional broadcasting activities. Sampling by BROADCASTING found mixed reactions, though most affiliates agreed it was straightforward presentation and affiliates, as one put it, "will just have to wait and see." One member suggested affiliate board would probably discuss it, at least in telephone conference call, in advance of its next scheduled formal meeting in November.

ABC officials also touched on question of expanded network evening news, but

just barely, saying they were watching other networks on this issue but saying nothing about what else they might do. They were high-level group: Fred Pierce, executive vice president of ABC Inc; John Severino, president of ABC Television; James Duffy, president of ABC-TV network, and David Burke, vice president and assistant to president of ABC News.

## New slot

J. Leonard Reinsch, retired chairman of Cox Broadcasting, later co-chairman of Warner-Amex, which he left last year, will become head of new nationwide video project shortly to be announced. Reinsch, vacationing in France until Nov. 1, will become chairman of yet unnamed satellite-fed company, probably to be headquartered in Atlanta. Reinsch has closed his cable consultancy to devote full time to new project.

## Short rations

President Reagan's proposed 12% cut in budgets of federal agencies could decimate FCC. Staff estimates commission, which now has some 2,000 employees, would lose between 350 and 400 for saving of more than \$9 million from fiscal 1982 budget of \$77 million. That's for openers. Budget for 1983 would be cut another \$4 million, meaning RIF (reduction in force) of another 125 employees.

Possibility of such deep cuts helps explain FCC Chairman Mark S. Fowler's expression of concern in Q and A following his speech at Federal Communications Bar Association luncheon last week (see page 19). Fowler, who in past has spoken enthusiastically of ability to do more with less, said he is "committed" to make commission's case in appeal to Office of Management and Budget for less drastic cut, if that becomes necessary.

## Casualty

FCC Executive Director R. Donald Lichtwardt will leave FCC Oct. 16, as result of FCC Chairman Mark S. Fowler's plans for reorganization. Fowler intends to broaden and strengthen responsibilities now exercised by executive director into managing director's office, and place his assistant for management, Edward Minkel, in new post. That had been in scenario since Fowler assumed chairmanship in May, though assumption was that spot in other agency would be found for Lichtwardt, retired lieutenant colonel in Air Force who joined commission in 1972 and was named executive director in 1975 (he had been acting executive director since 1974).

# Business Briefly

TV ONLY

**Mrs. Baird's Bakeries.** □ Bread. Begins in early October for 10 weeks in 13 markets. All dayparts. Agency: Tracy-Locke, Dallas. Target: women 18-49.

**Nabisco Confections.** □ Candies. Begins in October for six weeks over eight weeks in total of 17 markets. Early fringe and prime time. Agency: Arnold & Co., Boston. Target: teen-agers, adults, 18-34.

**Armour Food Co.** □ Dinner Classics. Begins Nov. 16 for five weeks in Philadelphia; Albany-Schenectady-Troy, N.Y.; Minneapolis-St. Paul, and Portland, Ore. Agency: Young & Rubicam, New York. Target: women, 25-49.

**Wisconsin Packing Co.** □ Burger maker. Begins Oct. 12 for four weeks in two Wisconsin markets. All dayparts. Agency: Grant/Jacoby, Chicago. Target: men, 25-49.

**Litton Industries.** □ Microwave oven. Begins Oct. 9 for four weeks in over 10

markets. Prime, prime access, news and all fringe times. Agency: Leo Burnett Co., Chicago. Target: adults, 25-54.

**ERTL.** □ Agricultural and construction toys. Begins Nov. 16 for four weeks in 40 markets. Day and fringe times. Kerker & Associates, Minneapolis. Target: men, 18-49; women, 18-49.

**Atari.** □ Home computer. Begins Nov. 16 for four weeks in New York, Minneapolis-St. Paul and Washington. Agency: Young & Rubicam, New York. Target: adults, 25-49.

**Texas Dairy Queen.** □ Fast food chain. Begins Oct. 15 for three weeks in various Texas markets. Day and fringe times. Agency: Sumner-Berry-Brown, Dallas. Target: adults, 18-34.

**Curtis Mathes.** □ Television sets. Begins fourth quarter for varying flights in Youngstown and Zainesville, Ohio; Rockford, Ill.; Springfield, Mass., and Yakima, Wash. Agency: Young & Rubicam, New York. Target: total men.

**Stokely Van Camp.** □ Foods. Begins in late December for three weeks in 50 markets. Daytime, fringe periods. Target: women, 25-49. Agency: Clinton E. Frank Advertising, Chicago.

**Federal Land Bank.** □ Begins in November for two weeks in about 19 markets. Fringe, prime access and news times. Agency: Miller Meester Advertising, Minneapolis. Target: total men.

**National Pork Producers Council.** □ Begins on Oct. 12 for two weeks. Daytime and fringe periods. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa. Target: women, 18-49.

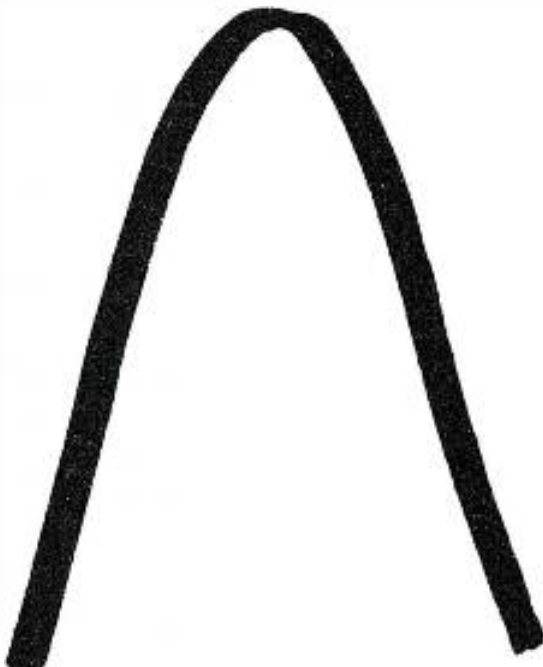
**Target Stores.** □ Thanksgiving promotion. Begins Nov. 26 for one week in 39 markets. All dayparts. Agency: The Hawthorth Group, Edina, Minn. Target: women, 18-49.

**Eckerd Drugs.** □ Begins in late October for one week in approximately 50 markets. All dayparts. W. B. Doner, St. Petersburg, Fla. Target: adults, 18-49.

RADIO ONLY

**Marvel Oil Co.** □ Test campaign begins

Is this a mountain  
or a molehill?



That depends on how you see it.

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

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

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

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

For more information, call Bill O'Toole, Vice President of Sales, at 800-243-5300, or 203-622-2400.

**SD** STATION BUSINESS SYSTEMS  
a Control Data Company

## Rep Report

WCTI-TV New Bern, N.C.: To Katz Television Continental from Peters, Griffin, Woodward.

WNCN(FM) New York: To Lotus Representatives from Unirep.

WOKB(AM) Winter Garden, Fla.: To Lotus Representatives from Bernard Howard.

KBXL(FM) Caldwell, Idaho: To Lotus Representatives from Market 4.

WFXW(AM) Geneva, Ill.: To Savalli & Schutz from Roberts Associates.

WKRT(AM)-WNOZ(FM) Cortland, N.Y.: To Savalli & Schutz from Market 4.

KZKZ(AM) Flagstaff, Ariz.: To Buckley Radio Sales from Frederick W. Smith.

WBRK-AM-FM Pittsfield, Mass.; WKNE(AM)-WNBX(FM) Keene, N.H.: To Savalli & Schutz from Market 4.



Oct. 5 for eight weeks in Winston-Salem, N.C. Agency: Shailer Davidoff Rogers, Fairfield, Conn. Target: adults, 25-54.

**Car-X Service Systems** □ Begins in October for four to eight weeks in five markets. Morning drive, midday and afternoon drive times. Agency: Dawson, Johns & Blank, Chicago. Target: men, 18-34.

**Toyota** □ Automobiles. Begins Oct. 19 for four weeks in eight markets. Agency: Dancer Fitzgerald Sample, New York. Target: men, 25-34; adults, 18-34.

**Manor House** □ New food product. Test campaign begins Oct. 19 for three weeks in Milwaukee, Chicago and South Bend, Ind. Agency: Smith Badofsky & Raffel, Chicago. Target: women, 25-54.

**Beatrice Foods** □ Aunt Nellies products. Begins this week for three

weeks in Omaha and Chicago. Agency: Cunningham & Walsh, Chicago. Target: women, 25-49.

**3M Corp.** □ Scotch video products. Begins Nov. 2 for two weeks in about 25 markets. Morning drive, midday and afternoon drive times. Agency: BBDO, Minneapolis. Target: men, 25-49.

**Bennigans** □ Restaurant franchise. Begins Oct. 21 for two weeks in over 20 markets. Agency: Leo Burnett Co., Chicago. Target: adults, 18-34.

**John Deere & Co.** □ Snowmobiles. Begins Oct. 12 for four weeks in more than 50 markets. Target: adults, 18-49. Agency: NW Ayer, Chicago.

RADIO AND TV

## Advantage

**Cutting it big.** Wilkinson Sword Inc., Berkeley Heights, N.J., has launched fourth-quarter television campaign it describes as "biggest single advertising effort in cutlery history." Company will spend at annual rate of \$5.5 million, according to spokesman. TV drive begins Oct. 19 with 10-week exposure on network quiz shows and in spot TV in 19 markets and will be followed by daytime network TV on Nov. 9 for six weeks. Campaign promotes Wilkinson Sword's self-sharpening knife. Agency is Kurtz & Tarlow, New York.

**Good beginning.** More than half of TV advertising time on initial telecast of newly formed Univision worldwide Spanish-language network has been sold, according to spokesman. First telecast on Oct. 11 will consist of seven hours of live programming, including annual Hispanic Day parade (noon-4 p.m.) and three-hour entertainment special (7-11 p.m.) from New York's Madison Square Garden. Program will be fed by satellite to 20 Spanish-language countries with population of 270 million. Advertisers signed to date are Coca-Cola, Colgate-Palmolive, Kimberly-Clark, Pedro Domecq, Iberia, Aeromexico, Banco Exterior de Espana, Bancomex, Bancomer de Mexico, Foimento de Puerto Rico and Gillette.

**Radio for RCA's disks.** RCA Selectavision videodisks will allot almost \$1 million to its first "disks-only" campaign this fall on five national radio networks. Campaign will be broadcast for six weeks before Christmas (from Nov. 2 to Dec. 13) on ABC Contemporary, FM and Entertainment networks, Mutual and NBC Radio. Radio spots, which stress wide diversity of programs available on RCA videodisks, were created by Dancer Fitzgerald Sample, New York.

**Guide to cable.** J. Walter Thompson U.S.A. Inc. has issued second edition of "Advertiser Pocket Guide to Cable Communications," outlining values of cable communications, statistics on dimensions of cable TV and listing of major advertiser-supported cable networks with their subscription totals. Copies of guide may be obtained by writing Ron Kaatz, director of media and resources, J. Walter Thompson U.S.A. Inc., 875 North Michigan Avenue, Chicago, Ill., 60611.

**CAB moves.** Cabletelevision Advertising Bureau has moved from its temporary headquarters to new space at 767 Third Avenue, New York 10017. Portion of office will be designed as cable technology and programming exhibit to be used as training facility for cable executives and for meetings with advertisers, agencies and members of press and financial community. CAB's telephone number remains same: (212) 751-7770.

**Southland taps Y&R.** Southland Corp., Dallas, has chosen Young & Rubicam, New York, as agency for its 7-Eleven convenience stores. Estimates are that billings in 1981 will be more than \$20 million, substantially in broadcast. Account has been handled by Stanford Agency, in-house unit. In final bidding for account, in addition to Y&R, were D'Arcy-MacManus & Masius, St. Louis, and SSC&B Inc., New York.

# the lotus position



means...

**increased national  
radio sales dollars  
for our station list**

because...

~~11~~, ~~13~~, 16

young, aggressive,  
hungry, hard-working,  
sales people are selling  
schedules for our stations  
in our five owned  
and operated offices  
in:

<b>New York</b> —	212 697-7601
<b>Chicago</b> —	312 346-8442
<b>Los Angeles</b> —	213 466-8119
<b>San Francisco</b> —	415 563-3252
<b>Dallas</b> —	214 960-1707
<b>Atlanta</b> —	404 237-1577

Call or write us if you want to be in the better LOTUS position: George Sternberg, Vice President and Director, Station Relations, LOTUS REPS, 50 East 42nd Street, New York, N.Y. 10017, Telephone 212/697-7601.



**Lotus Reps**

Division of Lotus Communications Corporation

# Monday Memo®

A broadcast advertising commentary from Wyoma Best, vice president, program and communications, Rochester Area Chamber of Commerce

## Generating pride in Rochester, N.Y.

In the Rochester, N.Y., area these days, "Civic Pride" is being written with the initial letters capitalized. The "I'd Rather Be in Rochester" campaign is the major reason.

When we walk through a grocery store and hear kids whistling our tune; when we hear people talk on the street about the campaign, and when the Monroe County legislature unanimously approves another year at a time of governmental cutbacks, we know the campaign is a success.

On television, Rochester area notables describe their feelings in paid advertising. "It's got wonderful night life," says comedian Foster Brooks. "It's got Chuck Mangione," notes Mitch Miller. "It's got great sports and super fans," adds hockey coach Don Cherry.

Like most large and older metropolitan areas, Rochester has its share of urban problems, but the Rochester/Monroe county area also has many major plusses. In 1980, the area had vigorous industrial growth, even more than Sun Belt cities like Phoenix and San Antonio. For plant expansion, 106 firms last year made capital investments of \$537 million to add 4.4 million square feet and create some 6,000 new jobs in Monroe county. Against the national backdrop of recession, or even compared with the previous year in the county, the record was impressive. Still there was a problem.

Basically, we are a high technology community with a labor force of highly skilled people such as engineers and skilled tool and die craftsmen, but our companies were short of skilled labor. If we don't continue to attract this labor and hold what we have, we will have trouble with companies expanding in the future.

A lengthy evaluation of how to improve the image of the area was begun. A starting point was a study conducted earlier when Rochester Products, a division of General Motors, was considering expanding in six different communities and a "quality of life" analysis was made. A similar analysis also was made for Gannett when it was exploring the possibility of moving corporate headquarters. The information was combined into a 15-page "quality of life" report on Rochester/Monroe county, comparing the community with 14 others in education, medical care, crime, income and wealth, poverty, cost-of-living, weather and other factors. With research from the Center for Governmental Research on each factor, rankings for the 15 communities were developed, plus a composite ranking. Rochester/Monroe county was number



Wyoma Best is VP of Program and Communications for Rochester Area Chamber of Commerce. She comes from a diverse background professionally and in civic activities. She is a former newscaster with WHEC-TV Rochester, N.Y., and prior to that served as a Commissioner and Vice President of the Rochester School Board.

one.

A "sketch" of a program evolved and this was taken to the Monroe county legislature in late 1979. They suggested we bring back a full-blown proposal. Subsequently, the Economic Development Advisory Committee was formed from a cross-section of the business community.

The committee developed the complete proposal and came up with two major reasons why we needed it: First, local Rochesterians who have been here a long time don't always appreciate the attributes of the community and more often than not, put Rochester down when talking about it. Second, there was a need for good recruitment. This is especially important from a business point of view.

With the complete program in hand, the chamber went back to the county legislature which now appropriated \$200,000. Other private sector investment and contributions soon swelled the program to an estimated half million dollars for 1980 activities.

Including everything from paid television and radio advertising and billboards to bumper stickers, T-shirts and slide presentations, the "I'd Rather Be in Rochester—It's Got It" campaign got under way in July 1980.

Differing from the successful "I Love New York" campaign which sought to attract tourists, the objectives of the Rochester area were to build civic pride and promote industrial development. The target for the first phase was the native, who may sometimes complain about the snow or rain, but doesn't appreciate the "quality of life" factors that make the community a good place to live and work.

These features—parklands, higher education, water sports and recreation, ballet and professional sports—were built into the television commercials created by Hutchins/Young & Rubicam, agency for the Rochester Area Chamber of Commerce. For television as well as radio, an "I'd Rather Be in Rochester" musical theme also was composed, arranged and recorded by local talent.

Schedules on television and radio were purchased between July and October. Stations also ran the spots many more times as public service announcements.

While paid advertising was limited to television, radio and billboards, editorial coverage in newspapers and broadcast media also was extensive.

Targeted to "Area Industrial Development," the chamber developed specific materials to define benefits to business. Three brochures were directed to tax advantages, financial incentives and plant sites. While the commercials were fine, there was a need to penetrate more deeply. We've had a full schedule of appointments with businesses, schools, associations, etc. to explain the program in full detail. Additionally, many of these groups needed to know how they could use materials to help attract conferences and conventions to our area.

Measurement of the effects of the campaign has been undertaken by the chamber in a number of ways. We developed a questionnaire that was distributed every time we had a general session with different organizations. We asked their feelings about the campaign and invited suggestions for improvement. In almost every response, we found a high degree of recognition of what's going on and a strong recommendation that it continue. Also, there was almost unanimous applause for the implementation.

As stated in the opening paragraphs of a status report examining the results of the 1980 effort, "The area industrial development communications program has surpassed all expectations. The program, supported by the county of Monroe and sponsored by the Rochester Area Chamber of Commerce, has received tremendous response from both the public and private sectors."

No small wonder therefore that the momentum has carried into the renewed program for 1981. With television commercials featuring baseball coach Joe Altobelli and David Zinman, conductor of the Rochester Philharmonic, plus additional materials such as a Rochester book, promotional brochures on transportation, utilities, demographics and other subjects, the "I'd Rather Be in Rochester" campaign expects to make further progress this year.



**More Christal Strength:**

**WGN**

Chicago  
WGN Continental Broadcasting Company

Now represented by

**Christal**  
**NOTHING BETTER**

The Christal Company, Inc.  
919 Third Avenue • New York, N.Y. 10022  
(212) 688-4414



# Datebook

■ indicates new or revised listing

## This week

**Oct. 4-8**—Cable Software Symposium and Exposition, co-sponsored by *National Cable Television Association* and *Cable Television Administration and Marketing Society*. Hyatt Regency hotel, New Orleans.

**Oct. 4-6**—*Kentucky CATV Association* convention. Executive Inn, Rivermont, Owensboro.

**Oct. 4-6**—*New Jersey Broadcasters Association* 35th annual convention. Speaker: FCC Commissioner James H. Quello. Golden Nugget casino hotel, Atlantic City, N.J.

**Oct. 4-6**—*Pennsylvania Association of Broadcasters* fall convention. Seven Springs Mountain Resort, Champion, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101.

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

**Oct. 5-9**—*Hughes Microwave Communications Products* technical seminar on its AML local distribution microwave equipment. Hughes facility, Torrance, Calif.

**Oct. 5-10**—23d National Radio and Television Week, "Sixty Years of Broadcasting in Mexico," sponsored by *Camera Nacional de la Industria de Radio y Television*. Guests will include Vincent Wasilewski, president, National Association of Broadcasters. Fiesta Palace hotel, Mexico City.

**Oct. 6**—*Radio Advertising Bureau* sales clinic. Seattle Airport Hilton, Seattle.

**Oct. 7**—*Radio Advertising Bureau* sales clinic. Hyatt Regency, San Francisco.

**Oct. 7**—*International Radio and Television Society* newsmaker luncheon. Speaker: CBS Inc. President Thomas H. Wymen. Waldorf-Astoria, New York.

**Oct. 7-8**—*National Association of Broadcasters* engineering department's 14th AM directional seminar. Marriott Inn/Airport, Cleveland.

**Oct. 7-8**—*Society of Broadcast Engineers* tri-state convention. Indiana Convention Center, Indianapolis. Information: (317) 264-7992.

**Oct. 7-8**—*Kentucky Broadcasters Association* fall convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency hotel, Lexington, Ky.

**Oct. 7-9**—*Tennessee Association of Broadcasters* convention. Peabody hotel, Memphis.

**Oct. 8**—*Radio Advertising Bureau* sales clinic. Anaheim Marriott hotel, Los Angeles.

**Oct. 8-11**—*National Black Media Coalition* annual conference. Speaker: FCC Chairman Mark Fowler. Mayflower hotel, Washington.

**Oct. 9-11**—*American Women in Radio and Television* Midwest area conference. New Marriott, Harrisburg, Pa.

**Oct. 9-13**—*Vidcom '81*, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 75116 Paris.

**Oct. 11-13**—*National Association of MDS Service Companies* annual convention. Atlanta Hilton, Atlanta. Convention information: Diane Hinte, Standard Communications Corp., P.O. Box 92151, Los Angeles 90009. Exhibition information: Richard Greene, Trade Associales Inc., 4701 Willard Avenue, suite 105, Washington 20015.

## Also in October

**Oct. 12**—*Louisiana Association of Broadcasters* sales seminar. Sheraton Inn, Alexandria, La.

**Oct. 13**—*Louisiana Association of Broadcasters* sales seminar. Travelodge North, Lafayette, La.

**Oct. 13**—*Radio Advertising Bureau* sales clinic. Hilton Inn West, Orlando, Fla.

**Oct. 13-15**—*Western Educational Society for Telecommunications* 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 90032, (213) 224-3396.

**Oct. 13-15**—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706, (608) 263-2157.

**Oct. 13-16**—*Southern Educational Communications Association* fall planning conference. Bahamar hotel, Fort Lauderdale, Fla.

**Oct. 14**—*Louisiana Association of Broadcasters* sales seminar. Gateway hotel, Metairie, La.

**Oct. 14**—Chicago Collegiate Broadcasting Day, sponsored by *Illinois Broadcasters Association* and *Loyola University of Chicago's* department of communication. Marquette Center, Loyola University of Chicago.

**Oct. 14**—FCC open en banc meeting. FCC, Washington.

**Oct. 14-15**—*Maryland/Delaware Cable Television Association* annual fall meeting. Hyatt Regency, Baltimore.

**Oct. 14-15**—*Arbitron* radio workshop. Clayton Inn, St. Louis.

**Oct. 14-18**—*Women in Communications* 49th national professional conference. Speakers include David Hartman, ABC-TV's *Good Morning America*; Lee Thornton, CBS News correspondent, and Ellen Goodman, syndicated columnist. Stouffer's, Cincinnati.

**Oct. 15**—Fund-raising dinner honoring *Sol Taishoff on 50th anniversary of Broadcasting magazine*, for benefit of Broadcast Pioneers Foundation and Broadcast Pioneers Library. Co-chairmen: Reid Chapman, president of Broadcast Pioneers, and Vince Wasilewski, president, National Association of Broadcasters. Washington Hilton.

**Oct. 15**—*American Council for Better Broadcasts* 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media Wise Society." Capitol Holiday Inn, Washington. Information: ACBB, 120 East Wilson Street, Madison, Wis., 53703, (608) 257-7712.

**Oct. 15**—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

**Oct. 15**—"Video Production for Filmmakers" seminar, sponsored by *Advanced Technology Seminars*, Barbizon Plaza, New York. Information: ATS, Suite 610, 1600 Broadway, New York, 10019, (212) 582-6055.

**Oct. 15**—*Radio Advertising Bureau* sales clinic. Holiday Inn North, Charlotte, N.C.

**Oct. 15-16**—*Pittsburgh chapter, Society of Broadcast Engineers* eighth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 15-17**—*American Women in Radio and Television* Southwest area conference. Hilton LBJ, Dallas.

**Oct. 15-17**—*Arkansas Broadcasters Association* annual meeting. Sheraton hotel, Fort Smith, Ark.

**Oct. 15-18**—*American Women in Radio and Television* Northeast area conference. Regency Hyatt Cambridge, Boston.

**Oct. 15-18**—*American Women in Radio and Television* Southern area conference. Mills House, Charleston, S.C.

**Oct. 15-18**—*Women in Communications* national conference. Cincinnati. Information: (512) 345-8922.

**Oct. 16**—*Black Journalists Association of Southern California's* first scholarship awards dinner. Speaker: Dwight Ellis, vice president, National Association of Broadcasters. Sheraton Plaza LeReina hotel, Los Angeles.

**Oct. 16**—*Colorado State University/Colorado Broadcasters Association* 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee. Colorado State University, Fort Collins. Information: Dr. Robert MacLauchlin, (303) 491-6140.

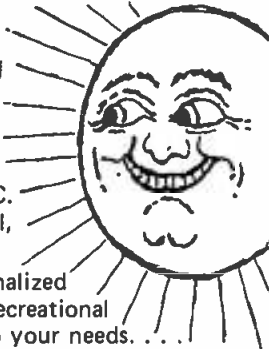
**Oct. 16-17**—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

**Oct. 16-17**—*Broadcasters Promotion Association/Broadcast Designers Association* board of directors meeting. St. Francis hotel, San Francisco.

**Oct. 16-18**—*North Carolina AP Broadcasters* annual meeting. Holiday Inn-Coliseum North, Winston-Salem, N.C.

**Oct. 19-21**—*Electronic Industries Association* 57th

## Summer was hot, but Metro Weather was hotter!



METRO WEATHER SERVICE expanded to twelve new markets this summer, including WCBS-ALL NEWS/N.Y.C. . . . WIBR/Batron Rouge, La. . . . CFGM, Richmond Hill, Ontario. . . . to name a few.

METRO WEATHER offers a complete package of personalized weather services with additional features, ranging from recreational to agricultural forecasts. . . . We can tailor our service to your needs. . . .

For more information, write or call toll-free: **800-221-4308**  
160-23 Rockaway Blvd., Jamaica, N.Y. 11434

**JOIN THE SERVICE THAT KEEPS AHEAD OF THE WEATHER—  
AND STAYS AHEAD OF THE COMPETITION!!!**

annual conference. Fairmont hotel, San Francisco.

**Oct. 20**—Radio Advertising Bureau sales clinic. Regency hotel, Denver.

**Oct. 21-22**—Ohio Association of Broadcasters fall convention. Columbus Hyatt Regency, Columbus, Ohio.

**Oct. 21-23**—National Association of Telecommunications Officers and Advisers, affiliate of National League of Cities, conference, "The Role of the Local Telecommunications Officer," focusing on cable television franchise administration and regulation and municipal uses of cable. Hilton Harvest House hotel, Boulder, Colo.

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

**Oct. 22**—Radio Advertising Bureau sales clinic. Holiday Inn O'Hare, Chicago.

**Oct. 22-23**—Alabama Cable Television Association, fall meeting. Gulf State Park Resort, Gulf Shores, Ala.

■ **Oct. 24**—Women in Cable women's cable career workshop. Ambassador West, Chicago.

**Oct. 25-27**—New Jersey Cable TV Association annual convention. Meadowlands Hilton, Secaucus, N.J. Information: (609) 392-3223.

**Oct. 25-30**—Society of Motion Picture and Television Engineers 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

■ **Oct. 29-30**—"CATV and the New Technologies—The New Video Marketplace," sponsored by American Bar Association's Forum Committee on Communications Law, Forum Committee on Entertainment and Sports Industries and Section of Science and Technology. Keynote address, Richard E. Wiley, Kirkland & Ellis. Panelists include Herbert Schlosser, RCA; Irving Goldstein, Satellite Television Corp.; Henry Geller, Duke University professor; Erwin Krasnow, National Association of Broadcasters; Brenda Fox, National Cable Television Association; Stephen Sharp, FCC, and Jack Valenti, Motion Picture Association of America. Beverly Hilton hotel, Beverly Hills, Calif.

**Oct. 29-30**—National Conference on Media sponsored by Pro & Con Screening Board. Theme: "Future of Women and Minorities in Mass Communications. With or Without EEOC." Blackstone hotel, Chicago.

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

**Oct. 29-Nov. 1**—Information Film Producers of America national conference and Cindy awards banquet. Sheraton Universal hotel, Los Angeles.

**Oct. 30-Nov. 1**—12th annual Loyola National Radio Conference sponsored by Loyola University of Chicago, department of communications. Hyatt Regency, Chicago. Information: LNRC, 820 N. Michigan Avenue, Chicago, 60611, (312) 670-3116.

**Oct. 30-Nov. 3**—Society of Telecommunications Consultants fall conference, "Integrated Communications for the '80's." Sheraton Palace hotel, San Francisco.

**Oct. 31-Nov. 3**—ABC radio affiliates board meeting. Lake Buena Vista Conference Center, Orlando, Fla.

## November

**Nov. 1-4**—National Association of Educational Broadcasters 57th annual convention. Hyatt Regency, New Orleans.

**Nov. 1-4**—Scientific Atlanta's seventh annual Satellite Communications Symposium. Hilton hotel, Atlanta.

**Nov. 2-4**—Information Industry Association 13th annual conference. Speakers include FCC Commissioner Anne Jones. Copley Plaza hotel, Boston.

**Nov. 3-6**—Pennsylvania Cable Television Association annual convention. Hershey Pocono Resort, Whitehall, Pa. Information: (717) 234-2190.

**Nov. 4-6**—Electronic Industries Association management seminar for Boston. Holiday Inn of Waltham, Waltham, Mass. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington 20036, (202) 457-4996.

**Nov. 5-7**—National Translator Association annual low-power television and translator convention. Hilton Inn, Albuquerque, N.M. Information: NTA headquarters, 36 South State Street, Salt Lake City, Utah, 84111, (801) 237-2623.

**Nov. 5-7**—Broadcast Education Association seminar on telecommunications policy and regulation. National Association of Broadcasters headquarters, Washington.

**Nov. 6**—Chicago Communications seventh annual luncheon and communications seminar, sponsored by 29 Chicago associations. Seminar topic: "Who's Watching Our Watchdogs? Ethics, Privacy, Credibility and Accountability in the 80's." Keynote speaker: Pierre Salinger, ABC News Paris bureau chief. Palmer House, Chicago.

■ **Nov. 8-7**—UCLA Extension workshop, "Public Access to Cable TV: A Do-It-Yourself Workshop." 1246 Graduate School of Management, UCLA, Los Angeles. Information: Ellen Stern Harris, (213) 825-0641.

■ **Nov. 7-10**—Association of National Advertisers annual meeting. Speakers include Lee Iacocca, chairman of Chrysler Corp. Panelists include Hugh Downs, host of ABC-TV's 20/20; Gene Jankowski, president, CBS/Broadcast Group; Gerald Levin, group vice president, video, Time Inc.; Richard Frank, president, Paramount Television Distribution, and Allen Gilliland, president, Gill Cable. Fairmont hotel, San Francisco.

**Nov. 8-10**—Arts/Cable Exchange sponsored by University Community Video. Minneapolis Auditorium, Minneapolis.

**Nov. 8-11**—Association of National Advertisers annual meeting. Fairmont hotel, San Francisco.

**Nov. 9-11**—Television Bureau of Advertising 27th annual meeting. Fontainebleau Hilton, Miami.

**Nov. 9-11**—Subscription Television Association second annual conference. Hyatt hotel at Los Angeles International Airport. Information: Valerie Backlund, (213) 827-4400.

**Nov. 11-13**—Oregon Association of Broadcasters

## RADIO SPECIAL

# This CHRISTMAS reach them in Spanish

The Christmas Story in Spanish adds something special to your holiday schedule. This public

service program is available free-of-charge on an o-t-o basis. It comes in 15 and 30 minute lengths, both on the same disc, so you can schedule each one, if you desire.

"Ayer, Hoy y Siempre" ("Yesterday, Today, and Forever") is one of the fastest-growing public service radio programs on the air. It is widely appreciated among the 25 million Spanish-speaking Americans. The host of this series is Uncle Julio. He delivers a non-sectarian message from the Christian Gospel in Spanish. As narrator of this Christmas special, he helps give the story drama and relevance to your Spanish-speaking audience.

To order this Christmas special, return this coupon or call VI Knickrehm at 314-647-4900.

Mail to: International Lutheran Laymen's League  
Ayer, Hoy y Siempre Christmas Special  
2185 Hampton Avenue, St. Louis, MO 63139

Please send me ( ) the Christmas special.

Name

Station

Address

City/State/Zip

41st fall conference. Valley River Inn. Eugene, Ore.

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

**Nov. 11-14**—*Unda-USA* 10th general assembly, titled "Taking a Stand: Strategies for the Decade." Roosevelt hotel, New York. Information: Ann DeZell, Unda-USA General Assembly, Box 588, Winona, Minn., 55987, (507) 454-4643.

**Nov. 12**—16th annual Gabriel Awards presentation banquet, sponsored by *Unda-USA*. Waldorf-Astoria hotel, New York.

■ **Nov. 12-13**—Media research seminar. *Florida International University*, Bay Vista campus, North Miami.

**Nov. 18**—*National Commission on Working Women's* third annual "Women at Work" broadcast awards. Capital Hilton, Washington.

**Nov. 19-20**—*Arizona Broadcasters Association* fall convention and annual meeting. In conjunction with convention and technical exhibit of *Arizona Society of Broadcast Engineers*. Sheraton Inn, Scottsdale, Ariz.

**Nov. 19-20**—*Arbitron* radio workshop. Omni International, Miami.

**Nov. 20**—*Society of Broadcast Engineers'* Northwest regional convention. Red Lion Inn/Sea-Tac Motor Inn, Seattle.

**Nov. 20-22**—*Satellite Television Technology International's* Satellite Video Show. Anaheim Marriott, Anaheim, Calif.

**Nov. 24**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Nov. 29-Dec. 3**—National Telecommunications Conference, sponsored by *Institute of Electrical and Electronics Engineers* and *Communications Society Conference Board*. Marriott hotel, New Orleans.

**Nov. 30-Dec. 1**—*Communications Technology Management* and *Annenberg School of Communications'* second annual "Telecommunications for the '80's" conference. University of Southern California, Los Angeles.

## December

**Dec. 2-4**—*Western Cable Show*, Anaheim Convention Center, Anaheim, Calif.

**Dec. 3-5**—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. 6-9**—*Arbitron* Radio Advisory Council meeting. Cancun Caribe. Cancun, Mexico.

**Dec. 10-11**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hyatt hotel, Orlando, Fla.

**Dec. 11**—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

**Dec. 11**—*International Television Association* San Diego chapter video awards festival. Royal Quality Inn, San Diego. Information: Pamela Taylor Waldman, P.O. Box 575, Del Mar, Calif. 92014.

**Dec. 11-13**—*Audio Independents, University of California Radio Network, Western Public Radio* and *California Arts Council's* "Dialogue '81: Radio ... Waves of the Future." Asilomar Conference Center, Pacific Grove, Calif.

## January 1982

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

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

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

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

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

## February 1982

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

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

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

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

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

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

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

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

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

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

# Over 120 Now in Use. Broadcast Electronics' FX-30 Exciter The New FM Performance Leader.



## Here's What Customers Say...

- "A superior product." . . . . . WCRC-Effingham, IL
- "Superb performance." . . . . . WRXL-Richmond, VA
- "Install it and forget it." . . . . . KHTZ-Los Angeles, CA
- "It's terrific!" . . . . . KBIQ-Seattle, WA
- "Works as advertised." . . . . . WMMR-Phila., PA
- "Great! Excellent design." . . . . . WCAL-Northfield, MN
- "Exceeds what I expected." . . . . . WLAK-Chicago, IL
- "An excellent performer." . . . . . KYXY-San Diego, CA
- "Great! Looks good!" . . . . . WJYO-Orlando, FL
- "Love it, service great." . . . . . WKHK-New York, NY
- "Sweetest sound in the world." . . . . . WPAT-Paterson, N.J.

**Need we say more! Yes, but only that we wish there was room for all of the fine customer comments about this superb product.**

For more information on the FX-30 Exciter and BE's exciting new FM transmitters, call or write Joe Engle at:



4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305. (217) 224-9600. TELEX: 25-0142

## Major Meetings

**Oct. 9-13**—*Vidcom '81*, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 5116 Paris.

**Oct. 25-30**—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

**Nov. 1-4**—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

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

**Nov. 9-11**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami Beach.

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

**Dec. 2-4**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

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

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

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

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

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

**April 23-29, 1982**—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982,

19th *MIP-TV* in conjunction with *VIDCOM* (International Videocommunication Exchange).

**May 2-5, 1982**—*National Cable Television Association* annual convention. Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

**May 4-5, 1982**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

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

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

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

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

**July 22-24, 1982**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

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

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

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

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

## Errata

**Richard G. Mattson** is not 40% owner of KTAC(AM) Tacoma, Wash., and KJR(AM) Seattle as reported in Sept. 7 "Changing Hands" item on KMED(AM) Medford. Although assignment application indicated that, amendment is being filed at FCC to correctly identify Mattson as former operations manager, KTAC.

News story in Sept. 21 issue about oral argument in RKO's appeal of FCC denial of license renewal of three RKO stations said that in another case, Katy Communications had been granted approval to acquire AM and FM stations although its "parent company and its controlling officer had made improper overseas payments, in violation to federal securities laws." As was correctly reported in another story in the Sept. 14 issue, **Katy Industries signed consent decrees** with the Securities and Exchange Commission concerning the alleged payment of bribes to foreign officials.

## March, 1982

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

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

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

## June, 1982

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

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

## July 1982

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

## Broadcasting Publications Inc.

Sol Taishoff, chairman  
Lawrence B. Taishoff, president  
Edwin H. James, vice president  
Irving C. Miller, secretary-treasurer

# Broadcasting

The News Magazine of the Fifth Estate  
INCORPORATING  
**TELEVISION**  
AND  
**Cablecasting**

Broadcasting-Teletesting Building  
1735 DeSales Street, N.W., Washington 20036  
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 Zeidenberg, chief correspondent (Washington)  
Mark K. Miller, senior news editor  
Kira Greene, assistant to the managing editor  
Frederick M. Fitzgerald, senior editor  
Harry A. Jessell, associate editor  
Kathy Haley, Matt Stump, assistant editors  
Steve McClellan, Doug Hatonen, staff writers  
Candace H. Stapen, contributing editor (50th anniversary series)  
Kim McAvoy, John Uppman, John Eggerton, Debra Shapiro, editorial assistants  
Pat Vance, secretary to the editor

### BROADCASTING & CABLE YEARBOOK

John Mercurio, manager  
Joseph A. Esaer, assistant editor

### ADVERTISING

David Whitcombe, director of sales and marketing  
Winfield R. Levi, general sales manager (New York)  
John Andre, sales manager—equipment and engineering (Washington)  
Gene Edwards, Southern sales manager (Washington)  
David Berlyn, Eastern sales manager (New York)  
Tim Thometz, Western sales manager (Hollywood)  
Charles Mohr, account manager (New York)  
Katherine Jeschke, classified advertising  
Doris Kelly, secretary

### CIRCULATION

Kwentin K. Keenan, circulation manager  
Christopher McGirr, assistant circulation manager  
Patricia Waldron, Sandra Jenkins,  
Vanida Subpamong, Debra De Zarn

### PRODUCTION

Harry Stevens, production manager  
Don Gallo, production assistant

### ADMINISTRATION

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

### 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, staff writer  
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



Founded 1931. *Broadcasting-Teletesting*\* introduced in 1946. *Television*\* acquired in 1961. *Cablecasting*\* introduced in 1972. \*Reg. U.S. Patent Office. □  
Copyright 1981 by Broadcasting Publications Inc.

# Where Things Stand

A quarterly status report on the unfinished business of electronic communications

Copyright 1981 Broadcasting Publications Inc. May be quoted with credit.

**AM-FM allocations.** FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). As of June 22, 167 clear-channel applications had been filed with commission. Eighteen of 25 clear-channel frequencies have been cut off. No application has been granted yet. FCC has reversed its decision of December 1979 and voted to recommend retention of AM channel spacing at 10 khz (BROADCASTING, Aug. 10). It had formerly proposed a shrinkage to 9 khz. See "Region 2" below. Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). Commission expects to act on rulemaking proposal in fourth quarter of this year. National Telecommunications and Information Administration has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. National Association of Broadcasters urged commission to institute government-industry advisory committee to assist in devising comprehensive plan for all radio channel assignments. Commission met NAB part way, expanding advisory committee already in place and working on Region 2 conference on AM broadcasting to include all AM and FM allocations proposals.

□

**AM stereo.** It has been almost 18 months since FCC tentatively designated Magnavox AM stereo system as industry standard (BROADCASTING, April 14, 1980), but broadcasters and public today are no closer to AM stereo service. FCC failed in July 1980 to confirm its selection of Magnavox system, which some broadcasters felt was inferior to four other proposed systems and which FCC staff felt was not wholly defensible against expected court challenges. Instead, it adopted further notice of proposed rulemaking which it hopes will lead to selection backed by strong record (BROADCASTING, Aug. 4, 1980). Despite pleas of NAB to expedite proceeding, FCC has announced that subject will not be ready for further action until first quarter of next year.

□

**Antitrust/TV code.** Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late in 1979; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (BROADCASTING, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions.

There was second oral argument, on May 16, 1980, when both sides asked for summary judgment. Greene now has to decide on basis of record.

□

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

□

**Cable Copyright.** House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice has completed hearings on revising Copyright Act of 1976 as it pertains to compulsory licensing and hopes to mark up two bills on Oct. 14-15. Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) introduced first bill (H.R. 3560), which would restrict compulsory license to number of signals permitted under signal carriage rules FCC has voted to eliminate. Bill would expand Copyright Royalty Tribunal's rate-making powers and allow it to establish syndicated exclusivity rules. It would exempt cable systems with fewer than 5,000 subscribers from copyright liability and would prohibit retransmission of sporting events within 50 miles of stadium. Representative Barney Frank (D-Mass.) introduced second bill (H.R. 3844), which would eliminate compulsory license after one-and-a-half-year transition period during which signal carriage rules with exception of "must carry" rules for local signals, would remain in effect. It would exempt from liability certain network programming and cable systems with fewer than 2,500 subscribers, but would make satellite resale carriers liable. It would abolish Copyright Royalty Tribunal. Earlier measure authored by Frank (H.R. 3528) would have left "must carry" rules in place. House Energy and Commerce Committee has signaled concern over both bills' potential involvement in FCC rules (BROADCASTING, June 1) and may ask for hearings on whichever one Judiciary Subcommittee passes. Senate Judiciary Committee has held two hearings on cable copyright but is said to be waiting to see results in House. No cable copyright bills have been introduced in Senate.

□

**Cable deregulation.** FCC on July 24, 1980, lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting, backed by large contingent of broadcasters, went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28, 1980). But court in late spring affirmed FCC's order (BROADCASTING, June 22). In another development, Ted Turner has asked commission to repeal "must carry" rules for local stations (BROADCASTING, Oct. 20, 1980). Senate Commerce Committee has approved

amendments to common carrier bill (S. 898) prohibiting federal, state or municipal regulation of cable rates except for channels designated for government or public access and except in areas where no reasonably available alternative electronic media services exist, setting into law FCC's authority to set ceilings on franchise fees and requiring utility companies to afford access to cable operators for pole attachment. Heavy opposition from cities is said to have eroded some of committee's support for amendments and Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) has promised to try to delete amendments during floor action on bill, which was to have begun last week. Committee is also said to be planning bill to define federal, state and local jurisdiction over cable regulations and to prohibit municipal ownership of cable systems. (see "Communications Act.") House Telecommunications Subcommittee held hearing on local franchising practices on July 28 and in hearings on diversity of information has examined whether cable operators should have right to control programming on all channels and whether multiple ownership and crossownership restrictions should be placed on cable.

□

**Canadian border problems.** White House will ask Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Message to Congress will also state that if mirror legislation does not succeed in persuading Canada to modify or repeal tax law aimed at foreign stations, further retaliatory steps will be taken.

□

**Children's television.** FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as insufficient volume of children's instructional and educational programming on commercial television throughout week (BROADCASTING, Dec. 24, 1979). Comments have been filed (BROADCASTING, June 23, 1980). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June 1980 on what's available in children's programming and on how to better it. Regulatory proposals, however, were chief topics of concern (BROADCASTING, June 30, 1980). On Oct. 15-16, 1980, commission held panel discussions on subject. Public interest groups strongly urged implementation of mandatory children's programming requirements, citing lack of self motivation on industry's part. Broadcasters opposed idea, citing First Amendment concerns and saying program quality can't be mandated by government. Action for Children's Television filed petition to make additional comments in FCC Docket 19142. Comments contain study which determines amount of children's programming aired between 6 a.m. and 6 p.m. weekdays on commercial stations (BROADCASTING, Sept. 28).

□

**Closed captioning.** Under direction of Na-



tional Captioning Institute, ABC-TV, NBC-TV and Public Broadcasting Service have been broadcasting closed-captioned programming for hearing impaired since March 1980. In addition to promoting and coordinating service, NCI captions programs, currently about 25 hours each week for networks and three syndicators. It also captions commercials of about 70 advertisers and advertising agencies. Sales of decoders, needed to receive and display captions, have been steady but slow over past year. Decoders are sold through Sears, Roebuck & Co., in set-top adapters or built into sets. At last count, some 36,000 decoders had been sold in one form or other. CBS has steadfastly refused to have anything to do with NCI and its captioning project, choosing instead to develop closed captioning as just one element of teletext system (see "Teletext" below). CBS is demonstrating its concept as part of its test of Antiope-based teletext system at KNXT(TV) Los Angeles, The Caption Center of WGBH(TV) Boston, which does open captioning of ABC's *World News Tonight* for PBS, is captioning programs for CBS.

□

**Communications Act.** Congress has lengthened license terms for radio broadcasters from three to seven years and for TV broadcasters from three to five years. It has given FCC permission to use lotteries to choose among equally qualified applicants for new licenses and has made "payoffs" by renewal applicants to competing applicants illegal. It has authorized appropriations of up to \$130 million to the Corporation for Public Broadcasting for fiscal years 1984, 1985 and 1986 and funding for facilities planning, construction and upgrading at levels not to exceed \$20 million, \$15 million and \$12 million for fiscal years 1982, 1983 and 1984. Limited experiment in institutional advertising by limited number of public stations and under FCC guidance has been authorized. Beginning in 1984, CPB must allocate 75% of its funds available after operating expenses to unrestricted station grants and 25% to national programming. CPB's board of directors must be reduced by attrition from 15 members to 11, and membership must include one TV station and one radio station representative. Forum for passage of all these amendments to act was stormy conference between House and Senate Commerce Committees on mammoth budget reconciliation bill to which Senate has attached five communications bills, two of them proposing substantial broadcast deregulation (S. 270 and S. 601), another proposing license fees for most providers of telecommunications services (S. 821), measure seeking greater limitations on funding for public broadcasting (S. 720) and proposal to require assignment of next suitable frequency that becomes available to New Jersey.

After President Reagan signed budget bill into law (BROADCASTING, Aug. 17) and following August congressional recess, Senator Howard Cannon (D-Nev.), ranking minority member of Commerce Committee, introduced bill including broadcast deregulation provisions stricken during conference from budget bill. New measure (S. 1629) would set into law steps to deregulate radio taken earlier this year by FCC (see "Radio Deregulation") and would prohibit FCC from requiring stations to adhere to particular program formats. It would abolish comparative renewal proceedings for both radio and TV, requiring FCC to renew license of any station it found had met problems, needs and interests of residents in its service area in

its programming and had operated without serious violation of Communications Act. FCC could not consider competing applications for occupied facility until it had already determined renewal applicant to be unfit. Bill would also set new policy for Congress, directing FCC to "promote development of competitive, new and diverse sources of broadcast programming and introduction of new services to consumers" (BROADCASTING, Sept. 21).

Commerce Committee also plans bill addressing international communications matters, including reciprocity in certain policies and structure and role of publicly funded satellite carriers, Comsat, Intelsat and Marisat ("Closed Circuit," Aug. 3). Action on this and mark-up of S. 1629 are not likely until after Senate action on S. 898, sweeping common carrier bill passed by committee (BROADCASTING, July 20) and expected to reach Senate floor late last week or early this week. S. 898 would, among other things, permit AT&T, through fully separated subsidiary, to offer electronic text version of its Yellow Pages, but without advertising.

Senate has passed bill (S. 929) to set minimum performance standards for manufacture of TV and radio sets to make them less susceptible to interference from other spectrum users, such as land-mobile and amateur radio operators. Bill would also permit volunteer policing of amateur radio violations and would permit FCC to discontinue licensing of citizen band radio operators. Senate has also passed bill to allow Western Union to compete as international record carrier (S. 271).

FCC has sent to House and Senate Commerce Committees legislative package proposing sweeping revisions in Communications Act, including overall change in FCC's mandate from regulatory control to reliance on marketplace forces. Package also asks for repeal of fairness doctrine and equal-time and reasonable-access provisions.

House Telecommunications Subcommittee has completed heavy schedule of hearings on international trade and telecommunications, competition in telecommunications industry and diversity of information in preparation for writing legislation later this year. After publishing report on data collected in hearings and written statements from industry and other sources, subcommittee Chairman Timothy E. Wirth (D-Colo.) plans first to introduce common carrier bill and later to introduce broadcast legislation. Bills have been introduced in House to deregulate radio along lines traced by FCC's radio deregulation (H.R. 1297) and to increase license stability (H.R. 1298), both authored by Representative James Collins (R-Tex.). Another bill, which was subject of part of subcommittee hearing two weeks ago (BROADCASTING, Sept. 28), would codify FCC crossownership rules and prohibit FCC from considering ownership of other media or lack of on-site management by owner in renewal proceedings (H.R. 3475). Representative Al Swift (D-Wash.) introduced this bill and similar measure (H.R. 6228) in 96th Congress. Also before Telecommunications Subcommittee is measure (H.R. 4177) that would permit FCC to apply reciprocity when licensing telecommunications services by foreign operators in U.S. (BROADCASTING, Sept. 28), and another (H.R. 4225) that would apply reciprocity to ownership of cable systems by foreign entities (BROADCASTING, July 27).

□

**Comsat.** Following adoption of staff report last

April (BROADCASTING, April 28, 1980), FCC adopted rulemaking to examine corporate structure of Communications Satellite Corp. to insure that its competitive domestic businesses operate independently of its congressionally mandated international ones. Commission has also put out for public comment request by Comsat to allow it to offset losses from its participation in INMARSAT with revenues from INTELSAT—request commission seems dubious about granting. Decision on that request is expected shortly after report and order is issued on corporate-structure item. (See also "Direct Broadcast Satellites" below.)

□

**Copyright Royalty Tribunal.** Clarence James, then chairman of Copyright Royalty Tribunal, has testified before Senate Appropriations and House Judiciary Subcommittees that CRT should be abolished and its functions relegated to another agency (BROADCASTING, March 16). Although Congress had yet to pass new copyright legislation, James, increasingly at odds with other commission members, resigned, leaving CRT with four commissioners (BROADCASTING, May 11). Senior Commissioner Thomas Brennan became acting chairman and will hold post until Dec. 1, when Commissioner Frances Garcia is slated to take over helm. Tribunal issued final formula on how to divide \$14.6 million paid in royalties in 1978 by cable companies (BROADCASTING, Sept. 29, 1980). Under formula, U.S. and Canadian broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants, 12%; Public Broadcasting Service, 5.25%; and music performing rights societies, 4.5%. Decision is still subject to appeals, but tribunal held that 50% of fund could be distributed without affecting appeals. Although National Association of Broadcasters asked court to block partial distribution, court denied request and funds were distributed (BROADCASTING, July 27). Tribunal started 1979 distribution proceeding July 7. It hopes to wrap proceeding up by end of October.

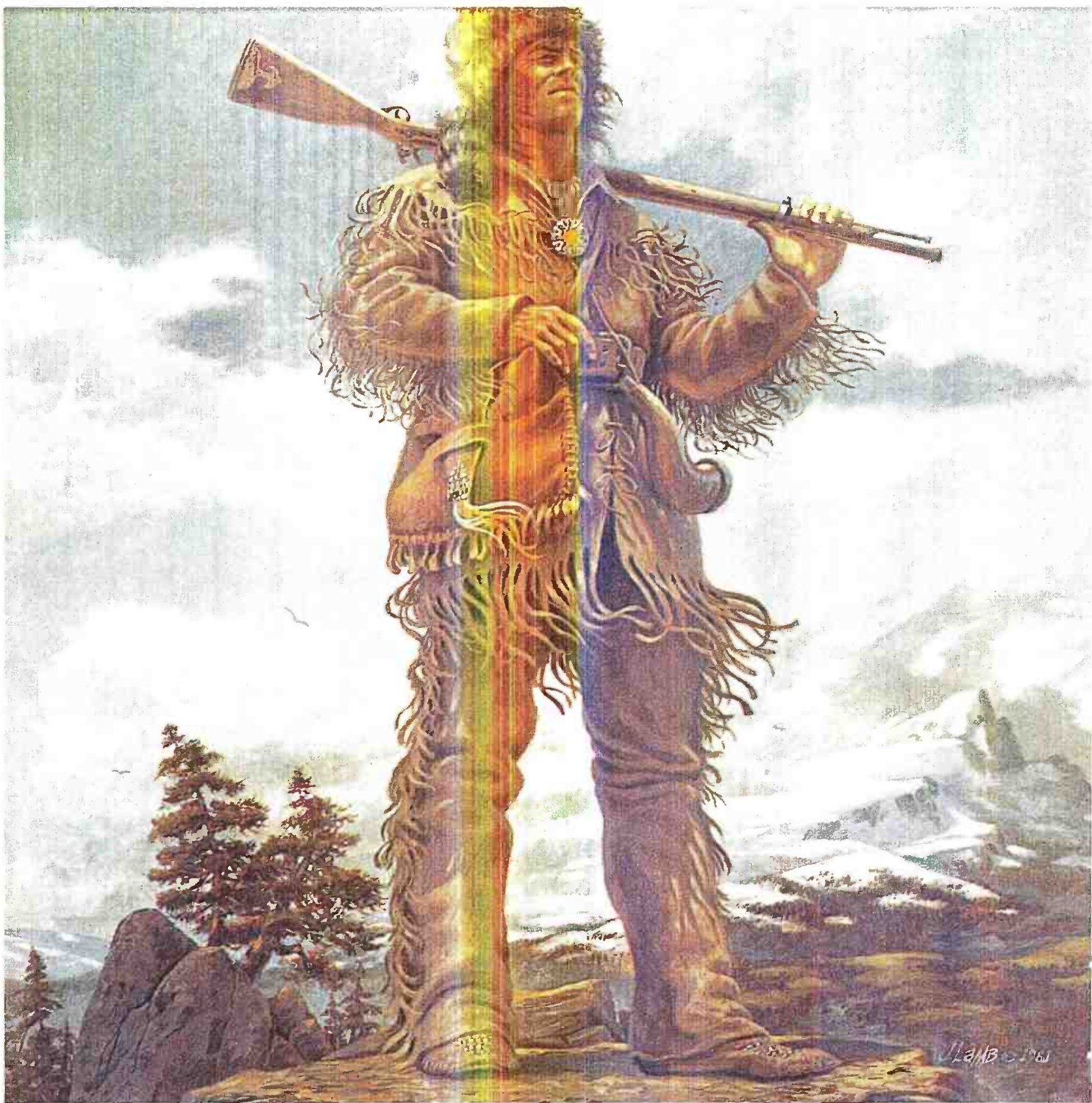
□

**Crossownership (newspaper-broadcast).** Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation or acquisition of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreement; seven have been freed from divestiture order because of entry of competition in market, and one has won reversal of divestiture order in appeals court. Of three remaining cases, one involving WALB-TV Albany, Ga., was resolved when FCC granted waiver due to entry into market of minority-owned television CP, and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3, 1980).

□

**Crossownership (television broadcasting-cable television).** FCC amended its rules to require divestiture of either cable system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April

*Continues on page 48.*



## **Daniel Boone. Pioneer, Indian Fighter, Patriot, Trapper, Trailblazer and Ratings Leader.**

Daniel Boone is a syndication dream. Built around a great American hero, 120 one hour color episodes starring Fess Parker, Ed Ames and Albert Salmi are now available.

It's a young people's show, it's a family show, it's an action adventure show, it appeals to all ages. Daniel Boone simply has the unique ability to attract an audience in all dayparts. During its six years on NBC, it averaged a fantastic 33% share, dominating its time period against such competition as The Munsters, The Flying Nun, Perry Mason, Gilligan's Island and That Girl. And Boone has a proven track record of seven successful years of syndication.

So bring back the American Classic, Daniel Boone. It fits your format.



TELEVISION

## **Daniel Boone. An American Classic is back.**

Copyright ©1981 Twentieth Century-Fox Film Corporation. All rights reserved.

# Broadcasting Oct 5

Vol. 101 No. 14

TOP OF THE WEEK

## Fowler paints glowing picture of the future for communications law practices

**He tells FCBA that unregulation will transform their field into one 'challenged by new issues'**

Cheer up, FCC Chairman Mark S. Fowler told members of the Federal Communications Bar Association last week. "Unregulation" need not mean a decline in their law practice. It could mean, instead, a "transformation" and "growth" of legal needs. For the commission's policy, he said, is aimed at permitting the telecommunications industry "to develop in response to consumer demands as expressed in a marketplace environment"—an environment that will be congenial to the development of a new set of legal, economic and social issues requiring the application of the communications lawyer's skills.

Fowler offered his bullish assessment of the future of the communications law business, appropriately enough, at a luncheon meeting of the FCBA that was attended by more than 300 persons. And while there were those who were heartened by the chairman's parting words—"I have no doubt that all of you will prosper"—there were others who did not need his advice. "We're very diversified already," said the member of one law firm once known for its emphasis on a broadcast practice.

Clearly, Fowler was advising the communications lawyers to widen their horizons. "Unregulation"—Fowler's word for dispensing with as many of the commission's rules as possible, particularly those related to program content—"will unleash new forces that are not contemplated within the current structure of the industry," either by the commission or—by extension—the communications law practice of many attorneys, he said. "And as we unregulate, I believe you will see thousands of new corporate players entering telecommunications, committing new capital to existing and innovative new services. Most will need communications counsel. That's where you come in."

In making his point, Fowler offered a tantalizing prospect. "If we eliminate rules which now preclude broadcasters from



FCC Chairman Mark Fowler

owning MDS systems in markets they now serve," he said, "high technology companies may form partnerships with the local broadcaster to provide MDS."

He also made his point as to the unexpected turns the communications business is taking by quoting, in full, BROADCASTING's editorial, "Who's on First," which expressed wonder at the strange permutations of the telecommunications business—pay TV-hating ABC, for instance, joining forces with Getty Oil in a pay television sports network (BROADCASTING, Sept. 28).

Fowler laid out some of the qualifications telecommunications clients in the environment he foresees will require of their lawyers. With the commission moving toward competition and away from rate-regulated monopolies in the common carrier field, he said, lawyers will have to be strong in economics and be able to develop "unorthodox" strategies. In broadcasting, where the commission is shucking regulation as fast as possible, he added, lawyers must be ready "to change gears, to alter course and to meet the new needs" of clients: Broadcast attorneys must understand the new programming market the client faces, as well as evaluate business and technological changes in the client's market and provide guidance about the future.

Fowler made it sound as though unregulation will give lawyers a booster shot of enthusiasm for their work. "You will no longer be required to spend your time on the mind-numbing pettifoggery often associated with your current administrative practice," he said. "Your mind will be challenged by new issues and concepts in common carrier, private radio, domestic satellites, as well as cable televi-

sion and broadcasting. Unregulation will also propel you increasingly into such distinct areas of the law as capital formation, antitrust, corporate tax and contract law. In other words, your practice may be less an FCC compliance-oriented practice and more a business-oriented practice."

## Hollings filibuster blocks AT&T bill

**He objects to Baker's plan to begin debate on S. 898, saying Senate did not have enough time to study various amendments**

The controversial bill that would allow AT&T to compete through a separate subsidiary in unregulated telecommunications markets, S. 898, almost made it to the Senate floor last week. It could come to the floor this week, but only if the filibuster begun last Thursday by Senator Ernest F. Hollings (D-S.C.) comes to an end.

Hollings objected to a move by Majority Leader Howard Baker (R-Tenn.) to begin debate on the bill, saying the Senate had not had time to study it and that the legislation was poor. "A measure of the shenanigans" in drafting the bill, said Hollings, was the insertion of amendments pertaining to cable TV that "the chairman of the Communications Subcommittee did not know had been included."

Senate Commerce Committee Chairman Bob Packwood (R-Ore.), who paced the Senate floor during Hollings's one-and-a-half-hour discourse, is said to have known Hollings would try to slow debate

on the bill, but not that he'd try to keep it from the floor altogether.

Hollings argued that the Commerce and Judiciary Committees had just reached agreement on a set of amendments to S. 898 last Wednesday and that the Justice Department had sent two more amendments, one of them arriving only that morning. It was obvious from talking to colleagues, said Hollings, "that AT&T representatives" had been in touch with them "and this is hardly an environment" in which to begin debate on the "most complex bill to come before the Senate this year."

Baker adjourned the session telling Hollings he'd have the floor when the Senate reconvenes today (Oct. 5), but noted he believes "it's urgent" that the Senate begin considering S. 898. Asked by Communications Subcommittee Chair-



Hollings

man Barry Goldwater (R-Ariz.) if there had been several senators, both Democratic and Republican, who would oppose opening debate on the bill, Baker said yes, "but there comes a time when I feel we have to begin work on a bill."

Goldwater said a letter had circulated in the Senate that day saying he had decided not to try to strike three cable amendments from S. 898. "That's not true," he said. "Those amendments were sneaked in and I'm going to try to get them out in the light of day." The letter, sent by Packwood and Senator Howard Cannon (D-Nev.), described a "compromise amendment" they plan to offer that would retain the rights of cities to regulate basic cable rates but prohibit regulation of pay cable rates. The FCC's authority to set franchise-fee ceilings would remain in the bill. The amendment requiring utility companies to afford pole attachment to cable operators would be revised to exempt telephone and electric cooperatives.

Goldwater tried to interrupt Hollings's filibuster temporarily to defend his position on the cable amendments, but was refused by Packwood, who will be managing the bill on the floor and has the right to

object to any interruptions in the filibuster.

The language of S. 898, as reported by the committee, has been reworked since the mark-up sessions at which all but one member, Hollings, voted to send the bill to the Senate floor.

Language throughout directing the FCC to deregulate as it finds "effective competition" in a particular market or service has replaced directions to deregulate "where there are reasonably available alternatives." Exemptions from some of the restrictions placed on AT&T's relationship with its fully separate subsidiary and from requirements to make public certain information have been inserted to protect "the national defense and security or emergency preparedness."

A Commerce Committee staff member said defense-regulated language in S. 898 would not transfer authority from the FCC to the Department of Defense because the FCC is already subject to certain limitations in its control by laws governing emergency management. Opponents of these provisions argue they will permit unfair cross-subsidization between AT&T and its subsidiary, and Hollings is said to be planning amendments to dilute the provisions.

The Commerce Committee agreed to all but two amendments advanced by Judiciary Committee Chairman Strom Thurmond (R-S.C.). The two rejected, according to a member of Thurmond's staff, would have required at least 30% ownership of the separate subsidiary's stock by outside interests and forbidden the ownership of facilities by the separate subsidiary. Both of these had been offered during mark-up by Hollings but rejected by the committee.

The 16 amendments accepted apply to AT&T's procurement practices and to its relationship with its proposed unregulated subsidiary. One amendment would require that AT&T procure an increasing percentage of its services and equipment from providers other than its own affiliates. Assistant attorney general for antitrust, William Baxter, first suggested this amendment during hearings before Thurmond's committee.

Another would prohibit AT&T from transferring patents or technical information to its separate subsidiary, unless it releases them at the same time to the subsidiary's competitors and other companies on the same terms.

Similar amendments would prohibit the parent company from supplying its subsidiary with research and development, administrative services, management or marketing information except on a "fully auditable and compensatory basis." Any study results or information paid for by rate payers to the parent company could not be given to either the separate affiliate or Western Electric unless also given to those companies' competitors free of charge.

Telephone wiring installed inside the home or business two years after enactment of the bill would not be regulated

and could no longer be provided by the dominant carrier, AT&T. After a period to be set by the FCC but not to exceed four years, AT&T would also be prohibited from providing equipment to its customers.

The annual sales made by the separate subsidiary or any of AT&T's affiliated companies would have to be in decreasing ratio to their sales to other unaffiliated companies for a period of 10 years.

Amendments submitted last week by the Justice Department and accepted by the Commerce Committee would set technical requirements for AT&T's provision of access to its lines to other companies. The bill requires AT&T to allow other companies to interconnect with its network and directs the FCC to set reasonable access charges. This amendment would spell out in some detail how easy AT&T would have to make it for those companies to interconnect.

## FCC covers ground ranging from public files to orbital spacing

**Commission moves to examine changing spacing to 2 degrees, get rid of requirement to keep public's letters, discusses EEO and translator policies**

In an effort to double existing satellite capacity in the 4 ghz and 12 ghz bands, the FCC has proposed reducing the orbital spacing in those bands to two degrees. Current spacing in the 4 ghz band is four degrees and spacing in the 12 ghz band is now three degrees.

The action came during the commission's open meeting last Thursday (Oct. 1). It also granted Western Union Telegraph Co., authority to construct and launch a sixth space station and gave Satellite Business Systems authority to construct a new domestic satellite to be used as an on-ground spare.

The commission also initiated a rulemaking to do away with the requirement that broadcast stations file all letters received from the public in their public files; granted a waiver to the Christian Broadcasting Network, exempting it from official network status, so that the rules affecting network-affiliate relationships do not apply to it, and discussed at some length its EEO and translator policies.

Ron Lepkowski, chief of the commission's satellite radio branch, told the commission that at current spacing, the FCC must settle for fewer satellites than would be technically feasible with two-degree separation or call for the shifting of satellite orbital positions while the satellites are in service.

Gary Epstein, chief of the commission's

Common Carrier Bureau, said the proposal amounted to a "conscious effort to push the industry" toward acceptance of the two-degree spacing standard to insure open entry and fulfillment of satellite demand. Two-degree spacing is an "achievable" goal he said, although noting that the costs involved are still an unknown factor on which comments will be sought. Lepkowski also noted that comments will be requested on the possibility of "variable" spacing.

Epstein indicated that discussions are going on with Canada concerning reduced spacing for its domsat system and that it is "not as enthusiastic" as the U.S. about such a plan.

As to the proposal to eliminate the requirement to file letters received from the public in a station's public file, it was noted that when the requirement was first adopted for radio back in 1973, it was supposed to be a one-year experiment but was never revisited. Commissioner Anne Jones said she hoped that the rulemaking would be put on "a fast track." FCC Chairman Mark Fowler said he would like to see "the entire public file abolished . . . [it's] a burden to broadcasters and not used by the public."

The commission also held that Christian Broadcasting Network Inc. wouldn't be subjected to FCC network restrictions as long as it broadcast fewer than 30 hours of programming a week.

CBN had requested a waiver from the commission's "15/25/10" rule, which defines a network as any entity broadcasting 15 or more hours of programming a week to 25 or more affiliated stations in 10 or more states. Entities thus defined are subjected to the FCC's prime-time access, financial interest and syndication rules.

CBN, concerned that it would soon be broadcasting more than 15 hours of programming a week, argued that it shouldn't be subjected to those restrictions because the rules were set in place solely to regulate the three major networks. (CBN, one of the nation's largest cable TV programming distributors, currently transmits via satellite its 90-minute *700 Club* to about 250 broadcast stations; it sends its half-hour *Another Life* to about 65 stations and its 60-minute *USam* to 12 stations.)

The FCC staff agreed, pointing out that the rule had been formulated before satellites had made interconnection easier, noting the rule had been intended to promote diversity, not to squelch it.

The commission approved the waiver unanimously but denied a CBN petition for a rulemaking to reconsider the rule, noting it planned to take the issue up later this year.

The commission somewhat reluctantly imposed EEO reporting conditions on the licenses of KMPH(TV) Visalia, Calif., and KXKS(AM)-KKJY(FM) Albuquerque, N.M. The item presented Jones with another opportunity to lash out against what she described as the commission's "quota system." She said that in many cases, the stations simply are "not getting the candi-

dates."

"If they don't end up with the right numbers," she said, "[we sanction them with at least] reporting requirements." Commissioner Mimi Dawson was sympathetic to Jones's frustration, but stressed what she called "the underlying importance in the concept of the program [equal job opportunities for minorities in broadcasting]." Replied Jones: "I share the social value which the country is committed to, but we have the EEOC." She said that only in the case of "clear discrimination" should the FCC act, and that in all other instances the job of enforcement belongs with the EEOC.

Jeff Baumann, assistant Broadcast Bureau chief, indicated that the efforts of a station, as well as numbers, are taken into consideration in EEO cases.

Commissioner Abbott Washburn suggested that EEO was one area that "should not be deregulated."

Commissioner Henry Rivera noted (as did Dawson) that the issue at hand was "enforcement of the policy, not the policy itself."

Fowler suggested that one action the commission may want to consider in the future is lifting the threshold from five or more employees to 15 or more employees at a station before the EEO policy applies. In the meantime, though, he said, "we have a policy and we need to enforce that policy."

The translator-policy discussion was sparked by an item in which the commission had to consider a request by KGTL-FM Homer, Alaska, to terminate the operation of a translator in Homer by another FM station, KQOK Kenai. KGTL-FM argued that KQOK was using its Homer translator to penetrate the Homer market in a competitive manner, jeopardizing the existence of KGTL-FM. The commission said the rule prohibiting such use of translators was "permissive" and that it was not required to terminate such operations if it felt there were extenuating circumstances. In the case of Homer, a consensus emerged that, with only one full-service operation based in that town, the community should have access to as many secondary services as possible.

□

The commission also voted to terminate a rulemaking proposal that would have vested powers with the Field Operations Bureau chief to order the temporary shutdown of electronic communications deemed to be causing interference that jeopardizes the safety of life. The rulemaking proposal was initiated several months ago after certain network ENG equipment interfered with the communications system aboard the space shuttle Columbia during its return to earth last spring. Jones persuaded the commission that the proposed rule was really useless because if a party were unwilling to shut down the equipment, causing the interference, the commission would have to seek a court order with the delay most likely insuring that "the damage will be done."

## FTC calls off children's ad proceeding

**After four years, commission says record is 'inconclusive' that spots have adverse affects**

Noting that it would be impractical and uneconomical to act otherwise, the Federal Trade Commission last week announced that it had scrapped its controversial rulemaking proceeding to ban or restrict children's advertising on TV.

"It is not in the public interest to continue this proceeding and we hereby give notice of its termination," the commission said in a statement issued Wednesday (Sept. 30).

The decision didn't come as a surprise; after reviewing the voluminous record compiled in the four-year proceeding, the FTC staff had recommended that the proceeding be terminated (BROADCASTING, April 6).

In a report issued in March, the FTC staff noted that while the record of the proceeding demonstrated that television advertising aimed at children is a "legitimate cause for public concern," there seemed to be no practical way for the FTC to remedy the situation.

Although the staff concluded that "young children [under 6 years of age] do not possess the cognitive ability to evaluate adequately child-oriented television advertising," that they can't understand the persuasive bias of ads, the staff noted that the only effective remedy would be to ban children's advertising, and "such a ban, as a practical matter, cannot be implemented because its coverage would be both overinclusive and underinclusive."

The staff also concluded that evidence that advertising affects children's attitudes on nutrition was "inconclusive" and that there was no scientific methodology for evaluating the cavity-producing potential of foods. Lacking that methodology, the commission would be unable to regulate child-oriented ads for food products on the theory that such foods contributed to cavities, the staff concluded.

In its statement, the commission said that, even if it were to continue the proceeding and could resolve the myriad, highly contested questions of fact involved, "substantial questions would still remain as to the commission's ability to formulate an effective remedy which could be justified on both legal and policy grounds."

The staff's conclusion that only an all-out ban would be effective would raise "substantial legal and policy issues," the commission said.

"We seriously doubt, given these legal and policy issues, whether a total ban should ever be imposed on children's advertising," the commission said.

"Should the commission determine to

continue this rulemaking, it would be committing substantial resources in money and personnel to a lengthy inquiry in an effort to resolve the complex factual and remedial issues posed by the rulemaking, recognizing that a satisfactory resolution of these issues is speculative. We are unwilling to make this commitment at the expense of more pressing enforcement priorities. We conclude, therefore, that it is not in the public interest to continue this proceeding and we hereby give notice of its termination," the commission said.

Former FTC Chairman Michael Pertschuk, now a commissioner, under whose leadership the proceeding was launched in 1978, did not participate in the commission's decision.

News of the decision evoked predictable responses from several of the major players involved in the proceeding over the years.

Bob Purcell, senior vice president for the American Association of Advertising Agencies, which has fought the proceeding since its inception, said that while the decision came as no surprise, AAAA was glad that the proceeding had finally been terminated. "This is another case where an awful lot of money has been spent on both sides, and we're just happy to see that it's finally over," he said.

Shaun Sheehan, National Association of Broadcasters spokesman, said NAB's position on the rulemaking hadn't changed over the years. He said the NAB had maintained that the broadcasters' record on children's programming and advertising could "stand on its own." And, he said, NAB had maintained that until the "presumed harm" in the proceeding could be demonstrated, the government shouldn't have gotten involved. "It appears that throughout this unfortunate

proceeding our position has been vindicated," he said.

Action for Children's Television, one of the original petitioners responsible for launching the proceeding, was less than pleased.

Nancy Dietz, ACT legal assistant, said ACT "obviously strongly disagrees" that continuing the rulemaking wasn't in the public interest. "ACT thinks it is always in the public interest for the commission to find solutions to commercial messages that deceive children and injure their health," she said.

Nonetheless, Dietz said ACT would continue to "actively pursue our case-by-case" campaign to halt unfair and deceptive ads. And Dietz said ACT would continue to try to reduce the amount of children's advertising on television and "work to see that cable television will be a commercial-free alternative for children."

## Premiering in New Orleans: Cable Software Symposium

**All signs point to big turnout of first gathering of programmers, publishers and service companies, sponsored by NCTA and CTAM**

The first-ever Cable Software Symposium and exposition, which begins the second day of its three-day run at the Hyatt Regency in New Orleans this morning (Oct. 5), is unlike most of the rapidly growing cable meetings that are held around the country each year: A search of the 30,000 square foot exhibit space will not turn up a single strand of coaxial cable.

The show's 99 exhibitors are programmers, service companies and program guide publishers. The manufacturers of cable, amplifiers, converters, earth stations, ditch diggers and cherry pickers were not invited.

The unique event is being sponsored by the National Cable Television Association and the Cable Television Administration and Marketing Society. Organizers were not making any predictions on attendance, but last week pre-registration stood at more than 1,600.

As one NCTA official put it, the show "will be a three-ring circus." Established cable networks will coddle their affiliates and look for more. The newer networks will thrust affiliation contracts before every cable operator that happens by. And scores of program distributors and producers, many of whom have never exhibited at a cable convention before, will try to sell programming to cable networks, cable operators and anyone else in need of it.

John Topol, who heads the 11-month-old cable division of Lexington Broadcast Services, says he intends to sell his lineup of programming at the show to the entire array of pay programmers, including cable, MDS and STV. After that, the programs will be sold to the home video market, and finally, in broadcast syndication, he says.

ICAP Programming Services represents independent producers in the cable, public

television and foreign markets. ICAP's Sandy Mandelberger would like to cut some deals for some of his 600 titles with the leading pay and advertiser-supported cable networks as well as multiple system operators while in New Orleans. Mandelberger sees a trend toward MSO-operated "mini-networks" serving their own systems. "MSO's will buy programming and distribute it by satellite or by bicycling tapes," he says, citing Times Mirror Satellite Programming's in-house pay network, Spotlight, as an example. An MSO can afford programming that an individual system cannot, he says.

Mandelberger also expects to find independent producers at the show in need of a distribution agent.

Robert McBride, president of Earthrise Entertainment, signed up for exhibit space at the show not knowing what to expect. Earthrise, he says, is offering a "library" of odd-length short features (from one-minute to a half-hour) for use as filler by cable networks between movies and sporting events. His appearance at the show is intended to "test the waters," he says. "I'll get some idea at the convention whether it's an economically viable product."

Richard Lorber of Fox/Lorber Associates, a five-month-old partnership that has never before exhibited at a cable show, says he and his partner, David Fox, are excited about selling to cable since it allows them to handle high-quality special-interest programming and work with "a fresh corps of producers who can bring original programming at a lower cost."

Lorber also expects buyers for home video (videocassette and videodisk) companies to be on hand at the show, "prospecting for low-cost programming."

Paul Talbot of The Fremantle Corp. says the primary market for his array of entertainment and how-to series and animated shorts is cable networks, but he hopes the show will give him some idea of the

potential of selling direct to cable systems.

*Better Homes and Gardens Idea Notebook*, a series of 13 half-hour how-to programs will debut on the USA Network today. Peter Leeds, president of Line One Productions, co-producer of the series, bought a booth not to sell, but to learn. "We want to meet lots of people who need programming and find out what they want, and we want to interest them in some of the things we want to do," he says. "Cable television is an opportunity to get in the television business and grow."

Jon Arbenz, director of sales for Cablecast, a division of Syndicast, made plans for New Orleans with one purpose: to place how-to programming produced by Don Kirshner Cable Television on cable networks and sell advertising time on the programming. He expects the ad agencies to be at the show, looking for advertising opportunities.

That the exhibit floor will be full of representatives of other media other than cable is evidenced by SelecTV Programming's presence. Jennifer Wilson, SelectTV's manager of affiliates, says she hopes to sign affiliation agreements with satellite master antenna operators, MDS operators and cable operators for the company's seven-day-a-week satellite-delivered pay service.

It will not be all entertainment programming on the exhibit floor. Source Telecomputing Corp., is offering cable operators computer information services which it can incorporate in videotext systems. Tom Hawley, Source's director of cable services, says Source is now providing such services for Cox Cable's one-way Indax system in Omaha.

The wall-to-wall schedule of panel sessions that was set to begin last Sunday evening was designed to teach cable operators how to profit most from the glut of network and stand-alone programming being hawked on the exhibit floor. The topics range from local advertising to the opera-

## Schonfeld predicts new media mix

**CNN president says DBS and TV will broadcast news and information, with entertainment delivered via pay cable**

In 20 years television will have evolved into what it was always meant to be, Cable News Network President Reese Schonfeld told a luncheon audience last week at an American Enterprise Institute seminar on new technologies. Satellite and terrestrial broadcasting will be used to deliver news and information, he said, and entertainment will have moved to cable which consumers will have to "buy tickets" to watch.

Two-way cable will also be used as a powerful sales tool by major retailers on a

24-hour-a-day basis, he said.

"For 50 years broadcasting has perverted the entire flow of information in the U.S.," Schonfeld said. Prior to broadcasting, he said, entertainment was supported by selling tickets and news was advertiser-supported. When broadcasters decided to use their medium for entertainment, "they stripped news of its traditional support and they stripped entertainment because ticket sales could no longer pay what broadcasters could pay," he said. "The best and most popular entertainers went to radio and television."

New communications will recreate the natural order. "The best people and most popular entertainment will leave broadcasting and get into pay television," Schonfeld said.

As broadcasters lose the talent and the viewership, he said, "the major broadcasters in the major cities will begin to

turn more and more toward news." Schonfeld said the transformation of the local stations has already started, citing WCVB-TV Boston's "conscious" attempt to become a regional news station for a large chunk of New England.

Complementing the local news stations will be several national news networks reaching homes and local affiliates by direct broadcast satellites, Schonfeld said. DBS, he said, is a "very efficient way of getting our kind of service into homes."

The national news services—all advertiser supported—will establish themselves on cable, Schonfeld said. ABC and Westinghouse have already announced that they will offer a news service and Cable News Network has one up and running and another on the boards, Schonfeld said. He said CBS and NBC will also get into the cable news business within the next 30 months "or I'll buy you all dinner."

tors' rights and obligations under the First Amendment.

Those interested in the panel sessions will get two opportunities to attend most of them. Organizers have scheduled repeats of this morning's "eyeopener" sessions on Tuesday morning and the afternoon breakout sessions on both days will be repeated immediately.

There will be two general sessions, one a day, that will not be repeated. Monday's "Proved Revenue Streams: Programming for Profit" features Trygve Myhren, president, American Television & Communications Corp.; John Goddard, president, Viacom Communications; Ted

Rogers, vice chairman and chief executive officer, Rogers Cable Systems, and William Bresnan, president, Teleprompter Cable Television. Tuesday's general session looks at the other side of cable programming: the "unproved services." Christopher Derick, president, Comcast, will moderate a panel including Greg Lip-tak, executive vice president, Times Mirror Cable; Robert Wright, president, Cox Cable Communications, and Rupert Walters executive vice president, programming and marketing Warner Amex Cable Communications.

The panels sessions will be wrapped up on Tuesday evening by two debates. Jack

Clifford, president, Colony Communications, and Andrew Goldman, vice president, Spanish International Network, will argue for affiliate compensation in the first debate. Jack Schneider, president, Warner Amex Satellite Entertainment Corp., and Robert Wussler, executive vice president, Turner Broadcasting System, will speak against the practice.

Allen Gilliland, president of Gill Cable, and chairman of the NCTA; John F. Gault, president, Manhattan Cable; George Arthus, Buffalo N.Y., city councilman, and Paul McGeady, general counsel, Morality in Media, will debate pornography on cable.

## Entries in cable's programming marketplace

ACSN	5	Home Box Office	63,65	Showtime Entertainment	77
Adler Video Marketing	101	Home Theater Network	20	Source Telecomputing	19
Agency for Instructional TV	3	Homeguard of America	98	Southern Satellite Systems	38
American Cintel	8-10	ICAP Programming Service	80	Strenght/ENT/Artmedia	25
Associated Press	23	Image West	134	Swank Telefilms	12
Avco Embassy Pictures	121-123	J. Walter Thompson	24	Syndicable	58
Black Entertainment Television	32	Janus Films	92	Syndicast Services	121-123
Broadcast Programming	96-97	Knowledge Industry Publications	11	Telefrance, USA	85,87
Canadian Broadcasting Corp.	75	Lexington Broadcast Services	51,53	Telepictures Corp.	121-123
Cable Communications Media	135	Line One Productions	30	Teleculture	118
CATV Subscriber Services	68	Martha Stuart Communications	120	Telerama of Florida	116
CBN Satellite Network	6	Media Lab TV	109	Telemine	27-29
CBS Cable	21-22	Metromedia Producers Corp.	93-94	Trident America Programs	121-123
Chicago Teleproductions	137	Modern Satellite Network	1-2	Turner Broadcasting System	62,64
Christian Media Network	82	MGM Television	121-123	TVSM	70,72
Comedy Store	128	Multicultural Children's TV	99	United Press International	71,73
Comp-U-Card of America	103	National Cable Arts	105	United Video	40
Computer Video Systems	103	National Screen Service Corp.	47-49	Universal Pay Television	67
Creative Cable Communications	85	National Telefilm Associates	100	USA Network	34,35
Dow Jones and Co.	31	NATPE International	121-123	U.S. Films and Television Co.	119
Eastern Microwave	33	Net Enterprises	74,76	UTV Cable Network	50,52,54
Edward C. Simmel Associates	142	Nu-Image Film	115	Viacom Enterprises	78,79
Earthrise Entertainment	129	Phoenix Films	69	Video Data Services	4
ESPN	42,44,46	Play Cable	56	Video Probe Index	7
Entertainment Artists	117	Post-Newsweek	18	Visual Productions	139
Entertainment Channel	55,57	The Preview Channel	111	View Communications	81
Fox/Lober Associates	95	Rainbow Programming Service	36	Vu-TV	121-123
Fremantle International	121-123	Reuters	4	Warner Amex Satellite Ent.	39
Galavision/SIN	48	RKP Entertainment	119	WCET-TV	102
Group W Satellite Communications	88-90	Satori Productions	37	Weather Channel	130-131
Leo A. Gutman	121-123	SelectTV Programming	60-61	Weiss Global Enterprises	121-123
Heartbeat Media	66	Seeburg Music	104		

## More deregulation offerings from Fowler FCC

**At open meeting, commission wants to reduce pay TV rules, cut down on financial form information; turns down Hubbard once again on 770 khz**

At its open meeting last Wednesday (Sept. 30), the FCC proposed sweeping revisions in the existing subscription television rules that, if adopted, would essentially deregulate that enterprise.

The commission also adopted a further notice of proposed rulemaking to amend the annual financial reporting form 324. In so doing, the FCC strongly indicated that elimination of the form was the favored alternative but left room for the adoption of a substantially reduced "bare bones" reporting requirement. It also modified its policy concerning Freedom of Information Act requests connected with broadcast station financial data; denied a petition for reconsideration by Henry Geller concerning the commission's recently adopted postcard renewal form, and denied a Hubbard Broadcasting petition for review of a Broadcast Bureau action dismissing its application for clear channel status on 770 khz, currently occupied by WABC(AM) in New York.

In the STV rulemaking, the commission is considering deletion of the following rules:

- The complement of four rule, which requires a market to have at least four operating commercial TV stations before an STV station may enter.

- The requirement that an STV station broadcast at least 28 hours of conventional programming per week.

- The rule that requires STV operators to lease rather than sell decoders.

- The specific STV ascertainment requirement.

- Whether STV stations should be required to comply with current TV technical standards they do not meet.

There was no discussion on the STV item which was unanimously adopted. A press release issued by the commission indicated that the proposals, "if adopted, would reduce the degree of government restrictions on STV service thereby permitting the natural expansion of the industry," which has a total of 24 operating stations.

In its initial form, the further notice concerning form 324 contained five op-

tions, ranging from retention of the current form with only slight modifications to elimination of it. But a consensus emerged—sparked by Commissioner Mimi Dawson—that the notice ought to accurately reflect "where we are headed." That direction is toward elimination, as indicated by the 7-0 vote by which the commission adopted the amended notice, which considers only two options—elimination of the form or adoption of a short form in which all the line items would be deleted.

The new policy concerning disclosure of financial information applies only to proceedings in which the parties have not been designated for hearing (after that time, the rules of "discovery" become effective). The policy calls for automatic disclosure of financial form 324 information by a party who claims to be financially harmed by a proposed or adopted commission action. Prior to last week's decision, the burden was placed upon an opposing party, contesting the financial harm argument, to submit an FOIA request for Form 324 information to the Commission in order to disprove it. By shifting the burden of proof to the party claiming financial harm, the commission is in effect saying to such parties, "Put up or shut up," said Norman Blumenthal, newest member of the FCC's Review Board. "I've been trying to get that policy changed for 13 years," he said.

The policy modification came in connection with a commission ruling reversing a staff decision in litigation over the Knoxville, Tenn., VHF drop-in adopted last fall (BROADCASTING, Sept. 22, 1980). In its petition for reconsideration of that order, UHF station WTVK(TV) Knoxville, Tenn., pleaded financial hardship. Shortly thereafter, Knoxville drop-in applicant, Knoxville Broadcasting Corp., in its effort to refute that pleading, submitted an FOIA request to inspect the financial reports of WTVK. That request was granted by the Broadcast Bureau.

Last Wednesday the commission used that case as a vehicle to implement its new policy. It reversed the bureau's grant of the FOIA request, but ordered WTVK to supply the 324 information itself or face the prospect of having its financial harm allegations dismissed out of hand.

As to the Geller petition, the commission's order denying it declares that its short-form renewal order was reasoned and legally supportable and that Geller had brought forth no new evidence that would lead the commission to believe otherwise.

The same reasoning was applied to the Hubbard petition for clear channel status for its KOB(AM) Albuquerque, N.M. Hubbard has been trying to usurp WABC's posi-

tion on 770 khz for 40 years. Commissioner Henry Rivera, who is from Albuquerque, dissented, noting that Hubbard provides good service to the area and is generally deserving of the clear channel award.

At the Wednesday meeting the commission also:

- Adopted revisions—proposed by Dawson—to keep intact the commission's program for insuring that imported electronic equipment meets its type acceptance requirements.

- Reduced from \$500 to \$200 a fine imposed on Smith Broadcasting Co., licensee of WIXK-AM-FM New Richmond, Wis., for the airing of lottery information. The information broadcast on the station was on behalf of a nonprofit civic organization.

- Initiated a proceeding to study the possibility of deleting the requirements for type approval of aural modulation monitors.

## Republican plan to control House under way with TV ad campaign

**Spots emphasize President Reagan's tax cut; goal is to win more seats next fall and turn GOP into country's majority party**

The three national Republican committees are returning to the advertising well once more in a multimillion-dollar effort to gain control of Congress in 1982, become the majority party in the country—and in the process remind voters what a grand job the Republicans are doing for them on the tax-cut front.

Two of three 30-second television spots began running on the networks on Tuesday (Sept. 29), just as President Reagan's economic program was taking effect. The aim is to remind workers that the bigger take-home pay check they are receiving is the work of the Republican party.

The spots are also intended to deflect criticism of the economic program. "We felt it important to get out early," said Richard Richards, chairman of the Republican National Committee, "to meet opposition by demagogues. So we're meeting the issue head on . . . We're telling it like it is."

Richards joined with Representative Guy Vander Jagt (R-Mich.), chairman of the National Republican Congressional Committee, and Senator Bob Packwood



(R-Ore.), chairman of the National Republican Senatorial Committee, to announce the advertising campaign at a press conference in the Capitol.

The theme of the campaign is "Republicans: Leadership that Works. For a Change," a carryover from the committees' "Vote Republican. For a Change" ad campaign that began on January 19, 1980, and continued through the year. Republican officials gave that effort some of the credit for their success on Nov. 4.

However, where that campaign was negative—banging away at what the ads denounced as Democratic incompetence—the one that began last week is, as Vander Jagt said, "tremendously upbeat, positive." And, preliminary testing he said, indicates a positive viewer response.

One of the spots shows a group of workers at a shop pay window, with one of them—described in the production script as a 'loveable' Irish worker—pausing after looking at his paycheck and saying, "The people in payroll gave me too much money." "No," says the voice-over, "that's the Republican tax cut. Congress passed it and President Reagan signed it, like they said they would."

The other, in effect, asks for patience—and endurance. A group of runners appears out of the mist. And as a close-up of the runners' faces reveals—in the words of the production script—the "dedication and pain it takes to be a winner"—the voice-over talks of the Republican effort "to cut a bloated economy and make America tough again," and adds, "It's not an easy job . . . Sure, we've still got a long way to go. But you can feel something good happening out there." Then the picture freezes on the runners a step away from the finish line, as the voice-over says, "We're beginning to feel like winners again."

A third spot, still in production and not scheduled for broadcast until Oct. 15, will feature an animated green monster tabbed "federal tax bite." As the spot was described by Vander Jagt, the monster is shown initially with a large mouth that takes big bites out of the good things in life—a roasted turkey leg, for instance—but then is brought under control by the Republicans.

The spots, which were created by the communications division of the NRCC and produced by Jim Johnson Films, in New York, pay virtually no attention to budget cuts. (The runners spot mentions a trimming of federal spending.) Vander Jagt said that was because of lack of time in the 30-second spots. "We just wanted to emphasize the tax cuts," he said.

The overall campaign is expected to cost at least as much as the \$9 million the Republicans spent on their 1980 effort. The initial flight of three commercials, which is scheduled for airing through early in November on network and regional television, will be funded by a \$2.3 million budget. The NRCC plans to spend another \$200,000 to carry the campaign to network radio later in the month.

The Republicans are counting on the



A scene from the tax cut spot.

campaign, in Richards's words, to achieve a short-term goal of gaining control of the House next fall and a long-range one of transforming the Republican party into the country's majority party. The Republicans last year scored a net gain of 33 House seats, to bring them within 51 of the Democrats. But the Republicans captured control of the Senate, increasing their number from 41 to 54. And Packwood expects Republicans to score a net gain of between three and seven Senate seats next year.

However, they do not expect miracles. They indicate they are aware they are at the mercy of developments. "By the summer of 1982," Vander Jagt said, "interest rates must be down a bit, inflation rates must be down a bit, unemployment must be down a bit, if we are to win control of the House."

The Republicans brushed off reporters' suggestions that the ads might be stretching things a bit to call the program "Republican"—and might be unfair to the Democratic "boll weevils" whose support in the House was crucial to passage of the President's tax and budget-cutting plans. Indeed, the Republicans do not plan to

show the boll weevils any consideration. "This is a Republican program," Packwood said. And Vander Jagt said: "We want to replace all Democrats whose first vote [in the new Congress] would be to vote to put Speaker Tip O'Neill back in office."

The Democratic National Committee professed not to be disturbed by the Republicans' plans. The campaign to advertise the Republicans' role "in the biggest tax grab in the nation's history [is] OK with us," said Charles T. Manatt, the Democrats' national chairman, in a statement issued by party headquarters.

"No amount of self-congratulatory television advertising is going to disguise the true intent of this administration to take care of the wealthy at the expense of the average taxpayer," he added. "That information is on the evening news every night, and it's not paid advertising—it is fact."

However, the Democrats may not rely on the evening news to carry rebuttals to the Republican campaign. A spokesperson for the DNC said, "We have plans, too [regarding advertising]—nothing firm, though."

## NAB applauds character review

**It says it's high time  
commission got out of the  
business of making moral  
judgments of licensees**

In comments addressing the FCC's proceeding to clarify "character"—as that term is applied to assessing the qualifications of a broadcast licensee—the National Association of Broadcasters said last week the commission's initiative "reflects a courageous effort . . . to reject facile moralizing and to concentrate on the regulatory mission entrusted to it."

NAB suggested, however, that the commission's character notice "understates drastically when it remarks that 'the

term's definition is unclear and its measurement imprecise.'" A broadcaster's qualifications, NAB said, as did the commission's notice, should be "reviewed on the basis of conduct rather than some intangible moral quality."

As to FCC evaluation of nonbroadcast misconduct by a licensee or applicant, NAB said the commission should "abandon the dubious and dangerous practice of attempting to weigh conduct in fields remote from its jurisdiction against the basic qualifications of existing broadcasters who have discharged their license obligations." Such evaluation said NAB, "poses danger to First Amendment freedoms and undercuts incentives to

responsible broadcast performance."

NAB called on the commission to distinguish between denial of license as a deterrent and denial of license "based on a prediction of future unreliability." The former, it said, may in extreme cases, be justifiable and have the desired effect of insuring proper licensee behavior in the future. The latter, however, "may amount to the kind of temporizing and compromising with misconduct which . . . fails to discourage it."

Character determination, NAB said, may be required in some cases, but the Communications Act "does not on its face command a comprehensive judgment on each applicant's or licensee's trustworthiness as the predicate for every grant of a permit or license, or a modification or renewal." Such judgments, it said, should be undertaken "only when and if they are clearly essential."

As far as conduct by licensees within the broadcasting field is concerned, NAB said, there are some standards that "would be obvious to any responsible broadcaster." But whenever there is "any reasonable doubt," as to the proper standard, NAB said, the commission has "not only the power but the duty to establish prospectively the standards it will apply."

Commenting on the effect that one license revocation should have on the other properties of a multiple licensee, NAB said, "it is difficult to conceive of any misconduct within the commission's purview for which loss of a single license would not be adequate deterrent . . ."

Evaluation of past misconduct by a new broadcasting applicant, argued NAB, "may be in the end have only marginal significance [and] will discourage worthy applicants from seeking to enter the field." It said the commission should "limit its concern with past misconduct by new applicants to adjudicated felony convictions," because this "is an instance in which it is more important that a line be drawn than that its precise location be beyond question."

## Growing support for TV coverage of Senate

**C-SPAN poll of senators finds increasing number are in favor of some form of broadcast feed**

The Senate may be warming up to the idea of televising its proceedings. A survey completed Sept. 15 by the Cable Satellite Public Affairs Network (C-SPAN) indicated an increase in the number of U.S. senators who favor some kind of coverage.

When C-SPAN surveyed all 100 senators in mid-February, 35 said they favored, and 22 "leaned toward" favoring, some kind of coverage. This was a little over a month after Majority Leader Howard Baker (R-Tenn.) introduced his proposal (S. Res. 20) to allow some form of

electronic coverage of daily chamber proceedings.

Since then, the Senate Rules Committee has conducted a series of preliminary studies, and held hearings on the issue and last summer voted unanimously to send Baker's resolution to the full Senate (BROADCASTING, July 20). The committee indicated no preference for gavel-to-gavel or more limited coverage, for example, of select debates only. It also left it to the full Senate to decide who will control the cameras, its own staff or the news media.

In the House, which has broadcast its proceedings since early 1979, cameras are controlled by House staffers who focus only on the member recognized to speak and may neither pan the chamber nor broadcast the electronic vote tally. In their report to the Senate Rules Committee staff members have recommended that the Senate control its own cameras.

Baker has indicated he wants to begin floor debate on S. Res. 20 by the end of this month or early November.

According to C-SPAN's latest survey, 10 senators have joined the ranks of those who favor allowing coverage. Eight of them had previously said they lean toward permitting it; one came over from the ranks of the undecided and one from the ranks of those who lean against coverage.

There are now 17 senators who say they lean toward favoring coverage, three of them who last February said they definitely favored it. A total of 58 now claim to favor or lean toward favoring coverage, as compared to 57 who took these positions in February.

Those firmly against TV coverage increased since February from eight to 13, but those leaning against coverage decreased by the same number, from 11 to six.

If the Senate decides to permit coverage, it would take from three to nine months to get it on the air, according to a spokesman for the Rules Committee staff. The committee estimated in its report to the Senate that it will cost about \$4 million to install the system and operate it the first year.

C-SPAN, which recently moved its headquarters from Arlington, Va., to



**Moving in.** C-SPAN production crew members Kathy Cahill (l) and Barry Katz in front of the network's new studios at 400 N. Capitol St.

Capitol Hill, decided early this year to secure the satellite capacity necessary to carry the Senate broadcasts. If both chambers of Congress were on the air, C-SPAN would likely decide each day which chamber to air live and which would be on a taped-delay basis, depending on where more important or interesting business was under way, according to Brian Lamb, president of the nonprofit cooperative.

C-SPAN is now carried by 1,200 cable systems passing about 10 million homes, according to Lamb, who said the network's audience has grown by about one-third since this time last year.

## GAO report knocked

**NTIA tells Senate Commerce Committee that accounting office contention that FCC is too hasty in deregulating phone company is 'flawed'**

A government report claiming the FCC is incapable of regulating the telephone industry and is moving too fast to deregulate it, is faulty, said the National Telecommunications and Information Administration last week. In a brief analysis prepared for the Senate Commerce Committee, NTIA concluded that the report, published two weeks ago by the General Accounting Office (BROADCASTING, Sept. 28), makes a case for the deregulatory scheme proposed in a committee-passed common carrier bill (S. 898) and fails to substantiate its recommendation that the FCC significantly increase its regulatory apparatus before implementing its historic Computer II decision.

A basic problem with the GAO report, said NTIA, is that it focuses only on accounting problems and lacks the economic, legal and technical analysis necessary in deciding "multidimensional" telecommunications policy issues. The report criticizes the FCC's inability to regulate effectively, but at the same time recommends the FCC increase its regulatory role. "Its recommendations for the FCC," said NTIA, "are limited to actions which can be undertaken under the existing act and are unsupported or inconsistent with a deregulatory or fiscally constrained environment."

The report's conclusion that competition now exists in telecommunications is based solely on "market share data," said NTIA. "There is no attempt to analyse other indicators of the competition, such as the availability of alternative sources of supply," a factor "courts have long used in determining whether markets are competitive."

Continued regulation, the remedy GAO recommends, could prevent the development of effective competition in telecommunications, said NTIA.

Problems GAO points out in the separate subsidiary mechanism as a procompetitive tool are addressed in S. 898, ac-

WHAT  
HAPPENED  
JULY 23,  
1969?

**THE U.S.  
MOON LANDING**

**BASEBALL'S  
40th ALL-STAR GAME**

**AIR TRAFFIC  
CONTROLLER'S UNREST**

**THE POPE BANS  
BIRTH CONTROL**

**AMERICANS RETURN  
FROM VIETNAM**



These were the sensational headlines that rocked the world on July 23, 1969. And they're about to happen all over again. Now Gold Key Media presents an unprecedented new TV series, **ENCORE NEWS**, anchored by noted newscaster Floyd Kalber. **ENCORE NEWS** also features sports with Ross Porter and stories covered worldwide by the **ENCORE NEWS** team.

**ENCORE NEWS** is dedicated to reliving the most incredible newsworthy days of the past, in a contemporary format, and featuring the most spectacular news footage ever seen on TV. Anyway you look at it, it's good news!  
With Managing Editor Floyd Kalber

**EN**  
**ENCORE NEWS**

Get the facts. Contact:

**GKM**

**GOLD KEY MEDIA**

A Division of The Vidtronics Company, Inc.

**First-run sponsored programming.**

6922 Hollywood Blvd., Suite 418, Hollywood, CA 90028 (213) 856-8400 or (800) 421-4248  
Advertising Sales: 575 Madison Ave., Suite 1006, New York, N.Y. 10022 (212) 486-1274

cording to NTIA. The FCC may not have a completely uniform system of accounts in place before implementation of its Computer II decision, but it can complete those parts of the USOA needed to implement Computer II, said NTIA, and "such an approach has been adopted in S. 898."

GAO's argument that Computer II does not provide adequate separation between AT&T and its separate subsidiary "adds little that is new to this debate," said NTIA. "Overall, the report's most consistent flaw in this area is the simplistic analysis of the costs to consumers and users of increased and burdensome regulation."

Computer II's failure to separate research and development and manufacturing in support of competitive services and equipment into the separate subsidiary "were resolved in last year's House bill (H.R. 6121) and in S. 898 by separating R&D and manufacturing after a transitional period."

The GAO report "is flawed by its heavy reliance on accounting and accounting mechanisms to resolve complex multifaceted telecommunications policy issues," NTIA concludes. "By its dependence on pervasive regulation and regulatory tools, it fails to explore the benefits of reliance on the marketplace and the private sector to resolve many of these difficult issues. It does recognize, however, the vital need for new legislation to give the FCC specific guidance to carry out its mandate."

## Florida broadcasters offer help with Radio Marti plan

**SFRBA says with their aid, new 'Radio Free Cuba' station could be built for less than government has estimated**

The South Florida Radio Broadcasters Association has not only come out in support of the Reagan administration's plans for a Radio Marti to broadcast news of Cuba to the island (BROADCASTING, Sept. 28). The

## Washington Watch

**Proposed amendment.** Bill to permit persons who are not U.S. citizens or nationals to be licensed broadcast station operators (H.R. 5412) has been introduced by Representative Barney Frank (D-Mass.). Frank, who has been active in effort to amend cable copyright laws (see "Where Things Stand"), discovered aliens cannot be licensed operators through constituent, who sought license to become all-night disk jockey at small radio station but was denied because of alien status.

**Pay win.** Pay-TV forces have won another court battle to shut down sellers of decoders used for unauthorized descrambling of pay-television signals. Judge J. William Ditter Jr., of U.S. District Court in Philadelphia, ordered Alan Leason of Mars Communication to stop selling equipment used to decode SelectTV signals transmitted by Pennsylvania pay TV over channel 57 wwsq-tv Philadelphia. Order also bars manufacture of such devices, as well as advertising and marketing of them. Ditter, during hearing preceding issuance of order, said theft of STV signals was similar to bank robbery. He also said that public interest favors injunction "because if the sale of decoders becomes sufficiently widespread, it would completely undermine and eventually wipe out the pay television industry ..."

**Island decision.** FCC liberated two VHF and 50 FM Hawaiian channel allocations from inter-island telephone service to TV and radio service. Action comes in response to petitioner who sought one VHF channel but had to await FCC action to reallocate all channels to broadcast use. Telephone company that had been using channels to connect islands by phone had steadily been employing over years microwave service, thus abandoning TV and FM channels originally allocated for its use.

**Victory for amateurs.** Amateur radio bill (S. 929) that would set minimum performance standards for TV and radio sets to make them less susceptible to interference from land mobile and amateur services passed in Senate by unanimous consent Friday, Sept. 25. Introduced by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), bill would allow volunteer policing of amateur radio violations, nonfederal licensing of private, land mobile services and, as amended on floor, would permit FCC to discontinue licensing of citizen band radios. Elimination of CB licensing could save FCC \$500,000 annually, according to spokesman for Senate Commerce Committee. Association of Maximum Service Telecasters had opposed minimum-standards portion of bill, saying proper way to end interference is through more careful assignment of land-mobile frequencies.

association says it is confident it knows how the job can be done cheaper, and has a suggestion as to what could be done with the savings.

William L. Viands Jr., president of SFRBA and vice president and general manager of WIOD(AM)-WAIA(FM) Miami, wrote a letter to President Reagan last week, saying that he and many of his colleagues in the association believe the proposed operation can be put on the air and operated for "a third" of the \$10 million estimated by the administration.

What's more, he said the south Florida broadcasters will volunteer their assistance in the engineering, programming and other parts of the project. "We have the best broadcasters in the country in south Florida, and we can contribute a tremendous force of experience and talent to Radio Free Cuba at no charge," Viands wrote.

But there is something the broadcasters want in return, though not for themselves. If \$7 million can be saved, Viands wrote to the President, "may we suggest you consider giving it to Dade county to offset the financial burden of the [Cuban] refugees or give it to the Dade county immigration office. They need all the help they can get in south Florida."

Then Viands concluded that the south Florida broadcasters want to help in the effort "to keep Castro in his place. It's time somebody did!"

A White House spokesman said he was sure the commission to be created to establish Radio Marti would "welcome any suggestion" as to how the costs could be trimmed. But he had no comment on the suggestion as to how the government might spend any savings. He noted, however, that "this is reprogrammed money [from State Department funds], not new money."

## The Catholic University of America

*is pleased to announce the establishment of the Institute for Communications Law Studies within its Columbus School of Law. The Institute will provide a specialized education in communications law in our nation's capital for a select group of juris doctor (J.D.) degree candidates.*

*The first Institute class will be admitted in August 1982.*

*Resumes are now being accepted for adjunct instructor positions within the Institute in all fields of communications law. The Institute is also interested in establishing student internship programs with media organizations and communication law firms.*

*Resumes and internship inquiries should be directed to the Institute Director, Professor Harvey L. Zuckman, Catholic University School of Law, Washington, D.C. 20064 or call (202) 635-5147.*

## Ladd calls for taking legislative, not judicial road for copyright

In Toronto speech Register of Copyrights says 'better mousetraps make smarter mice' in discussing one copyright problem—home videotaping

Legislative, not judicial, remedies are needed to prevent copyright holders from being ripped off by the so-called "new technologies." That was the message Register of Copyrights David Ladd left at the fall conference of the International Copyright Society in Toronto.

The copyright community shouldn't rely on case-by-case, "piecemeal" solutions to problems posed by the introduction of new technologies because litigation is "too blunt in this area," Ladd said. Instead, to keep pace with technological change, Ladd called for "ingenuity in fashioning adaptations for copyright as ingenious as the innovations in technology itself."

Promising to be particularly vexing to copyright holders is the issue of home videotaping, Ladd said. The question is "whether we can devise and use the equivalent of the theater-era box office to collect payments for use, or whether we must throw up our hands and accept all home taping as lawless but uncontrollable, or lawful because it is uncontrollable," he said.

But Ladd warned against relying on judicial solutions. For example, he said that in the Universal Studios vs. Sony Corp. "Betamax" case, which is under appeal, the court held that home recording for private use of copyrighted material broadcast over the public airwaves was permissible under "fair use" doctrines of the current copyright law. But the court also suggested that the home video issue was better suited to legislative solution, Ladd said.

Ladd also warned against sole reliance on "technological" solutions. For example, he said, although "spoilers," devices installed by manufacturers to prevent home taping, may "discourage home taping in the short term, it appears likely that the only result from building a better mousetrap ... will be the education of smarter mice."

"In the United States, we should move on the legislative front on home taping. I would rather heed our courts' calls for legislative solutions than attack their efforts to discharge their duty," Ladd said.

Ladd pointed out that international organizations such as the Berne Executive Committee and the Intergovernmental Copyright Committee have jointly suggested erecting a global compensation system that could provide revenue for all rights holders from both home and audio and video recording. Such compensation

systems, he noted, would probably rely on a license fee for videotape hardware, blank cassettes, or both.

Other speakers at the conference included representatives from UNESCO, the Federal Ministry of Justice in Vienna, the Federal Parliament in Bonn and the Performing Rights Organization of Canada.

## Multiple ownership rules challenged

Law firm petitions FCC to get rid of seven-station and concentration-of-control rules; calls them outdated

The law firm of Putbrey & Hunsaker, based in McLean, Va., representing a number of radio stations, has petitioned the FCC to delete those multiple ownership rules that limit to seven the number of AM and FM stations any one entity can own as well as the "regional or concentration-of-control rules" which prohibit the ownership of three broadcast stations where any two are within 100 miles of the third if there is primary service contour overlap of any of the stations.

P & H argued that the ownership rules were no longer justified, given the dramatic rise in the number of radio outlets, thus undermining the so-called 'scarcity' theory which "traditionally has been cited

as justification for restrictions on ownership and program content of broadcast stations." Also cited was the emergence of new technologies such as MDS, STV, cable and DBS.

The law firm also contended that the ownership rules "serve actually to prevent the maximum diversification of programming offered to the public." Economies of scale, the firm said, could be achieved by elimination of those rules, enabling "entrepreneurs specializing in program formats designed to meet the needs of groups traditionally underserved by radio in urban and suburban markets," to make such programming cost effective through multiple operation.

The rules, said Putbrey, are "irrational" in that they do not take into consideration the power and coverage area differences between different classes of stations. "A single 100 kw class C FM broadcast station in an urbanized area may have 10 times the population of seven class 1-A Canadian clear stations" broadcasting daytime only, the law firm argued.

The regional rule, the firm said, does not really prevent regional control. For example, it would allow concentration of two high-powered AM-FM combinations within 100 miles of each other, while it would "proscribe a situation where a class A FM was 16 miles away from its co-owned low-powered AM station, if those two stations, in turn, were less than 100 miles from a third low-powered station."

## Channel Two Television Co. of Houston

has purchased WTOK-TV  
Meridian, Mississippi from

## Southern TV Corp.

for \$11,250,000

The undersigned represented both  
parties in this transaction

**R. C. CRISLER & CO., INC.**

Cincinnati, Ohio

## Federal standard requested for microwave emissions

The Electromagnetic Radiation Management Advisory Council, set up to advise the federal government on the adequacy of controls of electromagnetic radiation arising from telecommunications activity, has urged the Commerce Department to push for the establishment of a federal standard determining how much microwave radiation the general public can safely absorb.

In an Aug. 17 letter to Secretary of Commerce Malcolm Baldrige, ERMAC said a standard should be established as soon as possible to avoid "an increasingly adverse impact on American commerce."

Samuel Koslov, an ERMAC member, told BROADCASTING the heart of the problem is that a federal regulation would be necessary to combat the public's "irrational fear" about the effects of microwave radiation.

The public, he said has confused non-ionizing radiation—such as microwaves—with ionizing radiation—such as nuclear radiation. As a result, he said, the public has become increasingly opposed to communications companies' plans to erect microwave towers, erroneously fearing the radiation from the towers will cause harm.

The federal government could ease the public's paranoia considerably by creating a standard, he said.

Although 13 federal agencies are cur-

rently examining the effects of radiation, and much of that research is ongoing, ERMAC said there was enough evidence to permit the establishment of "practical interim standards while research is continued to develop more definitive knowledge" to refine the standards.

"The council is confident that experienced judgment can identify permissible exposure levels that reasonably assure protection without resulting in undue impediment to the operation of existing or planned [telecommunications] systems," the letter said.

Although the letter offered no judgment on what a safe level of radiation is, Koslov said the general public "very rarely runs into a situation where it is exposed to more than a few microwatts"—levels he said the scientific community thought created no problems.

Although the full body of the National Association of Broadcasters' advisory committee on radiation regulation (BROADCASTING, July 20) has yet to meet, Joseph A. Smith, committee chairman, said the Washington members of the committee have met several times. Judging from the evidence discussed at those meetings, Smith said, the committee would be "inclined" to recommend that safe levels of radiation be identified federally to prevent "health scares" from hindering the erection of radio towers.

With local regulations, Smith said some communities have opposed the erection of 10-watt microwave relay towers. And the town councils for Onandaga and Pompey, both New York, have gone so far as to issue moratoriums prohibiting the erec-

tion of all radio towers until a federal standard is set, he said.

"There should be one standard, not 600," he said. "This is one case where we're against state rights."

## Home terminals are reality, but are consumers ready?

**Booz, Allen study, sponsored by CBS and Cox Cable, will try to determine if public is ready to accept technology for home banking, shopping and learning**

CBS Inc. and Cox Cable Communications, among other major corporations, are sponsoring a year-long study of consumer reaction to "home information systems."

Running the project, expected to cost \$1.5 million and to be launched in the fall, is Booz, Allen & Hamilton, a leading international management and technology consulting firm.

According to Booz, Allen, which held a press conference to announce the study, the project will tackle two fundamental questions:

"Are consumers ready to accept the technology that will enable them to do their banking, shopping, learning and leisure-time planning on their television screens? Will they make the behavioral changes required by each of these services?"

A sample of 800 consumers will be surveyed—half of the group independently exposed to home information systems through a Citibank project in New York, Cox Cable's Indax service in San Diego or Warner Amex Cable's Qube system in Columbus, Ohio. Others will be picked to participate based on demographic criteria.

With the aid of Massachusetts Institute of Technology research, Booz, Allen also has developed a "computer-videodisk simulator" said to have "features similar to those that might be available in a 'typical' HIS (home information system) of the mid-to-late 1980's." The simulator was said to have cost about \$250,000 to develop.

Booz, Allen will not install simulators in sample homes but will be testing HIS use in central locations.

To sponsor the study—with results to be proprietary to participating companies, Booz, Allen is charging \$50,000. Aside from CBS and Cox, others involved so far are AT&T, Citibank, GTE, IBM and Mat-tel. Booz, Allen expects others to back the project as well.

With home computers, video games, disks and other elements, Booz, Allen

## In Sync

**New division.** Vidtronics, Technicolor videocassette duplication subsidiary based in Los Angeles, opens new facility. Vidtronics videocassette division in Newbury Park, Calif. Division will be devoted exclusively to production of one-half-inch Beta and VHS videocassettes. Major client is Warner Home Video. Facility is capable of duplicating two million cassettes annually. John Donlon, former vice president of operations, Professional Film Division, Technicolor, named president of new division. W. R. Hickey, former vice president of Bell & Howell, named vice president of worldwide operations. C. K. (Pete) Wood, former vice president of engineering and planning for TAV, Los Angeles production facility, becomes vice president of worldwide engineering.

□

**South bound.** Columbia, S.C. will be site of new Sony Corp. of America color television manufacturing plant, company announced last week. Facility, to cost \$20 million, will be second such operation for Sony in this country.

□

**No you don't.** In New York City, U.S. District Court Judge Abraham Sofaer has ordered distributor of microwave receiving antennas to pay Home Box Office \$10,000, after finding defendant, Advanced Consumer Technology, and its president in contempt of court. Sofaer determined company "willfully violated" court's previous orders to refrain from "promoting, advertising, selling, distributing or in any other way making equipment available for receiving the pay TV program service of HBO" until decision in piracy case is rendered. Order was entered on Sept. 15. Decision on merits of case is still pending before Judge Sofaer.





**Engineering excellence.** (Left photo) Joseph B. Howe (r), division vice president and general manager, RCA Commercial Communications Systems division accepts Emmy for RCA's TK-47 automatic color camera from NATAS's John Cannon. (Above) CBS executives Joseph A. Flaherty, vice president, engineering and development; William G. Connolly, managing director, development; George E. Shannon, vice president, production facilities and engineering, and James H. Rosenfield, president, CBS-TV network, except electronic still-store Emmy network shared with Ampex. (Below) Ampex executives Charles Steinberg, chief operating officer; Jock Diermann, general manager Audio-Video Systems division, and Donald Kleffman, vice president, general manager of that division.



estimates the home information market now stands at \$74 billion. By 1990, the consulting firm said, "the developing HIS market could add tens of billions of dollars to that sum through the sale of electronic equipment, basic subscription and transaction fees, software and advertising."

The media industry, Booz, Allen estimated, accounts for \$70 billion in yearly revenues now. And of that, the firm expects HIS will have an impact on \$40-\$66 billion of today's dollars.

To promote its study, Booz, Allen also called upon communications company representatives to tell why it's needed.

Paul Waring, Cox Cable vice president, said he has no doubt HIS is coming but that the "timing issue is the most critical."

Harry Smith, CBS vice president, technology, said he is "in awe of the potential" but "I'm not sure we really understand the nature of what we have here today."

Weston Boyd, AT&T's executive vice president, residence market management, said his corporation needs to know which services will be used by a "critical mass" to upgrade and develop equipment.

Robert (Buck) Buchanan, J. Walter Thompson's executive vice president, U.S. media director, talked about the new advertising techniques that can be employed, mentioning, for example, the upcoming JWT "advertising-on-demand" experiment with an Adams-Russell cable system in Peabody, Mass., where subscribers will be able to call up ads for products.

## Emmys honor engineering excellence

**Ampex, CBS, RCA and Ikegami win awards with special citation going to Marconi**

The importance of digital computer technology in modern television studios was underscored in the presentation of the 1980-81 Engineering Emmys. The National Academy of Television Arts and Sciences handed out two shared Emmys in the grand ballroom of New York's Roosevelt hotel—one for "the engineering development of the first digital electronic still-store system which made the magnetic storage and electronic broadcasting of film slides and graphics easier to manage and more reliable with consistent high quality," the other for "the development of digital computer techniques for the alignment of color studio cameras."

Ampex and CBS shared the electronic still-store Emmy, Ikegami Electronics and RCA Commercial Communications Systems Division shared the alignment techniques award. A separate Special Citation went to Marconi Electronics for "engineering in the design and development of a system for the automatic alignment of color television studio cameras."

Academy president, John Cannon, presiding over the awards ceremony, praised not only the specific honorees, but all the assembled members of the engineering community for their contributions to television, saying, "You're the ones who make it so much better in so many ways."

Accepting Ikegami's award, that company's Nick Nishi spoke of the "worldwide" prestige of the Emmy, and thanked the academy "on behalf of all Ikegami employees." Ampex Video Systems Group General Manager Jock Diermann cited the recognition problem familiar to engineers the world over: His own family, he said, when told about the Emmy, responded by asking, "What have you done to get an Emmy?"

CBS's William G. Connolly, managing director, development, engineering and development, CBS Television Network, accepted his company's award, and Joseph B. Howe, division vice president and general manager, RCA Commercial Communications Systems Division, accepted for RCA. Marconi's Special Citation was received by the managing director of the Broadcast Division of Marconi Communications Systems Ltd., R.T.J. Baker.

Although this was Ikegami's first Emmy, the other recipients of Emmys had been so honored before—Ampex with four prior Emmys, CBS with five, and RCA with six. Marconi also received an Emmy prior to last week's citation.

# Programing

## Cable getting off too cheaply, says NBC's Dunham

**When it comes to programing, cable gets undeserved monetary break, network general counsel tells American Enterprise**

Cable television is getting what amounts to a free ride, not deserved or needed, where programing is concerned, Corydon B. Dunham, executive vice president and general counsel of NBC, told an American Enterprise Institute session on cable last week in Washington.

He cited cable's free use of local broadcast programing, its being allowed to import broadcast programs from distant markets for "only a small fee" and its being allowed to pick up syndicated programing in one market and show it in another regardless of contracts to the contrary.

"The sellers are denied the full value of those markets where their programs have been taken and redistributed on cable, and cable gets valuable programing at less than market price and so has less incentive to develop its own programing or buy new programing," Dunham said. "The creative community loses once again and the public's potential programing choices are reduced.

"The effect of all this is to remove cable from the marketplace for programing. These subsidies are certainly not needed to help cable get a start—if they ever were. They are inequitable and destructive to the marketplace we all must look to for programing. They are overdue for legislative correction.

"Certainly none may deny that cable is a major industry largely owned by major interests who can and should be looked to for a more responsible view of the public's interest."

Dunham also told the session that "whether cable ultimately reaches 40% or 50% of American homes, cable will simply not have the nationwide reach of the present broadcast system."

## Kipperman outlines Radioradio format

**New CBS network will emphasize music and news for young adults**

Details on CBS Radio's forthcoming network, Radioradio, highlighted the annual CBS-FM National Sales seminar.

Robert Kipperman, vice president and general manager of the young-adult-oriented network set for an April 1982 debut, outlined the program menu.

The 24-hour music and information service will set aside two minutes per hour for news and will feature four 90-second features daily and two specials (one concert, one possible interview show) per week.

Emphasizing the CBS commitment to news, Dick Eresica, vice president and general manager of CBS Radio Network, said of Radioradio, "News is going to play an important role... Our correspondents are going to be pretty damn good." News stories will be designed to relate to listeners in the 18-to-34 age group, said Kipperman.

Concerning the music specials, Kipperman said that CBS has signed with "an outside producer" for eight such shows. Personalities are currently being interviewed for the feature segments, he added.

Also discussed at the seminar was the recently signed letter of intent by CBS Radio to use the RCA American Communications Audio Digital Distribution Service for satellite programing (BROADCASTING, Sept. 14). Kipperman said, "If all goes well," Radioradio will be on satellite by May 1983. Plans were not disclosed as to how the satellite dishes would be made available to affiliates.

The recent proliferation of new networks led members of the audience to ask how Radioradio expects to fare in the midst of this competition. Kipperman asserted that "with the growth of radio," alluding to the number of unaffiliated stations in the marketplace, "there is a growing need for identification, we feel CBS can offer that sound."

More specifically, Kipperman said, "We have the resources at CBS," referring to its news reputation and exclusive contracts with recording artists, through its Columbia Records.

## Arbitron reranks stations in four markets

Arbitron Radio has compiled new rankings of the top 10 radio stations in four of the top 50 markets covered in its listings in BROADCASTING's Aug. 17 issue. The new rankings incorporate some stations inadvertently omitted by Arbitron from those that appeared Aug. 17. Markets with

revised rankings are as follows (audience figures represent total persons aged 12-plus, average quarter-hours, Monday-Sunday, 6 a.m. to midnight, metro survey area, Spring 1981, with format data compiled by BROADCASTING from various sources):

Station	Format	Aug. Persons
---------	--------	--------------

### 11. Nassau-Suffolk, N.Y.

1. WNBC(AM)	Contemporary	36,900
2. WCBS(AM)	News	20,400
3. WRFM(FM)	Beautiful music	17,700
4. WBLI(FM)	Adult contemporary	17,400
5. WOR(AM)	Talk	16,300
6. WYNY(FM)	Adult contemporary	16,100
7. WBLS(FM)	Urban contemporary	15,100
8. WINS(AM)	News	15,000
9. WHLI(AM)	Music of your life	14,300
10. WABC(AM)	Contemporary	13,300

### 22. Tampa-St. Petersburg

1. WWBA(AM)	Beautiful music	26,500
2. WQYK-FM	Country	23,400
3. WRBQ(FM)	Top 40	22,300
4. WJYW(FM)	Beautiful music	19,600
5. WQXM(FM)	AOR	17,400
6. WSUN(AM)	Country	17,300
7. WCKX(FM)	Contemporary	15,100
8. WFLA-FM	Beautiful music	12,800
9. WFLA(AM)	Adult contemporary	10,300
10. WYNF(FM)	AOR	9,000

Station	Format	Aug. Persons
---------	--------	--------------

### 26. Providence-Warwick-Pawtucket, R.I.

1. WPRO-FM	Top 40	23,500
2. WLKW-FM	Beautiful music	22,200
3. WPRO(AM)	Adult contemporary	18,700
4. WPJB-FM	Top 40	13,600
5. WEAN(AM)	News	11,600
6. WCOZ(FM)	AOR	10,400
7. WLKW(AM)	Beautiful music	10,300
8. WHJJ(AM)	Top 40	9,900
9. WHJY(FM)	Beautiful music	8,300
10. WSNE(FM)	Adult contemporary	7,300

### 50. Albany-Schenectady-Troy, N.Y.

1. WGY(AM)	Personality/MOR	18,700
2. WPYX(FM)	AOR	12,200
3. WROW(AM)	Adult contemporary	9,400
3. WTRY(AM)	Contemporary	9,400
4. WROW-FM	Beautiful music	
5. WFLY(FM)	Contemporary	
6. WQBK(AM)	Talk	7,000
7. WGNA(FM)	Country	6,000
8. WWOM(FM)	Adult contemporary	5,100
9. WPTR(AM)	Country	4,100
10. WQBK-FM	AOR	3,200



"Happily Ever After"



"Children's Hour"



"May to December"

**Boston Trilogy.** The first in a three-part series examining the changing role of the American family airs Thursday (Oct 1) on WNAC-TV Boston. Entitled *The Changing Family*, the "unusually comprehensive" project is engaging the efforts of WNAC-TV's news, programming and public affairs departments. The station has established three "theme weeks" in which its news teams will present special reports and a multi-part series relating to topics covered in each documentary. Such public affairs programs as *Weekday* and *Senior Circuit* also will include segments devoted to issues examined in the series. The station also prepared a family study guide for each program, made resource lists of local agencies and ser-

vices, and a supplemental reading list for distribution to community organizations. Each of the documentaries around which the project focuses is an hour in length, followed by a live, 30-minute, in-studio discussion including call-in responses from area viewers. The first—"The Children's Hour" deals with social and economic changes that have affected youths. The second—"Happily Ever After," on Nov. 5—looks at the ways Americans meet, marry, stay together or part. The final documentary—"May to December," on Dec. 3—explores conflicts facing older adults, such as mid-life career changes and divorce after many years of marriage.

## Monitor

**Vice-versa.** For first time, show produced for distribution on Public Broadcasting Service will appear first on pay cable service, show's producers said last week. *Working*, drama produced by noncommercial WNET-TV New York and KCET-TV Los Angeles for PBS's 1982 "Playhouse" series, will first appear on Showtime pay cable service, according to Bill Lamb, WNET vice president. Lamb said Showtime bought rights to run show 10 times for \$200,000. Lamb said money would be plowed back into stations and thought such arrangements necessary for public stations to raise revenues for productions. Lamb noted WNET was also discussing possible co-productions with number of other cable services.

**Donahue switch.** WGN-TV Chicago's circulation as superstation is leading to transfer of production and local telecast of Phil Donahue's syndicated daily hour from WGN-TV to WBBM-TV Chicago, effective Jan. 1. Walter E. Bartlett, president of Multimedia Inc., producer of *Donahue*, explained: "We are extremely sorry to end our seven-year association with WGN-TV. We've become great friends with WGN's management and staff, and deeply appreciate their efforts for us. But WGN's widespread cable viewership across the U.S. is in direct conflict with our national syndication sales effort of the daily *Donahue* program to commercial television stations. Our contract with WGN-TV expires at the end of this year and we feel it is the appropriate time to move."

**RCA disk catalogue grows.** RCA's videodisk catalogue has been expanded with addition of 25 new titles, including segments featuring Julie Andrews, Fred Astaire and Ginger Rogers, Elvis Presley, David Janssen and Humphrey Bogart. RCA catalogue now totals 151 titles.

**But can they pull it off?** Escapade, adult pay cable service, announced production of its first original pilot—celebrity guest quiz show titled *Everything Goes*, which will feature "surprise penalties along the lines of classic strip poker." Cable programmer also announced acquisition of exclusive long-term rights to seven films by producer Radley Metzger.

**Rona's 'Tomorrow' departure.** Entertainment industry reporter Rona Barrett has officially ended her association with NBC-TV's *Tomorrow* show and will become major contributor to new prime-time entertainment magazine show that will premiere on NBC-TV Saturday, Dec. 5, 10-11 p.m. (ET). New entry is scheduled to continue in that time period until Jan. 9, when *The Angie Dickinson Show* is set to premiere. Other correspondents on the magazine, *Television: Inside and Out*, will be announced soon.

## Donahue vs. Wildmon

**CBTV chairman, appearing on talk show, tells Donahue he makes 'flagrant use' of abnormal sex**

The *Donahue* one-hour syndicated series was enlivened last week by the appearance of the Rev. Donald Wildmon, founder and executive director of the National Federation for Decency, who jostled with host Phil Donahue on the alleged sexual emphasis of the program.

At the outset of the program, Wildmon—who is also chairman of the Coalition for Better Television—apologized on the air, repeating a statement that he had made earlier that four Chicago area members of the federation had engaged in "hyperbole" in describing the show. But he insisted that Donahue makes "flagrant use" of some areas of abnormal sex.

He said he was referring to several programs dealing with homosexuality and Donahue's apparent acceptance of this life style. Wildmon added that he accepts homosexuals as individuals but could not accept homosexual acts. Similarly, he said, he could accept criminals and alcoholics as human beings but not their actions.

Donahue referred to the statement by the four Chicago members of the federation (they were invited but did not accept the invitation to appear on the program) that 40% of Donahue's programs deal with sexual topics and often portray abnormal sex favorably. Wildmon said his own research since the beginning of the year shows that about 20% of Donahue's shows deal with sex.

## NBC's Timothy puts some rumors to rest

**Network president denies that planned one-hour news would be split into two separate programable parts**

NBC-TV has no plan either to divide its projected one-hour *NBC Nightly News* into two separately programable half-hours or to load most of its own commercials into one half-hour and most of the affiliates' into the other, NBC-TV President Raymond Timothy said last week.

Timothy was speaking in response to speculation by outside observers that NBC would do both of those things. The theory was that NBC, needing to maintain a *Nightly News* presence in some markets where opposition to the one-hour news is running high, would format the program so that holdout affiliates could take only the first half-hour and would put most of the affiliates' commercial inventory into the second half-hour as an inducement to the holdouts to pick up the second period later on ("Closed Circuit," Sept. 28).

Timothy said NBC had never considered

concentrating its own commercials in one half-hour and the affiliates' in the other. "In no way," he said, "would the affiliates sit still for loading their inventory in one half-hour."

He said NBC officials had "looked at" the possibility of formatting the program into clearly separate periods but found it not feasible. "It would be a problem from the news production point of view," he said. "The news department would have to produce two half-hours."

As another example, he also noted that for affiliates wishing to clear only the second half-hour, it would be necessary to recap the first half-hour's highlights at the start of the second.

"We have always contemplated one hour of news," he said.

As for affiliate reaction to the proposed lengthening of the newscast (BROADCASTING, Sept. 21, 28), Timothy said it was "mixed." "Most people are for it," he said, "but not everybody."

The plan, targeted to go into effect in September 1982, has been under attack, particularly from some major group station owners, but others, including some major station operators, have endorsed it (BROADCASTING, Sept. 28).

## Turner details new services

**He will aim for broadcast stations with new CNN 2**

If the broadcast networks are going to get involved in cable, well then, Ted Turner is going to broaden his involvement in broadcasting. That was the gist of his words to an invited audience from the New York advertising community at a luncheon for 700 that Turner gave at the New York Hilton. With ABC set to get involved in cable news (with partner Group

W) Turner is "hoping to get some ABC affiliates to pre-empt the network news" and instead pick up a feed of Cable News Network 2.

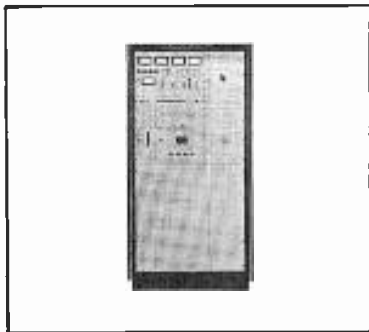
Turner's New York appearance was well timed—just the day before, a major advertising agency, Ted Bates, announced that it has been advising its clients to put 5% of their network prime time budgets into Turner's superstation, WTBS Atlanta (BROADCASTING, Sept. 28).

Detailing some of the expansion plans he announced at last month's CTAM meeting in Boston (BROADCASTING, Aug. 31), Turner said his CNN 2 schedule will be made up of half-hour blocks until 7 p.m., then switch to an hour format until 11 p.m. Turner will barter that basic cable feed "on a limited basis" to broadcast stations as well, and he will use the audio portion of the feed as the basis for a radio news service that will be sold to stations. (The latter, Turner noted, requires some "ironing out" of arrangements CNN has with AP and UPI, which happen to have their own radio news services.)

Start date for CNN 2 will be Jan. 1: "We could start now." But he has already lost enough money for this year, Turner joked. The total expenditure for the news expansions won't be that great, Turner insisted, because "gathering the news is the big trick," and CNN is already doing that. Rolling that material over into a short form for CNN 2 will only require the additions of "some tape machines, cart machines for the commercials, some anchors and some editors" Turner said.


Turner maintained that his satellite-fed CNN 2, if used by a broadcast station, would "totally preclude the need for a network newscast." And he claimed it would be more timely than current network feeds, particularly for West Coast affiliates, unless the networks make their news anchors "stay until 10 o'clock to do another feed." Noting the generous

## NOW! CONTINENTAL'S 2.5 KW FM



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

Write for brochure on 814R-1  
Continental Electronics Mfg. Co.  
Box 270879 Dallas, TX 75227  
(214) 381-7161

**Continental**  
**Electronics** 

## News Beat

**Anchor attraction.** Most important factor prompting viewer to watch particular local television newscast is station personality or personalities, according to study commissioned by N-I-W-S, news service of Telepictures Corp., New York. Other factors causing selection of one newscast over another, study shows, are format of program and its content. Since content of many news programs is similar, particular feature may be deciding consideration, study indicates. Other conclusions from study, conducted by independent research firm of U.S. Information Services, Santa Ana, Calif. are: Viewers need to know how major national stories will affect them and their communities; many viewers want longer local newscasts; Viewers' strongest concerns are money and health, and many viewers are more likely to watch multipart news features and reports.

**Adoption.** National Association of Secretaries of State has adopted resolution calling for major broadcasters to join with association to investigate effect exit polling has on elections. Gentry Crowell, association president, proposed if broadcasters and association found exit polling affected elections, they should try to solve problem together.

amount of commercial time for stations embodied in the recent NBC hour-news proposal (BROADCASTING, Sept. 21). Turner said of CNN 2 that "whatever the networks offer stations in time to sell, we'll beat 'em, even if I have to give it away free." His radio service will be "cheap . . . cheap and good."

Providing projections for the growth of WTBS and CNN, Turner said that by the end of 1982, CNN would reach 22% of television homes, the superstation 34%; by the end of 1983, 35% and 40%, respectively; with both services available to 50% of all television homes by January of 1985.

## U.S. journalists debate world information order

### UN panel discusses UNESCO resolutions that would license foreign journalists

While many third world countries are pushing for the United Nations to mandate "a new world information order," Western journalists find the concept of an established "order" repugnant and dangerous.

The controversy over resolutions from UNESCO continued with American journalists attending a 1981 editors' seminar at the UN. Sponsored by the United Nations Association of the United States of America, the seminar dealt with various subjects, among them "UNESCO and Press Freedom—A New World Information Order."

At issue are UNESCO resolutions that proponents claim are necessary to improve news coverage of developing countries. Third world representatives charge that news flow is dominated by Associated Press, UPI, Reuters and Agence France-Press and reflects only a Western perspective.

Defending the UNESCO movement on a panel last Tuesday was Dileep Padgaonker, deputy director of the organization's division of information. Padgaonker claimed that the goal is only to foster "diversity" and "to enhance the capacities of third world countries to make their voices heard."

Padgaonker said there is not "a shred of evidence to substantiate the charges" that UNESCO wants licensing of journalists, limitations on press freedom or state control of journalism.

Opposing the UNESCO movement was Leonard Sussman, executive director of Freedom House, who said that UNESCO is providing the "setting" for licensing and "journalists who are fearful have every right to be so." He claimed that better news flow from developing countries is needed but "not at the expense of that degree of freedom."

While the resolutions are general and do not spell out a plan of action, there is concern among Western journalists that this will prompt government intrusion in the

free press.

Sussman said that UNESCO runs a hazard just in using the phrase, "new world information order," claiming that "order may be taken far too realistically" and is counter to a free press.

Padgaonker responded that "order" should be seen "in the context of the current disorder" and charged that there is not a free flow of news now with western services dominating information.

Miguel Albornoz, chairman of the UN Committee on Information, was another who encouraged journalists to increase their coverage of third world social and economic matters. Without the help of the communications media, he said, development will not come as fast. Albornoz said his committee has appealed to the media to disseminate information of UN-aided development programs and not report just UN votes.

### Book says broadcasters haven't fought for First Amendment rights

At a time when antiregulatory forces seem to be closing in on the content regulation still imposed on broadcasters, a book appears defending continued application of the fairness doctrine and the equal-time and personal attack rules. In "The First Amendment Under Siege: The Politics of Broadcast Regulation," author Richard E.

Labunski concedes broadcasters operate under a "second rate" version of the First Amendment. But Labunski, a former assistant professor of political science at the University of Nevada, at Reno, argues that "broadcasting channels are owned by the people, while newspaper facilities are owned by the publishers."

To Labunski, broadcasters deserve the less than full First Amendment protection they are given. For in his view, broadcasters have not been as "diligent or enthusiastic" in fighting for First Amendment rights as in protecting economic interests. One example he cites is the massive and successful lobbying effort broadcasters mounted in Congress in 1963 and 1964 to block FCC efforts to adopt a rule limiting commercial time.

"If . . . broadcasters have demonstrated much greater interest in protecting their revenue-generating activities from government regulation than in protecting the First Amendment" he said, "then such lack of allegiance to First Amendment principles hardly entitles them to be free from the fairness doctrine, personal attack rules and other rules designed to promote diversity and access." Labunski is the son of Stephen Labunski, executive director of the International Radio and Television Society.

"The First Amendment Under Siege" (approximately 234 pages, \$27.50) will be published in December by Greenwood Press of Westport, Conn.

This announcement is neither an offer to sell nor a solicitation of an offer to buy the Market Study  
The offering is made only by prospectus.

## HOME VIDEO

## AND

## BROADCASTING:

# The Fight for Position, 1981-86

A market study of cable, pay TV,  
subscription TV, cassettes and discs.

July 1981

Unit price \$795

Copies of the prospectus may be obtained by calling

A. Cerreta at 914-328-9157 or write —

Knowledge Industry Publications, Inc.,

701 Westchester Avenue, White Plains, NY 10604.

publishers of **Home Video Report**, **Video User**, **Video Register**,  
**Shooting Commercials**, **Home Video Yearbook**

## Tandem public offering hinted

**Published reports say Lear-Yorkin-Perenchio firms may soon have stock offering**

One of Hollywood's most successful independent television production companies confirmed last week that it is considering going public.

Tandem Productions/T.A.T. Communications Co. said that information contained in a *Wall Street Journal* report published Sept. 29 was accurate, but a spokesman said the firm was not going to elaborate or comment on the article.

The newspaper quoted Alan F. Horn, Tandem/T.A.T. president and chief executive officer, as saying he expects a final decision on whether to go public "within the next 30 days." He noted that "if we want to stay private, that won't, by any means, rule out going public at some future time." Horn described the discussions as being in an "embryonic" form.

The company indicated it has hired at

least one investment banking concern to possibly prepare a preliminary prospectus for a stock offering, and that the statement could be filed with the Securities and Exchange Commission before December. Timing of any offering by Tandem/T.A.T. would probably depend on market performance in the near future.

Most of the stock of Tandem/T.A.T. is held by the men who founded the two firms, in 1958 and 1973 respectively: Norman Lear, Bud Yorkin and Jerry Perenchio. Perenchio is chairman and chief executive officer of Tandem/T.A.T., and Yorkin and Lear are both executive vice presidents.

Tandem/T.A.T. has an established reputation as a producer of situation comedies, including *All in the Family*, *Maude*, *The Jeffersons* and *Diff'rent Strokes*. The unit currently produces five half-hour sitcoms, and has recently expanded into production of theatrical specials, children's programming, and mini-series. Analysts estimate Tandem/T.A.T.'s annual revenues of about \$100 million, with about twice that amount in assets, primarily in the form of syndication fees. The company has made a number of moves toward expansion, both in program and business development, during the past several years.

agreement calls for CNN's sales force to be merged into WASEC's, with virtually all of CNN's sales personnel absorbed, according to R. E. (Ted) Turner, board chairman of Turner Broadcasting System. He told a news conference in New York that the sales relationship with Warner Amex won't save anything initially but should be a profitable venture in 1983.

John A. Schneider, president and chief executive officer of Warner Amex Satellite Entertainment, said his firm would act as a standard advertising representative for the two news services and noted that commissions usually range from 6% to 15%.

As to whether this agreement presaged other ventures, Schneider said: "We have nothing planned now but it's possible down the road, for example, that CNN might develop children's news for our Nickelodeon service."

In a separate announcement, John D. Lockton, president of Warner Amex Cable Communications, announced that an agreement has been reached to supply CNN, CNN 2 and Turner's superstation, WTBS(TV) Atlanta, to additional Warner Amex subscribers. He said almost 200,000 subscribers now receive Turner programming and he planned to increase distribution to about 600,000 by the end of next year.

Please send

## Broadcasting

The News Magazine of the Fifth Estate

Name \_\_\_\_\_

Company \_\_\_\_\_

Business Address

Home Address

City \_\_\_\_\_

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

Type of Business \_\_\_\_\_

Title/Position \_\_\_\_\_

Are you in cable TV operations  Yes  No

Signature (required) \_\_\_\_\_

3 years \$135  2 years \$95  1 year \$50

(Canadian and international subscribers add \$12/year).

1981 Yearbook \$60

(If payment with order: \$55)

Payment enclosed

Bill me

**For Address Changes Place Most Recent Label Here.**

1735 DeSales Street, N.W., Washington, D.C. 20036

## WASEC-CNN deal

**Warner will assume sales duties for Turner and will lease RCA's Satcom 1 transponder to transmit CNN 2, scheduled to start Jan. 1**

Warner Amex Satellite Entertainment Co., New York, has reached agreement with Turner Broadcasting System, Atlanta, under which WASEC will represent all advertising sales for Turner's Cable News Network and Cable News Network 2 and Warner will lease transponder 15 on RCA's Satcom 1 satellite for transmission of CNN 2.

Turner's second news network goes on the air Jan. 1, 1982, and originally was scheduled to be on Western Union's Westar IV satellite (BROADCASTING, Sept. 28). The advantage of using RCA Satcom is that it reaches cable systems serving 98% of the homes wired for cable television, while Westar is reported to reach about 20%. CNN 2's principal proposed competitor, the Satellite NewsChannel, a joint venture of Westinghouse Broadcasting Co. and ABC Video Enterprises, will be carried on Westar.

The lease agreement for transponder 15 is for two years, starting Jan. 1, 1982. CNN 2 will be a 24-hour-a-day service stressing hard news. Financial details of the agreement were not revealed.

The advertising sales portion of the

## WTBS gets boost from Bates

**Agency recommends Ted Turner's superstation to national advertisers as way to make up for loss of network audience to pay cable programing**

National advertisers should pull 5% out of their network prime time budgets and reinvest it on WTBS(TV), Ted Turner's Atlanta superstation. That's the conclusion of the Ted Bates ad agency, and the advice it has been giving its clients since February. That shift, Bates says, is the way to make up for the impact on network shares of the viewing patterns in cable and pay cable homes.

Bates arrived at its conclusion after a review of Nielsen NTI data, showing changes in television viewing habits, and on a further study of the effect of various alternative advertising strategies. Basic to the Bates solution is the evidence the agency finds in Nielsen's material that in pay cable homes, while network viewing decreases, total viewing time increases, and independent stations, particularly WTBS, are significant gainers in terms of viewing hours. Thus, Bates contends, although pay cable services don't afford advertisers a chance to reach their subscribers, a WTBS schedule can achieve the

desired effect.

Bates's senior vice president, executive director, media and programs, Walter Reichel, outlined the agency's analysis to the press last week, with assistance from Joel Segal, Bates's senior vice president, director, network TV/radio; and Barry Kaplan, vice president, associate director, media information and analysis.

Beyond correcting network "under-delivery" against pay and basic households, Reichel said, the superstation schedule improves reach and frequency in both those categories with no loss of performance among noncable homes. Bates also suggests "this tactic can be used as a bargaining chip in negotiating rates" with networks.

The 5% cutback isn't across-the-board in prime time—it's an average, with the suggestion a cutback of 3.5% during the original program season, and something over 7% in the repeat periods, when Bates says the impact on network viewing is greatest.

Some interesting sidelights emerged in the Bates study. For one thing, in setting up its test, Bates experimented with four network schedules, all designed to deliver 145 gross rating points, to find one that would approximate the average prime time performance displayed by the Nielsen NTI data. One of those four actually performed better in pay cable households than in noncable households. Thus, it would be theoretically possible for an advertiser to construct a network schedule that would compensate for general network declines, if it were able to figure out which network programs had appeal to pay cable subscribers. But, according to Reichel, Bates found no pattern in its study that would permit that, even if the networks weren't

shifting their schedules so frequently as to make such a solution truly impossible.

Another facet of Bates's solution is that in depending on WTBS, what is being suggested is the use of old movies and off-network syndicated product (the WTBS schedule) as a means of capturing the viewers the networks are losing. Segal, responding to questions after the presentation, maintained that's a reflection of viewer dissatisfaction with the quality of network programming, while Reichel noted that "the ability of the networks to deal with this is theoretically there."

## ABC raises rates for '84 Olympics

**With two-thirds of spots sold, network announces 15% increase**

The rates went up last Thursday (Oct. 1) for advertising on ABC-TV's coverage of the 1984 Olympic Games. As previously reported (BROADCASTING, Sept. 21), the network estimates it has sold about two-thirds of its available time for the events, for which it has paid \$316,500,000 for rights to broadcast. The across-the-board increase in Olympic ad rates will be 15%.

"We expect revenues of about \$600 million," ABC-TV Sports Marketing and Sales Vice President John T. Lazarus told a University of California-Los Angeles audience. "We have sold approximately \$400 million of advertiser time."

The rate increases will peg the cost of a 30-second prime-time summer games spot at \$247,250, a weekend afternoon com-

mercial at \$97,750 and a late-night advertisement at \$57,500. Monday through Friday spots will sell for \$40,250. Prime-time prices will be the same for the winter games, weekend day rates will be \$115,000 and late-night ads will sell for \$59,800 each.

According to Lazarus, ABC will present 66 hours of coverage from the winter Olympics in Sarajevo, Yugoslavia, from Jan. 1 through Feb. 12, 1984. Two-thirds of that coverage will be during prime time. Between July 27 and Aug. 13 of that year, the network will originate 210 hours of summer games coverage from Los Angeles. The bulk of that programming—81 hours—will air between 7 p.m. and midnight, NYT. A 70-hour chunk will be broadcast during weekday hours. Lazarus also announced that ABC will present 19 hours of the Olympic trials during May and June, 1984.

Lazarus acknowledged that the new advertising rates were "expensive, but that's the way the Olympics are going." He did not rule out the possibility of another price increase before all the available time is sold. The network, he noted, expects individual advertisers to make a minimum commitment of between \$3.5 and \$4 million in order to be considered as Olympics sponsors. Lazarus estimated average Nielsen ratings for the 1984 Olympics would be about 24.0 for prime time, 13.0 for late-night, and 10.0 for weekend coverage.

## Bottom Line

**Solid Oak.** Rancho Bernardo, Calif.-based Oak Industries is claiming second quarter as highest in sales for any quarter in company's history, at \$126.9 million for period ended June 30, up 35% over comparable quarter year earlier. Net income rose 40% to \$6.7 million. Income per share was 53 cents based on 12.6 million average common shares outstanding, up from 42 cents on 10.7 million shares last year. Oak has also announced it has purchased 81% interest in VideoNet, producer of videoconference services and programming based in Woodland Hills, Calif., for undisclosed amount. Firm will operate as independent unit of San Diego-based Oak Communications Inc., Oak subsidiary.

**Disney down.** "Disappointing results" in domestic theatrical marketplace will reduce 1981 net earnings of Walt Disney Productions by about 10% compared with last year, according to prediction released by Chairman Card Walker. Downturn represents apparent end to 13 consecutive years of record-breaking operating results for studio. Predicted profits will be about \$121 million for fiscal 1981, or \$3.75 per share. At board meeting, Disney declared quarterly cash dividend of 25 cents per share.

**Bullish picture.** Cable TV Industries announced last week 31.7% increase in sales for first six months of fiscal 1982 (ending July 31, 1981), compared with same period last year. Sales were \$20.9 million for half, compared with \$15.9 in 1980. Net income rose to \$1.2 million compared with \$985,000, while per-share earnings rose from 41 cents to 46 cents between 1980 and 1981. Company distributes and manufactures cable TV equipment through its subsidiaries. Cable TV Supply Co., Inc., and Aberdeen Co.

**Broad-based buy.** General Instrument Corp. (parent of Jerrold, cable equipment firm) announced \$6 million investment in Sytek Inc., data communications firm active in design of two-way interactive cable systems. General Instrument says it plans to increase its investment in Sytek, to provide capital for company's growth, and acquire portion of shares of current Sytek stockholders to give it 51% ownership of firm.

# Watch out for Selcom in the Midwest

**Selcom's 1980 sales for this major market station were up \$750,000 over 1979.**

The total picture is even more impressive. For results not rhetoric... call us.

## Selcom, inc.

Radio Representatives  
1221 Avenue of the Americas  
New York, New York 10020  
(212) 730-0202





## CPB describes guidelines of Annenberg grant program

Project will fund development of collegiate instruction

The Corporation for Public Broadcasting/Annenberg School of Communications Project announced its specific goals and guidelines by which it will finance groups and individuals interested in helping it realize its goals.

The project was set up last February with a \$150-million grant from *TV Guide* Publisher Walter Annenberg. The money, which Annenberg will make available at a rate of \$10 million a year for the next 15 years, is earmarked for the advancement of higher education.

According to the funding announcement, the project will fund the development of audio, video, print and computer software materials for use in credit and noncredit college and university courses and demonstrations of ways telecommunications can be applied in higher education. The announcement specified that the materials and demonstrations should be aimed at students who are unable, for whatever reason, to pursue a conventional college education or who need remedial instruction.

The project is now accepting competitive proposals and plans to disburse the Annenberg funds at the same rate they are received.

Although the announcement of the goals and guidelines was made by the project's acting head—former CPB President Robben Fleming—on a closed-circuit teleconference with noncommercial radio and television stations, a spokesman for CPB said the funds are available to anybody, including colleges, universities, production companies and commercial broadcasters.

The deadline for the first round of proposals is Nov. 2. Independent "reviewers" will evaluate each proposal and make recommendations to the project council, made up of representatives from CPB, the Annenberg School, the Public Broadcasting Service and National Public Radio. The council will review the proposals and recommendations and make grants of about \$5 million at its Jan. 29, 1982, meeting. A second round of proposals will be accepted until April 5, 1982, and another \$5 million in grants will be made in July 1982.

In making the announcement, Fleming said the goals to determine the nature of the proposals were purposely made ambiguous so as not to restrict a proposal's creativity.

Applications for submitting a proposal are available from CPB in Washington. Each complete proposal must include a summary "fact sheet," a budget summary, a one-page abstract, a 25-page-or-less narrative and appendices containing the complete budget and, in the case of demonstrations, a description of how the demonstration can be repeated by others.

According to CPB's Doug Bodwell, the project does not have to be a "sole funder." It would be willing to be just one of many funders of a particular project.

## It's new technology time, says Erlick

He tells Texas broadcasters they must be willing to experiment with variety of distribution forms

Broadcasters must plan to become active in the new technologies, Everett H. Erlick, senior vice president and general counsel of ABC Inc., told the Texas Association of Broadcasters convention in Dallas last week.

"We should do more than just seek elimination of regulatory restraints," Erlick said. "Broadcasters should be prepared to experiment and invest in the new technologies, or our claims for full participation will have a hollow ring."

ABC rules out "no area of participation in the television and radio market of the future," he said, and added:

"Many of you are thinking along similar lines. Each broadcaster must find his own niche in the future. You may be able to

## Intermedia

**The cable franchise game.** Jack Barry, who with partner Dan Enright is producer of such television game shows as *Tic Tac Dough* and *The Joker's Wild*, has been tentatively awarded cable franchise for three unincorporated areas of Los Angeles county by county board of supervisors. Board must draw up and adopt franchise ordinance before award is final. That's expected to take about month. According to county department of engineering, franchise includes 12,000 homes in communities of Baldwin Hills, Ladera Heights and Lennox and is contiguous to Barry's existing system serving Playa Del Ray and Westchester sections of city of Los Angeles. County system will feature 54 channels and take \$1.25 million and nine months to build. Barry beat out Communicom (formerly Six Star-Nielson) for franchise.

**Northwest passage.** Northwest Suburbs Cable Communications Commission, consortium of nine communities northwest of Minneapolis-St. Paul, approved franchise ordinance with Northern Cablevision Northwest, subsidiary of Storer Broadcasting Co. Before construction of 116-channel system can begin, however, ordinance must be reviewed by nine cities individually and approved by Minnesota Cable Communications Board. Communities, all in Hennepin county, include Brooklyn Park, Brooklyn Center, Osseo, New Hope, Robbinsdale, Maple Grove, Crystal, Golden Valley and Plymouth. Meanwhile, Storer announced that its total subscribership has risen to 742,000. Storer operates systems in 20 states.

## Watch out for Selcom in California

**Selcom's 1980 sales for this major market station were up 118% over 1979.**

The total picture is even more impressive. For results not rhetoric...call us.

# Selcom, inc.

Radio Representatives  
1221 Avenue of the Americas  
New York, New York 10020  
(212) 730-0202

# ENTERTAINMENT<sup>TM</sup>

## T O N I G H T



## GETS OFF TO DAZZLING RATING START ACROSS THE COUNTRY!!

**NATIONALLY** ... Entertainment Tonight and Entertainment This Week delivered a combined 13 NTI rating in their first weekly national Nielsen measurement, topping the average ratings of 14 prime time network shows and all 3 network evening news programs!

**IN KEY MARKETS AROUND THE COUNTRY**, Nielsen and Arbitron coincidentals and overnights document one success story after another. . .

Network access and fringe time periods in every section of the country have received a jolt in the arm from the new, exciting, star-studded "Entertainment Tonight" that premiered just last week. Very quickly, in its first

week, this daily satellite-delivered show biz panorama has established itself as a big rating-getter. Ditto its hour-long review, "Entertainment This Week," on the weekend.

### NORTHEAST

#### WASHINGTON D.C.

"Entertainment Tonight" virtually doubled the November 1980 7:30-8PM time period share for WJLA — quickly moving into a rating tie with long-established "PM Magazine," according to a week-long Nielsen telephone coincidental from 9/14-18.

#### PITTSBURGH

"Entertainment Tonight" beat Family Feud and moved WPXI into #2 spot in 7:30PM time period with a 33% higher rating than it had in the October '80 Arbitron.

#### WILKES-BARRE

On WNEP-TV, "Entertainment Tonight's" 25 RTG and 42 SHR on Sept. 24th (Arbitron Coincidental) were 14% higher than the combined rating of the competing stations in the 7:30 to 8PM time period and 25% higher than WNEP's Nov. '80 rating & share.

#### CLEVELAND

Again "Entertainment Tonight" demonstrated its great strength in *late fringe* as an Arbitron recall study taken from September 15th to the 18th documented a 34 SHR on WJKW, topping the Tonight show by 31% and the station's October '80 time period share by 26%. Another Arbitron recall study on Saturday, Sept. 19th revealed that "Entertainment This Week" is a late fringe power as the premiere show hauled down a 29 SHR — 45% higher than the station's October '80 time period.

#### INDIANAPOLIS

Number one in its 6:30-7:00PM time period, beating PM Magazine, Family Feud, and Laverne & Shirley by 38% in rating, "Entertainment Tonight" topped WRTV's October '80 time period by two points and the hour-long weekend counterpart completely dominated the 10:30 to 11:30 hour on Sunday with a 12 rating, 33 share — +33% over October '80! (Sept. 20 Arbitron recall study)

#### PHILADELPHIA

Philadelphia's first Nielsen overnight meter ratings show "Entertainment Tonight" raising WCAU-TV's October '80 time period share by 50% — averaging a 9 rating and 16 share — +75 in rating over October '80, beating Muppets and MASH!  
(Sept. 14-25)

#### SOURCES:

• Special Nielsen national rating study (NTI) Sept. 14-20. Arbitron telephone coincidental and recall studies for dates and Nielsen indicated. Nielsen overnight metered ratings. Audience data are estimates subject to qualifications available on request.

# SOUTHEAST

## BIRMINGHAM

Number one in its 6PM time period by a wide margin with a 21 rating and 47 share, with rating and shares surpassing the combined shares of the market's two other stations. (Nielsen coincidental—9/14-18)

## ATLANTA

After only one week on the air, "Entertainment Tonight" established itself as *far and away the access leader in Atlanta*, according to an Arbitron telephone coincidental taken Tuesday, September 22, from 7:30-8PM. Its 18 rating and 38 share are 29% and 31% higher than WSB's October '80 time period figures. Entertainment Tonight's 18 rating was higher than WAGA (PM Magazine) & WXIA (You Asked For It), combined!

## MIAMI

"Entertainment Tonight" moved WPLG from third to second place in its 5:00 to 5:30PM half hour, increasing the station's rating 25% over its October '80 Arbitron figure.

## JACKSONVILLE

In Late Fringe time period, "Entertainment Tonight" and "Entertainment This Week" were number one in their respective Mon.-Fri. and Sunday 11:30PM slots on WJXT. Mon-Fri the new show was tied with Johnny Carson for the top spot and on Sunday, "Entertainment This Week" delivered double the rating of the # 2 station (Arbitron recall studies).

# SOUTHWEST

## HOUSTON

In its first week (Sept. 14-18), Nielsen documented that "Entertainment Tonight" raised KPRC's time period share from 11 in October '80 to 24 (+118%), and moved the station from 5th and last place to 2nd in the network access slot.

## MIDWEST

### CHICAGO

On WMAQ-TV, "Entertainment Tonight" and "Entertainment This Week" combined for a 15 rating in their first week of Nielsen overnights.

## KANSAS CITY

"Entertainment Tonight" is on its way to knocking off the previously entrenched "PM Magazine." An Arbitron coincidental in its first week (Tues. September 15) showed "Entertainment Tonight" with a share 47% higher than its 6:30-7PM October '80 time period share. Competing "PM Magazine's" share, as a consequence, plummeted 24% immediately!

# PACIFIC COAST

## SEATTLE

"Entertainment This Week" the one-hour highlight version of the "Entertainment Tonight", vaulted KING-TV from poor third to a tie for first place in the Saturday 6-7PM time period based on a Nielsen telephone coincidental Saturday, September 19th (tying CBS Sports Spectacular for the top spot).

## LOS ANGELES

A combined 15 NSI rating for "Entertainment Tonight" and "Entertainment This Week". Nielsen overnight ratings for its premiere outing on September 19th revealed "Entertainment This Week" rolled into first place, taking KNBC from 6th place (Nov. '80), to 1st place in the 6:30-7:30PM Saturday hour. "Entertainment This Week" raised KNBC's time period share 40% from Nov '80!

## SAN FRANCISCO

"ENTERTAINMENT THIS WEEK," in its first time out on KRON, 6-7PM Saturday, helped increase the lead-in share by 46%, with the premiere show increasing its rating in each quarter hour as San Francisco sampled it. Over its last 1/2 hour, "ENTERTAINMENT THIS WEEK" rose to a 9 RTG and 22 SHR—already surpassing Lawrence Welk's #1 SHR in October '80 (Welk had actually lost 3 SHR PTS from its lead-in).

"I like the new ENTERTAINMENT TONIGHT, airing at 7:30PM weeknights on channel 7. The syndicated show is a breezy mix of Show Biz gossip, personality stuff, live performances and hard news, and the writing is surprisingly good. As for co-host Marjorie Wallace, I think I'm in love."

... TOM HOPKINS—Dayton Daily News

ENTERTAINMENT TONIGHT — and that title is much too bland for the contents therein — will prosper. Ogling celebrities is much too fun to pass up."

... MONICA COLLINS—Boston Herald American

I particularly like the sentimental sign-off where they indulge in show biz nostalgia or pay tribute to some great, as in their obit for songwriter Harry Warren."

... LIZ SMITH—N.Y. Daily News

... a slick half-hour of newsy features from Hollywood... The show moves through its paces stylishly... It is safe to predict that the show will make strong inroads against PM MAGAZINE."

... BARRY GARRON—Kansas City Star

It looks like channel 4 has a winner in its new 6:30PM nightly series, ENTERTAINMENT TONIGHT. If its initial quality holds, the syndicated show is certain to give channel 9's PM MAGAZINE a run for its money.

The idea of using the news format for an entertainment show is new. The thought strikes, after seeing how well it works, that the idea should have been an obvious one. Why wasn't it put into practice long ago?"

... STEVE NICELY—Kansas City Times

For star-gazers, ENTERTAINMENT TONIGHT is the big upper. Like PEOPLE, ENTERTAINMENT TONIGHT is a seemingly perfect idea that's going to sell big. It shouldn't be long before the show, airing weeknights at 6:30PM on Channel 5, starts stealing rating points from two aging competitors — PM Magazine & Family Feud."

... ED BARK—Dallas Morning News

Television Program Enterprises  
919 Third Avenue, New York, N.Y. 10022

program for cable locally—some licensees are already. You may want to own cable. Or you may find an opportunity in low-power television, STV [subscription TV] or MDS [multipoint distribution service]. In short, take a hard look at all the opportunities.”

In addition, Erlick said, “we cannot ignore the trend to pay services. Many thoughtful observers believe that pay tiers are basic to the future development of cable as well as other new technologies. If existing broadcasters are to keep pace, they must find appropriate means to participate in subscription revenues.”

TV broadcasters, Erlick said, should have “reasonable access to cable”: FCC’s rules requiring cable to carry local signals should be continued, and cable systems with sufficient channel capacity should make some channels available for others, including broadcasters, to program. “Through such assured access,” he said, “broadcasters will be able to bring diversity to cable subscribers.”

Broadcasters’ first priority, Erlick said, must be to “continue the pursuit of excellence and innovation in the existing advertiser-supported free broadcasting system. Broadcasting, as we know it, is going to be around for a long time—make no mistake about that.”

“Second,” he continued, “we must intensify efforts to change the rules which stand in the way of full broadcaster participation in the new communications modes—the cable crossownership rules, the over-the-air subscription television rules, the multiple-ownership rules and certain of the network rules. If change is inevitable, the key to the future is our ability to participate fully in that new marketplace.”

Erlick said the past year has been a “reasonably good one” for broadcasters on the Washington front: “While we are far from achieving many of our goals, we now see concrete signs of progress. The mood is clearly pro-competition and anti-regulation.” But he cautioned that this “should not make us complacent.” Rather, he said, it should be taken as “proof that there is no substitute for effective dialogue [between broadcasters and] those in policy-making positions.”



**Theater venture.** Gene Jankowski (l), CBS/Broadcast Group president, and Roger L. Stevens (r), Kennedy Center board chairman, are all smiles after officially announcing CBS’s plans to contribute \$600,000 for funding of a 36-week season of six plays at the John F. Kennedy Center for the Performing Arts in Washington.

## CBS shows its appreciation for culture

**Network announces plans to donate \$600,000 to Kennedy Center for production of six plays and 36-week season**

“CBS has long drawn from the arts; we’re always looking for ways to give back.” So said Gene Jankowski, CBS/Broadcast Group president, as he announced that company’s plans to contribute funding for a 36-week season of six plays at the John F. Kennedy Center for the Performing Arts in Washington.

Jankowski, along with Kennedy Center Board Chairman Roger L. Stevens, officially announced the joint venture in Washington last Tuesday (Sept. 29); it had been proposed last July (BROADCASTING, July 13). He called the network’s actions “a natural extension of the business we’re in,” and noted that CBS will contribute \$600,000 of the projected \$900,000 in pro-

duction costs.

Five of the plays will be presented in the 1981-82 season (beginning in December), with the sixth scheduled for 1982-83. Jankowski said CBS had made no plans to air the productions on either its CBS Cable, set to debut Oct. 12, or on the TV network. Both, he said, were taking a “wait and see attitude” toward the project. “We’ll have to see what develops. If something strikes our fancy, then we may do something,” he said.

## UCC opens cable education workshop

A nationwide educational program to teach local leaders the fundamentals of cable television and how to get the most out of it was opened last week by the Office of Communication of the United Church of Christ. Kickoff was a three-day workshop for community and religious leaders and local government officials at Olympia Fields, Ill., starting last Thursday. A second workshop is scheduled for Seattle, Dec. 10-12.

The Rev. Dr. Everett C. Parker, director of the Office of Communication, said the project will continue for at least three years. Initial funding came from the UCC, Westinghouse Broadcasting, Teleprompter Corp. and the Veatch Program of the North Shore Unitarian Society, Plandome, N.Y. Teachers, Parker said, are being provided by Cox Cable and Time Inc. He added that additional funding is being sought from all major cable operators.

“We are particularly anxious,” Parker said, “to have the civic, cultural, minority, health, educational and service organizations that are vital to a community’s life, make the fullest use of cable.”

The workshops will use a formal curriculum prepared by Jane S. Baron, director of the workshop program, and Sue Miller Buske, executive director of the National Federation of Local Cable Programmers.

We are pleased to announce the closing of our recent transaction:

**\$49,400,000**

**WDTN-TV, Dayton, Ohio**  
(Grinnel Communications Corp.)

Sold to

**HEARST CORPORATION**  
NEW YORK, N.Y.

**HOWARD E. STARK**

*Media Brokers—Consultants*

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

## Bribe attempt charged in Mass. franchise

A lawyer and former assistant district attorney was arraigned Oct. 1 on charges of attempting to bribe a Danvers, Mass., official to guarantee that Rollins Cablevision would be awarded the Danvers cable franchise. Rollins, an Atlanta-based company which has seven cable systems in Massachusetts and is bidding in several other communities in the state, denies any knowledge of or participation in the alleged activities, which it terms "totally contrary to Rollins's business policies."

The lawyer, Charles O'Donnell, was hired to represent Rollins in Danvers by a Boston legal and consulting firm—Malden Square Cable Associates—because of his credentials as a former county district attorney and as an area lawyer.

Four companies have submitted bids for the 15-year, 8,000-home Danvers franchise, scheduled to be awarded Dec. 31. Rollins's application estimates its cable operation would cost \$1.9 million.

O'Donnell was arrested by FBI agents on charges that he offered the chairman of the Danvers board of selectmen—the community's governing body—\$50,000 out of his legal fees if the chairman could guarantee that Rollins would be granted the franchise.

In a statement, R. Randall Rollins, the cable company's president, said the alleged incident "runs contrary to Rollins's long-established record of integrity in cable franchising."

Rollins denies that his firm participated "directly or indirectly or has any knowledge of any alleged improper activity by O'Donnell."

## Teleprompter wins relicense in Dubuque

Teleprompter Corp. said that with a 78% vote in a citywide election, it had won a new, 20-year cable franchise for Dubuque, Iowa, to extend and expand the service it has provided there for the past 15 years. The company said that in March it completed a \$2.5-million rebuild of the existing system to provide its 20,000 customers a 35-channel capacity for the next five years and 70-channel capability by 1992. Interactive services "such as home security, energy management, teletext and videotext," Teleprompter said, will be available within the next 24 months.

The new system is to provide three community access channels and one channel for locally originated programming, for which Teleprompter said it will spend \$660,500 for two new access studios and more than \$362,000 for state-of-the-art local origination studio facilities. The company said it will also provide a community-access mobile van, a local-origination mobile van and will build a new, \$460,000 center to house office, studio and technical facilities.

# Changing Hands

PROPOSED

**KJJJ-AM-FM Phoenix** □ Sold by I.T.C. Communications of Arizona Inc. to The Broadcasting Group Inc. for \$6,250,000. **Seller** is subsidiary of International Tapetronics Corp., broadcast equipment manufacturer of Bloomington, Ill., which is owned by N. Elmo Franklin (34.6%), John P. Jenkins (42.33%), Andrew M. Rector (9.96%), W. Merle Wilson (1.07%) and James E. Riggs (.04%). Franklin also owns one-third of WYOY(AM)-WKXA(FM) Charlevoix, Mich. **Buyer** is owned by Twin-W Communications and A. Alfred Taubman (50% each). Twin-W is owned by Walter Wolpin (85%) and Frederic G. Weber (15%), Detroit beer distributors and real estate investors. They own WCAR(AM) Garden City, Mich. Taubman is Bloomfield Hills, Mich., shopping center developer. He owns, through subsidiaries, less than 25% of Community Cablevision Co., cable systems serving Irvine, Newport Beach and Tustin, all California. KJJJ is on 910 khz with 5 kw full time. KJJJ-FM is on 92.3 mhz with 100 kw and antenna 285 feet above average terrain.

**WKDD(FM) Akron, Ohio** □ Sold by WCUE Radio Inc. to Welcome Radio Associates for \$3 million. **Seller** is owned by Donal M. O'Neil (51%) and George W. Mamas (49%) who also sold, subject to FCC approval, WCUE(AM) Cuyahoga Falls, Ohio (see below). **Buyer** is group of one general partner and 16 limited partners who own WSLR(AM) Akron. Harrison M. Fuerst is president of general partner and holds 35.4% of limited partner. WKDD is on 96.5 mhz with 50 kw and antenna 440 feet above average terrain.

**WCUE(AM) Cuyahoga Falls, Ohio** □ Sold by WCUE Radio Inc. to Sackett Broadcasting Co. for \$1 million. **Seller** has also sold, subject to FCC approval, WKDD(FM) Akron, Ohio (see above). **Buyer** is owned by David L. Brennan, Robert Winer, Thomas R. Merryweather and John S. Steinhauer (20% each) and Richard T. Cunningham and Nicholas P. Andreeff (10% each). Brennan, Steinhauer, Cunningham and Andreeff are Akron, Ohio, attorneys. Winer is former general manager of WHLO(AM) Akron. Merryweather is officer at Akron savings and loan association. They have no other broadcast interests. WCUE is on 1150 khz with 1 kw day and 500 w night.

**KWBZ(AM) Englewood, Colo.** □ Sold by Western Broadcasting Corp. to KWBZ Broadcasting Corp. for \$1 million. Earlier deal to sell station to Brent Larson for \$1,258,000 fell through (BROADCASTING, April 20). **Seller** is owned by John C. Mullins Jr. and mother, Martha Welch (50% each). **Buyer** is owned by Earvin Johnson Jr., Los Angeles Lakers basketball player and Lansing, Mich.-based in-

vestor who has no other broadcast interests. KWBZ is on 1150 khz with 5 kw day and 1 kw night. **Broker: Dan Hayslett & Associates.**

**WFTR(AM)-WIXV(FM) Front Royal, Va.** □ Sold by Harris Broadcasting Corp. to Straus Communications for \$626,000. **Seller** is owned by Donald B. Harris (52%), wife, Dorothy J. (28%), and E. Richard Westlake (20%) who have no other broadcast interests. **Buyer** is owned by R. Peter Straus and wife, Ellen S., who own WMCA(AM) New York. Peter Straus is former director of Voice of America. WFTR is on 1450 khz with 1 kw day and 250 w night. WIXV is on 95.3 mhz with 3 kw and antenna 490 feet above average terrain. **Broker: Walker Media & Management Inc.**

**KFSA(AM) Fort Smith, Ark.** □ Sold by Fort Smith Broadcasting Co. to Fred H. Baker Sr. for \$297,000. **Seller** is subsidiary of Donrey Inc., newspaper-broadcast group which is owned by Donald W. Reynolds. He owns, through subsidiaries, KBR8(AM) Springdale, Ark.; KOLO-AM-TV Reno; KOCM(FM) Newport Beach, Calif.; KEXO(AM) Grand Junction, Colo.; and KORK-AM-FM Las Vegas. **Buyer** is Fort Smith-based consulting engineer and

## Watch out for Selcom in Texas

Selcom's 1980 sales for this major market station were up 81% over 1979.

The total picture is even more impressive. For results not rhetoric...call us.

**Selcom, inc.**

Radio Representatives  
1221 Avenue of the Americas  
New York, New York 10020  
(212) 730-0202

license of KISR(FM) Fort Smith. KFSa is on 950 khz with 1 kw day and 500 w night.

**WCCP(AM) Clemson, S.C.** □ Sold by Tri-County Broadcasting Corp. of Clemson to Red Circle Inc. for \$240,000. **Sellers** are N. Matthew Phillips (62.5%), J. Clark Brown (25%) and Beverly Lockridge (12.5%). Phillips also owns 90% of WRIX(FM) Honea Path, S.C. **Buyer** is owned by Peter J. Stathakis and James J. Stathakis, brothers (50% each). They are Anderson and Clemson, S.C., beer distributors and applicants for new TV at Greenwood (see "For the Record," page 58). WCCP is with 1 kw daytimer on 1560 khz.

**KZUL(AM) Parker, Ariz.** □ Sold by KARZ Radio Inc. to Schofield Broadcasting Co. for \$225,000. **Seller** is owned by William A. Olson and wife, Marilynn, who have no other broadcast interests. **Buyer** is owned by Charles L. Scofield, who owns KEYZ(AM)-KYYZ(FM) Williston, N.D. KZUL is 250 w daytimer on 1380 khz. **Broker: Blackburn & Co.**

**KUTA(AM) Blanding, Utah** □ Sold by Blue Mountain Broadcasting to Smith Media Corp. for \$202,500 plus \$10,000 noncompete agreement. **Seller** is owned by George Walton (51%), Earl Stevens and Edward Boyle (24% each), who have no other broadcast interests. **Buyer** is owned by Shelby and Harrison Smith, brothers, and family. They are Shreveport, La., busi-

nessmen and have no other broadcast interests. KUTA is 1 kw daytimer on 790 khz. **Broker: Chapman Associates.**

□ Other proposed station sales include: KEEN(AM)-KBAY(FM) San Jose, Calif.; KHOW(AM) Denver (BROADCASTING, June 8); WJDX(AM)-WZZQ(FM) Jackson, Miss. (BROADCASTING, Sept. 28); WKOP(AM) Binghamton, N.Y. (BROADCASTING, Sept. 21) (see page 58).

APPROVED

**WSM-TV Nashville** □ Sold by NLT Corp. to Gillett Broadcasting Co. for \$38 million plus interest plus \$4 million for noncompete agreement. **Seller** will retain co-located WSM-AM-FM. It also owns insurance companies, *Grand Ole Opry* and *Opryland*, Nashville. Russell L. Wagner is chairman. Gillett is to make payment with \$38-million note due in five years, with 10% interest on principle first year after closing, 12% second year, 15% third year, 18% fourth and fifth. Noncompete fee also payable five years after closing. **Buyer** is owned by George Gillett, who owns KPWR-TV Bakersfield, Calif., WSEE(TV) Erie, Pa., and KXON-TV Mitchell, S.D. Gillett is former principal owner of Globe Broadcasting Corp., licensee of three AM's and two FM's, which he sold in 1977 for \$13.8 million. Gillett, based in Wausau, Wis., is president of bank holding company there, owns beef packing plant in Green Bay, Wis., has other interests in gas, oil automobile parts. WSM is NBC affiliate on ch. 4 with 93.63 kw visual, 19.68 kw aural and

antenna 1,410 feet above average terrain.

**KXEW(AM) South Tucson, Ariz.** □ Sold by RFC Partners to Cactus Broadcasting for \$1,325,000. **Seller** is owned by Ernesto V. and Julieta Portillo (23% jointly), Jerry Blackwell (23%), Marvin and Stella Johnson (10% jointly), John and Dolores Mora (10% jointly), Robert and Nellie Elias (10% jointly), Lowell and Anne Rothschild (7.5% jointly), Alfredo C. Marquez (7.5%) and Douglas Clark Jr. (1.5%). They have no other broadcast interests. **Buyer** is principally owned by Jerrold Lyons and Frank I. Lazarus. Lyons is Tucson accountant. Lazarus is Cincinnati businessman. They have no other broadcast interests. KXEW is on 1600 khz with 1 kw full time.

**WICO-AM-FM Salisbury, Md.** □ Sold by Delmarva Broadcasting Co. to Prettyman Broadcasting Co. for \$1,060,000. **Seller** is owned by Robert C. Doyle, who has no other broadcast interests. **Buyer** is owned by William Prettyman (100%), vice president, sales, First Media Corp., Washington, who has no other broadcast interests. WICO is 1 kw daytimer on 1320 khz. WICO-FM is on 94.3 mhz with 3 kw antenna 170 feet above average terrain.

**KWUN(AM) Concord, Calif.** □ Sold by Contra Costa Radio Inc. to Burgundy Broadcasting Corp. for \$1 million. **Seller** is owned by Arthur C. Youngberg who has no other broadcast interests. **Buyer** is owned by Richard M. Helzberg, San Francisco film producer who has no other broadcast interests. KWUN is on 1480 khz with 500 w day.

**KEIN(AM) Great Falls, Mont.** □ Sold by Meyer Great Falls Inc. to Sundance Communications for \$900,000 plus \$100,000 for assumption of debt. **Seller** is subsidiary of Meyer Broadcasting Co., Bismarck, N.D.-based group of two AM's, three FM's and four TV's and cable system serving Bismarck. William A. Ekberg is president, and wife, Marietta Meyer Ekberg, is chairman and principal owner. **Buyer** is owned by William Luzmoor (70%), Consumer Growth Capital Inc. (15%) and Hal Hardy (15%). Luzmoor is former 26% owner of KRKK(AM)-KQSW(FM) Rock Springs, Wyo. Consumer Growth Capital is Minneapolis investment firm principally owned by John Gerlach, president. Hardy is former sales manager at KRKK(AM)-KQSW(FM). **Buyers** have no other broadcast interests. KEIN is on 1310 khz with 5 kw day and 250 w night.

**WTAO(FM) Murphysboro, Ill.** □ Sold by Sunshine Broadcasting Corp. to WTAO Inc. for \$700,000. **Seller** is owned by William R. Varecha and wife, Debbie. They are former 10% owners of KNAC(FM) Long Beach, Calif. **Buyer** is subsidiary of Community Service Broadcasting Inc., which is owned by Jerome Glassman, wife, Elaine, and sons, James and William (25% each). They own WMCL(AM) McLeansboro, Ill.; WDXI(AM) Jackson, Tenn., and have sold, subject to FCC approval, WKWK-AM-FM Wheeling, W. Va., for \$1.35 million (BROADCASTING, June 22). WTAO is on

## Late Summer Sales.

WAZY-AM/FM	Lafayette, Indiana	\$1,350,000
KWPC/KFMH	Muscatine, Iowa	\$1,350,000
KIVM-AM	Lihue, Kauai, Hawaii	\$ 262,500
WOOO-FM	Berryville, Virginia	\$ 311,512
WASK-AM/FM	Lafayette, Indiana	\$2,675,000
KIOT-AM	Barstow, California	\$ 350,000
WEER-AM/FM	Warrenton, Virginia	\$ 400,000

Put our experience to work for you!

# BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20036  
1111 19th Street, N.W.  
(202) 331-9270

CHICAGO, 60601  
333 N. Michigan Ave.  
(312) 346-6460

ATLANTA, 30361  
400 Colony Square  
(404) 892-4655

BEVERLY HILLS, 90212  
9465 Wilshire Blvd.  
(213) 274-8151

10/5/81

104.9 mhz with 3kw and antenna 200 feet above average terrain.

**WLVL(AM) Lockport, N.Y.** □ Sold by Hall Communications Inc. to Richard C. Greene for \$600,000. **Seller** is Norwich, Conn.-based group of five AM's and four FM's owned by Robert M. Hall (56%), wife Ruth D. (24%), and daughter, Bonnie H. Rowbotham (20%). They were granted FCC approval to buy WONN(AM) Lakeland and WPVC(FM) Winter Haven, Fla., for \$2 million (BROADCASTING, Aug. 10.). **Buyer** is regional sales manager at WBEN(FM) Buffalo, N.Y., and has no other broadcast interests. WLVL is on 1340 khz with 1 kw day and 250 w night.

**WPVL(AM) Painesville, Ohio** □ Sold by Lake Communications Corp. to WPVL Associates for \$600,000. **Seller** is owned by Raymond Q. Armington (33.8%) and son, Steven (10.4%), Anthony S. Ocepek and William M. France (20.9% each) and Richard H. Gehring (13.9%). They own 50% of WFKY(AM)-WKYW(FM) Frankfort, Ky., and 86.6% of WHOK-AM-FM Lancaster, Ohio. **Buyer** is principally owned by Ocepek and Richard J. Supelak. Ocepek is president of Lake Communications. Supelak is Cleveland accountant and has no other broadcast interests. WPVL is on 1460 khz with 1 kw day and 500 w night.

**KNET(AM)-KHIM(FM) Palestine, Tex.** □ Sold by Trinity Broadcasting Co. to Palestine Broadcasting Co. for \$600,000. **Seller** is nonprofit enterprise which has no other broadcast interests. Benny E. Burlison is president. **Buyer** is owned by Gibson Investment & Management Inc. (90%) and Richard M. Reynolds (10%). Gibson firm is owned by R. Thomas Gibson and wife, Georgia L. (45% each), and daughter, Jalene M. (10%). Thomas Gibson owns KZEY(AM)-KROZ(FM) Tyler, Tex., where Reynolds is general manager. KNET is on 1450 khz with 1 kw day and 250 w night. KHIM is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WCOH-AM-FM Newnan, Ga.** □ Sold by Newnan Broadcasting Inc. to Coweta Communications Co. for \$562,000. **Seller** is owned by James O. Hardin Jr., who has no other broadcast interests. **Buyer** is owned by Dallas M. Tarkenton (50.01%) and Ronald R. Baker (49.99%). Tarkenton owns 100% of WJJC(AM) Commerce and 75% of WJGA-FM Jackson, both Georgia. Baker is president and 39% owner of WNFR(AM) Alpharetta, Ga. WCOH is on 1400 khz with 1 kw day and 150 w night. WCOH-FM is on 96.7 mhz with 1.7 kw and antenna 380 feet above average terrain.

□ Other approved station sales include: KPAG(AM) Pagosa Springs, Colo.; WPRZ(AM) Evanston, Ill.; WDGS(AM) New Albany, Ind.; WDMV(AM) Pocomoke City, Md.; KMRN(AM) Cameron, Mo.; KGAL(AM) Lebanon, Ore.; WSB(AM) Sanford, N.C.; KMX(AM) Austin, Tex.; KPND(AM) Pampa, Tex.; and KPEP(AM) San Angelo, Tex. (see page 58).

## MDS operators call first convention down South

**Atlanta hosts first NAMSCO gathering; theft-of-service, proliferation of media are highlights of sessions**

Members of the National Association of MDS Service Companies will gather at the Atlanta Hilton Sunday, Oct. 11, for a three-day convention to explore various issues affecting the industry and to look at the technology that makes it all possible.

Some 75 exhibitors and 200 delegates are expected for the event, the first sponsored by NAMSCO.

The convention and exhibit floor open Sunday afternoon, but the panel sessions don't begin until Monday morning.

A problem that plagues all pay television operators, theft of service, is the subject of Monday's first session. NAMSCO Chairman Phil Merrill will head a panel featuring Representative Henry Waxman (D-Calif.) who is expected to introduce theft-of-service legislation in the House.

The question of whether low-power television, subscription television, cable, direct broadcast satellites and MDS can all prosper in the same market will be addressed in a panel later that day. That panel

will be moderated by Robert J. Gould, president, Visions Ltd., and will include John Gwin, president, Oak Industries; Don Pascarelli, president, MDS operations, Satellite Television & Associated Resources; John Merritt, national operations director for MDS, Teleprompter Corp., and George Billings, vice president, business development, Satellite Television Corp.

The last panel of the day will treat the commercial potential of LPTV. It will feature John Boler, licensee of the only FCC authorized LPTV station; Parry Teasdale, The Television Center, and George Fritzinger, president, KFAC(FM) Los Angeles.

There will be four concurrent panel sessions on Tuesday morning. Steve Halsted, managing partner, Centennial Venture Capital fund; Gary Fine, vice president, Laidlaw, Adams & Peck, and Charles Olsen, controller, Texas Entertainment Network will tell how to calculate the market value of an MDS system.

MDS marketing will be discussed at another by Chip Morris, vice president, corporate development, American Television & Communications; Don Stone, president of Showbiz; Jack Capuzelo, vice president, Premiere Communications, and Charles Sonnenberg, president, ACS Home Systems.

The other two panels focus on MDS system management and new developments in over-the-air technology.

- *Negotiations*
- *Appraisals*
- *Radio*
- *T.V.*
- *Newspapers*
- *CATV*
- *Financing*

**(703) 821-2552**

**Cecil L.  
Richards,**  
*inc.*  
*media brokers*

*Suite 408, 7700 Leesburg Pike  
Falls Church, Va. 22043*

## CAROLINAS

**Full Coverage AM  
in Major Growth  
Market**

**\$3,750,000 including  
real estate—less than  
10 times cash flow.**

*A Confidential Service to  
Owners & Qualified Buyers.*

26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC on June 25, 1980, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30, 1980). Late last year, Marsh Media petitioned commission to do away with cable-broadcast crossownership rules altogether, arguing that prohibition is outdated, in violation of First Amendment and not in public interest.

**Crossownership (telephone company-cable TV).** FCC has initiated rulemaking seeking public comment on proposal to exempt rural areas (30 homes or fewer per route mile of franchise or service area) from its telephone company-cable television crossownership prohibition. It has also directed its staff to draw up an instrument looking into possible repeal of all restrictions on telephone company ownership of cable systems in metropolitan areas. Commission has also directed its Office of Plans and Policy to undertake comprehensive study of structure and ownership of cable industry (BROADCASTING, Oct. 27, 1980). OPP indicates that study should be ready for release this fall.

**Direct broadcast satellites.** FCC now has on file 14 direct broadcast satellite applications, 13 of which it received before July deadline (BROADCASTING, July 20). Applications were filed by CBS, RCA, Western Union, United States Satellite Broadcasting Co. (Hubbard Broadcasting), Direct Broadcast Satellite Corp., Graphic Scanning Corp. Co., Video Satellite Systems, Home Broadcasting Television Partners, Unitel Corp., National Christian Network, Focus Broadcast Satellite Co., Advance Inc., and Satellite Development Trust. They join pioneer application of Satellite Television Corp., filed last December (BROADCASTING, Dec. 22, 1980) and formally accepted by FCC last April (BROADCASTING, April 27). FCC has yet to take action on any of other applications, but it's assumed several of them will be dismissed. STC proposed three-channel pay television system, but other applicants have taken different tacks. DBSC, RCA and Western Union plan to lease their transponders and CBS has dedicated its entire system to distribution to homes and broadcast affiliates of high-definition television. Concept of DBS has come under attack by most of broadcasting industry in comments on STC's application and on FCC's two DBS proceedings, one intended to prepare U.S. policy for 1983 international DBS conference and one aimed at formulating domestic DBS policy.

**EEO.** In broadcasting, commission has voted to tighten equal-employment guidelines which took effect April 1980. Stations with five to 10 employees are required to have 50% parity overall with available work force, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both overall and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC is also taking look at employment practices of three commercial networks, to determine whether, or how, members of minorities and

women are employed in decision-making jobs. Year ago, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employees (BROADCASTING, June 9, 1980). Comments were filed Oct. 24. Commission will issue decision before end of year.

**Family viewing.** Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 20, on question of how order referring case to commission should be framed. Case has been remanded to commission, which has sought and received comments on how to proceed. NAB and networks have urged commission to hold evidentiary hearing on policy. Tandem Productions and Writers Guild have urged commission to merely state views on issue "so that the entire matter may be returned to the courts for a prompt, fair adjudication."

**Federal Trade Commission.** FTC got new leadership Oct. 5, when Republican economist James Miller III took over chairmanship from Acting Chairman David Clanton. Agency is expected to take new direction under Miller, who, at confirmation hearings, reiterated that consumers could best be protected by maintenance of competitive marketplace and that FTC should narrow its focus (BROADCASTING, Aug. 3). Miller replaces Democratic commissioner, Paul Rand Dixon, whose term expired Sept. 25. Confirmation of Democrat F. Keith Adkinson, nominated to replace Democrat Robert Pitofsky, who resigned in April, is expected shortly (BROADCASTING, June 29), leaving commission with three Republicans, two Democrats. Although Office of Management and Budget recommended FTC's budget and personnel be slashed—and that FTC accommodate those cuts by phasing out its 10 regional offices (BROADCASTING, March 16)—Congress has yet to act on all of OMB's proposals. Congress did trim FTC's 1981 budget of \$74.3 million to \$70.7 million, but has not acted on OMB's recommendations to trim budget further in 1982—nor has it ordered FTC to phase out its regional offices. Legislation passed by Congress in 1980, authorizing life of agency through September 1982, subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26, 1980). Under provisions of bill, children's advertising proceeding would be allowed to continue. But complete text of any proposed rule would have to be published in advance, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission directed staff to prepare recommendations for further rulemaking and explore alternatives. Staff attempted to establish voluntary rules, but neither industry nor consumer groups

would accept them (BROADCASTING, March 2). Staff reviewed record and, although noting that children's advertising was a legitimate cause for public concern, recommended end to rulemaking (BROADCASTING, April 6). FTC has received public comment but hasn't acted on recommendation.

**FM quadrasonic.** Nine years after FM quad was first pioneered, FCC began rulemaking that sought comments on two approaches to set standards for system: either to adopt general standards and rely on marketplace to determine which systems will be used or to adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21, 1980). FCC issued initial notice of inquiry in 1977 to study merits of various techniques proposed to commission by National Quadrasonic Radio Committee. Second notice of inquiry was issued early in 1979 (BROADCASTING, Jan. 15, 1979). In comments on second notice, Muzak franchisees argued that alternatives would be acceptable only if they didn't interfere with the 67 khz subcarrier channel company uses to transmit its background music service to clients. Though most other commenters lent their support to the establishment of specific standards, ABC argued in support of general standards (BROADCASTING, Jan. 19). Commission is expected to consider item early next year.

**Format changes.** Supreme Court has settled question of whether FCC has authority to leave question of radio entertainment format to discretion of licensee and play of marketplace. In 7-2 decision, on March 24, court said commission could, thus reversing decision of U.S. Court of Appeals in Washington holding that commission must review renewal and transfer cases in which proposed change of "unique" format had precipitated considerable local "grumbling" (BROADCASTING, March 31).

**License renewal forms.** FCC adopted rule that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Broadcast Bureau will conduct on-site audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30). Rule has been opposed by Henry Geller, former head of National Telecommunications and Information Administration, in petition for reconsideration.

**Low-power television.** Deluged by some 5,000 low-power television (LPTV) applications, FCC put freeze on accepting and processing most LPTV and translator applications last April (BROADCASTING, April 13). FCC is allowing just three exceptions to freeze: applications for stations in areas served by fewer than two full-service stations; applications of existing translators seeking to move off from channels 70 through 93 and existing translators seeking to change channels to resolve interference problems. Under exceptions, approximately 30 translator grants have been made and hundreds of additional applications have been accepted. FCC issued rulemaking aimed at establishing technical rules for LPTV in hopes rules that result will speed LPTV processing (BROADCASTING, Aug. 3). When FCC in-



itated rulemaking last September to establish LPTV service, it said it would accept LPTV applications conditioned on rulemaking's outcome (Sept. 15, 1980). Under proposed rules, LPTV stations would have vastly simpler rules governing start-up, programing and operation than full-service stations, but they would be limited to fraction of power and would be prohibited from interfering with full-service stations.

**Minority ownership.** FCC three years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29, 1980]), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise small business investment corporation) has made investment commitments (BROADCASTING, May 4) but will not disclose transactions until they are completed. National Radio Broadcasters Association is matching minority license applicants with broadcasters who advise on obtaining license and getting facility into operation.

**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee quit negotiating for new TV-station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case is expected to go to trial this fall.

**Network inquiry.** FCC's network inquiry staff disbanded last fall, submitting its final report to commission Oct. 20, 1980. Staff suggested best way to achieve goals of added competition, diversity and localism in television is to open existing allocations plan to more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27 and Nov. 10, 1980). Staff presented "conclusions" to FCC chairman's office in form of "recommendations" late last year (BROADCASTING, Dec. 22, 1980). Broadcast Bureau Chief Richard Shiben has indicated that his staff is currently reviewing network inquiry re-

port and may come out with "omnibus" proceeding to evaluate continuing need for all or some of rules that currently regulate network activity.

**Network standings.** Prime-time TV rating averages, Sept. 15, 1980-Sept. 27, 1981: CBS 17.4, ABC 16.4, NBC 15.6.

**Newsroom search.** Supreme Court's ruling in *Stanford Daily* case (which held that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) resulted in October 1980 in Congress passing and President Carter signing bill to protect press from such searches. Limits on federal searches took effect Jan. 1. Curbs against searches by local and state law enforcement officers take effect Oct. 13, 1981. Some states are now considering supplementing federal protection against newsroom searches. Police in most cases are now required to obtain subpoenas which can be opposed in court before newsrooms are entered in search of evidence (BROADCASTING, Oct. 6, 1980).

**Noncommercial broadcasting rules.** FCC has amended rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27). New identifications may be run without limit. Public broadcasters may now also promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public interest. Three petitions have been filed with commission—by NAB, Committee to Save KOED and Metropolitan Opera Association—seeking clarification or reconsideration of certain aspects of rule changes (BROADCASTING, June 29). In August commission initiated rulemaking addressing possibility of modifying programing rules applicable to public broadcasting stations. Options cited range from retention of current rules to elimination of all programing oversight except for consideration-received rule. Commission, under authorization given it in budget reconciliation bill, has established committee to look into possible implementation of 18-month experiment by limited number of public radio and television stations to air commercials. Commission initiated inquiry and rulemaking designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. In addition to action taken earlier this year, commission is considering establishment of FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership now applicable only to commercial licensees. Comments have been received on all (BROADCASTING, Jan. 28).

**Operator licensing.** FCC has eliminated first-class radiotelephone operator licenses, replacing them with "general" license that is similar to old second-class permit, also eliminated. Under new program, holders of any type of operator's license—with exception of marine radio permit—will be allowed to operate and maintain broadcast equipment. Elimination of rule requiring that broadcast stations employ

technician holding first-class ticket has taken effect. Instituting new general license may take longer as appropriate forms have to be approved by Office and Management and Budget. In interim, first-class permits will be renewed but new applicants must wait for implementation of general-license program.

**Performer royalties.** Representative George Danielson (D-Calif.) has introduced bill (H.R. 1805) to assess royalties for use of recorded music according to radio stations' net advertising receipts after agency commissions. Bill would also allow assessment at TV stations (BROADCASTING, March 2). House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice held hearings on bill (BROADCASTING, May 25 and June 15) and plans markup on Oct. 14-15.

**Public Broadcasting.** Corporation for Public Broadcasting got new authorizing legislation, extending life through 1986, but authorizing less federal funding than CPB has grown accustomed to. Although authorization for 1982 was \$172 million, new bill would limit federal funding to \$130 million annually for 1984 through 1986 (BROADCASTING, Aug. 3). Bill also authorizes establishment of Temporary Commission on Alternative Financing for Public Telecommunications, which would investigate new ways for public stations to raise money (BROADCASTING, Aug. 31). Commission is authorized, but not mandated, to set up experiment allowing public stations to carry advertising. Commission will be composed of representatives from FCC chairman's office, Na-

# Watch out for Selcom in the South

Selcom's 1980 sales for this major market station were up 93% over 1979.

The total picture is even more impressive. For results not rhetoric... call us.

## Selcom, inc.

Radio Representatives  
1221 Avenue of the Americas  
New York, New York 10020  
(212) 730-0202

tional Telecommunications and Information Administration, CPB, National Public Radio, National Association of Public Television Stations, chairmen and ranking minority members of Senate Commerce and House Energy and Commerce Committees, with first meeting scheduled for Oct. 2. Although administration had recommended cutting back CPB's appropriations for each of fiscal years 1982 and 1983 to \$129 million for the first year and \$120 million for second, Congress left CPB's 1982 appropriation intact and cut back CPB's 1983 funds to \$137 million. Meanwhile, Public Broadcasting Service continues efforts to develop pay television network, now being called PBS/Cable, which would be supported by pay television revenue and institutional advertising (BROADCASTING, Feb. 9). At PBS annual meeting, noncommercial stations voted 107-18 to let PBS proceed with development phase of service. PBS has received \$500,000 in seed money from Carnegie Corp. and Mobil Oil to develop project.

**Radio deregulation.** In January, FCC adopted radio deregulation proposal initiated by former FCC Chairman Charles Ferris in October 1978. Order went into effect April 4. Specifically, commission eliminated nonentertainment programming guidelines (which were 8% for AM's and 6% for FM's); formal ascertainment requirements for new station and renewal applicants as well as for those acquiring stations; commercial limit guidelines (maximum, 18 minutes per hour), and requirement to keep detailed program logs in licensees' public files. United Church of Christ filed for review of decision in Washington appeals court. Petitions for FCC reconsideration—denied by commission—had been filed by National Association

of Broadcasters; Henry Geller, former head of National Telecommunications and Information Administration; National Black Media Coalition, and Citizens Communications Center, challenging or seeking clarification of various aspects of commission's radio deregulation order. Senate has passed bill that would eliminate even more regulation (see "Communications Act" above).

**Region 2 (western hemisphere) conference on AM broadcasting.** U.S. is preparing for second session of conference, to be held in Rio de Janeiro beginning in November. One key issue is whether to retain AM channels at 10 khz, as FCC has now recommended (BROADCASTING, Aug. 10), or reduce spacing to 9 khz, as some countries, including Cuba, advocate (BROADCASTING, Sept. 14).

**Teletext/videotext.** Common standard for videotext (via cable) and teletext (via air), worked out by proponents of three competing systems, was announced at Videotex '81 trade show in Toronto last May (BROADCASTING, May 25). Standard, combining technology of French Antiope system, Canadian Telidon system and AT&T system, will probably become de facto North American videotext standard. CBS and Telidon interests have asked FCC to adopt North American standard as nation's teletext standard (BROADCASTING, July 27). But proponents of incompatible British Ceefax have asked that its system be adopted as standard and have forcefully opposed North American Standard.

**TV cameras in Senate.** Senate Rules Com-

mittee has unanimously passed S. Res. 20, offered early this year by Majority Leader Howard Baker (R-Tenn.) to permit televising of chamber proceedings (BROADCASTING, July 20). Committee rejected with straight party-line vote amendment offered by Senator Wendell Ford (D-Ky.) to limit coverage to radio, but Ford is expected to continue arguing for amendment, primarily on grounds that it would be vastly cheaper, when resolution goes to Senate floor. Baker has indicated he'd like to bring measure to floor late in October ("Closed Circuit," Sept. 14). Major floor fight, with possible filibuster by Senator Russell Long (D-La.), is expected.

**UHF.** FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). In 1979 it set up new task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released year ago, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10, 1980). Subsequent report, "Comparability for UHF Television," released last September, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (BROADCASTING, Sept. 22, 1980). In comments broadcasters and equipment manufacturers have taken issue with that conclusion. Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some technical rules regarding UHF television. Task force released two more reports two weeks ago—although neither has been placed in commission's proceeding—dealing with preamplifier effect on reception and analysis of field data obtained from sample of antenna systems.

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

## Services

**AERONAUTICAL CONSULTANTS**  
Tower Location/Height Studies  
FAA Negotiations  
**JOHN CHEVALIER, JR.**  
**AVIATION SYSTEMS**  
**ASSOCIATES, INC.**  
1650 So. Pacific Coast Hwy  
Redondo Beach, CA 90277  
(213) 316-5281

**SOUTHERN**  
**BROADCAST SERVICES**  
COMPLETE TURNKEY SYSTEMS  
STUDIOS, TRANSMITTERS,  
TOWERS, ANTENNAS  
Full Rigging & Erection Services  
Custom Electronics Design & Installation  
P.O. Box 740, Alabaster, AL 35007  
(205) 663-3709

System • Software  
for  
**TRS 80—Mod II**  
Logs—Billings—Accounts Receivables  
plus much more  
**RADIO COMPUTERIZED**  
**PROGRAM SYSTEM**  
P.O. Box 1277, Tacoma, WA. 98401  
Phone: 206—927-1360

**DOWNTOWN COPY CENTER**  
FCC Commercial Contractor  
AM-FM-TV & NRBA lists—tariff  
updates—search services—mailing  
lists, C.B., Amateur, etc.  
1114 21st St., N.W.,  
Wash., D.C. 20037 202 452-1422

**dataworld inc**  
**AM • FM • TV**  
Translators/Low Power TV  
Allocation Studies/Directories  
1302 18th St., N.W., Suite 502  
Washington, D.C. 20036  
(202) 296-4790

**On-Spec Engineering, Inc.**  
Specializing in Radio Broadcast facilities/production  
studio maintenance. Studios transmitters/DAs Na-  
tionwide service.  
6597 Sweet Fern  
Columbia, MD 21045  
(301) 992-0108  
Stuart R. Jagoda-Pres

# Professional Cards

**ATLANTIC RESEARCH CORP.**  
Jansky & Bailey  
Telecommunications Consulting  
Member AFCEE  
5390 Cherokee Avenue  
Alexandria, Virginia 22314  
(703) 642-4164

**EDWARD F. LORENTZ & ASSOCIATES**  
Edward F. Lorentz, P.E.  
Charles I. Gallagher, P.E.  
1334 G St., N.W., Suite 500  
Washington, D.C. 20005  
(202) 347-1319  
Member AFCEE

**A.D. RING & ASSOCIATES**  
CONSULTING RADIO ENGINEERS  
Suite 500  
1140 Nineteenth St., N.W.  
Washington, D.C. 20036  
(202) 223-6700  
Member AFCEE

**COHEN and DIPPELL, P.C.**  
CONSULTING ENGINEERS  
1015 15th St., N.W., Suite 703  
(202) 783-0111  
Washington, D.C. 20005  
Member AFCEE

**CARL T. JONES ASSOCS.**  
(Formerly Gautney & Jones)  
CONSULTING ENGINEERS  
7901 Yarnwood Court  
Springfield, VA 22153  
(703) 569-7704  
AFCEE

**LOHNES & CULVER**  
Consulting Engineers  
1156 15th St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 296-2722  
Member AFCEE

**A. EARL CULLUM, JR.**  
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
BOX 7004  
DALLAS, TEXAS 75209  
(214) 631-8360  
Member AFCEE

**SILLIMAN AND SILLIMAN**  
8701 Georgia Ave., #805  
Silver Spring, MD 20910  
ROBERT M. SILLIMAN, P.E.  
(301) 589-8288  
THOMAS B. SILLIMAN, P.E.  
(812) 853-9754  
Member AFCEE

**Moffet, Ritch & Larson, P.C.**  
(Formerly Silliman, Moffet & Kowalski, P.C.)  
CONSULTING ENGINEERS  
1925 North Lynn Street  
Arlington, VA 22209  
(703) 841-0500  
Member AFCEE

**STEEL, ANDRUS & ASSOCIATES**  
David L. Steel, Sr., P.E.  
P.O. Box 230, Queenstown, Md.  
(301) 827-8725 21658  
Alvin H. Andrus, P.E.  
351 Scott Dr., Silver Spring, Md.  
(301) 384-5374 20904  
Member AFCEE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Radio & Television  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFCEE

**JOHN B. HEFFELFINGER**  
9233 Ward Parkway, Suite 285  
816-444-7010  
Kansas City, Missouri 64114

**JULES COHEN & ASSOCIATES**  
Suite 400  
1730 M St., N.W.  
Washington, D.C. 20036  
(202) 659-3707  
Member AFCEE

**CARL E. SMITH-CONSULTING ENGINEERS**  
AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
8500 Snowville Road  
Cleveland, Ohio 44141  
216/526-9040

**VIR JAMES**  
CONSULTING RADIO ENGINEERS  
Applications and Field Engineering  
Computerized Frequency Surveys  
4940 E. 39th Ave. - 80207  
(303) 393-0468  
**DENVER, COLORADO**  
Member AFCEE & NAB

**E. Harold Munn, Jr., & Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS**  
CONSULTING & ENGINEERING  
250 West 57 Street  
New York, N.Y. 10107  
(212) 246-2850

**JOHN H. MULLANEY**  
Consulting Radio Engineers, Inc.  
9616 Pinkney Court  
Potomac, Maryland 20854  
301-299-3900  
Member AFCEE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCEE

**MIDWEST ENGINEERING ASSOCIATES**  
Consulting Engineers  
150 Wesley Rd.  
Creve Coeur, IL 61611  
(309) 698-3160  
Member AFCEE

**MATTHEW J. VLISSIDES, P.E.**  
STRUCTURAL CONSULTANT  
TOWERS, ANTENNAS, STRUCTURES  
Studies, Analysis, Design Modifications.  
Inspections, Supervision of Erection  
7601 BURFORD DRIVE McLEAN, VA 22102  
Tel (703) 356-9504  
Member AFCEE

**C. P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS  
P. O. BOX 18312  
DALLAS, TEXAS 75218  
Computer Aided, Design & Allocation Studies  
Field Engineering.  
(214) 669-0294  
Member AFCEE

**RMP RADIO ENGINEERING CO**  
BOX 4399 RR.1  
SANTA YNEZ, CA 93460  
CONSULTANTS  
ALLOCATIONS, INSTALLATIONS, FIELD  
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS  
NORWOOD J. PATTERSON  
PRESIDENT (805) 688-2333

**JOHN F.X. BROWNE & ASSOCIATES, INC.**  
CONSULTING ENGINEERS  
1901 Pennsylvania Ave., NW  
Washington, D.C. 20006  
525 Woodward Avenue  
Bloomfield Hills, MI 48013  
Tel (313) 642-6226 (202) 293-2020  
Member AFCEE

**WILLIAM B. CARR & ASSOCIATES, INC.**  
DALLAS/FORT WORTH  
WILLIAM B. CARR, P.E.  
1805 Hardgrove Lane,  
Burleson, Texas 76028. 817/295-1181  
MEMBER AFCEE

Consulting Electrical Engineer to Education and industry specializing in instructional and broadcast television, cable distribution, sound reinforcement; to meet short and long range needs of engineering and the objectives of management.  
**POHNS ENGINEERING**  
301 South Allen St. - Suite 301  
State College, PA 16801 814/234-9090  
Member AFCEE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
BROADCAST AND COMMUNICATIONS  
Computer Assisted Directional Array and Feeder System Design, Analysis, and Bandwidth Optimization  
Applications - Field Engineering  
10517 CATAWBA WAY  
RANCHO CORDOVA, CALIFORNIA 95870  
(916) 368-7666

**R.L. HOOVER**  
Consulting Telecommunications Engineer  
11704 Seven Locks Road  
Potomac, Maryland 20854  
301-983-0054  
Member AFCEE

**SADACCA, STANLEY & ASSOCIATES**  
AM FM TV  
P.O. Drawer LT,  
Crestline, CA 92325  
(714) 338-5983

**SHERMAN & BEVERAGE ASSOCIATES, INC.**  
Broadcast/Communications Consultants  
Box 181, R.D. #2  
Medford, N.J. 08055  
(609) 983-7070

**BROMO COMMUNICATIONS**  
Consulting Radio-TV Engineers  
P.O. Box M, St Simons Isl.,  
GA 31522 (912) 638-5808  
Computer designed applications - Field Engineering  
- Frequency Measuring Service -

**MEYER GOTTESMAN**  
BROADCAST ENGINEER  
FM AND TV APPLICATIONS  
1803 Oak Street  
NAPA, CALIFORNIA 94559  
TELEPHONE (707) 253-2220 Anytime!

**LAWRENCE L. MORTON, E.E.**  
AND ASSOCIATES  
CONSULTING TELECOMMUNICATIONS ENGINEERS  
LOW-POWER TV, AM, FM, TV APPLICATIONS.  
FIELD ENGINEERING, COMPUTERIZED CHANNEL SEARCHES.  
1747 SOUTH DOUGLASS ROAD, SUITE D  
ANAHEIM, CALIFORNIA 92806  
(714) 634-1662

**RALPH E. EVANS ASSOCS.**  
Consulting Telecommunications Engineers  
AM-FM-TV-CATV-ITFS  
216 N. Green Bay Rd.  
THIENSVILLE, WISCONSIN 53092  
Phone: (414) 242-6000  
Member AFCEE

**George Jacobs & Associates, Inc.**  
Consulting Broadcast Engineers  
Domestic & International  
Member AFCEE  
11307 CLARA STREET  
SILVER SPRING, MD. 20902  
593-1643  
AREA CODE 301

**LECHMAN, COLLIGAN & ASSOCIATES**  
Telecommunications Consultants  
Empire Building  
2033 M Street, N.W., Suite 205  
Washington, D.C., 20036  
(202) 775-0057

# Somebody's looking you up in Spot Television Rates and Data right now.

The environment in which television time is bought, sold and negotiated has undergone a transformation over the years.

New factors are constantly coming into play. Ever-evolving techniques for defining target audiences; more sophisticated approaches to arriving at the right media mix; new dynamics between buyer and seller are but a few!

Some basic things don't change — even in the midst of change. According to recent research, one element of planning and buying television advertising remains stalwartly the same — decision-makers' reliance on SRDS Spot Television Rates and Data.

Wouldn't you feel more confident knowing you had a high-impact, fact-filled advertising message in Spot Television Rates and Data — where more of the people who count can take advantage of it?

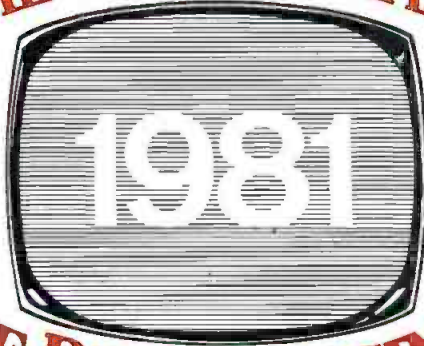


## Spot Television Rates and Data

**Standard Rate & Data Service, Inc.**  
5201 Old Orchard Road, Skokie, IL 60077  
(312) 470-3100

For a copy of a new research report outlining current station and market selection practices at advertising agencies, or for more information on how you can maximize the impact of your station's identification in SRDS, contact your SRDS District Manager or call Rick Botthof, Sales Manager, today.

# THE FIRST 50 YEARS



# OF BROADCASTING

**R**onald Reagan, in 1981, wasted little time in seizing an opportunity that few Presidents had in the first year of their terms. He installed an FCC majority in less than eight months and gave the commission a new chairman, Mark S. Fowler. In addition, congressional aide Mimi Weyforth Dawson and Albuquerque, N.M., lawyer Henry M. Rivera became new members and Commissioner James H. Quello was reappointed. Gone with the change of administration were Chairman Charles Ferris and Commissioner Tyrone Brown. And the dean of the commissioners, Robert E. Lee, elected to retire after 28 years of service.

"The Jimmy Carter FCC is gone, to the great relief of broadcasters," **BROADCASTING** noted editorially as it warned against over-optimism about elimination of unnecessary regulation and freedom of the broadcast market from government influence. "It would be wrong . . . to be beguiled into thinking emancipation is at hand. There are statutory limits to the FCC's deregulatory powers, and they will no doubt be repeatedly tested in the courts by the special-interest lobbyists whose jobs are threatened by deregulation. . . . True deregulation of radio and television can come only from Congress, but there may be conflicts between attitudes there and at the FCC."

Earlier, in January, the FCC adopted a radio deregulation proposal initiated in 1978 by then FCC Chairman Charles Ferris. The order went into effect April 4, 1981. Specifically, the commission eliminated nonentertainment programming guidelines (which were 8% of total program time for AM's and 6% for FM's); formal ascertainment requirements for new station and renewal applicants as well as for those acquiring stations; commercial limit guidelines (a maximum of 18 minutes per hour), and the requirement to keep detailed programming logs in the licensees' public files.

Fowler, sworn in May 18, hit the deck running. After initial changes at the FCC to put the agency's house in order, the new chairman sounded his emancipation for radio and television in an address June 12 to the Oregon Association of Broadcasters. He promised to declare war on every regulation in sight, vowed to make the marketplace the only standard to measure performance, said he would seek new First Amend-



*The year began on a happy note with the January release of the American hostages in Iran. The mood deteriorated with the attempted assassinations of President Reagan on March 30 and Pope John Paul II on May 13. Journalists winced when Washington Post reporter Janet Cooke admitted that her Pulitzer-winning story on an 8-year-old heroin addict was a fabrication. Air traffic controllers walked out in August in a contract dispute, only to find the door for their return barred by the government. A baseball strike between June and August produced a generally unpopular split season. September brought Sandra Day O'Connor to the Supreme Court as the first woman associate justice. And in **BROADCASTING**, which approached its 50th anniversary on Oct. 15 . . .*

ment freedom, and indicated he favored lifting of new media restrictions.

Heeding Fowler's call, the commission in September went for broke to free radio-TV in a legislative package sent to Capitol Hill. Not only did the FCC propose repeal of Section 315 of the Communications Act, as had been expected, but it also urged wholesale revision of the 1934 law to reflect reliance on "relevant marketplace forces" in determining the availability of telecommunications services to the public.

The commission further called for repeal of the "reasonable access" provision, Section 312(a)(7); elimination of the compara-

tive renewal process and Section 307(b), which requires the "equitable" distribution of radio service throughout the nation; codification of its January radio deregulation action; increased fines up to \$100,000, plus a variety of other changes.

After more than 10 years of losing battles over radio formats, the FCC won the war. On March 24, the Supreme Court ruled that the FCC had the authority to leave the question of radio entertainment formats to the discretion of licensees and the play of the marketplace. The Supreme Court's 7-2 decision reversed a 1979 ruling of the U.S. Court of Appeals, which held that the FCC was required to review renewal and transfer cases in which a change of a "unique" format precipitated local complaints. The format controversy had begun in 1969, when a group in Atlanta protested the sale of WGKA-AM-FM because the buyer planned to abandon what was the only classical musical format in that city.

Deluged by some 5,000 low-power TV applications, the FCC in April put a freeze on accepting and processing most LPTV and translator applications. The commission said it would allow just three exceptions to the freeze: applications for stations in areas currently served by fewer than two full-service TV stations, applications of existing TV translators seeking to move from channel 70 through 83, and applications of existing translators seeking to change channels to resolve interference problems.

The first LPTV grant was made in May to John Boler for Bemidji, Minn.

The FCC said it would try to establish technical rules for LPTV that would speed LPTV processing.



The upstaging of a President: It happened on Inauguration Day when release of American hostages in Iran and their arrival in Algiers became two-continent challenge to broadcast journalism.

*Broadcasting, Jan. 20*

When the FCC first initiated its rulemaking to establish LPTV service in September 1980, it said it would accept applications conditioned on the rulemaking's outcome. It was envisioned that LPTV stations would have simpler rules governing start-up, programing and operations than rules in force for full-service stations, but LPTV's would be limited to a fraction of regular power and would be prohibited from interfering with full-service TV stations.

The FCC on Aug. 4 officially reversed its position on AM channel spacing. By a 4-2 vote, it decided that the present 10 khz standard should be retained. It was the culmination of a history of events that included unanimous FCC approval of 9 khz in December 1979. In the forefront of the forces advocating retention of 10 khz was the National Association of Broadcasters.

The FCC this time concluded that the evidence that had since come in was not convincing enough to justify a complete AM channel realignment.

But the battle was not over. There still remained the Region 2 conference in Rio de Janeiro in late 1981, where western hemispheric nations would continue the debate over AM channel spacing.

The Supreme Court at midyear affirmed the FCC's ruling in the Carter-Mondale Presidential Committee case. The highest court, in a 6-3 decision, held that presidential and congressional candidates have an affirmative right of access to the nation's broadcast stations. To the extent that that right exists, broadcasters' editorial discretion in making time available to the candidates—and determining when a campaign begins—was limited.

The case was a legacy of President



The shooting of a President: ENG cameras captured this moment March 30 when shots from a would-be assassin sent a startled Reagan and his party ducking for protection and put security guards into action.

*Broadcasting, April 6*

Carter's re-election campaign. The networks had refused to sell the Carter-Mondale Presidential Committee a half hour of prime time on one of several days during December 1979 to help launch the President's 1980 campaign. That refusal was challenged by the committee, and the FCC, by a 4-3 vote, held that ABC, CBS and NBC had violated the reasonable access law. The U.S. Court of Appeals agreed.

Both the FCC and broadcasters got help from Capitol Hill and the White House in 1981. Congress passed, and President Reagan signed into law Aug. 12, a bill that extended license terms for radio broadcasters from three to seven years and for TV broadcasters from three to five years. It also included permission for the FCC to use lotteries to choose new licenses from equally qualified candidates; made it illegal for license renewal applicants to "pay off" frivolous competing applicants; changed the FCC from a permanent agency to one that will have to be authorized every two years, and included items affecting public broadcasting.

The vehicle for those amendments to the Communications Act was a mammoth budget reconciliation bill to which the amendments were appended after a stormy conference between the House and Senate Commerce committees, chaired by Representative Timothy Wirth (D-Colo.) and Senator Bob Packwood (R-Ore.).

The public broadcasting-related items included reduced funding for the Corporation for Public Broadcasting through 1986, permission for a limited experiment in institutional advertising by some public stations under FCC guidance, changes in how CPB will allocate its funds and a reduction in the number of CPB board members.

With Republican David Clanton as its acting chairman, the Federal Trade Commission received indications early in 1981 that its role would be more limited in the future. The Office of Management and Budget in March recommended that the



Sealing the union between ABC and Hearst Corp. for new Beta programing venture were (l-r): Raymond E. Joslin, vice president and general manager, Hearst Cable Communications; Elton H. Rule, president and chief executive officer, ABC Inc.; Frank A. Bennack Jr., president and chief executive officer, The Hearst Corp.; Leonard H. Goldenson, chairman and chief executive officer, ABC Inc.; Gilbert Maurer, president, Hearst magazines division, and Herbert A. Granath, vice president, ABC Video Enterprises.

*Broadcasting, Feb. 9*

FTC budget in 1981 be trimmed \$3.5 million to \$74.3 million and further reduced, in 1982, to \$69.5 million. OMB suggested cuts in personnel and elimination of the FTC's 10 regional offices.

The FTC itself came up with a suggestion that gladdened the hearts of advertisers, agencies and broadcasters but saddened activist groups. The FTC staff in April recommended termination of its rulemaking looking into children's advertising. However, the staff persisted that there still was cause for concern in that area. The FTC officially interred the rulemaking on Sept. 30.

One of the principal instigators of the inquiry, Action for Children's Television, vowed it wouldn't quit the arena. ACT's president, Peggy Charren, claimed that "the very existence of the FTC has been threatened by Washington's antiregulatory fever. ACT is not threatened, however. We will actively continue our battle against deceptive ads targeted at children, concentrating on a case-by-case report."

She added that a mission of ACT would be to insure that "cable doesn't repeat broadcasting's mistakes where children's ads are concerned."

Reagan's choice in July for the FTC's chairmanship was James C. Miller III, a Republican economist. He took over the post Oct. 5 when Commissioner Paul Rand Dixon's term expired.

Turmoil at the top of RCA-NBC didn't lessen in 1981. In January, Edgar H. Griffiths asked to be relieved as RCA chairman and chief executive, effective July 1. Simultaneously with the official announcement, Thornton F. Bradshaw, president of Atlantic Richfield (Arco) and a member of both the RCA and NBC boards, was designated as Griffiths's successor.

The announcement was to have been made Monday, Jan. 26, but was made prematurely on Saturday, Jan. 24, because word had gotten out that Griffiths was being ousted.

The official word did little to allay speculation, which generally divided into two schools. Bradshaw, RCA spokesman and others said the changes were the upshot of Griffiths's having told members of the RCA board many months before that he would like to retire when he reached age 60 in June. The other theory was that Griffiths's stubborn, "loner" style of management had brought frequent run-ins with RCA board members to the point that he was either asked to stand aside or did so rather than continue in that kind of situation.

"Either way," one observer said, "you can figure that board members' dissatisfaction was at the root of it."

One of the first questions that faced the new chairman-designate (he officially assumed office July 1) was Fred Silverman's future as president of NBC.

"Fred Silverman is hard-working, he has 24-hour-a-day dedication and he is extremely talented," Bradshaw told BROADCASTING. "But as you know, results are what count. The only question is timing:

How long does a person get before the results are in?"

The time wasn't that long: Silverman submitted his resignation June 30, and Bradshaw announced that the new chief was Grant Tinker of MTM Enterprises. Tinker became chairman and chief executive officer of NBC. The presidency of NBC went to Robert Mulholland on July 30. A troika at the top was created in late August when Irwin Segelstein was appointed NBC vice chairman. Tinker announced: "Our top management team is in place."

Production and scheduling problems for TV in the fall loomed April 10 when the Writers Guild of American voted to walk out. The primary issue was how much writers should receive from pay-TV channels. That was the same issue that precipitated a Screen Actors Guild strike in the summer of 1980. However, the 1981 strike was considered less of a threat in that networks had

already begun building a supply of scripts and had given early renewal commitments on some series to give production companies a jump on output.

The WGA strike ended after 13 weeks, but the networks were already resigned to a late fall start and reverted to specials and other program revisions. Along with other scale raises, the writers were given 2% of pay-TV revenues in the new contract.

The three commercial TV networks announced their fall line-ups in May.

ABC's new shows included *Code Red*, a family-oriented drama about firefighters, starring Lorne Greene; *Today's FBI*, an updating of the old ABC *FBI* series, with Mike Connors as star; *King's Crossing*, a family drama; *Open All Night*, a comedy centering on the operator of a 24-hour food market in Los Angeles; *Maggie*, a comedy revolving around a harried housewife, written and co-produced by Erma Bombeck; *Living It Up*, with Louise



Pieces in the new FCC began to fall into place one week in May. Above: New FCC Chairman Mark Fowler took the oath of office, administered by Roger Robb, associate judge in the appeals court in Washington. Fowler's wife, Jane, held the bible for the ceremony. Below: Commissioner-designate Mimi Dawson sailed through her Senate confirmation hearing with her mentor, Chairman Bob Packwood (R-Ore.), chairman of the Commerce Committee, at her side.

Broadcasting, May 25



Lasser of *Mary Hartman* in the cast; *Strike Force*, about an elite police unit, starring Robert Stack; *The Fall Guy*, a humor-adventure series with Lee Majors, and *Best of The West*, about an Eastern tenderfoot named Best who becomes a sheriff in the old West.

New series announced by CBS included: *Mr. Merlin*, about a San Francisco garage-man by that name, who is a sorcerer, and his 15-year-old apprentice, starring Bernard Hughes and Clark Brandon; *Simon & Simon*, starring Jameson Parker and Gerald McRaney as "two brothers who operate San Francisco's most free-wheeling detective agency"; *Shannon*, centering on the personal and professional life of a plainclothes detective who has moved to San Francisco from New York with his 10-year-old son following the death of his wife; *Jessica Novak*, featuring Helen Shaver in the title role as a young news reporter for a television station; *Falcon Crest*, starring Jane Wyman, a family drama devised by Earl Hamner, creator of *The Waltons*, and *Walt Disney Presents*, a series of one-hour programs including both new programming and new-to-TV product from the Disney library.

The new offerings from NBC included: *Father Murphy*, a family adventure series in the American West of the 1870's, starring Merlin Olsen; *Love, Sidney*, comedy in Manhattan with Tony Randall as star; *The Devlin Connection*, in which Rock Hudson plays a former private investigator who comes back to help his son's career in that field; *Lewis & Clark*, with Gabe Kaplan as a New Yorker who migrates to Texas to operate a country music club; *Gimme a Break*, starring singer-ent-



The soon-to-be RCA Chairman Thornton Bradshaw (r) the soon-to-be former president of NBC, Fred Silverman, exchanged pleasantries at the TV network's affiliates meeting in May. In July, Bradshaw moved in as Silverman departed.

*Broadcasting, May 26* tainer Nell Carter as a housekeeper who runs a household for a recently widowed police captain and his three children; *Powers of Daniel Star*, about a 16-year-old boy from another world who reluctantly copes with super powers of reading minds, seeing into the future and moving objects without touching them, starring Peter Barton and Lou Gossett Jr.; *Bret Maverick*, in which James Garner returns as the now older, smooth-talking gambler that he played in early-day TV, and *McClain's Law* in which *Gunsmoke* star of many years, James Arness, portrays a retired detective who returns to police work in

San Pedro, Calif., after his partner in retirement is slain.

CBS easily won the prime-time ratings honors for the 1980-81 season with an average of 19.8. ABC had a 18.2 and NBC a 16.6. Those figures were based on ratings through the third week of April, traditionally the time when the networks closed the book on the season. NBC, however, pointed out that it had started the season in mid-September, while ABC and CBS had started in late October—one result of the actors' strike earlier in 1980. Accordingly, NBC claimed the season was year-round.

But, even considering NBC's earlier start, the network order remained the same, albeit with less differential.

The Rev. Donald Wildmon and his Coalition for Better TV came to the forefront in February. At a Washington news conference, Wildmon outlined a crusade to clean up TV, including the monitoring of network programming and boycotts against sponsors of shows that CBTV found offensive. The coalition, said to include about 200 regional and national organizations, drew the support of the Rev. Jerry Falwell, leader of Moral Majority, who defended the boycott as "very American."

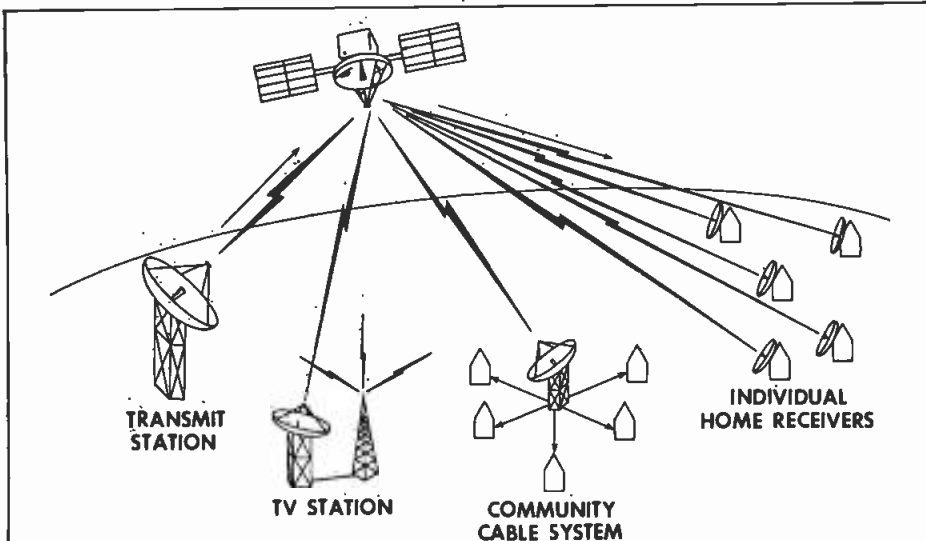
The boycott and its target were to be officially announced June 29, but three days before that date Wildmon called off the war temporarily. Wildmon explained: "We are at this time convinced that those companies which expressed little concern during the [three-month period in which coalition volunteers monitored network prime-time shows] are now concerned... To boycott companies which are making a sincere effort would be senseless, stupid and immoral."

But Wildmon added that there would be some monitoring later on "to make sure that everyone is doing what they say."

RCA, the company that originated broadcast networking in the first place, in 1981 joined its two over-the-air commercial TV competitors in committing itself to pay-cable programming. It was announced at the RCA shareholders meeting in May that the company had formed a partnership with Rockefeller Center Television (RCTV) to provide cultural programming to cable systems. RCTV, under Arthur Taylor, one-time CBS Inc. president, had acquired first-run pay-cable rights to BBC-TV product in the U.S.

CBS Inc. was the first of conventional broadcasting's Big Three to announce plans to enter the cable programming arena, just before the National Cable Television Association convention in Dallas the preceding year. CBS Cable was to start Oct. 12. ABC's announcement followed in December 1980, but that company made it to a satellite first, with its ARTS performing arts service, which premiered on April 12, 1981, piggybacked with Warner Amex Satellite Entertainment Co.'s children's service, *Nickelodeon*.

ABC was more prolific, counting numbers of services announced. Beta, the



Perhaps the most ambitious of the DBS applications put before the FCC in July was CBS's which calls for a high-definition TV system on three channels serving four time zones—and which suggested the development of a terrestrial HDTV system as well. CBS's Channel One would serve its affiliated TV stations, which would broadcast its advertiser-supported programming (some of it, and eventually all of it, simulcast with the existing network) on new channels that would have to be carved out of the present spectrum. Channel Two would serve cable systems and/or individual homes with subscription-supported programming. Channel Three would serve a number of purposes, including distribution of HDTV programming to theaters, teleconferencing and other applications to be developed.

*Broadcasting July 26*



working title of a women's service to be produced by a joint venture of ABC Video Enterprises and the Hearst Corp., was scheduled to begin operation in January 1982.

ABC augmented its cable chips in August when it combined with Westinghouse Broadcasting to form Satellite NewsChannel. The venture was designed to produce two 24-hour channels of advertiser-supported cable news that would be beamed free to cable operators. The first channel was targeted to start in the spring of 1982 and would put Satellite NewsChannel in direct competition with Ted Turner's Cable News Network.

ABC continued its partnership in the newer media with an announcement that it would team up with Getty Oil's ESPN to offer pay sports programming. The pay service, as intended at the time of the announcement in late September, would be carried within the existing ESPN basic-cable package, but blacked out to subscribers who didn't pay for the added features.

The biggest challenge to broadcast journalists in 1980 came on Jan. 20 when elaborate plans for coverage of the presidential inauguration in Washington went awry as the Iranian hostages gained their freedom within the same hour that Ronald Reagan was sworn in as the 40th President.

"The single most complex day in broadcast history" was the description of Jeff Gralnick, ABC News executive producer for special events. He said that the crush of information being funneled to America's television audience was almost too much for the capacity of the satellites that were used to transmit it. At one critical point on Jan. 20 there were three hours when "there was no way to get a video signal from Europe [where the released hostages were being taken] to the United States." On Monday night [Jan. 19], Gralnick added, there was such a jam-up in traffic coming from the bird over Frankfurt that "the signal had to be routed the other way around the world," making the final connection from the West Coast to New York via land lines.

Joe Angotti, NBC News executive producer, special broadcasts, said he couldn't remember any time "when so many people had to work so long and hard." Manpower and facilities were "strained to the absolute limit," he declared.

While "everything came out fine," said Ernest Leiser, CBS vice president for special events, "there were lots of tense moments."

TV and radio were again witnesses to history on March 30 when an attempt was made on the life of Reagan outside a Washington hotel where he had just addressed a labor group. ENG cameras at the scene captured the shocking scene in which the President, White House Press Secretary James Brady, a Secret Service agent and a Washington policeman was wounded. Among the pictures captured were some of shooting suspect, John W. Hinckley Jr., as he circulated through the



President Reagan officially became a member of the Broadcast Pioneers in June. At the White House ceremony, Jerry Lee of WEAF(FM) Philadelphia, president of the Pioneers, pinned the lapel insignia on Reagan. Looking on: National Association of Broadcasters Vice President Harold Niven (at President's left shoulder), Reid Chapman of WANE-TV Fort Wayne, Ind., incoming president of the Pioneers, and Jack Brickhouse (far right), former WGN(AM) Chicago sportscaster.

*Broadcasting, June 29*

crowd.

The early afternoon shooting caused disruptions and interruption of TV network schedules with bulletins and special reports into early evening. It resulted in an Oscar telecast on ABC-TV being postponed to the next night "in the interest of good taste."

NBC drew some flak for its same night telecast of the college basketball championship game. But the network defended its decision by saying that the President had been declared in good condition by early evening.

News of a common standard for videotext (via cable) and teletext (via air) came out of the Videotex '81 trade fair in Toronto in May. The standard combined technology of the French Antiope system, Canadian Telidon system and the AT&T system. Odd man out was the British Ceefax system. The standard announced in Toronto could be the North American standard for teletext, if approved by the FCC. (Videotext via cable is not a commission concern).

CBS, which played matchmaker for the common standard, said it would amend the Antiope-based standard that it submitted to the FCC with a petition for rule-making in July 1980. The amended filing subsequently was made by CBS and Canadian Telidon proponents.

Among other major developments in the first 10 months of 1981:

■ The highest price ever paid for a single station caught the industry by surprise in July. Metromedia agreed to pay Boston Broadcasters Inc. \$220 million for ch. 5 WCVB-TV Boston. The previous high was \$65 million when the Outlet Co. acquired KOVR(TV) Sacramento, Calif., in 1980. Sequel to the Boston sale was the announced sale, in September, of Metromedia's KMBC-TV Kansas City, Mo., to the Hearst Corp. for \$79 million. The transaction is to comply with the FCC multiple ownership rules that would apply to Metromedia holdings.

■ Westinghouse and Teleprompter received FCC approval in August for their \$646-million merger that was first announced in October 1980. And despite the

efforts of the National Citizens Committee for Broadcasting to stay the closing, the deal—the biggest in cable history—was consummated later in the month.

■ Columbia Pictures Industries and the Outlet Co. in July signed for a merger. Under the \$165-million agreement, Outlet's five TV stations and seven radio stations would be combined with Columbia's five radio stations with Karl Eller at the head.

■ The U.S. Court of Appeals in New York upheld the FCC's 1980 order that repealed the distant signal and syndicated exclusivity rules for cable (see 1980). It left the petitioner (Malrite of New York) and its supporters with the prospect of further litigation or placing their hope in Congress.

■ ABC President Frederick S. Pierce restructured the ABC executive team in May by relinquishing the title of president of ABC Television to John C. Severino. Pierce remained as executive vice president of ABC-TV, concentrating more on corporate duties. However, Severino and three other divisions already in the Pierce chain of command, continued to report to Pierce.

## Stay Tuned

1. Who was to become the FCC's first woman chairman?
2. What did the combination of direct broadcast satellites and local stations do to cable?
3. How successful was the U.S. in its turnabout advocacy of 10 khz?
4. In what year did the Fifth Estate win full First Amendment status?
5. How did NBC fare with Grant Tinker at the helm?

**Those answers and others  
in the second 50 years of  
BROADCASTING**

As compiled by BROADCASTING Sept. 21 through Sept. 26 and based on filings, authorizations and other FCC actions.

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

## New Stations

### FM applications

- San Luis Obispo, Calif.—SLO Sound Communications Inc. seeks 98.1 mhz, 4.46 kw, HAAT: 1517 ft. Address: 599 Couper Drive, San Luis Obispo 93401. Estimated construction costs: \$111,400; first-quarter operating cost: \$39,200; first-quarter revenue: \$35,000. Format: Contemporary. Principals: Russell J. Sharer (79.15%), Donald R. Ready (20%) and three others. Sharer is South Pasadena, Calif., engineer. Ready is chief engineer at KCPR(FM) San Luis Obispo. They have no other broadcast interests. Filed Sept. 22.
- North Mankato, Minn.—Minnesota Valley Broadcasting Co. seeks 96.7 mhz, 3 kw, HAAT: 336 ft. Address: High 14 East, Mankato, Minn. 56001. Estimated construction costs: \$136,000; first-quarter operating cost: \$31,000. Format: Musical variety. Principals: Donald O. Linder and H. Willard Linder, brothers (50% each). Minnesota Valley Broadcasting Co. owns 99.78% of KMHL-AM-FM Marshall, Minn., and 63.8% of KWLM(AM)-KQIC(FM) Willmar, Minn. Linder brothers each own 49.85% of KDMA(AM) Montevideo, Minn. Donald Linder also owns 90% of KPLL(FM) Pella, Iowa. Filed Sept. 16.
- Santa Fe, N.M.—The First One Broadcast Group seeks 105.9 mhz, 100 kw, HAAT: 77.9 ft. Address: 1710 Texas Avenue, Bryan, Tex. 77801. Estimated construction costs: \$79,000; first-quarter operating cost: \$35,000; first-year revenue: \$30,000. Format: Contemporary. Principals: John C. Culpepper (51%), Barry Turner and Michael A. Connor (24.5% each). Culpepper is Bryan, Tex., developer. Turner is general manager and Connor is sales manager at KAGC(AM) Bryan, Tex. They have also bought, subject to FCC approval, KAGC(AM) Bryan (BROADCASTING, Aug. 31). Also, Turner owns 10% of FM applicant for Bryan. Filed Sept. 14.
- Valley City, N.D.—Ingstad Broadcasting Inc. seeks 100.9 mhz, 3 kw, HAAT: 161 ft. Address: 232 Third Street, N.E., Valley City 58072. Estimated construction costs: \$54,700; first-year operating cost: \$15,000; revenue: \$15,000. Principals: Thomas E., Jack W., and James Ingstad, brothers (one-third each). They own KOVC(AM) Valley City, N.D.; KWAD(AM)-KKWS(FM) Wadena, Minn.; KBMW(AM) Breckenridge, Minn./Wahpeton, N.D.; and KKWB(FM) Breckenridge, Minn. Thomas Ingstad also owns KKXL-AM-FM Grand Forks, N.D.; KXIC(AM)-KKRQ(FM) Iowa City, Iowa, and KKRC(AM)-KKRZ(FM) Sioux Falls, S.D. Filed Sept. 16.
- The Dalles, Ore.—Nugent Broadcasting Corp. seeks 97.7 mhz, 1.45 kw, HAAT: -512.7 ft. Address: Williams Building, 4th & Washington, The Dalles

97058. First-quarter operating cost: \$14,000; first-quarter revenue: \$13,500. Format: Modern country. Principal: Burns Q. Nugent (100%), former vice president of National Association of Broadcasters, and 100% owner of KACI(AM) The Dalles; and 50% owner of KBZY(AM) Salem, Ore. Filed Sept. 18.

■ Blairsville, Pa.—Blairsville Broadcasting Inc. seeks 106.3 mhz, 2 kw, HAAT: 363 ft. Address: 10 Johnson Avenue, Blairsville 15717. Estimated construction costs: \$78,000; first-quarter operating cost: \$13,800; first-year revenue: \$130,000. Principals: Ada L. Ottie (70%), Charles C. Rutledge (25%) and Jack Maciejewski (5%). Ottie is partner in Blairsville newspaper and magazine distributor. Rutledge is Greensburg, Pa., broadcast consultant. Maciejewski is engineer at WOTV(TV) Grand Rapids, Mich. They have no other broadcast interests. Filed Sept. 21.

■ Casper, Wyo.—Natrona Broadcast Inc. seeks 103.7 mhz, 57.7 kw, HAAT: 1929 ft. Address: 2301 Belmont Road, Casper 82601. Estimated construction costs: \$82,100. Principal: Daniel A. Roberts (100%), is Casper consulting engineer and has no other broadcast interests. Filed Sept. 16.

### TV application

■ Greenwood, S.C.—Metro Communications South Inc. seeks ch. 48; ERP: 1095 kw vis, 190.5 kw aur., HAAT: 1550 ft.; ant. height above ground: 1548.4 ft. Address: 303 South Adair Street, Clinton, Ark. 29325. Estimated construction cost: \$896,000; first-quarter operating cost: \$188,000; first-quarter revenue: \$167,500. Legal counsel: Powell, Goldstein, Frazer & Murphy, Washington. Consulting engineer: Edward Graham Jr., Principals: Thomas W. Campbell Jr., F. Herbert Conrad, Wellie M. McDaniel, Ronald M. Moore, Louise W. Rainey, Richard Simons Jr., Irvin G. Wooten (9% each), James J. Stathakis, Lawrence R. Feguson, Terry L. Buffkin, Peter J. Stathakis, president (4.5% each) and Edward Graham Jr. (1%). They are Greenwood-area professionals and none have other broadcast interests. Filed Sept. 16.

### AM action

■ Woodstock, Va.—Deerfield Broadcasting Co. granted 940 khz, 290 w-D. Address: Box 300 Churchville, Va. 24421. Estimated construction costs: \$17,528; first-quarter operating cost: \$14,900; revenue: \$90,000. Format: Pop. Principals: Robert Dean and Vincent D. O'Connell (50% each). Dean is president and general manager of Deerfield licensee for WABH(AM) Churchville, Va. O'Connell is chief engineer of WYPT(TV) Harrisonburg, Va., as well as secretary-treasurer and director of engineering of Deerfield. Action Aug. 3.

### FM actions

- Grundy Center, Iowa—Grundy Broadcasting Co. dismissed application for 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 5373 Sea Isle Rd., Memphis 38117. Action Aug. 26.
- Deerfield, Mass.—Trustees of Deerfield Academy granted 91.7 mhz, 12 kw, HAAT: -364 ft. Address: Main St., Deerfield. 01342. Estimated construction cost: \$11,000; first year operating cost: \$1,000; revenue: \$14,000. Format: Educational. Principal: Private, non-profit educational institution. Peter T. Esty is dean of faculty. Action Sept. 4.

## Ownership Changes

### Applications

■ KJJJ-AM-FM Phoenix, Ariz. (AM: 910 khz, 5 kw-U; FM: 92.3 mhz, 100 kw, ant. 285 ft.)—Seeks assignment of license from I.T.C. Communications of Arizona Inc. to The Broadcasting Group Inc. for \$6,250,000. Seller: Subsidiary of International Tapetronics Corp., which is owned by N. Elmo Franklin (34.6%), John P. Jenkins (42.33%), Andrew

M. Rector (9.96%), W. Merle Wilson (1.07%) and James E. Riggs (.04%). Franklin also owns one-third of WYOY(AM)-WKXA(FM) Charlevoix, Minn. Buyer: Twin-W Communications and A. Alfred Taubman (50% each). Twin-W Communications is owned by Walter Wolpin (85%), and Frederic G. Weber (15%). Wolpin and Weber are Detroit, Mich. beer distributors and real estate investors. They own WCAR(AM) Garden City, Mich. Taubman is Bloomfield Hills, Mich., shopping center developer. He owns, through subsidiaries, less than 25% of Community Cablevision Co., cable systems serving Irvine, Newport Beach and Tustin, Calif. Filed Sept. 21.

■ KFSA(AM) Fort Smith, Ark. (950 khz, 1 kw-D, 500 w-D)—Seeks assignment of license from Fort Smith Broadcasting Co. to Fred H. Baker Sr. for \$297,000. Seller: Subsidiary of Donrey Inc., which is owned by Donald W. Reynolds. He owns through subsidiaries, KBRs(AM) Springdale, Ark.; KOLO-AM-TV Reno; KOCM(FM) Newport Beach, Calif.; KEXO(AM) Grand Junction, Colo.; and KORK(AM)-FM Las Vegas. Buyer is Fort Smith-based consulting engineer and licenses of KISR(FM) Fort Smith. Filed Sept. 21.

■ KEEN(AM)-KBAY(FM) San Jose, Calif. (AM: 1370 khz, 5 kw-U; FM: 100.3 mhz, 14.5 kw, ant. 2,580 ft.)—Seeks transfer of control of United Broadcasting Co. from George D. Snell Sr. (100% before; none after) to Snell Family Capital Partnership (none before; 100% after). Consideration: \$40,000. Transferees are George D. Snell Jr., B. Floyd Farr (32.26% each) and Haig Mardikian and sister Anita N. Mardikian (32.26% jointly) and cousin Gregory Mardikian (3.22%). Earlier this year George Snell Sr. transferred his one-third interest in KCVR(AM)-KWIN(FM) Lodi, Calif., to his four sons. Mardikians own, through estate of George Mardikian, deceased, one-third of KCVR-KWIN. Filed Sept. 15.

■ KHOW(AM) Denver (630 khz, 5 kw-U)—Seeks assignment of license from Doubleday Broadcasting Inc. to Metromedia Inc. for \$14,999,900 (BROADCASTING, June 8). Seller is subsidiary of Doubleday & Co., New York-based publisher and group owner of three AM's and four FM's. Gary Stevens is president of broadcast division. Buyer is Secaucus, N.J. based, publicly traded group owner of six AM's, seven FM's and seven TV's. Filed Sept. 18.

■ WAZY-AM-FM Lafayette, Ind. (AM: 1410 khz, 1 kw-D; FM: 96.5 mhz, 50 kw, ant. 500 ft.)—Seeks assignment of license from Billings/Lafayette Associates Ltd. to LB Indiana Inc. for \$1,350,000 (BROADCASTING, Sept. 7). Seller is subsidiary of the Peoria Journal Star Inc., Peoria, Ill.-based group owner of five AM's, four FM's, and publisher of *The Peoria (Ill.) Journal-Star*. Buyer: Richard Lightfoot (80%) and Suzanne P. Morris (20%). Lightfoot owns WSUB(AM)-WQGN(FM) Groton-New London, Conn. He is also former president of Lightfoot newspapers, Guildord, Conn.-based publisher of 10 weekly newspapers. Morris is 50% owner of Englewood, Colo., horse breeding farm. Filed Sept. 18.

■ WJDX(AM)-WZZQ(FM) Jackson, Miss. (AM: 620 khz, 5 kw-D, 1 kw-N; FM: 102.9 mhz, 100 kw, ant. 1,800 ft.)—Seeks assignment of license from WJDX Inc. to Keymarket Communications of Mississippi for \$4,437,000 (BROADCASTING, Sept. 28). Seller is closely held group of more than 50 stockholders: 44.12% which is owned by Clint W. Murchison Jr. and family. He owns 60% of KLTE(FM) Oklahoma City, Calif., and is liquidating partner of Murchison Brothers partnership, 83% owner of Dallas Cowboys. Buyer: Paul H. Rothfus and Kerby E. Confer (50% each). They each own 35% of WKRT(AM)-WNOV(FM) Courtland, N.Y., and 25% of KSSN(FM) Little Rock, Ark. Filed Sept. 4.

■ WKOP(AM) Binghamton, N.Y. (1360 khz, 50 kw-D, 5 kw-N)—Seeks assignment of license from Southern Tier Broadcasting Ltd. to Broome County Broadcasters Inc. for \$720,000 (BROADCASTING, Sept. 21). Seller is owned by Clark C. Cook (68.9%), Raymond L. Ross (12.5% jointly), Herman and Marjorie Mantei (12.5% jointly), Robert W. Anderson

(4.2%) and Andrew G. Hubbell (1.9%) who have no other broadcast interests. Buyer is member of Regional Broadcasters Group, New York-based group of five AM's and six FM's owned by Alastair B. Martin family. Filed Sept. 17.

■ **WKDD(FM)** Akron, Ohio (96.5 mhz, 50 kw, ant. 440 ft.)—Seeks assignment of license from WCUE Radio Inc. to Welcome Radio Associates for \$3,000,000. Seller: Donol M. O'Neil (51%) and George W. Mamas (49%) who are also selling WCUE(AM) Cuyahoga Falls, Ohio (see below). Buyer is closely held group of one general partner and sixteen limited partners. Harrison M. Fuerst is president of general partner (9.2%) and 35.4% limited partner. They also own WSLR(FM) Akron. Filed Sept. 17.

■ **WCUE(AM)** Cuyahoga Falls, Ohio (1150 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from WCUE Radio Inc. to Sackett Broadcasting Co. for \$1,000,000. Seller: Donol M. O'Neil (51%) and George W. Mamas (49%), who also sold, subject to FCC approval, WKDD(FM) Akron, Ohio (see above). Buyer: David L. Brennan, Robert Winer, Thomas R. Merryweather, John S. Steinhauer (20% each), Richard T. Cunningham and Nickolas P. Andreeff (10% each). Brennan, Steinhauer, Cunningham and Andreeff are Akron, Ohio, attorneys. Winer is former general manager of WHLO(AM) Akron. Merryweather is officer at Akron savings and loan association. They have no other broadcast interests. Filed Sept. 17.

■ **WCPC(AM)** Clemson, S.C. (1560 khz, 1 kw-D)—Seeks transfer of control of Tri-County Broadcasting Corp. of Clemson from N. Matthew Phillips and others (100% before; none after) to Red Circle Inc. (none before; 100% after). Consideration: \$240,000. Principals: Sellers are N. Matthew Phillips (62.5%), J. Clark Brown (25%) and Beverly Lockridge (12.5%). Phillips also owns 90% of WR1X(FM) Honea Path, S.C. Buyer is owned by Pete J. Stathakis and James J. Stathakis, brothers (50% each). They are Anderson and Clemson, S.C., beverage distributors and are also principal's in applicant for new TV at Greenwood, S.C. (see page 58). Filed Sept. 21.

#### Actions

■ **KXEW(AM)** South Tucson, Ariz. (1600 khz, 1 kw-U)—Granted assignment of license from RFC Partners to Cactus Broadcasting for \$1,325,000. Seller is owned by Ernesto V. and Julieta Portillo (23% jointly), Jerry Blackwell (23%), Marvin and Stella Johnson (10% jointly), John and Dolores Mora (10% jointly), Robert and Nellie Elias (10% jointly), Lowell and Anne Rothschild (7.5% jointly), John and Marilyn Mesch (7.5% jointly), Alfredo C. Marquez (7.5%) and Douglas Clark Jr. (1.5%). They have no other broadcast interests. Buyer is principally owned by Jerrold Lyons and Frank I. Lazarus. Lyons is Tucson accountant. Lazarus is Cincinnati businessman. They have no other broadcast interests. Action Sept. 9.

■ **KXRQ(AM)** Trumann, Ark. (1530 khz, 250 w-D)—Dismissed application for control of Cate Communications Corp. from W.N. Cate (100% before; none after) to Bobby L. Stotts, K.W. Webb and James H. Roberts (none before; 100% after). Consideration: \$162,000. Action Sept. 14.

■ **KWUN(AM)** Concord, Calif. (1480 khz, 500 w-D)—Granted assignment of license from Contra Costa Radio Inc. to Burgandy Broadcasting Corp. for \$1,000,000. Seller: Arthur C. Youngberg (100%), who has no other broadcast interests. Buyer: Richard M. Helzberg (100%), San Francisco film producer, who has no other broadcast interests. Action Sept. 11.

■ **KPAG(AM)** Pagosa Springs, Colo. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from KYOR Inc. to H. Robert Gourley & Donald Kirkpatrick for \$360,000. Seller is principally owned by Wayne E. Marcy and Robert Roddy. They own KQAY(FM) Tucumcari, N.M. Also, Marcy owns 49% of KKBK(AM) Aztec, N.M. Buyer: Donald L. Kirkpatrick and H. Robert Gourley III (50% each). Kirkpatrick is El Paso, Tex., advertising executive. Gourley is president and 35% owner of KSLV(AM) Monte Vista, Colo. Action Sept. 11.

■ **WCOH-AM-FM** Newnan, Ga. (AM: 1400 khz, 1 kw-D; FM: 96.7 mhz, 1.7 kw, ant. 380 ft.)—Granted assignment of license from Newnan Broadcasting Inc. to Coweta Communications Co. for \$562,000. Seller: James O. Hardin Jr., (100%), who has no other broadcast interests. Buyer: Dallas M. Tarkenton (50.01%) and Ronald R. Baker (49.99%). Tarkenton is president and 75% owner of WZAL(AM) Jackson and 100% owner of WJJC(AM) Commerce, both Georgia. Baker owns broadcast equipment company and is president

and 39% owner of WNFR(AM) Alpharetta, Ga. Action Sept. 11.

■ **WPRZ(AM)** Evanston, Ill. (1330 khz, 5 kw-D)—Granted assignment of license from Broadcast Communications Inc. to Lee Hague for \$125,000. Seller: Jane D. Hall (55.6%), Leitia O. Wheeler (35.4%), Jane's husband, James L. (4.5%) and estate of Helen Bunge (4.5%), who also own co-located WOJO(FM) Evanston, Ill. Buyer: Lee Hague (100%), is Northbrook Ill., management consultant who has no other broadcast interests. Action Sept. 10.

■ **WTAO(FM)** Murphysboro, Ill. (104.9 mhz, 3 kw, ant. 200 ft.)—Seeks assignment of license from Sunshine Broadcasting Corp. to WTAO Inc. for \$700,000. Seller: William Varecha and wife, Debbie (100% jointly), who previously sold their 8.9% joint interest in KNAC(FM) Long Beach, Calif. Buyer is subsidiary of Community Service Broadcasting, which is owned by Jerome Glassman, wife, Elaine, and sons, James and William (25% each). They own WMCL(AM) McLeansboro, Ill.; WDXI(AM) Jackson, Tenn., and have sold, subject to FCC approval, WKWK-AM-FM Wheeling, W. Va., for \$1.35 million (BROADCASTING, June 22). Action Sept. 9.

■ **WDGS(AM)** New Albany, Ind. (1290 khz, 500 w-D)—Granted assignment of license from Radio Louisville Inc. to Joselyn Broadcasting Inc. for \$350,000. Seller: George A. Freeman (100%), who has no other broadcast interests. Buyer: Michael A. Benages (60%), Allan G. Levine (15%), Allen Wheeler and Frank Warren (7.5% each), Floyd T. Ashley and Paul Kolpak (5% each). Benages is Chicago attorney and owns WMPP(AM) Chicago Heights, Ill. Levine is Chicago attorney. Benages bought 51%, and Levine 15% of KXXK(FM) Galveston, Tex., which FCC granted approval. (BROADCASTING, April 6). Kolpak is Lincolnwood, Ill., attorney. Action Sept. 9.

■ **WDMV(AM)** Pocomoke City, Md. (540 khz, 500 kw-D)—Granted assignment of license from MCI Inc. to Robert L. Purcell for \$300,000. Seller is subsidiary of publicly held Mesta Machine Co., Pittsburgh-based heavy machinery manufacturer. David R. Andrews is president. It has no other broadcast interests. Buyer is Washington consulting engineer who owns 50% of WBZY(AM) Newcastle, Pa., and bought, subject to FCC approval, WEER-AM-FM Warrenton, Va., for \$400,000 (BROADCASTING, Sept. 14). Action Sept. 10.

■ **WICO-AM-FM** Salisbury, Md. (AM: 1320 khz, 1 kw-D; FM: 94.3 mhz, 3 kw, ant. 170 ft.)—Sold by Delmarva Broadcasting Co. to Pretzman Broadcasting Co. for \$1,060,000. Seller is owned by Robert C. Doyle, who has no other broadcast interests. Buyer is owned by William Pretzman (100%), vice president, sales, First Media Corp., Washington, who has no other broadcast interests. Action Sept. 10.

■ **KMRN(AM)** Cameron, Mo. (1360 khz, 500 w-D)—Granted assignment of license from Cameron Radio Inc. to Titan Corp. for \$75,084. Sellers are group of some twenty stockholders. Buyer: Shelby L. Hendee (51%) and wife, Laura L. (49%). Shelby is general manager of KMRN, where Laura is office manager. 49% of KMRN has previously been bought by Hendees. Action Sept. 17.

■ **KEIN(AM)** Great Falls, Mont. (1310 khz, 5 kw-D, 250 w-N)—Granted assignment of license from Meyer Great Falls Inc. to Sundance Communications Inc. for \$1,008,000. Seller is subsidiary of Meyer Broadcasting Co., Bismarck, N.D.-based group of two AM's, three FM's and four TV's and cable system serving Bismarck. William A. Ekberg is president and wife, Marietta Meyer Ekberg, is chairman and principal owner. Buyer is owned by William Luzmoor (70%) and Consumer Growth Capital Inc. (15%) and Hal Hardy (15%). Hardy is former sales manager at KRKK(AM)-KQSW(FM) Rock Springs, Wyo. Luzmoor is former 26% owner of KRKK-KQSW and past president of Wyoming Association of Broadcasters. Consumer Growth Capital is Minneapolis investment firm; John Gerlach is president and major stockholder. Buyers have no other broadcast interests. Action Sept. 11.

■ **WLVL(AM)** Lockport, N.Y. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Hall Communications Inc. to Culver Communications Corp. for \$549,500. Seller is Norwich, Conn.-based group of five AM's and four FM's owned by Robert M. Hall and family, who were granted FCC approval to buy WONN(AM) Lakeland and WPVC(FM) Winter Haven, Fla. for \$2 million (BROADCASTING, Aug. 10). Buyer: Richard C. Greene and wife, Marilyn A. (36% jointly), Gerald J. Breneck and wife, Arlene C. (15% jointly), Tony Fischer (15%), William N. Hud-

son (6.25%), Russell Baker (6%). Supermarket Development Inc. (3%), Harry Oakes (2.5%), Ralph L. Kushner and Nathan Benderson (1.35% each) and Kenneth D. Guacinsia (3%). Greene is sales manager at WBEN(FM) Buffalo, N.Y. Others are Buffalo area businessmen and none have other broadcast interests. Action Sept. 11.

■ **WSBL(AM)** Sanford, N.C. (1290 khz, 1 kw-D)—Granted assignment of license from Crest Broadcasting Corp. to Simmons Broadcasting Corp. for \$225,000. Seller: Stanley H. Fox (57.5%), brother Irvin L. (22.5%) and Robert A. Manning (15%) and Fox's sister, Ferona F. Evens (5%), who own WRMT(AM) Rocky Mount and W1ZS(AM) Henderson, both North Carolina. Buyer: T. Lamar Simmons (49.4%), Bennie D. Williams and James L. McNair (25.3% each). Simmons is president and 25% owner of WTYC(AM) Rock Hill, S.C. Williams owns Fayetteville, N.C., mobile home sale and rental firm. McNair is vice president and 42.5% owner of Maxton, N.C. fuel supplier. Action Sept. 10.

■ **WPVL(AM)** Painesville, Ohio (1460 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Lake Communications Corp. to WPVL Associates for \$750,000. Seller: Raymond Q. Armington (33.8%), Anthony S. Ocepek, William M. France (20.9% each) and Richard H. Gehring (13.9%). They own 50% of WKY(AM)-WKYW(FM) Frankfort, Ky., and 86.6% of WHOK-AM-FM Lancaster, Ohio. Ocepek will stay on as general partner in buyer. Buyer is group of five general partners and 10 limited partners. Four general partners—Edward J. Gangloff, Ronald C. Gallucci, William B. Kemme and Richard J. Supelak—are partners in Cleveland, Ohio, accounting firm. Except Ocepek, none have other broadcast interests. Action Sept. 14.

■ **KGAL(AM)** Lebanon, Ore. (920 khz, 1 kw-U)—Granted assignment of license from Capps Broadcasting Group Inc. to Eads Broadcasting Corp. for \$425,000. Seller: David N. Capps, brother Gary L. and family. They own KGRL(AM)-KXIQ(FM) Bend, Ore.; KEEP(AM)-KEZJ(FM) Twin Falls, Idaho; KVAN(AM) Vancouver, Wash.; and KSRV(AM) Ontario, Ore. Capps family also bought, subject to FCC approval, KXBO(FM) Ontario, Ore. for \$225,000

# Watch out for Selcom in the Northwest

Selcom's 1980 sales for this major market station were up 153% over 1979.

The total picture is even more impressive. For results not rhetoric...call us.

## Selcom, inc.

Radio Representatives  
1221 Avenue of the Americas  
New York, New York 10020  
(212) 730-0202

(BROADCASTING, Sept. 14). Buyer: Richard C. Eads and parents, Richard B. and Florence R. Eads (one-third each). Richard C. Eads is general manager of KGAL. Parents are retired. They have no other broadcast interests. Action Sept. 17.

■ WSM-TV Nashville (NBC, ch. 4, 93.63 kw vis., 19.68 kw aur., ant. 1,410 ft.)—Sold by NLT Corp. to Gillett Broadcasting Co. for \$38 million plus interest plus \$4 million for noncompete agreement. Seller will retain co-located WSM-AM-FM. It also owns insurance companies, Grand Ole Opry and Opryland, Nashville. Russell L. Wagner is chairman. Buyer is owned by George Gillett, who owns KPWR-TV Bakersfield, Calif., WSEE(TV) Erie, Pa., and KXON-TV Mitchell, S.D. Gillett is former principal owner of Globe Broadcasting Corp., licensee of three AM's and two FM's, which he sold in 1977 for \$13.8 million. Gillett, based in Wausau, Wis., is president of bank holding company there, owns major beef packing plant in Green Bay, Wis., has other interests in gas, oil, automobile parts. Action Sept. 14.

■ KMXX(FM) Austin, Tex. (102.3 mhz, 741 w, ant. 550 ft.)—Granted transfer of control of Dynamic Communications of Austin Inc. from Soledad Guajardo (100% before; none after) to Ramiro Diaz and wife, Mary G. (none before; 100% after); consideration: \$200. Principals: Transferor is mother of transferee, Mary G. Diaz. They have no other broadcast interests. Action Sept. 17.

■ KNET(AM)-KHIM(FM) Palestine, Tex. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Trinity Broadcasting Co. to Palestine Broadcasting Co. for \$600,000. Seller: noncommercial Corp., Benny E. Brulison is president. No other broadcast interests. Buyer: Gibson Investment and Management Inc. (90%) and Richard M. Reynolds (10%). Majority principle is owned by R. Thomas Gibson and wife, Georgia L. (45% each) and daughter, Jalene M. (15%). Thomas Gibson also owns KZEY(AM)-KROZ(FM) Tyler, Tex., where Reynolds is general manager. Gibson also sold KJET(AM)-KWIC(FM) Beaumont, Tex., last February for \$2 million (BROADCASTING, March 2). Action Sept. 10.

■ KPDN(AM) Pampa, Tex. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Top O Texas Broadcasting Co. to K&M Leasing for \$400,000. Seller is principally owned by Warren Hasse, who has no other broadcast interests. Buyer is principally owned by Phillip Moore and Cecil Koonce, who are associated with local storm window and siding firm and have no other broadcast interests. Action Sept. 14.

■ KPER(AM) San Angelo, Tex. (1420 khz, 1 kw-D)—Granted assignment of license from Linda Smith to KHAG Inc. for \$240,000. Seller: Linda Smith (100%), who has no other broadcast interests. Buyer: Rudy Haggard, Robert E. Clark and Loyd C. Senn (one-third each). Haggard is former general manager of KTEZ(FM) Lubbock, Tex. Clark is Lubbock media broker, broadcast consultant and general manager of KFYO(AM) Lubbock. Senn is national farm sales director for KFYO. Granted Sept. 17.

## FCC Decisions

■ FCC denied Alliance to Preserve Radio at Georgetown reconsideration granting sale of educational WGTB-FM (now WDCU-FM) Washington, D.C., from Georgetown College to University of the District of Columbia (UDC). In rejecting APRG's previous assertions, FCC concluded that sale of WGTB-FM would not result in serious loss of diversity or damage public interest, as APRG claimed, and that UDC was qualified financially to operate non-commercial station. Stating that "new facts" again questioned UDC's financial ability to operate station, APRG cited two newspaper articles which quoted UDC's President Leslie C. Carter Jr. and D.C. Mayor Marion Barry as recommending cuts in university's budget and programs. However, FCC said UDC officials have confirmed that funds originally relied on to buy and operate station are intact and will remain available to UDC despite the potential cuts mentioned in newspaper. Action Sept. 22.

■ FCC affirmed its Bureau's Feb. 23 denial of two personal attack complaints filed against WBPZ-AM-FM Lock Haven, Pa., by George Miller, unsuccessful can-

didate for State Assembly. He contended that he had been personally attacked in editorial dealing with City Code department and talk show program, and that station limited his response to editorial, and that it failed to offer him reply time. Bureau ruled that due to contents of editorial (in which Miller was not mentioned by name), it could not conclude that licensee would have been unreasonable in determining that it did not attack Miller's "honesty, character, integrity or like personal qualities." Furthermore, Bureau noted that licensee had presented Lock Haven's Special Prosecutor Bernhard Dohrman with approximately four minutes to respond and by offering Miller time. FCC stated that it could not conclude that Miller presented new or additional information warranting reversal of Bureau's ruling. Action Sept. 22.

## Facilities Changes

### AM applications

■ WINE(AM) Brookfield, Conn.—Seeks CP to change frequency to 1160 khz; increase D power to 2.5 kw; change hours of operation to U by adding 1 kw-N, DA-2. Ann. Sept. 21.

■ WCMQ(AM) Miami Springs, Fla.—Seeks CP to change frequency from 1220 to 1210 khz, change city of license from Miami to Miami Springs, Fla.; increase D power to 21.5 kw; change hours of operation to U by adding 2.5 kw DA-2; change TL. Ann. Sept. 22.

■ WJEM(AM) Valdosta, Ga.—Seeks CP to increase power to 5 kw; install DA ant. Ann. Sept. 21.

■ KPUA(AM) Hilo, Hawaii—Seeks CP to change frequency to 670 khz; change TL; increase power to 10 kw. Ann. Sept. 21.

■ \*WOI(AM) Ames, Iowa—Seeks CP to change hours of operation to U by adding 1 kw-N, DA-N; make changes in ant. sys. Ann. Sept. 21.

■ WSUI(AM) Iowa City—Seeks CP to change from 5 kw, DA-2 to 5 kw DA-N. Ann. Sept. 21.

■ WMST(AM) Mount Sterling, Ky.—Seeks CP to change frequency to 1160 khz; increase D power to 1 kw; change hours of operation to U by adding 1 kw-N, DA; and change TL. Ann. Sept. 21.

■ WTRI(AM) Brunswick, Md.—Seeks waiver of section 73.1201 (B)(2) to identify as Brunswick/Lovettsville, Md. Ann. Sept. 21.

■ WBRB(AM) Mount Clemens, Mich.—Seeks CP to change frequency to 1160 khz; increase D power to 10 kw and to 1 kw-N. Ann. Sept. 22.

■ KKAQ(AM) Thief River Falls, Minn.—Seeks CP to increase D power to 2.5 kw. Ann. Sept. 21.

■ KERR(AM) Polson, Mont.—Seeks CP to change frequency to 750 khz; increase critical hours to 50 kw; change from DA-2 to DA-N. Ann. Sept. 21.

■ WBRW(AM) Somerville, N.J.—Seeks CP to change frequency from 1170 to 1160 khz; change city of license to Bridgewater township, N.J.; change hours of operation to U by adding 1 kw-N, DA-2; increase D power to 25 kw; and make changes in ant. sys. Ann. Sept. 21.

■ \*WHCU(AM) Dryden, N.Y.—Seeks CP to change city of license to Dryden, N.Y.; change hours of operation to U by adding 1 kw-N, DA-N and make changes in ant. sys. Ann. Sept. 22.

■ WGSM(AM) Huntington, N.Y.—Seeks MP (BP-20,490) to change ant. sys. and change elect. parameters of dir-ant. sys. Ann. Sept. 21.

■ WMVI(AM) Mechanicville, N.Y.—Seeks CP to change frequency to 1160 khz; increase D power to 1 kw; change hours of operation to U by adding 250 w-N, DA-2; and change TL. Ann. Sept. 22.

■ WWWC(AM) Wilkesboro, N.C.—Seeks CP to increase ant. efficiency by removal of series resistor and to add top-loading. Ann. Sept. 22.

■ WFLR(AM) Dundee, N.Y.—Seeks CP to increase power to 5 kw. Ann. Sept. 25.

■ KBMR(AM) Bismarck, N.D.—Seeks modification of CP (21,160) to change TL; and increase power from 10 kw-D to 50 kw, DA-D on 1130 khz. Ann. Sept. 22.

■ WARO(AM) Canonsburg, Pa.—Seeks CP to increase power to 1 kw. Ann. Sept. 25.

■ WRID(AM) Homer City, Pa.—Seeks CP to change

frequency to 1160 khz; increase D power to 1 kw; change hours of operation to U by adding 1 kw-N, DA-2. Ann. Sept. 21.

■ WYNS(AM) Lehigh, Pa.—Seeks CP to change frequency to 1160 khz; increase D power to 5 kw; change hours of operation to U by adding 1 kw-N, DA-2; make changes in ant. sys. Ann. Sept. 21.

■ WPTN(AM) Cookeville, Tenn.—Seeks CP to change ant. sys. and increase tower to 93 ft. Ann. Sept. 21.

■ KXIT(AM) Dalhart, Tex.—Seeks CP to change frequency to 1240 khz; change hours of operation to U by adding 250 w-N; and increase D power to 1 kw. Ann. Sept. 25.

■ KOAL(AM) Near Price, Utah—Seeks CP to change frequency to 750 khz; increase N power to 10 kw; DA-N; and change TL. Ann. Sept. 21.

■ WXCF(AM) Clifton Forge, Va.—Seeks CP to change frequency to 640 khz; increase D power to 2.5 kw and night to 500 w; and make changes in ant. sys. Ann. Sept. 21.

■ WZAM(AM) Norfolk, Va.—Seeks CP to change frequency to 1160 khz; change hours of operation to U by adding 50 kw-N, DA-1. Ann. Sept. 21.

■ KUTI(AM) Selah, Wash.—Seeks CP to change city of license to Selah; add 500 w-N, DA-N; change TL; and make changes in ant. sys. Ann. Sept. 21.

■ WSCW(AM) South Charleston, W.V.—Seeks CP to increase power to 5 kw and change TL. Ann. Sept. 22.

■ WAQE(AM) Rice Lake, Wis.—Seeks CP to increase power to 5 kw and make changes in ant. sys. Ann. Sept. 21.

### FM applications

■ KSKR(FM) Mena, Ariz.—Seeks CP to make changes in ant. sys.; change TL; change SL and relocate RC; change type ant.; decrease ERP to 450 w (H&V); increase HAAT to 688 ft. (H&V) and change TPO. Ann. Sept. 22.

■ KMEL(FM) San Francisco—Seeks CP to install aux. ant. at main ant. location (for aux. purposes only). Ann. Sept. 21.

■ KIQX(FM) Durango, Colo.—Seeks modification of CP (BPH-11, 121, as mod.) to change TL; relocate SL and RC; change type trans.; change type ant. (H&V); increase ERP to 100 kw (H&V); decrease HAAT to 389 ft. (H&V) and change TPO. Ann. Sept. 25.

■ WAIV-FM Jacksonville, Fla.—Seeks modification of CP (BPH-10, 128, as mod.) to make changes in ant. sys.; change SL and RC; change type trans.; change type ant. (H&V); decrease HAAT to 900 ft. (H&V) and change TPO. Ann. Sept. 25.

■ WBBQ-FM Augusta, Ga.—Seeks modification of CP (BPH-800617AD) to make changes in ant. sys.; change TL; increase HAAT to 956 ft. (H&V) and change TPO. Ann. Sept. 22.

■ KBOI-FM Boise, Idaho—Seeks CP to change type ant. (H&V); increase ERP to 57.7 kw (H&V) and change TPO. Ann. Sept. 25.

■ WKRV(FM) Vandalia, Ill.—Seeks CP to make changes in ant. sys.; change TL; change type ant.; decrease ERP to 1.75 kw (H&V); increase HAAT to 383 ft. (H&V) and change TPO. Ann. Sept. 22.

■ KLZR(FM) Lawrence, Kan.—Seeks CP to make changes in ant. sys. (for aux. purposes only). Ann. Sept. 21.

■ KTRO(FM) Leavenworth, Kan.—Seeks CP to change TL; change type trans.; change type ant. and change TPO. Ann. Sept. 21.

■ WNES-FM Central City, Ky.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. (H&V) and change TPO. Ann. Sept. 25.

■ KHOM(FM) Houma, La.—Seeks modification of CP (BPH-800702AJ) to utilize existing trans. and ant. together as aux. facilities, to be operated on ERP of 56 kw (H); change HAAT to 325 ft. (H&V) and change TPO (for aux. purposes only). Ann. Sept. 22.

■ KCWR(FM) Oakdale, La.—Seeks CP to increase ERP to 3 kw (H&V); change type trans.; change type ant. (H&V) and change TPO. Ann. Sept. 25.

■ KXGR(FM) Grand Rapids, Minn.—Seeks CP to change frequency to 96.9 mhz.; increase ERP to 100 kw (H&V); decrease HAAT to 477 ft. Ann. Sept. 25.

■ WLSM-FM Louisville, Miss.—Seeks CP to make changes in ant. sys.; increase HAAT to 300 ft. (H&V) and change TPO. Ann. Sept. 22.

■ KORK-FM Las Vegas—Seeks modification of CP (BPH-800208AC) to make changes in ant. sys.; decrease HAAT to 1936 ft. (H&V) and change TPO. Ann. Sept. 31.

■ \*KUNR(FM) Reno—Seeks modification of CP (BPED-780711AG) to make changes in ant. sys.; change TL; change type trans.; change type ant. (H&V); change ERP to 19.99 kw (H&V); increase HAAT to 2169 ft. (H&V) and change TPO. Ann. Sept. 22.

■ WWHB(FM) Hampton Bays, N.Y.—Seeks CP to change type trans.; change type ant. (H&V); decrease HAAT to 284 ft. (H&V) and change TPO. Ann. Sept. 22.

■ WIBQ(FM) Utica, N.Y.—Seeks CP to install aux. ant. on main tower to be operated on ERP of 9.026 kw (H&V); change HAAT to 537 ft. (H&V) and change TPO (for aux. purposes only). Ann. Sept. 25.

■ \*WCCE(FM) Buies Creek, N.C.—Seeks CP to change TL; change ERP to 10 kw (H&V); change HAAT to 298.3 ft. (H&V); change TPO; add RC and make changes in ant. sys. Ann. Sept. 22.

■ KCJB-FM Minot, N.D.—Seeks CP to increase ERP to 100 kw (H&V); change type trans.; change type ant. and change TPO. Ann. Sept. 25.

■ WVKO-FM Columbus, Ohio—Seeks CP to change TL; decrease ERP to 15.85 kw (H&V); increase HAAT to 791 ft. (H&V); change trans. line and make changes in ant. sys. Ann. Sept. 22.

■ \*WYSU(FM) Youngstown, Ohio—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 31.3 kw (H) and 18.1 kw (V) and change TPO. Ann. Sept. 22.

■ WTPA-FM Harrisburg, Pa.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. (H&V); increase ERP to 10 kw (H&V); increase HAAT to 950 ft. (H&V) and change TPO. Ann. Sept. 22.

■ \*WSMC-FM Collegedale, Tenn.—Seeks CP to make changes in ant. sys. Ann. Sept. 21.

■ WPTN-FM Cookeville, Tenn.—Seeks CP to change type ant.; increase HAAT to 300 ft. (H&V) and change TPO. Ann. Sept. 25.

■ WIMZ(FM) Knoxville, Tenn.—Seeks CP to change type trans.; change to type ant.; increase HAAT to 1,846 ft. (H&V); change SL and RC; and change TPO. Ann. Sept. 22.

■ WDXE-FM Lawrenceburg, Tenn.—Seeks CP to change TL; increase HAAT to 270 ft. (H) and change TPO. Ann. Sept. 22.

■ KBFM(FM) Edinburg, Tex.—Seeks CP to change TL; change HAAT to 833.7 ft. (H), 11 ft. (V) and make changes in ant. sys. Ann. Sept. 22.

■ KRLY(FM) Houston, Tex.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 95.26 kw (H&V); increase HAAT to 1750 ft. (H&V) and change TPO. Ann. Sept. 22.

■ KSRR(FM) Houston—Seeks CP to change TL; increase HAAT to 1919 ft. (H&V) and make changes in ant. sys. Ann. Sept. 22.

■ \*WWLR(FM) Lyndonville, Vt.—Seeks CP to change frequency to 98.3 mhz; change TL; decrease ERP to 4.17 w (H&V); increase HAAT to 1891 ft. (H&V) and make changes in ant. sys. Ann. Sept. 22.

■ WRVQ(FM) Richmond, Va.—Seeks CP to install aux. ant. on main tower, to be operated with ERP of 2 kw (H&V); change HAAT to 278 ft. (H&V) and change TPO (for aux. purposes only). Ann. Sept. 22.

■ WTJD(FM) Suffolk, Va.—Seeks modification of CP (BPH-8405, as mod.) to change SL and RC; request waiver of section 73.1125 of rules. Ann. Sept. 22.

■ KWIQ-FM Moses Lake, Wash.—Seeks CP to change ERP to 100 kw (H&V); change type trans. and make changes in ant. sys. Ann. Sept. 24.

■ WBKV(AM) West Bend Township, Wis.—Seeks CP to change hours of operation to U by adding 5 kw-N, DA-N; change TL. Ann. Sept. 25.

■ KTRS(FM) Casper, Wyo.—Seeks modification of CP (BPH-10,753) to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 94.4 kw (H) and 63 kw (V) and change TPO. Ann. Sept. 31.

■ KTAG(FM) Cody, Wyo.—Seeks modification of CP (BPH-10,754) to make changes in ant. sys.; change TL; relocate SL and RC; change type trans.; change type ant.; increase HAAT to 1921 ft. (H&V) and

change TPO. Ann. Sept. 22.

#### TV application

■ WSEE-TV Erie, Pa.—Seeks CP to change ERP to 1186 kw vis., 118.6 kw aur.; and change trans; and make other changes to ant. sys. Ann. Sept. 24.

#### AM actions

■ WANN(AM) Annapolis, Md.—Granted CP to increase power to 50 kw; and change TL. Action Sept. 4.

■ KSUM(AM) Fairmont, Minn.—Granted CP to make changes in N ant. sys. Action Sept. 4.

■ WFAI(AM) Fayetteville, N.C.—Granted CP to change frequency to 1200 khz; change power to 500 w; 5 kw, DA-N. Action Sept. 4.

■ WNBG(AM) Waynesboro, Tenn.—Granted CP to make changes in ant. sys. (increase height of tower). Action Sept. 9.

■ KKDA(AM) Grant Prairie, Tex.—Granted CP to change TL; and change from directional daytime antenna to non-directional daytime ant. Action Sept. 9.

#### FM actions

■ KSON-FM San Diego, Calif.—Granted CP to change TL; increase HAAT to 442 ft. (H&V) and make changes in ant. sys. Action Sept. 4.

■ \*WWGC(FM) Carrollton, Ga.—Granted CP to change frequency to 90.7 mhz.; increase ERP to 94.6 w; change HAAT to 109 ft. and make changes in ant. sys. Action Sept. 4.

■ KMAI(FM) Honolulu—Granted CP to make changes in ant. sys.; change type ant. (H&V); increase ERP to 100 kw (H&V); decrease HAAT to 421 ft. (H&V) and change TPO. Action Sept. 2.

■ WEFM(FM) Chicago—Granted CP to increase ERP to 8.7 kw; change HAAT to 1174 ft.; change SL. Action May 22.

■ \*KUCB-FM Des Moines, Iowa—Granted modification of CP (BPED-2622, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant. (H&V); increase ERP to 9.72 kw (H&V); decrease HAAT to 109 ft. (H&V) and change TPO. Action July 24.

■ WKQQ(FM) Lexington, Ky.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease HAAT to 550 ft. (H&V); change transmission line and change TPO. Action Sept. 4.

■ WBGR-FM Paris, Ky.—Granted CP to change TL; increase HAAT to 300 ft. (H&V) and make changes in ant. sys. Action Sept. 4.

■ KHOM(FM) Houma, La.—Dismissed application for modification of CP (BPH-800702AJ) to utilize existing trans. and aux. ant. together as aux. facilities; to be operated on ERP of 56 kw (H); change HAAT to 325 ft. (H) and change TPO (for aux. purposes only). Action Aug. 26.

■ KVOX-FM Moorhead, Minn.—Dismissed application for CP to decrease HAAT to 379 ft. (H&V); change type trans.; change type ant.; and change TPO. Action Aug. 26.

■ KOPR(FM) Butte, Mont.—Granted CP to increase ERP to 100 kw (H&V); change type trans; change type ant.; make changes in transmission line and change TPO. Action Sept. 11.

■ WDHA-FM Dover, N.J.—Granted CP to increase ERP to 800 w (H&V); decrease HAAT to 560 ft. (H&V) and change TPO. Action Sept. 4.

■ WDRE(FM) Ellenville, N.Y.—Dismissed application for CP to increase ERP to 100 w; and change HAAT to 1630 ft. (H&V). Action Aug. 26.

■ WIMA-FM Lima, Ohio—Granted CP to change TL; change ERP to 6.6 kw (H&V); change HAAT to 1160 ft. (H&V); change type trans; and make changes in ant. sys. Action Sept. 4.

■ KMYO(FM) Broken Arrow, Okla.—Dismissed application for CP to make changes in ant. sys. Action Aug. 26.

■ \*KALU(FM) Langston, Okla.—Dismissed application for CP to change frequency to 87.9 mhz.; increase ERP to 125. w; change HAAT to 19 ft.; change TL; and make changes in ant. sys. Action Aug. 26.

■ WMKX(FM) Brookville, Pa.—Granted modification of CP (BPH-800606AC) to change TL; relocate SL and RC; and change TPO. Action Aug. 11.

■ \*WVBU-FM Lewisburg, Pa.—Granted modification of CP (BPED-790608AN), change TL; decrease ERP to 456 w (H&V); change HAAT to minus 122 ft.

(H&V) and make changes in ant. sys. Action Sept. 4.

■ \*WTTU(FM) Cookeville, Tenn.—Granted CP to increase ERP to 2.25 kw; HAAT to 168 ft. Action Aug. 11.

■ \*KOHM(FM) Lubbock, Tex.—Granted CP to change frequency to 89.1 mhz; change ERP to 3 kw; change HAAT to 254 ft.; install new ant.; make changes in ant. sys. (increase height). Action Sept. 9.

■ KGEE(FM) Monahans, Tex.—Granted modification of CP (BPH-790329AE) to change TL; increase HAAT to 540 ft. (H&V) and make changes in ant. sys. Action Sept. 4.

■ KVFM(FM) Ogden Tex.—Dismissed application for modification of CP (BPH-9994, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant. (H&V); change ERP to 49.29 kw (H) and 45.65 kw (V); increase HAAT to 2463.74 ft. (H&V) and change TPO. Action Sept. 1.

■ WKDE-FM Alta Vista, Va.—Granted CP to increase HAAT to 300 ft. (H&V). Action Aug. 17.

■ WTZE-FM Tazewell, Va.—Granted CP to change TL; increase ERP to 1.8 kw (H&V); change HAAT to 395 ft. (H&V) and make changes in ant. sys. Action Aug. 11.

■ KCRK(FM) Colville, Wash.—Granted modification of CP (BPH-791231AA, as mod.) to make changes in ant. sys.; change TL, SL and RC; change type trans.; change type ant. (H&V); change HAAT to 790 ft. (H&V) and change TPO. Action Sept. 11.

■ \*KIEA(FM) Ethete, Wyo.—Granted CP to increase ERP to 100 w and change HAAT to 25 ft. Action Sept. 1.

#### TV actions

■ KUSI-TV San Diego, Calif.—Granted MP (BPCT-3346, as mod.) to change ERP to 2450 kw vis., 245 kw aur.; change TL; change trans.; make changes to ant. sys.; and change HAAT to 1840 ft. Action Sept. 10.

■ WTHR(TV) Indianapolis—Granted authority to operate trans. by RC from SL at 1000 North Meridian Street, Indianapolis. Action Sept. 10.

## 24-HR. PROFESSIONAL SERVICE FOR COLLINS & CONTINENTAL AM & FM TRANSMITTERS

Continental Electronics offers parts and engineering service for all Collins AM & FM transmitters.

Whenever you want parts or service for your Collins or Continental equipment, phone our service numbers day or night,

**(214) 327-4532 parts**  
**(214) 327-4533 service**

Continental Electronics Mfg. Co.  
Box 270878, Dallas, Texas 75227  
Phone (214) 381-7161  
1 kW thru 50 kW AM & FM transmitters and related equipment.

*Continental*  
*Electronics* 

"A New Strength in Radio Broadcasting Equipment"

- **KTVJ(TV)** Joplin, Mo.—Granted CP to change ERP to 2600 kw vis., 260 kw aur.; change trans.; make changes to ant. sys.; and change HAAT to 1028.69 ft. Action Sept. 10.
- **KTVM(TV)** Butte, Mont.—Granted authority to operate trans. by RC from SL at KTVM/KECI TV studio, 340 West Main Street, Missoula, Mont. Action Sept. 10.
- **WLFL-TV** Raleigh, N.C.—Granted MP (BPCT-4991, as mod.) to change ERP to 1415.8 kw vis., 141.58 kw aur.; and change type trans. Action Sept. 10.
- **WWAY(TV)** Wilmington, N.C.—Granted CP to change ERP to 64.57 kw vis., 6.46 kw aur.; HAAT to 1953 ft. (H&V) and request waiver of section 73.61(B)(1) of rules. Action Sept. 14.
- **WJNL-TV** Johnston, Pa.—Granted construction permit to change ERP to 2,503.8 kw vis., 250.38 kw aur.; change HAAT to 1,210 ft.; change type trans.; and change transmitter location. Action Sept. 10.
- **WSTG(TV)** Providence, R.I.—Granted MP (BPCT-1597, as mod.) to change ERP to 5000 kw vis., 500 kw aur.; and make changes to ant. sys. Action Sept. 10.
- **KVEW(TV)** Kennewick, Wash.—Granted authority to operation trans. by RC from SL at Edison Avenue and 5202 West Hood Street, Kennewick, Wash. Action Sept. 10.

## In Contest

### Procedural rulings

- **Birmingham, Ala. TV proceeding** (Quality Media Corp., et al.)—ALJ Edward J. Kuhlmann granted joint motion by Quality Media and Birmingham Family Television Inc., and approved settlement agreement, authorized reimbursement of \$3,000 to Quality by Birmingham Family; dismissed Quality's application and granted petition by Birmingham Family for leave to amend to correct error FAA made in its original letter authorizing its tower (BC Doc. 81-292-294). Action Sept. 11.
- **El Paso, Tex. TV proceeding** (Superior Broadcasting Co. of Texas Inc., and Paso Del Norte Broadcasting Corp.)—ALJ John M. Frysiak, by two separate actions, denied motion by Paso del Norte to dismiss Superior's application, or alternatively, to enlarge issues against it (By MO&O; Action Sept. 11); and granted joint request by applicants and approved agreement, approved reimbursement of \$19,243.61 to Superior by Paso del Norte, dismissed with prejudice Superior's application, granted Paso del Norte's application and terminated proceeding. (BC Doc. Nos. 81-225-226). Action Sept. 14.
- **Stamford, Conn. AM proceeding** (The Western Connecticut Broadcasting Co. and Radio Stamford Inc.)—In light of a proposed settlement agreement by Western Connecticut, WYRS Inc., and Radio Stamford calling for assignment of licenses for stations WSTC licensed to Western Connecticut and WYRS(FM) licensed to WYRS Inc., to Radio Stamford for purchase price of \$1,800,000; ordered three parties to file within 30 days of release of order sufficient appraisals or other documentation to establish

value of stations' assets and rental value of transmitter and studio facilities to be received by Radio Stamford to ensure Western Connecticut and WYRS are being compensated solely for value of stations' assets and not for settlement (Doc. 19872-19873). Action Sept. 16.

- **Ocella, Ga. FM proceeding** (Irwin County Broadcasting Corp. and Gralean Broadcasting Co.)—ALJ Joseph Stirmer granted joint request by applicants and approved agreement, authorized reimbursement of \$13,500 to Gralean, dismissed with prejudice Gralean's application, granted Irwin's application and terminated proceeding (BC Doc. 80-263-264). Action Sept. 17.

## Earth Stations

### Applications

- **Teleprompter Corp.** for Kirkwood, Mo. (4.5m; Andrew; E3606).
- **Fairline Lichfield Co.** for Charleston, S.C. (5m; Mid America; E3632).
- **Teleprompter Corp.** for Vandenburg, Calif. (4.5m; Andrew; E3633) and Fort Bragg, Calif. (4.5m; Andrew; E3634).
- **American Savannah Broadcasting Co.** for Savannah, Ga. (4.6m; Prodelin; E3635).
- **American Valley Broadcasting Co.** for Huntsville, Ala. (4.6m; Prodelin; E3636).
- **Morris Cable TV Services Inc.** for Morris, N.Y. (5m; Microdyne; E3637).
- **Beaver Springs Mutual Cable** for Beaver Springs, Pa. (4.6m; Prodelin; E3638).
- **Sky Link Associates** for Las Vegas (11m; S-A; E3639).
- **Alascom Inc.** for Tungak Creek, Alaska (4.5m; Andrew; E3640) and Nechelik, Alaska (4.5m; Andrew; E3641).
- **Satellite Business Systems** for Hartford, Conn. (5.5m; Nippon; E3642); Philadelphia (5.5m; Nippon; E3643); Lake Charles, La. (7.6m; Nippon; E3644).
- **Atlantic Coast TV Cable Corp.** for Atlantic City, N.J. (5m; Microdyne; E3645).
- **Gaylord Broadcasting Co.** for Tampa, Fla. (7m; S-A; E3646).
- **Teleable Associates Inc.** for Lafayette, La. (5m; S-A; E3647).
- **Domesticom Corp.** for Houston (5m; Microdyne; E3648).
- **Omniview Inc.** for Missouri Valley, Iowa (4.6m; S-A; E3650).
- **Hampton County Cablevision Inc.** for Hampton, S.C. (5.6m; Gradiner; E3651).
- **Motorola Inc.** for Scottsdale, Ariz. (4.6m; S-A; E3652).
- **Booth American Co.** for Fort Irwin, Calif. (4.6m; S-A; E3653).
- **Television Enterprises Inc.** for Menard, Tex. (4.5m; Andrew; KH78).
- **Booth American Co. d/b/a Watertown Cable TV** for Watertown, S.D. (5m; S-A; KM45).

## Summary of Broadcasting

### FCC tabulations as of Aug. 31, 1981

	Licensed	On air STA*	CPs on air	Total on air	CPs not on air	Total authorized**
Commercial AM	4,617	3	0	4,620	130	4,750
Commercial FM	3,328	2	0	3,330	185	3,515
Educational FM	1,110	0	0	1,110	65	1,175
Total Radio	9,055	5	0	9,060	380	9,440
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,036	141	1,176
FM Translators	401	0	0	401	210	611
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

\*Special temporary authorization

\*\*Includes off-air licenses

## Other

■ Report on quality of Bell System's telephone service (for period Jan. 1981 through June 1981) is now available. Studies analyze service quality provided for all Bell stations separately for each of 67 administrative areas in 48 contiguous states. Service studies are based on 10 measurements of performance reported to FCC by Bell System. These measurements were developed by FCC with cooperation of Bell System and National Association of Regulatory Utility Commissioners' Subcommittee on Quality of Telephone Service. Limited copies of report's summary are available and may be obtained by calling John Walker, (202) 632-6920. Ann. Sept. 22.

■ FCC has made available report on TV Channel Utilization as of June 30, 1981. Report shows by market, for commercial and noncommercial channels, number of VHF and UHF channels licensed; number for which CP's have been granted; number for which application has been filed; number of UHF channels allocated for TV but not available (assigned for land mobile use) until further FCC action, and total number of channels allocated. Copies are available from Office of Public Affairs, Rm. 207, 1919 M Street, N.W., Washington, D.C. Ann. Sept. 22.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
WYLV	Radio Action Co., West Hazleton, Pa.
	<b>New FM's</b>
KNTD	All-American Broadcasting Co., Delhi, Calif.
WFAN	Mystic-Stonington Broadcasting Corp., Stonington, Conn.
KMZQ-FM	Pargo Broadcasting Corp., Henderson, Nev.
KATH	FM Broadcasters Inc., Douglas, Wyo.
	<b>Existing AM's</b>
KGUM	KATB Agana, Guam
WIFX	WREM Jenkins, Ky.
WAVG	WAVE Louisville, Ky.
WOXO-FM	WOXO Norway, Me.
WOXO	WXIV South Paris, Me.
WELL	WALM Albion, Mich.
WVOV	WYPR Danville, Va.
	<b>Existing FM's</b>
KSHO-FM	KJYE Kailua, Hawaii
WIFX-FM	WREM-FM Jenkins, Ky.
KFQM	KXOU Boyce, La.
KTXV	KJFF Jefferson City, Mo.

### Grants

Call	Assigned to
	<b>New AM</b>
KRSA	Central Alaskan Missions Inc., Petersburg, Alaska
	<b>New FM's</b>
WBYZ	Appling County Broadcasters, Baxley, Ga.
WSWR	Petroleum V. Nasby Corp., Shelby, Ohio
	<b>New TV's</b>
WFCT	Fayetteville-Cumberland Telecasters Inc., Fayetteville, N.C.
KOAV	Broadcast Affiliates Inc., Denison, Tex.
	<b>Existing AM's</b>
KRTS	KIQO Manitou Springs, Colo.
KRMX	KAPI Pueblo, Colo.
WCBF	WINQ Tampa, Fla.
WQTK	WRBJ St. Johns, Mich.
	<b>Existing FM's</b>
KBCN	KHVN Anchorage, Alaska
KRMX-FM	KAPI-FM Pueblo, Colo.
WNFY	WIYD-FM Palatka, Fla.
WQTK-FM	WRBJ-FM St. Johns, Mich.
KGRT-FM	KGRD Las Cruces, N.M.
WPCX	WRLX Auburn, N.Y.
WXXG	WLIV-FM Livingston, Tenn.

# Classified Advertising

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

## RADIO

### HELP WANTED MANAGEMENT

**Station Manager**—Strong sales background. Class A FM in rural Michigan. Salary, volume bonus, and profit participation. Box J-31.

**Sales Manager.** Outstanding opportunity. Southeast Historic AM Country. Will be consultant trained. Box K-15.

**Sales Manager,** who is top producer of agency business and can motivate large sales staff. Salary plus override. This is a tremendous opportunity for dynamic individual that wants a great future with group. Send resume and salary requirements to: Box K-24. E.O.E.

**Sales oriented manager** for station near Twin Cities. Outstanding income opportunity. Must have sales/leadership ability. Reply Box K-30. EOE.

**West**—Selling Manager with proven ability to provide immediate results. Excellent medium growth market. Send industry references with resume. EEO (M/F). Box K-89.

**Station Manager** with proven sales and administrative ability for growing South Texas station. E.O.E. Box K-52.

**Station Manager** for small Rocky Mountain growth area. No limit on income from profits. You must be able to build a high profile community image and improve profits. 1515 West Main, Farmington, NM 87401.

**General Sales Manager** needed for AM Adult Contemporary Market leader. Must have previous radio sales experience. Previous sales management preferred but not necessary. Do you want to have fun, earn in excess of \$30K per year, have a company car, join a growth company with real career potential? Send resume to Mike Deardorff, KRIG, Box 4312, Odessa, Texas, 79760. EOE.

### HELP WANTED SALES

**Immediate Opening!** Central Nebraska farm station seeking aggressive salesperson with 2-3 years broadcast sales experience. Strong track record a must! Background in announcing and continuity very desirable. Excellent benefits and commission structure. If you're willing to work and want to grow ... Rush resume to: Howard Medinger, Sales Manager, KMMJ Radio, Box 1847, Grand Island, NE 68802. E.O.E. M/F.

**Radio Sales** ... top station in coastal Florida market. Potential 40,000+. If your current employer would hate to lose you, send resume including salary history and industry references, plus 5 reasons why we should hire you. No room for "order takers". Box K-31. An EOE.

**General Sales Manager,** WSAC/WWKK Fort Knox, Ky. AC/AOR stations needs dynamic organized and disciplined professional to motivate agency and retail sales staff ... qualified with track record. Account list—guarantee salary Commission and bonus override EOE. Send resume to Station Manager, Box 70, Fort Knox, Ky. 40121.

**We need** a salesperson who can maintain and improve an excellent account list. Salary and commissions currently top 22K, and growing. We enjoy a very low employee turnover, and are looking for someone who would enjoy selling successful, professional radio in a small market. Contact: Tom Andrews Manager, WLKI Radio, North Wayne Plaza, Angola, Indiana 46703 219 665-9554.

**Top rated Ohio** major market station seeking aggressive street fighter to handle and develop agency and direct business. Tell in confidential reply what you can do and how you'll do it. EEO/M/F Box K-86.

**Sales pro** for Southern New Hampshire Metro. Format success dictates immediate increase in sales staff. Good earning potential. Advancement to sales management possible. Call Dick Lange at 603-893-5788.

**Professional sales** person sought for lucrative station in one of richest counties in Alabama, \$20,000 guaranteed draw against commission strong active sales list and other benefits. Ask about this unusual county, a delightful place in which to live. Write Jeffrey Millar, WKUL, P.O. Box 968, Cullman, AL 35055. An Equal Opportunity Employer.

**Experienced Sales Representative** wanted for AM, FM combination in Hammond, Louisiana. Sales Representative to sell for AM country station and FM album oriented rock station. Must be an organized, dynamic, and disciplined professional sales representative. Reply to: Tom Chauvin, Sales Manager, Box 1829, Hammond, Louisiana 70404. An Equal Opportunity Employer.

**Opportunity for sales** person to succeed in Southwestern Indiana. Well rated major AM/FM property. Major list and great benefits. Candidates must have 1-2 years successful track record. Corporate owned. RAB Station. Broadcast pioneers in community. Send resume to: Lynn Halterman, Sales Manager, WBOW/WBOQ, P.O. Box 175, Terre Haute, Indiana 47807. E.O.E.

**Attention Account Execs** stay where you are and earn 50% Commission! Help market America's fastest growing radio/tv voice-over recording studio. GREAT PRODUCTIONS, San Francisco. Call John Mack Flanagan collect 415-992-9070.

**Florida AM Contemporary.** Growth market needs "take charge" sales manager. Good salary & benefits; great potential for heavyweight producer. Box K-25. EOE.

**Career Credentials** Radio Sales, New York City. Maybe you're working for a rep and want local station sales experience without taking a pay cut; Maybe you're a sales person at a station who wants the ultimate challenge and an opportunity to add New York to your resume - whatever your situation we offer an exceptional compensation package for an experienced radio sales professional. This is an Equal Employment Opportunity. Please reply to: Box 3533, Grand Central Station, New York, NY 10163.

**Dynamic Salespeople Wanted!** Syracuse's fastest growing station needs experienced, big producers to join WOLF! If you can really sell and want a golden opportunity to join one of the fastest growing groups in the country, reply immediately with resume and salary requirements to: Manager, Box 1490, Syracuse, N.Y. 13201. E.O.E.

### HELP WANTED ANNOUNCERS

**Announcer/News Combo** person wanted by Southern West Virginia AM station. Must have experience in automation systems, production and news gathering. Must have a good voice and conversational delivery. This is not an entry level position. Send tapes and resume to General Manager, Personality Stations, Inc., P.O. Box AB, Beckley, WV 25801.

**The Voice Of America,** English Division, is seeking announcers for international radio broadcasting. Position requires ability to voice a variety of programming. Voice and diction must be suitable for shortwave broadcasting. Starting salary: GS-7 (\$15,193) with potential to GS-12 (\$26,951 to \$35,033). Duty station is Washington, D.C. Interested persons should submit the Standard Federal application form, SF-171 to: International Communication Agency, MGT/PDX (code ICA-1-EA-01C), 1776 Penn. Ave., N.W., Washington, D.C. 20547. Applications must be received by October 28, 1981. Equal Opportunity Employer.

**Morning Personality,** sales and promotion oriented, production with pizzazz for hit FM Radio KSTO, Box 20249, Guam 96921.

**61/WGIR,** Manchester's No. 1 station has an immediate opening for a warm, mature, A/C personality. Applicants should have a minimum of three years experience. Send air check and resume to Ed Brouder, Program Director, 61/WGIR, PO Box 610, Manchester, N.H. 03105. EOE. A Knight Quality Group Station.

**Versatile Talk Show Host** needed immediately for AM station. Become host of popular local call-in talk show that has been on the air for two decades. Some experience helpful. News background useful. This is a group owned operation with excellent opportunity for the right person to develop. Subject matter of show and guests is unlimited. Excellent facilities. Call for more info. Tom Day, G.M., WSTV/WRKY, Steubenville, Ohio 43952. 614-283-4747. WSTV/WRKY is an equal opportunity employer.

**Need experienced** professional announcer/production for 7 to Midnight shift. Good people, good pay and benefits. E.O.E. M/F. Tape and resume (no calls) to: Program Director, WNFL, P.O. Box 520, Green Bay, WI 54305.

**Drive time** announcer needed for top country station in Central Virginia. We need a pro who's experienced in production as well as music. If you hit the bill, send resume and air check to Bob Rich, Operations Manager, WPVA Radio, P.O. Box 87, Petersburg, VA. 23804. WPVA is an E.O.E.

**Top-rated,** adult-contemporary FM-96 needs tapes of creative personalities and newsmen. Write Greg Stewart, CJFM, 1411 Fort Street, Montreal, Quebec, Canada H3H 2R1. 514-989-2577.

**Major market adjacency** opportunity for air talent with PD ability, small market, East. Resume to Box K-87. E.O.E.

**Stable experienced announcer** for adult contemporary station needed in Virginia. Minority applicants are encouraged. Send resume and salary requirements to Box K-67.

**Announcer** with pleasant, authoritative delivery for middle-music Texas Gulf Coast network station. E.O.E. Box K-53.

**Full time position** available at Medium Market AM in Southeast. A/C format. CBS affiliate. Looking for small market air personality looking for chance to move up. Send tape, resume, and photo to: PD., WSIR, P.O. Box 633, Winter Haven, FL 33880.

**Experienced radio announcer.** Need news, music, production and other skills that will lead to advancement. Beautiful community, excellent facilities and supporting services. AM-FM stereo. Send resume to Darrel Burns, Radio KRNS, Box 749, Los Alamos, New Mexico. 87544. Applicants from New Mexico and adjacent states encouraged to apply. E.O.E. M/F.

**WBAP Radio** in Dallas/Fort Worth is seeking an experienced Sports Talk Show Host. This Capital Cities Communications station, serves as the flagship for the Texas Rangers, and the Dallas Mavericks. WBAP is a 50,000 watt clear channel facility, at 820 on the dial, serving 48 states and over 1 million people per week. In short, the meek may inherit the earth, but not necessarily this job. Tapes, resumes and salary requirements to Sandy Beach, WBAP Radio, 3900 Barnett Street, Fort Worth, Texas 76103. An equal opportunity employer.

**Morning Drive Announcer** ... Sports and PBP helpful, but not necessary. Tape and resume to WSER 192 Maloney Rd. Elkton, MD. 21921.

**News-Talk Station** seeks announcers, reporters and board operators for immediate openings. Tight board and strong delivery essential. Start at \$13K with best benefits in business. No beginners. Send tape and resume now to Ed Towey, KOH Radio, P.O. Box 2271, Reno, NV 89505.

**Wanted Announcer & Announcer Salesperson.** Tape to Box 585, DeSoto, MO or 314-586-8577, for Mgr. Only.

**Music of Your Life** station in the Berkshire Hills of Massachusetts looking for morning personality. Send tape & resume to Bob Catan, WUHN, P.O. Box 1265, Pittsfield, MA 01202.

**Immediate opening** for sports director, upper Midwest. Heavy play-by-play. Emphasis on local sports both college and high school. Call 605-996-1490.

## HELP WANTED TECHNICAL

**Chief Engineer** FM/AM combination in S.E. Wisconsin. FM is 50 KW top 40, with new studios. AM is 500w, partially automated with Harris 90 System. Contact John Fischler, Corporate Engineer, 8686 Michael Lane, Fairfield, OH, 45014. Call 513-874-5000. E.O.E.

**State Of The Art** ability required to maintain newly built FM. Seeking engineer who demands the best signal in town from his equipment and gets it. This young growing AOR broadcasting group has plenty of opportunity for the engineer who can follow through quickly on all projects. Applicant must have ability and desire to advance to technical director. Box J-51.

**Engineer Wanted** Major market. East Coast. Write Box J-46.

**Madison, Wisconsin**, group-owned. 5kw AM, 50kw FM needs chief engineer with strong management, communication, planning skills in addition to top-notch technical ability. Will plan, execute rebuilding of aging AM technical plant, maintain solid FM plant, supervise 4 full-time technicians. Excellent salary, benefits. Letters with resumes only to: James Worthington, President, General Manager, WIBA/WIBA-FM, P.O. Box 99, Madison, Wisconsin 53701. E.O.E.

**Chief Engineer** - Sun Belt Market. Salary 30+. Good Fringes. AM/FM hands on operation. Send resume and references to Box K-51. EEO Employer.

**Capital Cities Communications** is accepting resumes for an assistant chief engineer for the Atlanta market. Applicants must have hands-on broadcast maintenance experience. Send resume to Peter Burk, c/o Richard Schumeyer, Capital Cities Communications Inc., 4100 City Line Avenue, Philadelphia, PA 19131. An Equal Opportunity Employer.

**Immediate opening** for a Part-Time Engineer. Must have minimum of two years experience in operation of radio production equipment including mixing consoles, reel-to-reel and cassette tape machines, physical tape editing. Knowledge of FCC rules essential. Maintenance experience desirable. Send resume to: KFVB, c/o Mr. Richard Rudman, 6230 Yucca Street, Los Angeles, CA. 90028. We are an Equal Employment Opportunity/Affirmative Action Employer.

**Technical Director** for educational media operation. Responsible for engineering and production, quality control, compliance with FCC standards, liaison with station, purchasing and maintenance of equipment. Requires first class license, three years experience, including some administrative experience. Reply to: Sharon Edmunds, Chicago City-Wide College, 185 N. Wabash, Chicago, IL 60601.

**Radio Engineer** - for AM Radio, McAllen, Texas in beautiful Rio Grande Valley. Experience with directional, equipment maintenance, automation and FCC regulations desirable. Excellent opportunity for right individual in growing group organization. EOE. All replies confidential. Bill R. McRae, P.O. Box 3097, McAllen, Texas 78501 or 512-383-7478.

**Chief Engineer** for Class 4 AM and Class C automated FM. Digital background and automation experience preferred. Top company offering fringe benefits. Write Bob Ordonez, Manager, KCBN/KRNO, P.O. Box 10630, Reno, Nevada 89510 or call 702-826-1355. E.O.E.

## HELP WANTED NEWS

**News person with Personality** and pizzazz wanted for major market station. We want a person with an unusual style and knowledge to back it up. Excellent salary and benefits. E.O.E. Send resume. Box J-52.

**Feel You're** ready to head an expanding news department? Call me right now and I'll give you all the details. R.S. Tucker, PD, KRKK, Rock Springs, WY 307-362-3793. EOE.

**Gulf Coast** news-talk station needs strong afternoon-drive anchor. Three years minimum experience. May include some talk-show responsibilities. Female and minority applicants urged to apply. Rush tape and resume to: Joe McKay, WKRG AM/FM, P.O. Box 160587, Mobile, AL, 36616. Phone: 205-479-5555. EOE. Salary in excess of \$10-thousand.

**Immediate Opening:** Afternoon anchor, gather, write, deliver. Night meetings. E.O.E. Send tape, resume: KSIS, Sedalia, Missouri 65301.

**Small market northern California AM Station** needs News Assistant. Must be adaptable ... strong in announcing, writing, reporting and taking direction. Broadcast experience necessary, must be able to work afternoons, evenings ... some weekends. Transportation a must. Salary open. Ask two year commitment. Send resume to Box K-85.

**Like to Fly?** Phoenix weather will let you fly regularly and so will we. KOY has an opening for a traffic watch pilot/reporter. Send tape and resume to Paul McGonigle, News Director, 840 N. Central Ave., Phoenix, AZ 85004. An Equal Opportunity Employer.

**Southern Florida's Calling**—The energetic newsperson with some jock experience who wants to help us enjoy the atmosphere of an east coast small market station loaded with professionalism. Resume, salary requirements to Box K-94. EOE.

**Creative person** with at least three years experience. Must be able to write conversational news and deliver it in a person-to-person manner. Excellent opportunity to join top notch air staff at a Capital Cities station. Send tape & resume to Henry Brach, News Director, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. An Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Copy Writer** needed for Southern West Virginia AM-FM stations. Seeking a highly creative individual with excellent writing skills. This is not an entry level position. Send writing samples and resume to General Manager, Personality Stations, Inc., P.O. Box AB, Beckley, WV 25801.

**Operations, Programming, announcing** ... We will design the job around your abilities and interests. We pay above average. You must be above average. A chance for meaningful management experience at Adult Contemporary with heavy promotion and news emphasis. WTON, Box 1085, Staunton, Virginia 24401.

**Production Manager:** If you have good pipes, strong production skills, a minimum of 3 years in radio and one year in some phase of broadcast department management, we need you. MOR AM, Country FM. Contact: Jana Pentz-McBride, Assistant General Manager, KWBE/KMAZ, Box 1450, Beatrice, Nebraska 68310. 402-228-5923.

**Immediate opening** for Sales Secretary. Assist Account Executives, handle all paper work, correspondence, phones, and overall sales support. Requires solid office experience, excellent typing skills, be good with figures, and ability to handle client calls. Excellent benefits and paid parking. Send resume to: KFVB, c/o Human Resources Director, 6230 Yucca Street, Los Angeles, California 90028. Equal Employment Opportunity/Affirmative Action Employer.

**Traffic Manager** We need a cool, competent, experienced and dedicated person to take full responsibility for the busy traffic department at our Major New York City radio station. Group ownership, excellent (but demanding) working environment compensation commensurate with your ability. This is an Equal Employment Opportunity. Please reply to: Box 3533, New York, NY 10163.

**Production Manager** for top A/C station. Must have writing and delivery skills. Send tape and resume to KWYK-FM, 1515 West Main Street, Farmington, New Mexico 87401.

## SITUATIONS WANTED MANAGEMENT

**Co-Op Retail Sales Consultant.** Desires Group Management opportunity. Highly regarded consultant and sales trainer. Available to Group that wants big co-op bucks. Proven expertise. Box J-30.

**General Manager** who delivers exactly what's expected of him looking for better opportunity! Non Floater with 18 years industry experience. Outstanding track record! As proficient in programming as in sales! Box J-88.

**Meet your new G.M.** 25, a successful salesman, sensitive & productive sales manager, and now ready for G.M. Aggressive, enthusiastic, determined, with the energy, commitment and experience you want. If you're looking, you've found him. Box J-93.

**Major Market** combo man, engineering, programming seeking O.M. or P.D. position in small or medium market. Box J-68.

**Currently employed G.M.** seeks relocation and hard work. Box K-14.

**Manager,** 19 years extensive experience, management, sales, programming. Medium-large markets. Mr. Dee 1200, 102nd Avenue, North, Suite 106, St. Petersburg, Fla., 33702.

**GM and Corporate VP,** compatibly employed, seeks GM position smaller market. Totally qualified all phases, sales oriented. Salary commensurate with market. No rush. Box K-80.

## SITUATIONS WANTED SALES

**Experienced Salesman** seeks stable sales/copy-writing position in small or medium market California station. Preferably San Jose area but will consider all offers. Box K-17.

**Advertise!** \$30 spot. S.B.S., 18 Horace Court, Brooklyn, N.Y. 11218.

**Combination Sales** and announcer C&W. Ten years, top biller, good voice. 318-981-2776 after 5.

## SITUATIONS WANTED ANNOUNCERS

**Talk Host/Interviewer:** a professional whose style varies with subjects and guests; spontaneous but prepared, direct but sensitive. Audience and advertisers are pleased. Now in major market and looking for top 20. Info at 503-774-0323 9-1 PDT.

**Experienced Female** needs a job. Call Randi at 212-379-7746 anytime and let's talk!

**Experienced and dedicated.** Looking for a community involved station where I can build a strong future. Let's get together. Box K-16.

**Give Yourself** a break. Attention small market, well trained DJ/newscaster, light experience, good character, solid references. Call Steve 212-345-3027.

**It's time** for a new approach. Aspiring young broadcaster looking for small station in need of new voice to brighten its outlook. Carmen LoCasio 215-468-4595.

**For Immediate** hire, mature, articulate black newscaster—D.J. Seeking first radio job. Karl Gayle 212-325-8360.

**Good voice,** excellent reader, mature attitude. Ambitious, will relocate. Dan Cronce, 414-353-4985. Noon to Five CDT.

**Talk Show Veteran** - Available Immediately - Any Format (phones, interviews, discussions, music) - Prefer South or West, but consider elsewhere - Ratings Booster - Currently No. 1 in Eastern State - versatile, personable, educated, worldly - expensive, but guaranteed winner - outstanding resume - Box K-48.

**I Know A Disc Jockey** who likes to have fun on the radio. He's been doing it for quite a few years now. He has a great track record and super references, and he's easy to work with (also, creative, hilarious, and humble). Currently, he's making good bucks in a medium market. For the right opening, I'm sure he could be available in January. Why don't you write him a letter and tell him your story? Then he can tell you his, and send you a tape. Don't tell him I told you - maybe I shouldn't have. Oh well, what's a mother for? PS - When you write to him, tell him the man with no nose says he has six months to pay up. Box K-50.

**Available Now!** 5 year man wants small market community involved PD, or operations position. A/C or Country. Ind., Ky, Mich., Pa., W.Va., Fla. Box K-73.

**Experienced Announcer** seeks small or medium market jock position with part sales opportunity. Upper-Midwest. Box K-74.

**Female, good voice,** good reader. Writing and basic production skills. College grad, announcer experience. Prefer city in midwest or southwest, others considered. Box K-65.

**Not So "Old Pro"** returning to broadcasting. 14 years experience. All formats, news, copy, production. 1st ticket, small to medium friendly community anywhere U.S.A. Box K-75.



## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Political Science Professor**—with radio experience—seeks weekend talk show spot on East coast. Call Dr. Coleman weekdays from 10 a.m. to 12 Noon at 617-437-2796.

**Competent, hard-working,** dependable pro with over two years experience seeks announcing and/or board operator position. Good voice and tight board. Write: Rick Mamches, 621 Lenox Avenue, Miami Beach, FL 33139, or call 305-672-4890.

**Intelligent, experienced,** and very reliable disc-jockey now available. Exceptionally good radio voice. Also do news and production. Willing to relocate. Call Kris at: 215-488-6087. Anytime.

**Bach Jock**—Classical fine arts host/producer. I offer thematic programing, copywriting abilities. NPR and commercial experience. Write: Bruce Thomson, 1488 Foxworthy Ave., San Jose, Calif. 95118. 408-866-0201.

**Hey, look me over;** lend me an ear! Announcing, production, news, copywriting, sales, radio, TV or others. Good voice, 3rd phone, single, degree, 1½ yrs. college radio experience, communications grad., 6 mos. commercial experience. Janet Lynch, 3743 Deep Dale Lane, Louisville, KY 40207. 502-895-5208.

**Bradley Grad** - D.J., Good production skills, and interested in sports announcing. Willing to relocate. Anxious to start anywhere. Tony 312-788-2488.

**Attn: Small Market Radio.** Young, energetic jock on the loose. Have some board experience. Will do all for not much money. Willing to relocate. Top 40/Rock formats. Contact: Andy Rivera, 39 Catlin Avenue, Roosevelt, N.Y. 11575. Call 516-868-8357 during the day.

**Female-trained,** talented, MOR, AOR, news. Willing to relocate. Cindi Mortensen, 2175 DeCoto Rd. No. 160, Union City, Ca. 94587. 415-487-5249.

**1st Phone engineer**-announcer, 12 years in radio. Desire small to medium market in Iowa. Phone 712-262-5396.

## SITUATIONS WANTED TECHNICAL

**Available Short-Term** Employment. 20 year pro. New installations, rebuilds, troubleshooting, proofs, maintenance programs. Shoupe 717-249-6584.

**Great Opportunity** for small/medium southern station to "go with a pro". Experienced chief engineer-30 years AM-DA, FM, Stereo, some automation. Box J-100.

**Chief Engineer,** tired of babysitting. Want to build things again. Experience in AM, FM, rules, proofs, building things and fixing them. Box K-22.

**Competent, hands-on** Chief now available. Supervisory experience. AM/FM/TV. DA's., automation, proofs, Etc. Box K-28.

**Engineer with much** experience. Prefer east coast, mild climate, will relocate permanently. No jokers! Call 207-652-2297.

**Top Notch Engineer** seeks position w/top 100 station. Prefer West. Experienced with AM Directional, FM, STL, studio, proofs and state of the art equipment. First Phone. Dwayne Chapline, 81 Camille No. 4, El Paso, TX 79912. 915-581-4702.

## SITUATIONS WANTED NEWS

**Top 10 Sports** producer looking for on air opportunity-. All market sizes/locations considered. Box K-45.

**Four Years in News.** Anchor-reporter in Providence and Woonsocket, RI. Clear, mature voice. Writing, editing and sound skills. Looking for AOR opening, all offers considered. 401-769-7473. Box K-44.

**Entertaining Sportscaster,** good writing skills, excellent PBR. Runs pleasant air-shift with news: Five years experience high school and college. Write Box K-61.

**Dedicated Newswoman.** Strong voice, assertive delivery. Excellent writing skills. Brooke Asher, 1519 Laurel Avenue, West Hollywood, CA 90046.

**Family man** with eight years of experience, four years of college seeks solid, community oriented small to medium market. Wide range of experience, heavy on news/sports. Dave Shrader, 138 Altgeld, South Bend, Ind. 56614. 219-233-6609. All offers will be considered.

**News, sports, PBR.** Three years small market experience plus college degree. Looking for bigger and better things. Call 301-949-0722.

**News Department missing** target audience? Staff putting egos before professionalism? You need new leadership. This major market ND builds winners. 703-241-7507.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Celebrity Voice productions.** Unique creative radio spots written, voiced and produced. Over 80 quality celebrity and character voices. Call and see. 717-291-2122. 29 E. King St., 3-D, Lancaster, PA 17602.

## TELEVISION

### HELP WANTED MANAGEMENT

**General Sales Manager.** A top market NBC affiliate is seeking a general sales manager to supervise the sales operation which includes traffic department and local retail production. We need a sales manager with experience in local and national sales and local new business development. A creative self-starter who will take charge and produce. Salary and bonus commensurate with experience. Reply Box K-38. EOE/AA.

**Local Sales Manager** for large market independent station. Experience required in all phases of television sales with emphasis on sales training. Reply Box K4. An Equal Opportunity Employer.

**Station Manager** for satellite TV station in upper midwest. Management experience essential. Salary open, good benefits. EEO Employer. Send resume to President's Office, Meyer Broadcasting Company, P.O. Box 1738, Bismarck, ND 58502.

**Production Manager:** 74th ADI, midwest CBS affiliate, seeking professional individual with management experience in all aspects of production. Must be a self-starter, a leader, teacher and motivator of people. Send resume and salary requirements to Program Manager, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701.

**Telecommunications/Learning Services** specialist. Supervises and coordinates instructional telecommunications, develops and operates post-secondary instructional television, generates sponsored research, public service activities, related efforts, and financial support in those areas. Masters degree, a minimum of three years full-time employment, one year of which has been in ITV production. Salary range: \$23,000-\$24,646. Closing date: November 13, 1981. For position description and application form contact: Dr. Ralph G. Dille, LRC/Basic Communications, University of Southern Colorado, 2200 North Bonforte Boulevard, Pueblo, CO 81001.

**Assistant Promotion Manager.** Sunbelt network TV affiliate needs promotion assistant manager. Responsible for on-air and print. Requires solid technical writing, a creative flair and strength in ratings analysis. Prior experience in sales promotion, production and graphics layout a plus. Please send resume (no phone calls please) to Manager, Advertising and Promotion, WGHP-TV, P.O. Box 2688, High Point, North Carolina 27261.

**Controller** Min. 3-5 years business management experience, preferably in Broadcasting. Ability to handle heavy volume and high pressure. Responsibilities include budgeting, forecasting, cost control, credit approval. Some familiarity with data processing preferred. Labor negotiation experience a plus. Send resume to Human Resources Manager, KPXX-5, 855 Battery Street, San Francisco, CA 94111, 415-765-8781. An Equal Opportunity Employer.

### HELP WANTED TECHNICAL

**Maintenance Engineer:** First Class FCC License and experience required. Not entry level position. Top Union Salary. Major market Network UHF in the Northeast. E.E.O. Reply Box J-36.

**TV & Video Engineers Needed.** Chief Engineer, Assistant Chief Engineer, Studio Supervisor, Maintenance Engineer. Top Salaries—Excellent Location. Phone Alan Kornish at 717-287-9635 and/or send your resume to Key Systems, New Bridge Center, Kingston, Penna. 18704.

**TV Maintenance Supervisor:** Outstanding PTV station in upstate N.Y. seeks experienced individual to supervise and perform maintenance on electronic equipment. Must have hands-on experience with 1" equipment and portable cameras. Requirements include: 5 yrs. in maintenance of TV equipment, 1 yr. supervisory experience, and FCC First Class Radio Telephone License. Excellent benefits, competitive salary. Send resume to: Personnel Department, WXXI TV-FM, P.O. Box 21, Rochester, N.Y. 14601. E.O.E.

**Engineer** - Production/Maintenance. Video production engineering/camera set-up and maintenance. Experience with studio & ENG cameras required. Contact Barrett Giorgis, 415-495-8646 or send resume to 2055 Folsom St., San Francisco, CA, 94110.

**Chief Engineer** and transmitter engineer wanted. Chief must be experienced in budgeting and able to direct staff. Both must be versed in transmitter and microwave equipment. Send resume and salary requirements to Box K-63. E.O.E.

**Net Affiliate,** top 50 market, needs experienced motivated person for studio operation. Good working knowledge of studio camera and studio lighting a must. Also, maintaining studio/prop area. Quality minded person may send resume to Box K-77. We are an EOE.

**Chief Engineer.** Major Market TV in Southeast looking for Chief who will become Director of Engineering. Applicant should be fully versed in all phases of television technology. Must also have ability to map budget, capital expenses, and corporate technical planning. This is a corporate management position with a commensurate compensation package. Send detailed resume to Box K-82.

**TV Video Tape Operator** Experienced in quad VTR's and editing. Must have first class Radio-telephone License. Send resume with salary history to: Bill Bancyoc, Chief Engineer, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

**Television Engineer** needed for state of the art post-production facility. Minimum EE degree or 1st class FCC license. Must have minimum of 2 years in Broadcasting or Production. Call TV-1 305-724-6710. ... NOW!! or submit resume to: TV-1, 1002 East New Haven, Melbourne, Fla. 32901.

**Technical Supervisor Production.** Will be responsible for all technical aspects of studio production from pre to post. Must be knowledgeable and capable in all areas, including camera, 1" and 2" VTS, SMPTE editing and audio. Consult on lighting. Must be capable of delivering consistent high-quality product. Limited field work, maintenance. Supervisory experience required. Salary is commensurate. Requirements include a BSE or equivalent, 5 years experience, two of which were supervisory. Apply to: Director of Finance, WYES-TV, Box 24026, 916 Navarre Ave., New Orleans, LA 70184. WYES-TV is an Equal Opportunity Employer.

**Engineering Supervisor** for growing ABC affiliate in South Florida. Responsibilities include supervising studio engineers as well as maintaining engineering equipment studio cameras, QUAD and video cart machine. Experience required. Send resume and salary requirements to Personnel, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407. EOE m/f.

**TV Engineering Supervisor**—Major market CBS affiliate, WNAC-TV, Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience. ENG, digital background and FCC General License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements, to Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

---

**HELP WANTED TECHNICAL  
CONTINUED**

---

**Studio Engineer** with solid production know-how for South Texas station. Box K-55.

**Engineering Supervisor** for growing ABC affiliate in South Florida to supervise studio engineers and maintenance of engineering equipment, studio cameras, QUAD and video cart machine. Experience required. Send resume and salary requirements—Personnel, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407. EOE m/f.

**Television Transmitter Engineer** Salary Range: \$20,342-\$25,500. Supervision of engineers at two transmitter sites. Ability to train others, participate in and supervise all phases of technical broadcast engineering functions. Assure compliance with FCC, FAA and state regulations. Maintain equipment to assure maximum performance of system. Merit requirements: License plus a minimum of four (4) years employment in operating, maintaining and/or repairing complex electronic equipment. (Preferably at a UHF TV transmitter facility) Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, Iowa 40306. 515-298-4498. EEO-M/F.

---

**HELP WANTED NEWS**

---

**Number One Meteorologist**—Top 40 market. Must have degree, two years minimum broadcasting experience. Send resume and salary requirements to Box I-28. EOE/M/F.

**Farm Director:** Number 1 medium market station is developing Farm department. We need ambitious self starter to do early morning, noon and farm reporting in major agricultural area. Box J-53.

**Noon Anchor** needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. Equal Opportunity Employer. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Avenue, Huntington, W.V. 25701.

**Anchor/Producer.** A dynamic person needed to fill out large newsroom staff will be responsible for innovative late night news cast. If news and professional growth excites you then, rush resume to Box K-41. E.O.E.

**Immediate Openings** for night-beat and bureau reporters. Must have strong reporting skills with at least one year commercial television experience in Live and tape ENG. In-studio reporting/anchoring experience desired. Salary mid-to-upper teens. No beginners, please! EOE Tape and resume ASAP to: Pat Dennis, News Director, WBRE-TV 28, 62 S. Franklin St., Wilkes-Barre, PA 18773, 717-823-3101.

**Weather Communicator** for top-50's affiliate in Northeast. Must be able to work with meteorologists putting their information into understandable terms. News-style approach to weather most important. Resume and salary history to Box K-42.

**Weekend Co-Anchor/Reporter.** West coast medium market network affiliate with strong commitment to news is seeking experienced anchor with superior field reporting and strong writing skills. Send resume to Box K19. EOE/M-F.

**Creative Commercial Copywriter** with excellent writing skills, and knowledge for Gulf Coast market. E.O.E. Box K-54.

**Director-switcher** with proven hands-on ability in news and production. South Texas VHF. E.O.E. Box K-56.

**Major Market Anchor** We're looking for a bright experienced Anchor/Reporter for Major Sunbelt Market. Role will grow with our expansion plans. Send resume, and salary requirements to Box K-62. An Equal Opportunity Employer.

**Sports Anchor:** Gulf Coast ABC affiliate is seeking aggressive, people-oriented sports anchor. Our choice will have a degree in broadcast journalism and at least 2 years experience. The ability to shoot and edit ENG is essential. If you go beyond "jock" sports reporting and get involved in people-oriented, participation sports, we are interested in you. Box K-88.

**Gulf Coast ABC** affiliate seeking two people to co-host and produce innovative morning news and information program. You will be limited only by your imagination and ability to deliver. Experience with PM. show, or news talk show helpful. Send tapes and resumes to: Mr. Virgil Teter, KBMT-TV, P.O. Box 1550, Beaumont, Tex. 77704.

**News Producer**—Sun Belt station, highly competitive market, needs strong, people-oriented producer. Must be take charge person, good writer, visually oriented with strong grasp of state-of-the-art TV news tools. No beginners. Must be willing to work any schedule, including weekends, nights, early mornings. Include resume and salary requirements along with news philosophy and writing samples in first letter to Box K-11. EOE.

**KTBS TV News** Department has an opening for a Producer. BA in Journalism or degree in a related field and some experience in production of newscast required. Job requires total production of 6pm newscast including re-writing, stacking, timing and control-room production. Salary commensurate with experience. Send resume and tape to: Andrew Pontz, KTBS TV, Box 44227, Shreveport, LA 71104. Equal Opportunity Employer.

**Dynamic Weather Personality.** Very creative, highly energetic and authoritative source as our weather caster. Meteorologist preferred, an involved communicator a must. We have the technology now we need someone to dominate a midwest medium market. Resume and tape to: Gary Reagen, News Director, WRAU-TV, Peoria, Illinois 61611. EOE.

**Weathercaster and reporters** needed. Prefer experienced applicants. No phone calls. Send videocassette and resume to News Director, KTPX-TV, Box 6699, Midland, Texas 79701.

**News Assignment Editor,** WJRT-TV, Flint, Michigan. This is a position for a person looking to help manage and lead a professional news operation. Send resume and salary requirements to: News Director, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. An E.O.E. employer.

**Weathercaster/Reporter** Capital City, Sunbelt, Network affiliate. Solid corporate news commitment. All replies confidential. EEO. News, Box 10297, Jackson, MS 39209.

**Weathercaster WBOC TV** (CBS) Salisbury, Md. looking for someone with good on air presence. Meteorologist preferred; but other applicants will be considered. Send tape and resume to Bill Jones, News Director, WBOC TV, P.O. Box 2057 Salisbury, Md. 21801. An Equal Opportunity Employer.

---

**HELP WANTED PROGRAMING,  
PRODUCTION & OTHERS**

---

**Producer/Director** sought for unconventional VHF public TV station near Denver. Resumes to: Bob Bows; Box 6060; Boulder, CO 80306. Equal Opportunity Employer.

**TV/Radio Promotion Director:** Midwest TV/Radio medium market operation needs first-class Promotion Director. Must have creative skills in print and broadcast, plus ability to supervise 2-person department for program schedules, as well as audience, sales, and program promotion. Send resume and salary objectives to Box K37. EOE.

**Production Manager.** Indiana's only VHF PTV station seeks energetic professional with experience in all areas of production. Production Marketing skills highly desired. Ability to supervise and train staff for both in-studio and remote productions essential. Directing and editing experience required. Salary plus incentive plan. Send resume including salary history and VT work sample to Director of Programming, WNIN-TV, 9201 Petersburg Road, Evansville, Indiana 47711. E.O.E.

**Production Photographer/Editor** wanted for expanding workload. Creative, self starter who can work easily with clients to produce quality commercials, promotion, public service announcements and minority magazine show. Experienced only need apply. An equal opportunity employer. Send resume to Box K-84.

**Promotion Manager**—Need experienced person to handle promotion for TV station. Knowledge of production and writing skills essential. Send resume to Marilee Lee, KRIS-TV, P.O. Box 840, Corpus Christi, TX. 78403. EOE.

**Editor/Director** (supervisory capacity) for video production/post-production facility. At least 2-3 years computer editing experience (preferably CVS Harris Epic) Ampex switcher, Ampex 1" VPR 2s, Fernseh Compositor CG, digital effects generator. Directing and lighting a plus. Send resume to WickerWorks Video Productions, Inc., 7342 South Alton Way, Englewood, CO 80112.

**Assistant Promotion Director** for aggressive promotion department. Must have excellent creative concept, production, and editing skills. Minimum of 2 years production experience a must. Quality-minded applicants send resume and sample tape to Judith Timmerman, WRAL-TV, 2619 Western Boulevard, Raleigh, N.C., 27605. EOE.

**Writers Wanted**—National marketing company is looking for several free-lance writers to write television commercials. Submit resumes to: Golden Image Network, P.O. Box 34280, Phoenix, Arizona, 85067. Information will be sent by return mail.

**CMX Editors Wanted**—New 'state of the art' facility in Phoenix, Arizona is looking for qualified CMX editors. Must have minimum 2 years daily CMX editing experience and knowledge in the use of DVE. Send resume and salary requirements to: Golden Image Network, P.O. Box 34280, Phoenix, Arizona 85067.

**KUHT-TV Broadcast Operations Supervisor** The Broadcast Operation Supervisor is to assist in the preparation of the monthly program schedules, monthly shipping schedules from the schematics, assist in the preparation of the daily broadcast logs, supervise the typing and distribution of the logs, supervise the traffic and continuity clerk, the shipping and receiving clerk, and master control switchers. The Broadcast operation Supervisor supervises the on-air operation of the station, maintains the KUHT Broadcast operations handbook, and assumes any other duties as assigned by the supervisor. Formal Communication Education, B.A. Degree-Communication Major Preferred. Closing Date: 10/30/81, Contact: Director of Programming, KUHT-TV, 4513 Cullen Blvd. Houston, TX 77004.

**KUHT-TV Art Director** The Art Director would supervise the production of: On-air graphics, promotional art work, misc. art work, set construction, photographic requests and special projects, purchase and inventory supplies, equipment and special materials, attends meetings, manages department budget, supervises artists, graphic designer, photographer, scenic designer, set constructionists, and part-time people in the dept., processes requests from all divisions and departments of the station and assumes any other responsibilities as assigned by the supervisor. Formal Art/Design Education, B.A. Degree, M.A. or M.F.A. preferred, 3 years previous exp., and budgetary experience and the ability to work well under pressure. Closing Date: 11/20/81 Contact: Production Manager, KHUT-TV, 4513 Cullen Blvd., Houston, TX 77004.

**Commercial Production manager** (Creative Director) We want a talented individual to lead our creative production staff. Must have skills in TV Sales, management and all areas of TV production. If you are the very best, you'll have an opportunity to work for an excellent organization in one of the most desirable areas in the Eastern United States. Send resume (we'll ask for tapes later) to: Operations Director, WDBJ Television, Inc. P.O. Box 7, Roanoke, VA 24022-0007 An Equal Opportunity Employer.

**Information Officer/cultural Affairs Producer**—Produce cultural programs for KUSD-TV and the South Dakota Public Television Network. College degree in arts, theater, English or communications and 3 years experience in cultural affairs, including the lively and popular arts, or an equivalent combination required. Preference for direct experience in the arts on-air television experience with extensive writing and editing skills and proven research abilities. Familiarity with all facets of ENG, quad and cassette editing. Salary base \$13,851. Application deadline, October 30, 1981. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Graphic Designer** for HWA-TV. Print graphics for ads and publications. Some TV slides/animation. Minimum 3 years professional print graphic design. Salary based on \$14,472 annual. Fixed term appointment. Call for application: Kathy Dickerson, 608 263-2114. Deadline for completed applications October 23, 1981. An Affirmative Action/Equal Opportunity Employer.

**Cinematographer needed** for production facility. Required are college degree, experience shooting 16mm film, strong production sense a necessity and E.F.P. experience preferred. Send resume to WRAU-TV 500 North Stewart, Creve Coeur, Illinois 61611. EOE.

**Production Manager**—Southeastern top market affiliate seeking professional individual with management experience in all aspects of production. Must be a self-starter, a leader, teacher and motivator. Send resume to Box K-60. EOE/MF.

**Experienced producer/director** for progressive New England station. Modern facility with emphasis on commercial production, news. Copywriting, editing and switching experience necessary. Persons qualifying apply to Box K-68.

**Producer/Director:** Top 50 market, Net Affiliate has excellent opportunity for a highly motivated Prod./Dir. College degree preferred with 2 years experience in studio crew supervision, commercial, news, public affairs and promotion production, with an innovative and comprehensive knowledge of studio/location production and lighting. Must establish and maintain a good rapport with clients and have had hands on experience with mini-cam, 3/4", 2" editing, be able to switch a triple effects video switcher. Quality minded applicants send resume to Box K-76. We are an EOE Employer.

## SITUATIONS WANTED MANAGEMENT

**General Manager/Station Manager.** Experienced GM with exceptional performance record in major and medium market. Excellent administrator with proven qualifications for successful station management. Box J-67.

**General Manager.** Practicing television 27+ years! Outstanding track record! Produces spectacular sales and profits, plus prestige! Box K-47.

**Local A.E.** ready for sales management. Experience covers 6+ years in local/regional sales, national agencies. Box K-43.

**Operations.** Production Manager of 5 years experience seeks Programming/Operations Manager position with progressive Southeast commercial facility. Quality and Profit oriented. Resume available upon request. Box K-59.

**Director of Broadcast Operations/Engineering.** Extensive background in Program, Production and Engineering Management. Television and Radio station design and construction experience from FCC filing to completion and operation. Excellent track record in People and Financial management. Box K-83.

## SITUATIONS WANTED ANNOUNCERS

**Sports Announcer**—4 years experience, extensive PBP, small market SD, presently employed, portable. 716-652-4272, 479 Girard, East Aurora, N.Y. t4052.

## SITUATIONS WANTED TECHNICAL

**Maintenance Engineer,** 18 years solid experience in all phases TV-AM-FM desires significant change. Reply Box K-49.

**First Phone broadcast** production Engineer and Air Switcher, Box 2391, Warminster, PA t8974.

## SITUATIONS WANTED NEWS

**News Director.** Small market wanted by energetic, creative journalist. Familiar with all phases of news production. Have master's degree. Box J-94.

**Reporter-Anchor.** Solid sports background, also available as news reporter. Strong ENG photography and editing. Two years TV, five years radio. Degree. Phone 309-691-2927.

**Ambitious, aggressive** newsman seeks anchor and/or reporter position in small or medium market. 3 years radio and television experience. Prefer mid-west—will consider all offers. Terry Kelley 712-276-8583.

**FSU Meteorology/Communications** graduate desires meteorology position. Will train/relocate. 1 year radio experience. Available immediately. For resume contact Gordon Heppburn 404-477-7348.

**Big stories** mean big ratings. I'm the investigative reporter who can bring you both. Top 20 markets only. Box K21.

**If You Are** interested in experience, top ratings, youthful maturity with range of anchor to news director contact Box K29.

**Sportscaster** whose professional approach and high level of enthusiasm can produce the winning edge. Solid anchoring/reporting skills, timely commentary, impressive "involvement" packages. Tape shows versatility. Box K6.

**Talented News Reporter** seeks dependable news operation, aggressive local reporting, excellent delivery, writing, 6 years experience, ready immediately, any market, call Jim 614-436-6133.

**Anchorman, 30,** Great track record in anchoring and reporting in 60's market. Will consider all markets, 612-432-8455.

**Talented sports reporter** with six years experience wants solid sports position—could combine with news, aggressive local reporting, sportstalk, major college PBP, ready immediately, any market. Call Jim 614-436-6133. You'll get the sports you're looking for.

**Small market reporter** tired of small market reporting. Five years in news, the past two reporting, anchoring, producing, shooting and editing. Prefer Northwest. If you're not into happy talk or cosmetics, I'd love to hear from you. Box K-46.

**Successful major market 50KW** radio talk host with TV experience seeks move to major market TV interview program, news anchor, or CATV program. Credentials include: history of 30 plus shares, local award winning PBS program, published books, university lecturer and more. Prefer West or Southwest for lifestyle. Currently employed. Box K-81.

**Veteran radio reporter** with some TV experience desires TV news job. If you want a reporter and a digger and not just a news reader call me. BA in broadcast journalism. Greg 517-686-5739.

**Dedicated Newswoman.** Strong voice, assertive delivery. Excellent writing skills. Brooke Asher, t519 Laurel Avenue, West Hollywood, CA 90046.

**Let "Linus" Spice Up** your weather! Syndicated cartoonist-writer seeks broadcast position doing your weather show with his "weatherbird" cartoons. Fast, personable, articulate. On the air experience. National awards TV graphics. Will relocate. Linus. Box 422, Larkspur, Calif. 94939 415 924-4950.

**Aggressive journalism grad,** two years top 20 radio, wants, transition to television reporter. Bright, professional delivery. Good appearance. 203-268-5126. Rita.

**Experienced Sports Anchor/Reporter** available. Four years in medium southeast TV market; three years radio PBP. Good references. Southeast preferred. Box J-110.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer/Director.** Seeks return to South/Southeast with Production Facility. 9 years experience with National and Regional credits. 5 years Production management experience. Quality oriented. Tape and resume available on request. Box K-58.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**CATV General Manager**—Group-owned cable TV system. Marketing background and previous cable experience preferred. Equal Opportunity Employer. Send resume and salary history to Box K2.

## HELP WANTED INSTRUCTION

**Assistant Professor** to teach Intro to Mass Communications, Mass Media and Society; courses in broadcasting Ph.D. desirable, professional experience a must; evidence of successful teaching in needed areas. Deadline: December 1, 1981. Send letter of application, resume and three reference letters to Dr. El Dean Bennett, Chairman, Arizona State University, Journalism/Telecommunication, Tempe, AZ 85287.

**Chairperson/Professor:** Trinity University seeks chair/professor for Journalism, Radio and Television Department to begin June 1982. Applicants need: proven administrative qualities, Ph.D. and/or distinguished background in media (knowledge of electronic media essential); commitment to high academic and professional standards in a quality undergraduate liberal arts setting; ability to motivate students in the classroom, to work with professional media and elicit support for JR&T programs inside and outside the university. JR&T Department has over 300 majors in three sequences and a faculty and staff of t2. Facilities match those of all but a few major universities and include color TV studios, ENG, remote production van, 16-track audio studio, film and photography labs, VDT terminals and FM radio station. Salary dependent upon qualifications; 9-month base plus chair supplement. TIAA/CREF and excellent fringe benefits. Application deadline November 20, 1981, to be assured of consideration. Send resumes and supporting material to Dr. Richard Gentry, Chair, JR&T Search Committee, Trinity University, 715 Stadium Drive, San Antonio, Texas 78284. An Equal Opportunity/Affirmative Action Employer.

**Assistant Professor:** Trinity University seeks Assistant Professor (TENURE TRACK) for Journalism, Radio and Television Department to begin Fall Semester 1982. Although approval of this position is highly probable, final budget authorization will come later this fall. Applicants need: Ph.D. from recognized telecommunications program or closely related field, to share in teaching of Television Production and Directing courses, Small Format Video (industrial/corporate, educational, urban applications), Media Theory and Criticism, History of Mass Media, Law, Mass Media and Society and strength of individual applicant; proficiency in audio and film production helpful. JR&T Department has over 300 majors in three sequences and a faculty and staff of t2. Facilities match those of all but a few major universities and include color TV studios, ENG, remote production van, t6-track audio studio, film and photography labs, VDT terminals and FM radio station. Salary \$20,000 minimum based on qualifications. 9 month contract. TIAA/CREF and excellent fringe benefits. Application deadline December 1, 1981, to be assured of consideration. Send resumes and supporting material to Dr. Manfred Wolfram, JR&T Search Committee, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. An Equal Opportunity/Affirmative Action Employer.

**Department of Communication** seeks Associate/Full Professor for teaching, curriculum development, professional contacts and research. Option for administrative responsibilities possible. Ph.D., professional broadcast experience and demonstrated teaching ability required. Growing Department considering school status with 700 majors. Grad program starting this academic year. Application and curriculum vita to: Chairman, Broadcast Journalism Search Committee, University of Miami, Post Office Box 248127, Coral Gables, FL 33124. by December 1, 1981.

## HELP WANTED PROGRAMING

**Group-owned** broadcasting company is seeking a skilled professional to develop and implement a human resource department. The person should be skilled in MBO programs, quality circles, wage progressions, personnel evaluations and wage and benefit packages. Salary open. Good benefits. EEO Employer. Send resume to President's Office, Meyer Broadcasting Company, P.O. Box 1738, Bismarck, ND 58502.

## HELP WANTED TECHNICAL

**Chief Technician** for Central California CATV operations. Must be well versed in all aspects cable construction, maintenance, television broadcasting theory. Other radio/TV positions available also. Submit resume, salary history, references to E. Doren, Director of Engineering, Donrey Media Group, P.O. Box 550, Las Vegas, NV. 89101. Telephone 702-452-2061. An Equal Opportunity Employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM Transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Want to Buy Used Equipment** For Class A and Class C CP's Need everything: transmitters, towers, antenna's, marti remotes, etc. Call John 612-222-5555.

**Instant Cash For Broadcast Equipment:** Urgently need UHF Transmitters, microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800-241-7878. In GA call 404-324-1271.

**Reward for UHF Transmitters.** Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800-241-7878. In GA call 404-324-1271.

**Equipment Wanted** by non-profit Religious organization. Everything needed for a radio and TV station. Tax receipt given for any donation. IGS Broadcasting, 105 W. Jefferson, Fairfield, Iowa 52556 515-472-9774.

**Gates solid state** stereo mixing console wanted. 8 or 10 channel. Will consider all others. 313-285-9710, Emil.

**Tax-exempt organization** seeks donated equipment. AECC, 4602 Euclid Avenue, Fort Wayne, Indiana 46806.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Broadcast Systems Inc.** supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6254; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

**10KW AM RCA BTA 10U-1** (1965), many spares, proof, on air, M. Cooper 215-379-6585.

**10KW FM Harris 10H3** (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.

**RCA TP 86**—16mm film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138.

**10KW FM RCA 10D-1** w/Moseley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215-379-6585.

**25 KW FM McMartin** w/exciter, stereo, SCA, 2 yrs. old On-air, M. Cooper 215-379-6585.

**10KW AM RCA BTA 10F**, many spares, exc. proof, on air, M. Cooper 215-379-6585.

**5 KW AM Gates BC5P** w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

**Used Equipment Bargains:** RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavac & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; Vital Vix-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Used ENG Equipment:** Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**ENG—Production Van:** Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Three BCC-1** Ampex Cameras complete with lens and cable. 1-405-443-5050 or 1-406-443-4797.

**GE PJ 500** Color TV large screen projector, new light valve and updates. \$37,000. Write or phone International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138 305-756-0699.

**Inventory Clearance**—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

**Sportmaster Stereo** 10 and 5 spot machines, excellent condition. Larry, 412-545-9952; 548-4300.

**5 KW FM RCA BTF-5D** (1965) w/solid state BTE 15A exciter and stereo. M. Cooper 215-379-6585.

**3/4" Panasonic** Editing System—9200/9500/9500 good condition, new heads. Also two Sony 1600's, and Sonny video projection system (VPP 2000). \$5,000. Call Irwin, 212-989-8001 x39.

**Automation System**—Cetec System 7000 - Basic 6 source 2 carousels AMC - 3 ITC-750 Playback reel to reel - all stereo - Beehive B-100 terminal - racks Dally full time use, only 3 years old - taken out by new owner to go "live" Call Bill Cloutier, KJY Radio, Ankeny, Iowa 515-289-2444.

**4 GE** 400 color studio cameras, complete with late model encoders and Thomson image enhancers. Also studio pedestals and heads included. 1 PE 350 equipped as above also for sale. Contact, Ron Fries, KCOP-TV, Los Angeles, CA. 213-851-1000 Ext. 212.

**Used Equipment Bargains:** (5) ADDS Corp. Model 580 CRT's; (3) Centronix Model 588 Lines Printers w/ pedestals; (1) Centronix Model 703 Hi-Speed Line Printer; (1) Data General Nova 210 mini computer w/quad mux board; (2) Spectron Corp micro-processors. This equipment was used in conjunction with the BIAS system. Asking \$75,000 but will consider offer. Call Earl Higgins, 916-927-1313.

**Automation System, SMC** Model 3060, Stereo, for AM or FM, complete with extras \$12,500 Free delivery-setup 300 miles, Earl Abanathy, Engineer WPAD RADIO, Paducah, Ky. 502-442-8231.

**Gates 1KW AM, RCA 1 KW AM, Collins 3-10KW FM, IGM** Insta Cart. 404-487-9559.

**Revox PR-99** New 2 track reel to reel tape deck list \$2095 sale price \$1750 Transcom 215-379-6585.

**Two TELEMET Model 3200** Video Distribution Amplifiers \$850.00 each. TELEMET Model 3202 Pulse Distribution Amplifier \$850.00. Each rackframe contains 8 modules with 4 output per module capability. \$2400.00 combined. CAPITOL BROADCAST EXCHANGE 209-957-1761.

**SCA For Lease:** 50,000 watts, 900 feet MSL serving Southwestern Indiana and Western Kentucky. Henry Lackey or Marty Riemenschneider. 502-826-3923.

**Harris 2.5KW transmitter.** Used four months. Possible financing available. Also includes, exciter and stereo generator. 309-673-0902.

**Collins 732-A,** 1 kw f.m. transmitter. Rebuilt—Spare Tubes and Parts plus instruction Book. \$1,950.00. Capitol Broadcast Exchange. 209-957-1761.

## COMEDY

**Free Sample** of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

## MISCELLANEOUS

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

**Radio Promotion**—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813-526-6706. Drawer 84, St. Petersburg, FL 33731.

**Easy-selling** Holiday Shows—The Original Halloween, Thanksgiving & Christmas Shows of the 30's, 40's & 50's. Jack Benny, Fibber, Fred Allen, Bergen, Amos & Andy, Suspense, Gunsmoke, Miracle on 34th, plus 52 others. Special deals for Educational & Small Markets. Giant 20% discount for prepaid orders before 10/20. Call Victor Hall 415-851-3322 or write INFOMAX, 52 Skylonda, Woodside, CA 94062.

**Wanted To Buy:** New or used books for beginning Broadcasters. Increasing library. Connecticut School of Broadcasting, Radio Park, Farmington, CT 06032 203-232-9988.

**The School Of** Computer Editing. Intensive, hands on instruction using the CMX 340X Expanded Keyboard. Basic Computer Editing: Requires a knowledge of film editing or basic video editing. This course covers the complete keyboard functions. With additional information on various machines—switcher and external devices control. Four Sessions plus practice time—\$450.00. For scheduling for October course, call DCTV at 212-966-4510.

## RADIO PROGRAMMING

**Photo Tips** radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local photo shops and film processors. Buy inexpensively or barter. Sales package available. Call 800-547-5995 ext. 181. Do.

## INSTRUCTION

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

**Cassette recorded** preparation for FCC General Radiotelephone Operators license plus one week seminar in Boston, Detroit, Philadelphia or Washington. Bob Johnson RLT, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**Job Seekers:** Our new approach can get you that important job. Send \$2.00 postage and handling for catalog from Broadcast Careers, Inc., PO Box 88864, Atlanta, Ga. 30338. Free Bonus w/orders.

# RADIO

## Help Wanted Management

### DIRECTOR OF RADIO DIVISION

Top Radio Group needs experienced, dynamic Radio Professional to head six station chain. Must be experienced with all formats and bottom-line oriented. Send detailed resume to Box K-71. Inquiries held in strictest confidence. Station General Manager should apply.

## Help Wanted Announcers

### New full power

mid west VHF-TV station seeks entire staff. Ground floor opportunity at family owned facility in beautiful country atmosphere at Mt. Vernon, Illinois which umbrellas major market. Intuitive owner seeks innovative people with fresh ideas. General Manager, Sales Manager, Program Director, News Director, Chief Engineer. Send tapes and resumes to Pyramid Broadcasting Corp, Route 5 Box 286, Murphysboro, Illinois 62966. Attn: Wm. Varecha.

## Help Wanted Technical

### DIRECTOR OF ENGINEERING

For Large AM/FM Group Operator with headquarters in the West. Heavy broadcast experience necessary. Responsibilities include directing engineering staffs, planning of facilities installation, purchasing, and maintaining technical standards consistent with sound engineering practices and FCC rules and regulations. Qualified applicants should have strong maintenance background, familiarity with state of the art equipment and operations, proven leadership ability, and administrative skills. Salary open, benefits include company car, expenses plus bonus. Would prefer E. E. degree, but not mandatory. Must relocate to corporate headquarters. Send resume to Post Office Box K-90. An Equal Opportunity Employer. M/F/H.

### SMC

World's largest manufacturer of broadcast automation systems and equipment seeks field service installer/technician. Successful candidate will conduct training and system installations. Based in Bloomington, Illinois with 40% travel. Knowledge of digital electronics and radio broadcasting is required. Contact: Gordon Stark, Manager, Customer Service Dept., SONO-MAG Corporation, 1833 Hovey Avenue, Normal, Illinois 61761, 309-452-5313.

## Help Wanted Sales

### SALES TALENT Miami/Ft. Lauderdale

For Lauderdale Community Minded AM and Schulke II Blass C FM looking for experienced local sales talent. If you have sold Radio for a year or more and can deal effectively with clients, move up to one of America's fastest growing markets. Competitive draw and commissions.

Call or Write:  
Doug Auerbach  
WFTL/JOY 107  
PO, Box 5333

Ft. Lauderdale, FL 33310  
EEO Minorities and Women encouraged to apply.

## Help Wanted Sales Continued

### \$25,000 Guarantee

Experienced heavyweight needed. Qualified candidate must have 3 years radio sales experience, with stable background, be a hard results oriented worker, want to make \$35,000 out of it and want a good life in Florida growth market. Send resume and letter stating why you are the one I need to Jim Lord Chaplin, WOJV-FM, PO Box 3192, Ft. Pierce Florida 33454. Were a 100,000 watt contemporary station with new owner. Equal Opportunity Employer.

## Situations Wanted Management

### General Manager

Just 33 and group station manager for 7 years. Heavy sales, promotion, personnel development, regulations and renewals. I can motivate and coordinate goals and objectives. Can turn around any property. Aggressive, moral family man with PD, OD, and sales management experience. Seeking future with pleasant growth oriented organization. Unusual reasons for leaving present profitable situation. I'm worth the dime to talk. Box K-10.

## TELEVISION

### Help Wanted Management

#### PRESIDENT/GENERAL MANAGER

Responsible for overall management of KERA-TV/FM, the public broadcasting stations, Dallas/Fort Worth. Successful administrative and management experience, preferably in public or commercial broadcasting. Experience in fund-raising, development and implementation of revenue-producing new ventures and community involvement crucial.

Send inquiries/resumes marked Confidential to:

Mr. Ralph B. Rogers

Chairman Search Committee  
Public Communication Foundation for North Texas

8100 Carpenter Freeway  
Dallas, Texas 75247  
Equal Opportunity Employer

## Help Wanted Management Continued

### PROMOTION DIRECTOR

ABC affiliate in Dayton, Ohio seeking professional TV promotion manager to head up top notch AD/promo staff. The individual we need must have a thorough understanding of research and marketing concept and be experienced in managing and motivating creative people. Experience in news promotion and advertising prerequisite. Please send confidential resume including salary history to: WDTN TV 2, 4595 South Dixie Avenue, Dayton Ohio 45401. No Phone Calls Please. EOE/HV.

### METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 30 market station searching for Meteorologist/Environmental Reporter who can communicate. An AMS seal is preferred. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave mobile units and live helicopter. Please send resume to Box J-9. E.O.E. M/F.

## Help Wanted News

### EXPERIENCED ANCHORS PRODUCERS WRITERS

We want you.

Send resumes to:

Director of Personnel  
CNN2

1050 Techwood Drive  
Atlanta, Georgia, 30318

An Equal Opportunity Employer

## TELEVISION'S FASTEST GROWING INDEPENDENT GROUP WANTS YOU!

If you're talented, experienced and ready for real responsibility, we need:

- SALES MANAGERS
- BUSINESS MANAGERS
- CHIEF ENGINEERS
- PROMOTION MANAGERS

If you're ready to move up, send your resume in confidence to:

Box K-72.

An Equal Opportunity Employer M/F

## Help Wanted News Continued

### WEATHERCASTER

Meteorologist preferred. Weekend and environmental reporting. Two years experience. Send tape and resume to:

Richard W. Roberts  
Corporate Personnel Director  
WFLA Inc., P.O. Box 1410  
Tampa, Florida 33601  
Equal opportunity employer M/F.

### ANCHOR

We are a top 100 midwest station looking for an aggressive, mature newsmen, with a strong, energetic delivery. Send tape and resume to Alice Jackson, News Director, WTVW, P.O. Box 7, Evansville, IN 47701.

## Help Wanted Programing, Production, Others

### Production Manager

Major market network TV station has an opportunity due to expansion of our management team. The position will be responsible for the coordination and scheduling of production personnel and facilities. Ideal candidates will have 3-5 years of production/operations experience plus 1-2 years of supervision of union personnel (i.e. DGA, IA, IBEW, or NABET). Interested applicants should send resume, salary history and requirements to:

Box K-93

as an equal opportunity employer, we encourage females and minorities to apply.

### PRODUCER/DIRECTOR

Must be completely at home with tape and film; remote (travel) and studio; some TD work. Hiring company is 6 years old with offices in Chicago and New York. National clientele ranges from retail to consumer products. Producer must have demo reel of at least 4 commercial clients. Salary open. A true opportunity for right person. An equal opportunity employer. Send resume and demo to:

Rick Simmons  
Box 1084  
Louisville, Kentucky 40201

### COMMERCIAL PRODUCER

Creative and energetic individual needed for successful commercial production department at medium market TV station. Must have experience in all stages of production including scripting, shooting and editing. Working knowledge of 1" video tape and Forox animation helpful. Send tapes and resume to: Ron Martzolf, Program Manager WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An E.O.E.

## Help Wanted Technical

### Maintenance Engineers/ Free Move To California

KRBK TV, Channel 31 Sacramento, Calif., wants the best experienced maintenance people. Work with growing group operator offering excellent compensation & benefits. Experience with RCA TCR-100 cart machines, RCA TK-29 film cameras, TK-76 field cameras. Ampex 1200 CTR, RCA or Sony 1-inch tape

and UHF transmitters desirable. We will pay for move if you agree to work under contract for a minimum of 24 months. Contact: Bob Vendetti or Denny Grayson, KRBK-TV, 500 Media Place, Sacramento, CA 95813, Telephone: 916-929-0300, Equal Opportunity Employer. M/F.

## ALLIED FIELDS

### Help Wanted Technical

### BROADCAST ELECTRONIC MAINTENANCE TECHNICIANS

The Entertainment & Sports Programing Network, located in Bristol, CT, and currently telecasting via satellite to over 2,600 affiliated cable companies throughout the United States, with a viewership of over 12,000,000 households, is currently looking to recruit qualified Broadcast Electronic Maintenance Technicians.

Applicants should possess a minimum

of 2 years experience in the repair and maintenance of videotape and broadcast equipment. A familiarity with digital electronics would be a definite plus.

We will offer an excellent salary and benefit package to qualified candidates. Please send resume with salary history in confidence to:

ESPN  
ESPN PLAZA  
BRISTOL, CT 06010  
ATTN: MANAGER, TECHNICAL & PLANT  
MAINTENANCE

No phone inquiries will be accepted.

An Equal Opportunity Employer M/F

### TELEVISION ENGINEER

Excellent career growth opportunities currently exist at a PBS affiliated educational television facility serving Los Angeles, KLCS—channel 58. Requirements: two years of experience operating color video and audio equipment or a certificate of completion of a specialized curriculum in telecommunications from an industry-recognized video production company, the armed forces or a television broadcasting company. Graduation from an accredited college or university with a major in telecommunications may be substituted for the required experience. Salary range is \$2,093-\$2,335 per month. Call for application: (213) 742-7761. Applications will be accepted until November 20, 1981.

LOS ANGELES  
UNIFIED SCHOOL DISTRICT  
P.O. Box 2298  
Los Angeles, CA 90051  
An Equal Opportunity Employer

### BROADCASTING ENGINEER

Excellent career growth opportunities currently exist at a PBS affiliated educational television facility serving Los Angeles, KLCS—channel 58. Requirements: three years experience within the past seven years in a TV broadcasting facility, including responsibility for the operation and maintenance of all technical equipment used in color video production, recording and transmission, and the maintenance of FCC required logs and reports and a First class Radio Telephone operators license or a general Class radio telephone operators license by FCC. Salary range is \$2,093-\$2,607 per month. Call for application: (213) 742-7761. Applications will be accepted until November 20, 1981.

LOS ANGELES  
UNIFIED SCHOOL DISTRICT  
P.O. Box 2298  
Los Angeles, CA 90051  
An Equal Opportunity Employer

**Help Wanted Programing,  
Production, Others**

**CREATIVE DIRECTOR**

Nationally acclaimed producer of educational software for rapidly expanding microcomputer field seeks creative executive to head its New York based production staff. Parent organization is leader in use of mass communications media to educate through entertainment. Position demands executive with talent for identifying, recruiting, and managing creative personnel and clear capability to organized output to meet production deadlines and budgets. Opportunity to participate in a pioneering effort to develop the educational potential of this new technology.

Box K-57

An Equal Opportunity Employer

**MAJOR ESTABLISHED MEDIA  
BROKERAGE FIRM**

Seeks associate knowledgeable in broadcasting. Proper candidate should be highly motivated, disciplined and organized.

We can offer the successful candidate a position leading to a substantial income. We expect the selectee to make a commitment towards tenure with the firm.

Please reply in strict confidence. No background calls without your approval.

Box K-78

**Help Wanted Sales**

**SALES ENGINEER  
For International  
Market**

Broad line of radio broadcast equipment. Some travel. Send resume in confidence to Box K-91.

**Employment Service**

**RADIO OPENINGS**

Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.

**Special Discount**—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$11.50. If you don't need a job now, cut and save this ad. American Radio Job Market, 6215 Don Gaspar, Las Vegas, Nevada 89108.

**Radio Programing**

**THE PROGRAMMING EVENT OF 1981!**

**OPUS 81** FREE DEMO  
Top 100 Special of the Year

**Toby Arnold & Associates**

4255 LBJ, Dallas, TX 75234 Toll Free (800) 527-5335

**Effective with the Nov. 16, 1981  
Issue of BROADCASTING**

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box Numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted: (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Agency commission only on display space.

Situations Wanted, For Sale Stations, Wanted to Buy Stations, Employment Services, Business Opportunities, Radio Programing, Miscellaneous, Consultants, For Sale Equipment and Wanted to Buy Equipment advertising requires payment in advance.

**Radio Programing  
Continued**

**TV BARTER  
FISHING SHOW**

Nation's Number One  
Half Hour Fishing Show  
Available starting 1st quarter

Contact Fritz Lisec

Lisec Productions, Inc.  
225 Gateway Two  
Kansas City, Kansas 66101  
913/281-5600

**The MEMORABLE Days  
of Radio**

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
...included in each series



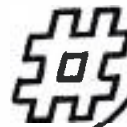
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



**Miscellaneous**

**\$\$\$  
PROFITS!!**

It's what all of us in business are trying to obtain with a minimal amount of problems. Radio Stations have a unique problem—we have a unique solution! Let's get together! We've earned thousands of extra \$\$\$ in advertising sales revenue for Radio Stations all across the nation and we did it our way—with integrity and honesty. What are we talking about? An extremely sophisticated and well-managed telephone sales operation for merchandising your unsold R.O.S. time. No, the concept is not new, but our approach truly is. We are not like all the others. We are different and you must be different to be better. For information contact Radio-Active Marketing Inc. at 715 East Golf Road, Schaumburg, Illinois, 60195 or better yet call our new toll-free number 800-323-8875 or stations on Illinois 312-885-9573 collect. No obligations—no commitments—and best of all, NO COST TO YOU! We really believe in Radio-Active Marketing—so will you!



**They  
Helped  
Make Us  
What We  
Are Today**



**"Alpha Broadcast  
Computing  
CUT OUR COST &  
MADE EVERY  
DEPARTMENT  
MORE EFFICIENT"**

Jack Alix  
General  
Manager  
**WDOQ**



Daytona Beach

**At the touch of  
a button**

- Station Logs
- Invoicing
- Revenue Reports
- Accounts Receivable Aging Reports
- General Accounting, Including Financial Statements
- Mailing Lists
- Contract Expiration Reports
- Much, Much More
- Affidavits
- Avails



Servicing  
Major Radio  
Stations  
Throughout  
the Country

**ALPHA**

**Broadcast Computing  
Call Collect (313) 552-8824  
EASY AS A.B.C.**

21819 WEST NINE MILE RD.  
SUITE 219, SOUTHFIELD, MI 48075



**Wilkins  
and Associates**  
Media Brokers

MO	AM/FM	525K	Small
MO	AM/FM	300K	Small
MO	AM & FM	650K	Small
NY	FM	635K	Small
MS	AM & FM	475K	Small
AL	FM	475K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
NM	FM	500K	Small
KS	FM	480K	Medium
TX	AM & FM	950K	Small
	Midwest Class C FM		
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
SC	AM Downpayment	25K	
MO	FM Downpayment	35K	
NM	FM Downpayment	35K	

109 North Main, 2nd Floor  
Sioux Falls, South Dakota 57102 605/338-1180

**ONE RADIO INDEX Ratings Report pays  
for itself MANY times over!**

INDEX Overnights (with 16 demo breakouts) start as low as \$350.

BONUS: we give you ALL raw data FREE!

Call Toll Free (800) 528-6082

**radio index** **Todd Wallace**  
associates

**BILL TAYLOR  
COUNTRY CONSULTANTS**

My clients receive complete music libraries at no additional cost. Plus, Country Music Bingo and Instant Country Cartridge formats.

213-791-4836

**JP ASSOCIATES INC.**

The industry leader in LPTV and medium power television turnkeys.

**VHF UHF ITFS OFS MDS**

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

**Public Notice Continued**

**Amended Notice of Request For Proposals  
(Revising Dates Advertised Originally)**

NOTICE IS HEREBY GIVEN TO WHOM IT MAY CONCERN that on Tuesday, October 20, 1981, at 10:00 A.M. at the Plantation Key Government Center, Monroe County, Florida, the Board of County Commissioners of Monroe County, Florida, will consider sealed proposals for the following:

Use by lease of the five (5) sites located in Monroe County, Florida, for the purpose of establishing thereon translator towers and related equipment; that in addition to the building of the towers and related equipment, the proposal should contain an offer to construct the same at offeror's cost; the rights to commercial use of said towers, exclusive of the use of County services; to provide for maintenance; and the lease is to be for a time certain not to exceed thirty (30) years.

Proposals will be received until 5:00 PM. on October 19, 1981.

Plans, specifications and all other proposal information are on file with the Monroe County Translator Committee, 310 Fleming Street, Key West, Florida 33040.

All proposals must be accompanied by a proposal guarantee in the form of a certified check in the amount of five thousand dollars (\$5,000), and shall be submitted in sealed envelopes marked on the outside "PROPOSAL FOR FIVE TRANSLATOR TOWER SITES." Each proposal shall remain firm and binding for at least 60 days to allow time for the Owner's evaluation of proposals.

All proposals must be delivered to the Clerk of the Board of County Commissioners of Monroe County, Florida, at the Monroe County Courthouse at Key West, Florida, no later than 5:00 PM. on October 19, 1981.

The organization submitting the successful proposal shall be required to post a performance bond guaranteeing completion of the work under the proposal accepted.

The Commission reserves the right to reject any and all proposals, to waive irregularities and informalities in any and all proposals, or to readvertise for proposals. An award, if made, will be to the most responsive and qualified Bidder as the Commission deems to be in the best interest of the county. DATED at Key West, Florida this 14th day of August, A.D. 1981. RALPH W. WHITE, Clerk of the Board of County Commissioners of Monroe County, Florida.

**WESTERN CAPITOL CITY**

1 kw Daytimer Religious Format. Price \$200,000—Less than 2 times gross. 40% down—7 year payout.

Box K-70

**CABLE TV SYSTEM**

In the Southwest. Excellent cash flow. 1600 subscribers—some terms. Call CPA Tom Kistler 602-997-7486.

**CLASS C FM**

Medium Texas market. Real estate included. \$1,200,000—Principals only.

Box J-107

**SUBURBAN CHICAGO  
CLASS A FM**

All new equipment, plenty of growth potential in growth market. \$1,300,000. One third down or will accept less with cash or cash and tax certificate.

Box K-5

**FOR SALE (NO UP FRONT CASH)**

or lease videotape production and post house. Located in one of top 10 growth cities in U.S. (Midwest). 2" 1" 3/4" formats (RCA-Sony-CEI—CDL). Remote truck-studio-4 cams. Rapidly growing book of business. Write Box K-92.

**TUNNEL RADIO AVAILABLE**

Own and operate your own Tunnel Radio station—Broadcasts to motorists driving thru tunnel and heard across entire AM dial! Stations on air since 1976. Markets still available. New York, Pittsburgh, Detroit, Houston, Norfolk, San Francisco, Wheeling, Seattle, Minneapolis, New Haven & Mobile. Turn-key stations available. Low-Power TV Application Preparation with some clients on cut-off lists! For more inform, Tunnel Radio of America Inc., 3590 S. 60th Ave., Suite 9, Hollywood, FL 33023. (305) 981-8480.

**Business Opportunities**

**BROADCAST INVESTOR**

Highly experienced and successful broadcaster seeks equity partner to acquire a radio station in the Sunbelt. Broadcaster will operate station. Additional capital for down payment is needed to take advantage of very attractive seller financing terms. All replies held in strict confidence. Box K-79.

**23% Interest**

in 1 kw fulltime AM in market of 50,000+. \$45K cash. Include financial qualifications in your reply. Box K-64.

**Public Notice**

**PUBLIC NOTICE**

**VILLAGE OF WESTFIELD, NEW YORK**

Request for Proposals Relative to a CABLE TV Franchise

The Village of Westfield (Population 3,450), located in Chautauqua County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until December 8, 1981 and all applications received will be available for public inspection during normal business hours at the Office of the Village Clerk, 234 Elm Street, Westfield, New York.



**For Sale Stations Continued**

Owner-operator opportunity to turn around delightful California coastal AM/FM. Asking price of \$500,000 includes real estate. Seller will finance.

California country AM with real estate offered at \$750,000. Top ratings and steady income growth over 1980's \$300,000. Seller can offer excellent financing to qualified buyer.

Rocky Mountain AM with Class C FM permit. AM did \$150,000 pre-tax profit in 1980. Good 1981 growth. Priced at 1.4 million with \$400,000 down and 10% financing.

NOTE: Buyers must qualify financially before any information on listings is released.

**WILLIAM A. EXLINE INC.  
MEDIA BROKERS**

4340 Redwood Hwy.  
Suite F-121  
San Rafael, CA 94903  
415-479-3484

**BILL-DAVID  
ASSOCIATES**  
BROKERS-CONSULTANTS  
(303) 636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**MEDIA BROKERS • APPRAISERS**  
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.  
**SHAHEEN** INC.  
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



**Dan Hayslett**  
a *associates, inc.*  
**Media Brokers**  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**FOR SALE**

Small market AM-FM-TV station. Modest down payment—long term financing under \$250,000. Box 3200, Salinas, CA 95023.

**APPRAISALS**

Over twenty years of service to Broadcasting  
Appraisals • Brokerage • Analysis  
Westgate Mall, Bethlehem, PA 18017  
215-865-3775

**THE HOLT CORPORATION**

 **CHAPMAN ASSOCIATES®**  
media brokerage service

**STATION**

**CONTACT**

SE	Small	Fulltime	\$250K	\$100K	Bill Cate	(904) 893-6471
NW	Small	AM/FM	\$525K	\$100K	Greg Merrill	(801) 753-8090
W	Small	AM/FM	\$550K	Terms	Bill Whitley	(214) 387-2303
S	Small	AM/FM	\$650K	\$200K	Paul Crowder	(615) 298-4986
MW	Medium	AM	\$400K	\$116K	Peter Stromquist	(612) 831-3672
S	Medium	Fulltime	\$450K	29%	Bill Chapman	(404) 458-9226
W	Medium	AM/FM	\$1,110K	\$400K	Corky Cartwright	(303) 741-1020
S	Metro	FM	\$1,300K	Terms	Bill Cate	(904) 893-6471
W	Metro	Fulltime	\$1,800K	\$500K	Corky Cartwright	(303) 741-1020
S	Metro	AM/FM	\$3,000K	Cash	Bill Cate	(904) 893-6471

Appraisals, Feasibility Studies, Financing, or to Sell, Contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy dr., Atlanta, GA 30341

**FOR SALE**

Northern Michigan AM-FM.  
\$350,000 gross. \$750,000 with terms.

Box K-66

**901/767-7980**  
**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing In Sunbelt Broadcast Properties"  
5093 Poplar Ave • Suite 810 • Memphis, TN 38157  
709 New Hampshire Ave., N.W. • Watergate South  
Suite 1003 • Washington, D.C. 20037

**CLASS C FM STATION**

Located in medium market in Pacific Basin, average daily temperature 80 degrees. All new equipment. Operating at break even level. Offered by owner for modest sales price. Reply to Box K-69.

**H.B. La Rue, Media Broker**  
RADIO • TV • CATV • APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**Single Market AM  
& Class A FM C.P.  
West Texas**

For sale by owner. Excellent terms available. Priced \$450,000.

Box J-107

**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**

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

Please send me book(s) number(s) \_\_\_\_ My \_\_\_\_ payment is enclosed

Name -----

Firm or Call Letters -----

Address -----

City -----

State ----- Zip -----

For Sale Stations  
Continued

**R.A. MARSHALL & COMPANY**

MEDIA INVESTMENT ANALYSIS &  
BROKERAGE

Executive Suite 200 Professional Building  
HILTON HEAD ISLAND, SOUTH CAROLINA  
29928  
(803) 842-5251

- Daytimer in resort area. South of San Francisco. \$650,000.
- Daytimer. Suburban Atlanta. \$590,000.
- Daytimer. Powerful big city in Alabama. \$590,000.
- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. Big city area. MN. \$360,000.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer. E. Ark. \$150,000. Terms.
- AM/FM, E. Ky. Good billing. \$600,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn. - AM - day. Near Nashville. \$290,000.
- FM Ark. - Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. S.E. Ky. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

**North American** MEDIA BROKERS

**OFFERS:**

Fla. large mkt. AM daytimer, excellent potential, absentee owned, \$475,000 - terms.

Southeast small mkt., fulltime AM, needs owner-operator \$285,000 with \$65,000 down.

Midwest AM-FM, only stations in county, \$340,000 gross, \$750,000 with terms.

**FREE IN-HOUSE LEGAL SERVICES AVAILABLE FOR BUYER & SELLER.**

**ONE FINANCIAL PLAZA  
SUITE 2100  
FT. LAUDERDALE, FL 33394**

**(305) 525-2500  
OWNERS CALL COLLECT**

**WALKER MEDIA & MANAGEMENT, INC.**

William L. Walker  
President

Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553

Brokers-Consultants-Appraisers

**THE KEITH W. HORTON COMPANY, INC.**

For prompt service contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants

10,000 watt DA-D. Fantastic Mkt. potential \$470,000;  
Daytimer w/Fulltime Grant-Positive Cash Flow \$443,000;  
Daytimer w/Suburban Location. Potential. Terms \$320,000.



**EDEN BROADCAST SERVICES**  
P.O. Box 647, Eden, N.C. 27288  
919/623-3000

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only.  
(Billing charge to stations and firms: \$2.00.

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy 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.

# Fates & Fortunes

## Media

**Allen Shaw**, head of own radio management and programing consulting firm, based in Melville, N.Y., joins Summit Communications, Winston-Salem, N.C.-based group owner as VP of radio division, succeeding **Richard Barron**, retired. Shaw was president of ABC-owned FM radio stations, before he formed consulting firm.



Shaw



Cohen

**Nelson Cohen**, executive editor, Group W's KYW(AM) Philadelphia, named VP-general manager for all-news station, succeeding Warren Maurer, named VP of Group W's AM Radio Group, based in New York ("Fates & Fortunes," Aug. 24).

**William Dunaway**, general manager, WXEX-TV Richmond, Va., joins WTHR(TV) Indianapolis in same capacity.

**Marc Edwards**, general sales manager, WTNH-TV New Haven, Conn., joins KFSN-TV Fresno, Calif., as general manager.

**Lindsay Mohlere**, general sales manager, KSLM(AM)-KSKD(FM) Salem, Ore., joins KJYE(FM) Honolulu and co-owned KSHO(TV) Honolulu, as general manager.

**Mike Fowler**, sales manager, WEFM(FM) Chicago, named general manager.

**Norman Schruft**, VP-general manager of Capital Cities' KZLA-AM-FM Los Angeles, named to same post for WBIE-FM Marietta, Ga., (Capcities' purchase of WBIE-FM is subject to FCC approval). **Fred Weinhaus**, general sales manager of Capcities' WPAT-AM-FM Paterson, N.J., named general manager.

**Thomas Disinger**, VP-general manager, WBKB-TV Alpena, Mich., joins NTV Network, Kearney, Neb.-based station group, as manager, NTV's four stations.

**Robert Fox**, general manager, Hawaii Production Center, assumes additional duties of station manager, parent KGMB-TV Honolulu.

**Karen Lupke**, sales manager, WTAO(FM) Carbondale, Ill., named station manager.

**Robert Pittman**, station manager, noncommercial WFAE(FM) Charlotte, N.C., joins non-commercial WUAL(FM) University, Ala., in same capacity.

**David Shaffer**, head of own Jacksonville, Fla., consulting firm, joins noncommercial WJCT(TV) Jacksonville, as VP of development.

**David Ross**, program director, WEZG-AM-FM Syracuse, N.Y., named director of operations.

**Robert Steinberg**, VP-controller for Meredith Corp.'s broadcasting group, Des Moines, Iowa, named VP of finance and administration.

**Gina Vietti**, assistant controller, WOWO(AM) Fort Wayne, Ind., named controller.

**William Castellanes**, human resources manager, KPIX(TV) San Francisco, joins KTVU(TV) Oakland, Calif., as personnel manager.

**P. Thomas Van Schaick**, VP, business analysis and financial planning, ABC Television, New York, named VP, business analysis and control, ABC Television and Entertainment there.

**Peter Herford**, director, department of affiliate services, CBS, New York, named VP, affiliate services.

**J. Bruce Irving**, VP-associate general counsel, Wometco Enterprises, Miami, named general counsel. **Victor Falk III**, deputy assistant counsel, Wometco, named associate general counsel.

**Tobia Frankel**, executive director of marketing and programing in new market development at Teleprompter, New York, named director of transactional and information services, new services development, responsible for non-entertainment services such as teletext and videotext.

**Alan Beach**, advertising administrator of Six Star Cablevision's system in Ingelwood, Calif., assumes additional duties as manager.

**Don Thornton**, business manager of Cable TV of Abilene, Tex., named Western region business manager, based in Denver.

## Advertising

**David Drake**, manager, department of media resources, Needham, Harper & Steers, Chicago, named senior VP.

**Molly Hudson**, senior VP and executive director of creative services/multiproducts, Campbell-Ewald, Warren, Mich., named senior

VP-director of development.

**Ray Bannon**, account supervisor, Creamer Inc., New York, named VP-creative supervisor.

Named VP's, Marschalk Co., New York: **Eric Elhorn** and **David Watson**, account supervisors; **Michelle Deutschman**, director of media research, and Frank Holland, associate media director.

**Ruth Burke**, VP-media director, Bernstein-Rein, Kansas City, Mo., named senior VP. **Mike Marcus**, senior account executive, Bernstein-Rein, named VP.

**Christopher Roe**, senior art director, FitzGerald Toole & Alden, Providence, R.I.-based advertising firm, named VP.

**Ronald Watkins**, VP-marketing and sales, Amos Press, Sidney, Ohio-based direct mail firm, joins Keller-Crescent Advertising, Evansville, Ind., as VP-account supervisor. **David Straka**, group graphics coordinator, Keller-Crescent, named assistant art director.

**Rick Tuckerman**, account executive, Elkin Advertising, Philadelphia, joins Hume Smith Mickleberry Advertising, Miami, in same capacity.

**Rebecca Williams**, media coordinator, CPM, Chicago-based media management firm, named account manager.

**Moria Dunlevy**, research analyst, Katz American Television, New York, named sales research team manager for American stars sales research team. **John Ahlin**, account executive, Peters, Griffin, Woodward, Chicago, joins Katz TV Continental there in same capacity.

**Bob Birckman**, account executive, Peters, Griffin, Woodward, Chicago, joins MMT Sales, New York, in same capacity for its team B-II.

**Mary Beth Garber**, from KRLA(AM) Los Angeles, joins McGovern Guild Radio there as account executive.

**Bob Glasser**, Atlanta sales manager, Roslin Radio Representatives, joins H-R/Stone, New York, as account executive.

Named account executives, New York indepen-

**Nobody does it better.**

**Sherwood, Hennes  
& Associates, Inc.**

Programming and broadcast consultants.

Burt Sherwood

Bill Hennes

3125 Maple Leaf Drive, Glenview, Illinois 60025 (312) 439-1230

**TVB appointments.** Paul Bures, general sales manager of KTRK-TV Houston, has been elected chairman, and **Gerald McGavick**, VP-director of sales for WCVB-TV Boston, elected co-chairman of Television Bureau of Advertising Sales Advisory Committee for 1982. New members of committee for three-year terms are: **Elio Betty**, ABC Television Stations, New York; **Sammy Bland**, WHSV(TV) Harrisonburg, Va.; **Sally Crawford**, KCOPTV Los Angeles; **Ken Hall**, CBS Television Stations, New York; **Ron Jones**, WRAL-TV Raleigh, N.C.; **Jack O'Hern**, WAGA-TV Atlanta; **Howard Ritchie**, WISN-TV Milwaukee; **Arnold Routson**, WBNS-TV Columbus, Ohio; **Ellen Shuler**, WWBT(TV) Richmond, Va.; **Jay Sondheim**, KTVU(TV) San Francisco, and **Charles Webb**, WNE-TV Hanover, N.H. Elected to executive committee of SAC were **James Boaz**, WJLA-TV Washington, and **James Keeley**, KMÖH-TV Denver.

dent sales team, Seltel: **Kenneth Schlenker**, account executive from RTVR, Atlanta, and **Glenn Mercante** and **Marjorie Johnson**, account executives from Peters, Griffin, Woodward, New York. **Jim Bowen**, from WSB-TV Atlanta, joins Seltel there as account executive.

Appointments, CBS Television Network Sales, New York: **William Cecil**, from VP-sales proposals to VP-sales planning; **Hal Trencher**, account executive, Eastern sales, succeeds Cecil; **John Brooks**, from VP of special program sales to VP of news and special program sales, and **Alfred DiGiovanni**, from VP of news and late night sales, to VP of late night sales.

**Gary Maricle**, VP-director of sales and marketing, KSET-AM-FM El Paso, Tex., joins KLV(AM) Beaumont, Tex., as general sales manager.

**Bob Gould**, director of sales, Enterprise Radio Network, Chicago, joins WMET(FM) there as general sales manager.

**Howard Zeiden**, account executive, Storer TV Sales, New York, joins WMAR-TV Baltimore as

national sales manager.

**Susan Basile**, local sales manager, WEZG-AM-FM Syracuse, N.Y., named national sales manager.

**Bill Dutton**, account executive, KOIT(FM) San Francisco, named to newly created post of retail sales supervisor.

**Bob Visotcky**, account executive, ABC's WPLJ(FM) New York, joins co-owned WLS-AM-FM Chicago in same capacity.

**Tom Olson**, local sales manager, WBT(TV) Charlotte, N.C., joins WFPY(FM) Chicago as account executive.

**Warren Lewis**, with KXOR(FM) Thibodaux, La., named local sales manager. **Jim Duncan**, from WSHO(AM) New Orleans, joins KXOR as account executive.

**Lisa Phillips**, with University of Alabama's School of Communication in University, Ala., named traffic manager and administrative aide for school's new noncommercial WUAL(FM) there.

## Programing



Pike

**Sidney Pike**, general manager, WPCQ-TV Charlotte, N.C., joins Turner Program Sales, Atlanta, as president, responsible for syndication of Cable News Network 2 and other Turner program properties, along with purchase of programs for Turner's WTBS(TV) Atlanta.

**Frank Tomeo**, associate media director for broadcasting, J. Walter Thompson, New York, joins Fremantle U.S.A., new domestic broadcast division of Fremantle Corp. there, as president. New division will syndicate firm's properties and develop new product.

**Ralph Rhoades**, assistant program director, WLPL(FM) Baltimore, named program director. **Regis Philbin**, host *AM Los Angeles*, KABC-TV Los Angeles, joins NBC-TV there as host of new half-hour, human-interest daytime series, still untitled and without time slot.

**Lucy Antek Johnson**, director of development, Project Peacock, NBC Entertainment, Burbank, Calif., named VP, daytime children's and Project Peacock programs.

**Craig Kellem**, director of development, 20th Century-Fox Television, Los Angeles, joins Universal Television there as VP of comedy development.

**Bonny Dore**, VP for development and production, Krofft Entertainment, Los Angeles, joins Centerpoint Productions there as VP for development and production. **J. Nicoll Durric Jr.**, VP in charge of administration, finance and business affairs, Suskind Co., New York, joins Centerpoint, as VP and treasurer, based in New York. **Richard Barovick**, senior partner in New York law firm of Fulop & Hardee, named special business and legal consultant.

**Marla Quesenberry**, marketing assistant for Blair Pro-Rodeo Enterprises, New York, named assistant director of marketing strategy. **Janice Lloyd**, administrative aide, Blair Pro-Rodeo Enterprises, New York, assumes additional duties as coordinator of marketing communications, responsible for development and implementation of marketing communications programs to expand ongoing contracts with prospective rodeo telecast sponsors. Blair Pro-Rodeo Enterprises in association with Professional Rodeo Cowboys Association, produces television coverage of major rodeos.

**Jon Feller**, senior VP and director of computer and buying services, Wells, Rich, Greene Advertising, New York, joins Total Video there as VP. Total Video is television marketing firm representing programing firms.

**Linda Hannan**, manager, Western Videotape Productions, San Francisco-based production company, named VP-general manager.

**Craig Hulet**, associate director of English marketing, Bonneville Productions, based in Salt Lake City, named director of English marketing, responsible for marketing TV and radio programing and commercials in U.S., Canada, Australia, New Zealand, Asia and Europe.

**The Tanner Musical Spectrum**

The TANNER MUSICAL SPECTRUM offers a Rainbow of Programming Services for automated and live assist stations.

RED SATIN ROCK has the big hits.  
BRIGHT BLUE is Adult Contemporary or MOR.  
SONSHINE brings you MOR Christian programming.  
TANNER COUNTRY goes from city streets to country roads.

For the pot of gold at the end of the Rainbow, call Dick Denham person-to-person collect at (901) 320-4433.

**WILLIAM B. Tanner COMPANY, INC.**

**Richard Dreyfuss**, director of programming, Action Paid TV, Pittsburgh cable operator, joins Group W Productions' Television Syndication Center, Pittsburgh, as distribution manager.

**Leila Maw**, business development executive, Granada Television International, London, named U.S. manager, based in Granada's New York office. She succeeds **Vivlen Wallace**, who returns to Granada headquarters in London.

**Lester Cooper**, producer of ABC-TV's *Animals, Animals, Animals* and *Make A Wish*, named manager of production for ABC Video Enterprises' ABC Wide World of Learning. **Debra Moore**, senior media buyer, Doyle, Dane, Bernbach, New York, joins ABC Radio Networks there as research analyst.

**Terry Kyne**, director, *The John Davidson Show*, Los Angeles, joins *The Mike Douglas Entertainment Hour*, Mike Douglas Productions there, in same capacity.

**Wannie Longfellow**, media director, Faulkner Advertising, Little Rock, Ark., joins Alanet, Montgomery, Ala.-based farm and ranch radio network, as VP for station relations. **Miki Butler**, weathercaster, KTVE(TV) El Dorado, Ark., joins Alanet as VP of programming.

**Sid Amira**, VP of sales development, The Spectrum, Philadelphia sports and family entertainment complex, joins American Television & Communications Corp., Denver, as managing director of sports programming.

**Ann Mundy**, director of media department, Huston-Tillotson College, Austin, Tex., joins Quincy Cablesystems of Massachusetts, as program director.

**Robert Mitchell**, north central sales director, Warner Bros. Television Distribution, Los Angeles, joins Multimedia Program Productions, Cincinnati, as sales account executive, central division.

**Sandra Murphy Saxton**, director of marketing, Teleprompter's Manhattan (N.Y.) franchise, joins UTV Cable Network, Fairlawn, N.J.-based cable programming network, as account executive.

**Phil Esposito**, player in National Hockey League, joins Madison Square Garden Network, New York, as color commentator for games cablecast over Madison Square Garden Cable Network and USA Network, based in Glen Rock, N.J.

**Billy Packer**, college basketball analyst for NBC Sports, based in New York, joins CBS Sports in same capacity.

**Nancy Raine**, independent producer, based in Boston, joins Eastern Public Radio Network and its programming subsidiary, Public Radio Cooperative there, as associate director.

**Lucy Chudson**, manager of program development, Warner Amex Satellite Entertainment's Nickelodeon, New York, joins Home Box Office there as manager of family programming.

**Tim Kelly**, program director-music director, WLS-AM-FM Chicago, joins WLUP(FM) there as VP of programming.

**Edward Subkis**, program director, noncommercial WSIU(FM) Carbondale, Ill., joins new noncommercial WUAL(FM) University, Ala., in same capacity.

**Richard Moore**, freelance producer-director, based in Muir Beach, Calif., joins noncommercial KTCA-TV and co-owned KTCI-TV St. Paul as director of national productions.

**Burt Dubrow**, producer with WCVB-TV Boston, named executive producer of station's *Good Day*. **Melvin More**, producer, noncommercial WGBH-TV Boston, joins WCVB-TV as producer of weekly sports program, *5 On Sports Magazine*.

**Barbara D'Agostino-Chacon**, production assistant, *A.M. Los Angeles*, KABC-TV Los Angeles, named associate producer of program.

**Geoff Cortelyou**, production manager, WBOY-TV Clarksburg, W.Va., joins WDTN(TV) Dayton, Ohio, as producer-director.

**Sam Davis**, assistant program director and promotion manager, WIRE(AM) Indianapolis, assumes additional duties as producer for *Doug Dahlgren Show*.

**Judi Sorenson**, promotion assistant, KUTV(TV) Salt Lake City, named *PM Magazine Utah*, coordinator. **Patt Sherman**, producer-weathercaster, WPEC(TV) West Palm Beach, Fla., joins KUTV as producer-editor for *PM Magazine Utah*.

**Betty Bender**, public affairs manager, KOMO(AM) Seattle, named feature reporter for *PM Northwest* at co-owned KOMO-TV there.

**Paul Van House**, director of computer operations and air personality, WMRN-AM-FM Marion, Ohio, joins KIKN(AM) Corpus Christi, Tex., as continuity director-air personality.

**Dave Nicholas**, air personality, WEZB(FM) New Orleans, joins KXOR(FM) Thibodaux, La., as music director-air personality.

**Renee Channey**, staff announcer, WDMV-TV Washington, joins WGMS(FM) Bethesda, Md., as air personality.

Elected officers, Writers Guild West, Los Angeles: **Frank Pierson**, freelance writer-director, president; **Irma Kalish**, freelance writer-producer, vice-president, and **William Ludwig**, freelance screenwriter, secretary-treasurer.

---

## News and Public Affairs

**Thomas Kirby**, news director, WTNH-TV New Haven, Conn., joins WBTV(TV) Denver in same capacity.

**Dee McKinsey**, news manager, ABC Radio Entertainment network, New York, joins CBS News as executive producer, radio, Washington.

**Richard Davies**, news director, Capital Radio, London station, joins RKO Radio Networks there as London/European bureau manager. **Tom Martin**, AP anchor, Washington, and **Paul Federicks**, news director, KMPC(AM) Los Angeles, join RKO Radio Networks' RKO Two, New York, as news correspondents-anchors. **Dean Sheperd**, news director, KING(AM) Seattle, joins RKO Radio Networks' RKO One, New York, as news correspondent-anchor.

**Jeffrey Marks**, senior news producer, WHAS-TV Louisville, Ky., joins WJLA-TV Washington as executive news producer. **Stuart Rivchun**, weekend producer and newswriter, WJLA-TV named noon news producer. **Laura Daugherty**, weekend producer, KYW-TV Philadelphia, joins WJLA-TV as Rivchun's successor.

**Larry Webb**, news and public affairs director, WDRQ(FM) Detroit, joins WOMC(FM) there as news director.

**Maureen Tighe**, weathercaster, WCYB-TV Bristol, Va., joins WJSH-TV Indianapolis, as reporter-weathercaster.

**George Wolf**, producer of 11 p.m. newscasts, WKYC-TV Cleveland, named news manager.

**Steve Rollison**, assignment editor, WQAD-TV Moline, Ill., joins KAAL(TV) Austin, Minn., as news director.

**Gary Baker**, from WLPA(AM) Lancaster, Pa., joins KXOR(FM) Thibodaux, La., as news director.

**Don Wright**, assistant news director for KOLN-TV Lincoln, Neb., and co-owned KGIN-TV Grand Island, Neb., named news director.

**Jane Platt**, host, *Focus On*, public affairs program, KRLA(AM) Pasadena, Calif., named news director.

**Bunny Raasch**, general assignment reporter, WISN-TV Milwaukee, named assistant director of news and public affairs.

**Elaine Hume**, news desk assistant, WPLG(TV) Miami's Broward, Fla. bureau, named afternoon assignment editor in Miami. **Nanci Ross**, research production assistant for ABC News's *Nightline* joins WPLG as associate producer.

**Gene Fucón**, editorial director, KNXT(TV) Los Angeles, named research editor for news department.

**Sharon Jayson**, Texas State Networks, Austin, named bureau chief there.

**David DuBose**, graduate, University of Alabama, University, named news director for school's new noncommercial WUAL(FM) there.

**Constance Allen**, manager of tutorial program for Delta Sigma Theta sorority, based in Chesapeake, Va., joins WAVY-TV Portsmouth, Va., as public affairs director.

**Rod Neave III**, news and public affairs director, noncommercial WGLT(FM) Knoxville, Tenn., joins WKGN(AM) there in same capacity. **Dan Kennedy** and **Debbie Ellis**, from noncommercial WSSF(FM) Springfield, Ill., join WKGW news department.

**Ron DeFrance**, account executive, WUHF(TV) Rochester, N.Y., joins WRoc-TV there as sports director. **Tony Destino**, freelance sports columnist, based in Rochester, joins WRoc-TV as sports anchor.

**Bill Harris**, with WPVI-TV Philadelphia, named assignment editor-writer. **Martin Weston**, deputy news editor, *Philadelphia Journal*, joins WPVI-TV as producer-director of *Visions*, public affairs program.

**Lisa Merryman Myers**, White House correspondent for former *Washington Star*, Washington, joins NBC News there as correspondent.

**Bob Jimenez**, NBC correspondent, based in Atlanta, joins KRON-TV San Francisco as anchor of station's *Live on 4* newscast and co-anchor of its *MidDay*. **Henry Shain**, San Francisco-based attorney, joins KRON-TV as legal specialist. **Bill Orwig**, sports director, KGTV(TV) San Diego, joins KRON-TV as weekend sports anchor. **John Pronk**, feature reporter, WSM-TV Nashville, joins KRON-TV in same capacity.

**Joni Hoffman**, noon news anchor, WOWT(TV) Omaha, named co-anchor for *Live at 5* newscasts. **Kerry Brock**, anchor-reporter, KIVI(TV) Nampa, Idaho, succeeds Hoffman and assumes additional duties as 6 p.m. news co-anchor.

**Debra Silberstein**, reporter, 11 p.m. newscasts, WJXT(TV) Jacksonville, Fla., named weekend anchor-nightbeat reporter.

**Larry Rasco**, news anchor, KHOU-TV Houston, joins KENR(AM) there in same capacity.

**Elyse Wolfman**, weathercaster and news co-anchor WMTW-TV Poland Springs, Me., joins WPTF-TV Durham, N.C., as news co-anchor.

**Jim Brinson**, from KXAS-TV Fort Worth, joins WLKY-TV Louisville, Ky., as weekend anchor-reporter.

Appointments, South Carolina Network, Columbia, S.C.-based news and sports network: **Rick Wimberly**, from assistant news director to news director; **Mary Donne Peters**, from anchor-reporter to Wimberly's successor, and **Maggie Fox**, from WSCQ(FM) Columbia, to anchor-reporter.

**Claudia Collins**, former reporter-weekend anchor, WAST(TV) Albany, N.Y., joins KLVX(TV) Las Vegas as reporter-producer for newly formed documentary unit.

**Rich Mayk** and **Silvia Gambardella**, correspondents, WDIV(TV) Detroit, named to same posts for station's new suburban bureau in Oakland (Mich.) county government complex.

## Technology

**Frederik Engel**, corporate VP/group executive of North American Philips Corp., and chairman of its subsidiary, Magnavox CATV, named temporary president of Magnavox CATV, Manlius, N.Y., succeeding **Daniel Mezzalingua**, resigned.

**P. Kent Coughlin**, director of operations, ABC Radio Networks, New York, named director of engineering and program operations.

**Joseph Scheuer**, executive VP, Chyron Corp., Melville, N.Y., manufacturer of electrical graphic titling system, videocassette cleaners and evaluators, named president, succeeding **Leon Weissman**, who remains board chairman and chief executive officer. **John Poserina**, controller, Chyron, named VP-treasurer.

**Victor Schendeler**, director of business development, Comsat General TeleSystems, Fairfax, Va., subsidiary of Comsat General, named VP of manufacturing operations.

**John Figal**, manager of engineering, research and development, Cablecom-General, Englewood, Colo., joins United Cable Television, Denver, as research and development project director, responsible for testing current and proposed cable television equipment and research of new cable equipment.

**Bruce Blair**, chief engineer, electronics division, Lenco Inc., Jackson, Mo., named VP of research and development.

**Irv Maltzer**, VP-general manager, light sensing and emitting division, Varian Electron Device Group, Palo Alto, Calif., named general manager of Varian's microwave tube division there.

**Robert Manahan**, national sales manager, Compact Video, Burbank, Calif., named director of marketing for Compact's manufacturing group.

**William Deegan**, project director, Berkshire Educational Television Authority, Pittsfield, Mass., joins Sony video communications division, Paramus, N.J., as district manager for Northeast. **Rosalie Germscheid**, with Sony broadcast division of Sony Video Products Co., Palo Alto, Calif., named marketing support

manager for Sony.

**Mark Phillips**, from Audio Video Craft, Los Angeles, joins Omega Video as sales engineer, based in Lawndale, Calif. Omega is distributor of Hitachi broadcast camers, one-inch VTR's and Conrac monitors.

**James Ledbetter**, with Siecor Optical Cable, Hickory, N.C., named production manager. **Roger Greaif**, from Corning Glass Works, Corning, N.Y., joins Siecor, as process management system coordinator.

**James Gonsey**, chief engineer, WLNE-TV New Bedford, Mass., joins Lake Systems Corp., Newton, Mass., as director of technical operations. **Charles Grimmert**, technical engineering coordinator, WCH Industries, Boston-based engineering firm, joins Lake Systems as manager of technical services. Lake Systems develops and installs broadcast, microwave and satellite systems.

**Ed Dahlberg**, supervisor of electronic news gathering, WBBM-TV Chicago, named engineer in charge of ENG. **Steve Stribling**, assistant supervisor of ENG, succeeds Dahlberg.

**William Hineman**, assistant chief engineer, WJIM-TV Lansing, Mich., joins WLIX-TV Onondaga, Mich., as chief engineer.

**Robert Hall**, VP of engineering, noncommercial WHYY-TV Wilmington, Del., named senior VP of engineering and operations.

**Michael Smith**, with technical operations department, KNX(AM) Los Angeles, named assistant supervisor of maintenance.

**John Coon**, assistant engineering manager, WOKR(TV) Rochester, N.Y., joins WROC-TV there as chief engineer.

**David Baughn**, chief electronic technician for University of Alabama Television Services, University, Ala., named chief engineer of school's new noncommercial WUAL(FM) there.

## Promotion and PR

**Lucille Luongo**, director of corporate communication, Katz Agency, New York, named director of communication services.

**Howard Burkat**, director of promotion, Home Box Office, New York, named director of affiliate communications.

**Sandy Schreiber**, from National Endowment for the Arts, Washington, joins CBS Cable, New York, as manager of arts organizations, responsible for developing activities that will promote CBS Cable and arts.

**Joanne Stern**, audience promotion manager, WKW-TV Cleveland, named promotion manager.

**Thomas Ashwell**, director of retail sales development, WLWT(TV) Cincinnati, named creative services director.

**Pamela Quinn**, public information officer, non-commercial KERA-FM-TV Dallas, named director of marketing, responsible for public information and development.

**Deborah Armstrong**, managing editor, *Metro* magazine, Norfolk, Va., joins WAVY-TV Portsmouth, Va., as promotion manager.

**Lester Spencer**, public relations director for central Florida YMCA, based in Orlando, joins noncommercial WMFE-FM there as promotion manager.

## Allied Fields

**Tina Tate**, first assistant, House radio-TV correspondents gallery, Washington, named superintendent, succeeding Mike Michaelson, who joined C-SPAN, Washington Cable Satellite Public Affairs Network, as executive VP (BROADCASTING, Sept. 14).



Tate



Briscoe

**Wally Briscoe**, president of GEM Communications and BLB Communications, Georgia Cable TV operations, based in Eatonton, Ga., forms additional firm, W.L. Briscoe, consulting service for trade show exhibitors, based in Houston.

**Howard Woolley**, coordinator of membership and information services for National Association of Black Owned Broadcasters, Washington, joins National Association of Broadcasters there as director of employment services and minority and special services.

**Margery Luebke**, promotion manager, WTOV-TV Steubenville, Ohio, joins Andrew Erish Communications Management, New York, as broadcast marketing assistant.

## Deaths



Montgomery

**Robert Montgomery**, 77, actor and television personality-producer, and TV adviser to President Dwight D. Eisenhower, died of cancer Sept. 27 in Columbia-Presbyterian medical center, New York. From 1950 to 1957, Montgomery was host and producer of weekly *Robert Montgomery Presents*, series

of dramatic programs on NBC-TV. He had long career as theatrical and motion picture actor and director, starting in 1920's, and in recent years was occupied with lectures and dramatic readings. He is survived by his wife, former Elizabeth Grant Harkness, and two children by his first marriage—actress Elizabeth Montgomery and Robert.

**George Henry Dingley II**, 27 (professionally known as George Jacobs), news director, WARU-AM-FM Peru, Ind., died in automobile accident Sept. 20 there. He had been with station since 1977. He is survived by his parents, one sister and three brothers.

**Gregory Abbott**, 81, radio and television announcer, died Sept. 25 in Riverdale, N.Y. He had suffered series of strokes. Abbott was announcer at WOR(AM) New York in 1928 and moved to Paramount in 1931 where he was chief commentator for Paramount newsreel. In 1950's he joined CBS and starred as judge on its *Opinions on Trial*. He is survived by wife, Christine, and two daughters.

## Representative Dingell: resourceful legislator

When House and Senate Commerce Committee conferees went to the mat last summer over sweeping Senate proposals for broadcast deregulation, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) emerged as a master facilitator who helped find the middle ground between those pushing for broad change and those adamantly opposing any. Dingell has never been known to champion broadcast deregulation, but since that conference, many broadcasters and some on Capitol Hill believe he'll play a key role in any decisions to amend the Communications Act.

This is far from the first time Dingell has been singled out as a master legislator. Nor is it the first time he has been deeply involved in communications legislation.

Now in his 14th term, Dingell went to the House in December 1955, at the age of 29 after defeating 23 opponents in a special election held to replace his father, who had represented Michigan's 16th district since 1932. John Dingell Sr. had died during a routine physical examination. The decision to run for election is one Dingell says he never really made. "I've been in politics since I was 5 or 6 years old, when my Dad first ran," he says. "I just grew up in it."

During much of his first 20 years in the House, Dingell chaired the Merchant Marine and Fisheries Subcommittee, the source of landmark environmental, endangered species and conservation laws passed in the late 1960's and through much of the 1970's. He has been called "one of 10 best friends in Congress" by *Outdoor Life* magazine and at the same time, "number-one enemy of consumers" by activist Ralph Nader, who deplores Dingell's role in opposing emission controls for the auto industry, a considerable force in his home district.

As a member of the House Oversight and Investigations Subcommittee, Dingell introduced in 1968 legislation to require the FCC to approve the selling price of broadcast station and construction permit transfers as well as a bill to limit network ownership of any other businesses except broadcast stations and to limit the programming networks could own. Congress never passed those bills and "on the passage of time and more sober reflection," Dingell says he has "reservations about all those proposals," and wouldn't care to advance any of them at this time.

After Representative Harley Staggers (D-W. Va.) retired from the House in 1980, Dingell took his place this year as chairman of the Committee on Interstate



John David Dingell—member, U.S. House of Representatives, 16th congressional district, Michigan; b. July 8, 1926, Colorado Springs, Colo.; BS, chemistry, 1949, LLB, 1952, Georgetown University, Washington; U.S. Army, 1945-46; assistant prosecutor, Wayne County, Mich., 1953-1955; elected to House in special election Dec. 1955, and re-elected, Nov. 1956 and subsequently every two years, most recently in 1980; m. Deborah Ann Insley, May 16, 1981; children, by previous marriage—John, 27; Christopher, 24; Jean, 18 and Jenifer, 12.

and Foreign Commerce. A movement had been brewing in the House for several years to create a new committee devoted entirely to energy, and remove that jurisdiction from commerce. Dingell engineered the defeat of that proposal, as he had arranged a similar defeat six years earlier, and renamed his committee Energy and Commerce. Its jurisdiction is broader by far than any other House committee, encompassing transportation, energy, health, environmental issues and communications.

Although Dingell believes last summer's budget reconciliation conference was successful as far as passage of broadcast deregulation and public broadcast funding legislation is concerned, he is not at all convinced additional deregulation for broadcasters is warranted.

The FCC's radio deregulation ruling and the budget bill eliminated some useless constraints on broadcasters and the FCC, according to Dingell, but even the promise of many new and future sources of electronic entertainment and information do not change what is at the bottom of every government-licensed broadcast facility: responsibility to serve the public interest. Senate-passed deregulation proposals in the budget bill "went far beyond legitimate needs of broadcasters and what the public interest would tolerate," he said.

The fairness doctrine, equal-time law

and license renewal requirements have provided for generally "good political coverage" by broadcasters, in Dingell's opinion. "It has not been explained to me how the fairness doctrine and equal-time provisions have embarrassed or injured broadcasters," he said, nor has it been explained "how the public interest would be bettered" or "diversity for the listening public would be expanded by elimination of these two rules."

The growth of new media has "pretty well satisfied" Dingell that "a lot of the input will be from TV and that a lot of the same people or same kinds of people will be owning these supposedly alternative media." Elimination of the fairness doctrine and equal time would end the public's opportunity to "be exposed to a series of views," both "valuable and different from those offered by station owners" and to see elected officials and candidates other than those supported by broadcasters.

Should these rules be extended to cable TV and other new media? That's a question Congress "will have to look at depending upon the behavior of cable TV and upon the impact it happens to have." Cable "is just in its formative stages . . . probably where radio was in 1927," said Dingell. "We may have to take a look at a whole lot of questions with regard to proper and adequate regulation" of the industry, which is "after all, a monopoly in the broad public interest."

Several mornings a week, Dingell arrives on Capitol Hill well before 9 a.m. and spends an hour or two swimming and working out with weights in the congressional gym. He spends two weeks each fall during elk hunting season in Wyoming and trophies from some of these trips hang on the walls of his office. When travelling, he'll take a break from his work schedule when possible to trek in the woods for an hour or two. At 6 feet 4 and 225 pounds, Dingell is a sturdy but trim figure who looks as if he may have played football, which he did—semi-pro—during his college years.

Although he rarely leaves Capitol Hill before 7:30 on a typical work day, Dingell and his wife, Deborah, whom he married less than five months ago, enjoy socializing and are fond of the ballet, opera, theater and symphony.

Can broadcasters hope for votes in favor of more deregulation from Dingell? "He's a solid professional who works hard, knows the process and doesn't get emotionally involved," said Kenneth Schanzer, senior vice president, government affairs for the National Association of Broadcasters. "If we have a good case and present the facts well, we'll win his support."

Assistant Secretary of Commerce **Bernard J. Wunder**, in Reagan administration's first statement on issue, has recommended that **Congress consider exempting radio and cable television—but not television—from application of fairness doctrine, equal time rules and political advertising provisions of present law.** He also said Congress should "minimize" extension of content regulation to new media, such as videotext. Wunder submitted views in statement cleared by administration that was filed with House Telecommunications Subcommittee in connection with its hearings on diversity of information in communications. Wunder also said Congress should consider: abolishing comparative/license-renewal process, as means of enhancing stability and investment in broadcasting; comprehensive cable legislation that would, among other things, deal with "key" issue of access to cable television facilities, and reappraise cable television provisions of Copyright Act of 1976, with view to denying compulsory license to most systems, in order to generate "greater abundance of diverse programing materials." As for new "electronic publishing" services, Wunder said Congress should set ground rules for their development, and base them on principles of pro-competition and open entry. One other point in Wunder's statement: "Broad public interest standard" should not be premise "for expansive regulations and restrictions." Such problems as potential for anticompetitive product and false advertising should be addressed by agencies with direct statutory authority for dealing with them, "not by the FCC functioning on a 'bootstrap' basis."

□

Temporary Commission on Alternative Financing for Public Telecommunications approved **experiment authorizing public broadcasters to carry advertising.** Commission will select up to 10 public TV and 10 public radio stations to participate in 18-month experiment, with test beginning before Jan. 1, 1982, and ending before June 30, 1983. Stations will be authorized to run both institutional and product ads, but can't interrupt regular programing or run more than two minutes of advertising between programs. Stations are specifically prohibited from running editorial, religious and political ads. Commission set up task force to come up with plan specifying how experiment will be set up; David Carley, National Association for Public Television Stations, is chairman. Task force hopes to have plan by Oct. 23.

□

FCC Chairman **Mark S. Fowler** was to tell nation's independent telephone companies today (Oct. 5) that, as he has told broadcasters, **marketplace competition will become driving force** in their industry. But Fowler, in remarks prepared for delivery at meeting of U.S. Independent Telephone Association, in New Orleans, said competition is becoming driving force not by government fiat but because "technological change demands it." As rate of technological change and traditional boundaries of services disintegrate, "entry to certain markets becomes more open," he said. Fowler suggested government's role will be to help bring "age of competition" into being. But he also acknowledged "abrupt changes could be . . . catastrophic" to some telephone companies. As result, he said "transition . . . should consider strategies to phase-in the effects of new policies."

□

**Time Inc. and Paramount Pictures Inc.** have become 50% owners each in **USA Network** Glen Rock, N.J., joint venture. Time completed purchase last week of 50% interest in cable network from UA-Columbia Cablevision Network Inc., Westport, Conn., while Paramount acquired 50% interest from Madison Square Garden (BROADCASTING, Aug. 31). Paramount and Madison Square Garden are subsidiaries of Gulf & Western Industries Inc., New York. Time is reported to have paid \$15 million.



**Nolo contendere.** Tom Dougherty (l), Washington vice president and general counsel, didn't know how to plead at genuine surprise party on his 20th anniversary with Metromedia. John Kluge, founder, chairman and president of MM Inc. (shown greeting Dougherty in this picture) concluded evening of "fun, food and tomfoolery" on Sept. 26 in Washington with presentation of gift to Dougherty, his wife and eight children. Some 300, including toastmaster Eddie Gallaher, WASH-FM, former FCC Chairman Robert E. Lee (for whom Dougherty once worked) and Mark Evans Austad, U.S. ambassador-designate to Norway, were there.

Television Bureau of Advertising estimates that **television billings in 1981 will rise by 11% to \$12.6 billion and climb 12% to 14% in 1982 to reach range of \$14.1 billion to \$14.4 billion.** TVB stressed this does not include any cable TV advertising. TVB predicts spot TV will grow from \$3.269 billion in 1980 to \$3.7 billion in 1981 and \$4.220 billion in 1982; network television will increase from \$5.1 billion in 1980 to \$5.540 billion in 1981 and \$6.150 billion to \$6.260 billion in 1982. Local TV billings in 1980 were pegged by TVB at \$2.967 billion and projected at \$3.390 billion in 1981 and \$3.856 billion in 1982.

□

**Albert Kramer**, director of Bureau of Consumer Protection at Federal Trade Commission under chairmanship of Michael Pertschuk, steps into new job today (Oct. 5) as attorney for Cohn & Marks, Washington communications law firm. Kramer was reassigned to newly created FTC post—special adviser on consumer protection—shortly after David Clanton replaced Pertschuk as FTC acting chairman last March (BROADCASTING, March 23). **Tracy Westen**, deputy director of bureau under Kramer, remains at FTC as special deputy director for Office of Policy and Planning.

□

House Appropriations Committee has set **Corporation for Public Broadcasting's appropriation for 1984 at \$130 million**, maximum authorized under 1981 Public Broadcast Amendments Act. Committee also set appropriation for National Telecommunications and Information Administration's public telecommunications facilities program at \$20 million for 1982, also maximum authorized by law.

□

**Petition to deny sale of WBBG(AM)-WVWM(FM) Cleveland** (BROADCASTING, Aug. 3) was submitted last week by former Cleveland Mayor Carl B. Stokes. Petitioner claimed sellers Thomas and James Embrescia dealt with him in bad faith after negotiating to sell him AM for \$1,950,000. Stokes said deal had been agreed upon orally and papers drawn up when he read in Cleveland newspaper that both stations were sold for "about four million" to Larry J.B. Robinson, executive with New York-based W.R. Grace & Co. Stokes claims that he was used as "leverage"



in negotiations with Robinson and that latter collaborated with sellers to keep deal secret.

□  
**Canada's Supreme Court** broke precedent last week when it permitted television coverage of its ruling on what is being described as most important issue ever presented to it—prime minister's authority to proceed without consent of provinces in changing constitution.

□  
**James Miller III**, confirmed by Senate to be chairman of Federal Trade Commission (BROADCASTING, July 6), was sworn in by Vice President George Bush last week. Miller steps into office today (Oct. 5), succeeding David Clanton, who has been acting chairman since March. Miller has been appointed to seven-year term, taking spot vacated by Democrat Paul Rand Dixon, whose term expired Sept. 25.

□  
In supplement to reply comments on FCC's low-power proceeding, Corporation for Public Broadcasting said that, as of April 9, only 323 (7.9% of total) of applicants for CP's for low-power television stations have specified noncommercial educational operation. "This figure strongly suggests . . . that insufficient numbers of applicants have been lured by the proposed preference for noncommercial operation to file applications for noncommercial educational 'low-power' stations," filing said. "The results further indicate that without a reservation for non-commercial education operation, all possible channels will be taken for commercial operation," filing said.

□  
Key management appointments, programing plans and satellite distribution arrangements of **Entertainment Channel of RCTV** were made last week in preparation for launching of pay television service early next year. As expected, **Arthur R. Taylor**, former president of CBS Inc., who has been involved for past year in design of Entertainment Channel, was appointed president and chief executive officer of RCTV, joint venture of Rockefeller Center Inc. and RCA Corp. Others named to top posts were **John C. Diller**, cable consultant to RCTV and Rockefeller Center, executive VP chief operating officer; **Arnold M. Huberman**, former VP of film programing, Home Box Office, senior VP, programing; **Mark L. Van Loucks**, previously VP, marketing, program services and franchise development, United Cable Television Corp., senior VP, marketing and affiliate relations, and **Angela P. Schapiro**, former VP, Home Box Office, senior VP, business affairs and operations. Huberman said programing will accent entertainment, including series, specials, theater presentations, drama, comedy and feature films. He said about 40% of 1982 schedule will be supplied by BBC, with which RCTV has long-term agreement. Taylor said distribution will be by Westar III and IV satellites under agreement with Wold Communications.

□  
**Desert Empire Television Corp.**, licensee of KMIR-TV Palm Springs, Calif., has been fined \$6,000 by FCC because officers of Desert Empire made ex parte contacts with former FCC Chairman Charles Ferris and former Commissioner Robert E. Lee while they were in office and to House Speaker Thomas P. O'Neill Jr. requesting him to discuss with Ferris restricted adjudicative proceeding involving station. The proceeding involved August 1978 request by KMIR for special protection by forbidding cable systems in its service area to carry NBC programing broadcast by KNBC(TV) Los Angeles. Proceeding became restrictive in September of that year when Warner Cable of Palm Springs filed opposition to request.

□  
**Fairness doctrine** and other content regulations on broadcasters should be repealed, said Society of Professional Journalists, Sigma Delta Chi in statement to House Telecommunications Subcommittee. Inconsistent application of doctrine by FCC has exacerbated problems for broadcasters, some of whom have been penalized for treating controversial

issues in programing, said SDX. Statement was submitted in response to subcommittee's investigation into diversity of information (BROADCASTING, Sept. 21, 28).

□  
**Columbia Pictures Industries** and **Bell & Howell Co.** have signed letter of intent for joint video-operations venture said to be worth more than \$55 million in sales. Columbia contributes videotape post-production assets of EUE/Screen Gems Video Services and Editel as well as Columbia Pictures Videocassette Services duplication facility. Bell & Howell brings its Video Systems Division cassette duplication facilities and interest in VHS cassette assembling venture with Memorex Corp.

□  
New advertisers signed with ABC Video Enterprises for **Alpha Repertory Television Service (ARTS)** are Mobil Oil Co., New York, and AT&T, New York. Effective January 1982, Mobil, via SFM Entertainment, New York, has bought two commercials weekly on Monday, 9-10 p.m., for one year. AT&T's sponsorship, through N W Ayer, New York, includes spots rotating throughout ARTS schedule, starting today (Oct. 5), for one year. Both advertisers will receive opening and closing billboards. ARTS is carried seven days weekly from 9 p.m. to midnight. ARTS is venture of Hearst/ABC Video Services on Warner-Amex Satellite Entertainment Co.'s Nickelodeon channel.

□  
**National Cable Television Association** filed comments with **Copyright Royalty Tribunal** last week, claiming CRT has no authority to set interim rates for cable carriage of distant signals. Comments come in wake of filing by Motion Picture Association of America on Sept. 24, requesting that CRT establish interim rates while it considers rate-adjustment proceeding requested by NCTA Aug. 11. NCTA requested rate-adjustment proceeding to accommodate FCC's repeal of distant-signal and syndicated exclusivity rules.

□  
**David Begelman**, president and chief operating officer of Metro-Goldwyn-Mayer, who had been ousted in 1977 as president of motion picture and television division of Columbia Pictures for alleged financial irregularities, named chairman and chief executive officer of United Artists Corp. **Norton Auerbach**, who had been president and chief executive officer of UA, will continue in "senior management capacity." **Joseph A. Fisher**, executive VP of MGM, joins UA as president and chief operating officer. MGM acquired UA last July.

□  
**Eastern Airlines** has chosen **Campbell-Ewald**, Detroit, as its agency, effective Jan. 1, replacing Young & Rubicam on estimated \$52-million account. Y&R had handled Eastern for 17 years. Approximately \$16 million of budget is in television and radio.

## Up Coming

**At FCC:** Open meeting Wednesday will consider whether to grant application filed by MCI for review of FCC's June 4 general rate increase decision. Commission will also reconsider its May 7 decision raising AT&T's rate of return to 12.75%. **Also in Washington:** VIP preview of new Washington ABC News headquarters will be held at 1717 DeSales Street, N.W., Tuesday evening. □ **National Black Media Coalition** will hold eighth annual communications conference at Mayflower hotel Thursday through Sunday. **In New York:** CBS Inc. President Thomas H. Wyman will address International Radio and Television Society newsmaker luncheon at Waldorf-Astoria Wednesday. **In New Orleans:** Cable Software Symposium, sponsored by National Cable Television Association and Cable Television Administration and Marketing Society, continues today and Tuesday (see page 22). **In Lexington, Ky.:** FCC Chairman Mark Fowler will speak at Kentucky Broadcasters Association fall convention that begins Wednesday at Hyatt-Regency.

## Case history

The second highest court in the nation's capital last week was the presumably penultimate scene of a fairness-doctrine farce that has been playing to small audiences in Washington for more than three years. It has been a farce without laughs.

In May 1978, after NBC-TV had broadcast its four-part mini-series, *Holocaust*, someone named Friedrich P. Berg complained to the FCC that the fairness doctrine required the presentation of the other side, "the viewpoint that there did not exist a German policy of Jewish extermination during the second World War." After suitable consideration, the FCC Broadcast Bureau, under delegated authority, rejected the complaint, on the grounds that the historical evidence of the wholesale killing of Jews was not a controversial issue of current importance.

Berg requested and was given commission review. For eight months, the FCC wrestled with the case before affirming the Broadcast Bureau. In its order, the commission recognized that "there may be some people who question whether or not the holocaust occurred," but it found that the matter was not a "controversial issue of public importance."

But Berg was back—a little late by commission standards—with a request for reconsideration. Despite its untimely filing, the request was accepted. More months went by before the FCC dismissed it with a carefully composed opinion affirming the agency's original position.

Whatever his other qualities, Berg's persistence is undeniable. There he was in the U.S. Court of Appeals for the District of Columbia last Thursday, with lawyers for himself, the FCC and NBC rehearsed for argument (although his seemed a little unsure of the case or the law) and with three appellate judges arrayed on a bench that was designed to preside over matters of consequence.

How can as palpably a pointless complaint go through as much litigation and take so much expensive time? Because the fairness doctrine is there for anyone to abuse. The FCC and courts cannot dismiss the wildest complaints without laying an adequate legal foundation to withstand appeals if complainants, like Berg, are litigious.

The case law on fairness is littered with examples of Berg vs. FCC. It will only get worse until an enlightened Congress agrees with the FCC that the fairness doctrine and the Section 315 in which it is contained are doing infinitely more harm than whatever good could possibly come of them.

## A late but decent burial

Faith in the American process is restored by such action as the Federal Trade Commission's last week in abandoning the agency's discredited rulemaking on children's television advertising. The perpetrators of the rulemaking have only themselves to blame for its ultimate rejection. They set out in 1978 to reshape television programming and advertising according to their private prejudices and in utter disregard of general public opinion. That kind of perverted elitism is now out of style.

The agitators remaining in FTC employ were curiously silent last week. Commissioner Michael Pertschuk, who was chairman and ringleader at the initiation of the children's crusade, abstained from voting on calling it off. He had become a liability to the project two years ago when a federal court disqualified him for prejudicial conduct in arguing for a repressive rule before any evidence had been received. Although the decision was reversed on

appeal, Pertschuk removed himself in recognition of congressional criticism of his behavior.

Nor was there any word last week from the staff architect of the children's rulemaking, Tracy Westen, who barnstormed the country in the early stages in an effort to recruit support. Westen remains on the public payroll at the FTC, awaiting rescue that may never come. Proteges of Nicholas Johnson, the wilted flower child of the late 1960's FCC, are in slight demand.

As was to be expected, an official of Action for Children's Television wrung her hands at last week's news. ACT had a good thing going. Peggy Charren, ACT's founder and head mother, led the small clique that cheered Pertschuk and Westen on and was among the recipients of more than \$200,000 that the FTC paid for the preparation of loaded testimony. The week before the bad news from the FTC, Charren had presided at a Washington press conference to reprise an old theme: Broadcasters are perfidious. The guess here is that Charren is going out of style with the Pertschuks and Westens.

In one way the children's rulemaking adventure was salubrious. It encouraged the Congress to withdraw the agency's authority—arranged while Pertschuk was counsel to the Senate committee that produced such legislation—to prohibit advertising that was judged to be "unfair." If the criterion of "unfairness," the flimsy legal basis for the proposed action against advertising in children's TV, had been allowed to stand, no advertising would have been safe from attack if it fell out of personal favor with a majority of FTC members.

It was a long and expensive fight that advertisers, advertising agencies and broadcasters put up to retain reasonable control over their perfectly legitimate businesses. It turns out to have been worth every hour and dollar spent.

## Hand in hand

As reported elsewhere in this issue, the South Florida Radio Broadcasters Association has volunteered the experience and talent of its members to help the U.S. put into operation a Radio Free Cuba. The association's president, William L. Viands Jr., of WIOD(AM)-WAIA(FM) Miami, promises to save \$7 million of the \$10 million the government had announced it planned to spend to build and operate the station for a year.

Viands may be overestimating the savings that will be possible in an operation that must rely on intelligence and other specialized services that are missing from commercial broadcasters' expense ledgers. It's an offer, however, that the government can't easily refuse.



Drawn for BROADCASTING by Jack Schmidt

"We haven't had any trouble with pirates since we put this baby in."

# Producing stronger, lighter steels for fuel-efficient cars.



## That's a Bethlehem commitment. And we're succeeding.

America's auto industry is out to beat the imports. With exciting new lines of cars that look great, last long, improve gas mileage.

And Bethlehem Steel is out to help. With stronger, lighter steels that shave pounds from American-made models.

For example, we now produce 78 high-strength sheet steels used

to make automotive parts. And we've just committed \$70 million for an advanced technology, continuous heat-treating line to produce even more sophisticated high-strength steels.

Bethlehem Steel and America's automakers: on the move...to compete successfully...now and in the years ahead.

### **Bethlehem**

Bethlehem Steel Corp., Bethlehem, PA 18016

# ARTHUR GODFREY

PRESENTS

## 'THE TIME OF YOUR LIFE'

O'CONNOR

O'CONNOR CREATIVE SERVICE  
BOX 8888, UNIVERSAL CITY, CA 9160

### WHO'S RETIRING? NOT ARTHUR GODFREY.

He's back on the air with a brand-new radio series for retirees and pre-retirees... that 40-plus crowd with tremendous disposable income. It's for the folks who represent the fastest growing segment of our population. And their families.

### "THE TIME OF YOUR LIFE"

brings Arthur Godfrey's one-on-one charisma back to radio. With the renowned Godfrey wit and charm he presents timely advice and information needed by mature listeners. Topics such as keeping fit over 40, sex in aging, part-time jobs, re-education and financial planning are included.

### ARTHUR GODFREY and "THE TIME OF YOUR LIFE"

offer advertisers the best of all values. And we'll support your sponsorship with a full package of promotional tools such as print ads, on-air promos and publicity materials featuring Arthur Godfrey, without cost.

### BARTERED TO QUALIFIED RADIO STATIONS

Available to local, regional or national advertisers for exclusive, co-op or barter sponsorship and also on market exclusive basis for cash, or on barter, to qualified radio stations.

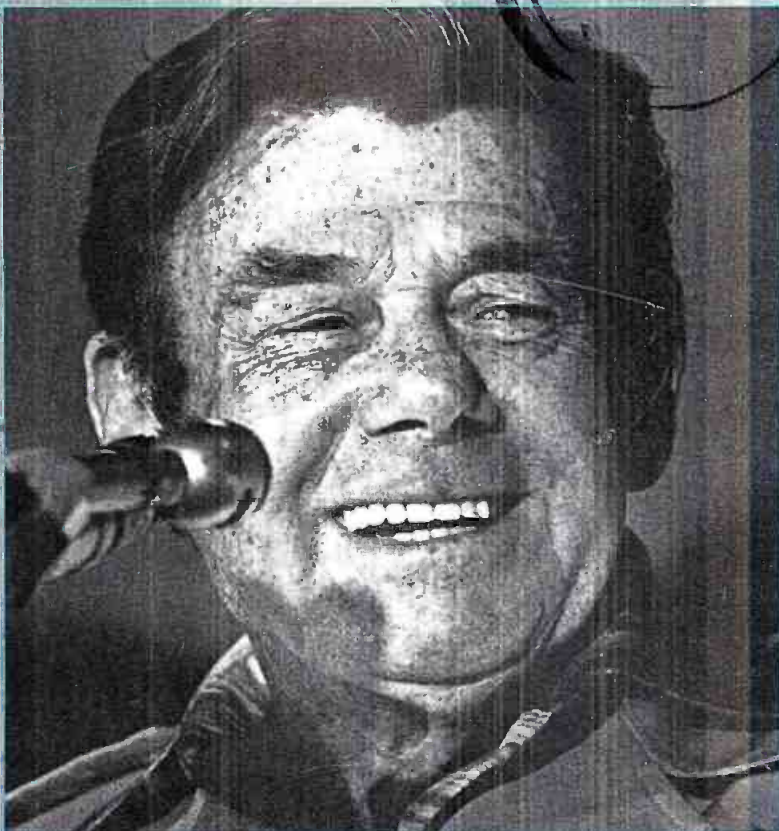


### PROGRAM FACTS:

LENGTH OF SHOW:  
2½ minutes.

COMMERCIAL AVAILABILITY:  
Two per program.

SCHEDULING:  
Five new programs each week.



Call Toll-Free  
1-800-423-2694

California, Alaska, Hawaii and Canada  
Please Call (213) 769-3500, Collect.

