Oct. 1, 1979

FCC widens competition in STV
ABC pays record for Olympics prize

Broadcasting Oct 1
The newsweekly of broadcasting and allied arts

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA 51106
Seven ways to be an agency hero.

1st Way: Our kickoff: Sept. 7th. From then on, you can give clients a franchise position on major sports programming at low cost. Including over 50 NCAA football games, and nearly 200 NCAA basketball games, plus professional golf, tennis, and many other sports. ESPN is all sports, every day of the week.

2nd Way: Offer clients ESPN’s tremendous efficiency against the young, upscale male market; 4.5 million cable households already guaranteed. Ask for the Nielsen demographic study.

3rd Way: Give clients frequency – a way to reach young males several times a day.

4th Way: With ESPN, you can offer clients 1/8 and 1/16 sponsorship of major NCAA events. Or scatter plans.

5th Way: Promise clients an absence of clutter – only 5 minutes of commercial announcements per hour.

6th Way: Give clients a chance to be leaders in the explosive trend to cable.

7th Way: You’ll be offering them a proven vehicle; already purchased by alert advertisers like Anheuser-Busch. ESPN, the Entertainment and Sports Programming Network, a subsidiary of Getty Oil, offers you unique, male-delivering programming. To learn more about what we can do for your clients, call Bob Chamberlain at 203-584-8477.

If you’ve got the spots, we’ve got the sports.

Be shrewd, reach 18-34 year old men on the new ESPN Total-Sports Network.

ESPN THE TOTAL SPORTS CABLE NETWORK
**The Week in Brief**

**STV SET FREE** □ FCC says it's time to let subscription television compete in the marketplace, and as a first step toward that, the commission lifts its one-to-a-market rule. That report and a look at the current status of over-the-air pay TV: **PAGE 23.**

**STRUCK GOLD** □ ABC-TV wins the rights to the 1984 summer Olympics in Los Angeles, and despite the $225 million the network will pay outright, it's confident it will recoup that and more. **PAGE 24.**

**PROUD AS PEACOCKS** □ NBC-TV puts a lock on first place in the first full week of the new season, and going into the second, the network is running right behind ABC-TV in first and way ahead of CBS-TV in third. **PAGE 26.**

**UPI LOOKS FOR HELP** □ The financially troubled news service makes a private offering to various newspaper and broadcast concerns to sell about 90% of the organization. The prospectus reveals broadcasting services contribute only a third of the company's revenues. **PAGE 28.**

**IN RESERVE** □ With the new TV season just weeks old, the networks are preparing to replace their weak shows with back-ups. **PAGE 34.**

**ONE FOR RKO** □ The FCC Broadcast Bureau recommends that the commission renew the license of RKO's WNAC-TV Boston and approve its sale to New England Television Corp. **PAGE 42.**

**OPEN BOOKS** □ Representative Ronald Mottl (D-Ohio) introduces a bill that would require the FCC to make public the financial reports of individual radio and TV stations. **PAGE 42.**

**COP-OUT** □ That's how a majority of comments filed at the FCC describe the commission's suggestion of using a lottery to decide a Media, Pa., comparative proceeding: **PAGE 44.**

**CO-SPONSORS** □ Senator John Heinz (R-Pa.) reintroduces legislation to create a National Endowment for Children's Television. Hollings signs on as a co-sponsor of the bill, which would allocate seed money for the research and production of programming for both commercial and public television. **PAGE 48.**

**REACHING OUT** □ In keeping with his promise to work for a consolidation of efforts, NAB Chairman Thomas Bolger meets with other media groups and hopes to form a council to coordinate common programs. **PAGE 50.**

**READY TO GO** □ Washington will play host to the nation's radio broadcasters next Sunday as the NRBA's annual conference gets under way Oct. 7. Sevareid and Goldwater are two of the scheduled speakers. **PAGE 50.**

**GOING PUBLIC** □ CBS demonstrates what it's been up to in testing British and French teletext systems and their applicability to U.S. television. **PAGE 55.**

**POINT MAN** □ Washington attorney Richard Schmidt may be the leading figure in the news media's fight to maintain full rights under the First Amendment. **PAGE 85.**
In old markets and new... the right media mix

Broadcasting
October 1, 1979

Katz. PROBE. The best.
Wild it is! Western it's not.
Each action-charged hour abounds with secret-agent adventure and sophisticated humor. Set against the backdrop of America's wide-open frontier days.

Little wonder that "Wild Wild West" draws young adults like a magnet...

* Winning Number One time-period rankings among the 18-49 crowd (men and women alike) in such major markets as Miami, Memphis, Cleveland and Charlotte!

* Increasing lead-in audiences of 18-49 women in 64% of all markets played!

* And boosting lead-in audiences of 18-49 men in 91% of all markets played!

Call for 104 "Wild Wild West" hours now.

Then watch how fast Bob Conrad and Ross Martin steal your competition's young adult viewers!

Source: ARB, 5/79. Audience estimates are subject to qualifications available on request.
**Revitalizing.** In strengthening of its advertising-marketing effort, Diners Club International, New York, will launch new campaign today (Oct. 1), heavily in television, to re-establish firm as leader in credit card field. Diners Club is expected to spend $12-$15 million on annual basis in campaign in print and in television in major markets of country. Starting in mid-December, Diners Club will be major sponsor of The Road to Monaco, syndicated series of 30 one-hour programs on Olympic Games which will be shown in about 125 markets. Campaign, conceived by Wells, Rich, Greenem New York, centers on new slogan — "You Know One When You See One" — that indicates Diners Club members evoke positive response in restaurants, hotels and resorts.

markets including Boston, Chicago, Detroit and Philadelphia with some spots running in fringe and prime times.


**Baskin-Robbins** □ Three-week campaign for ice-cream begins Oct. 8 in New York only. Agency: Ogilvy & Mather.

Los Angeles. Target: adults, 18-49.


**Seiko** □ Three-week campaign for men's and women's dress analog quartz watches starts Nov. 22 in more than 120 markets. Spots will be placed in prime time. Agency: AC&R Advertising, New York. Target: adults, 25-54.


**Tuffy Service Centers** □ Ten-week campaign for Tuffy mufflers begins this week in about 20 markets with spots running in morning drive times, Agency: Jackson & MacLean, Southfield, Mich. Target: men, 25-54.


**Cling Peach Advisory Board** □ Two-week campaign for peaches begins Nov. 12 in 15 markets including Los Angeles, Atlanta, Miami/Fort Lauderdale, Dallas, Philadelphia, Boston and New York. Agency: Hoefer Dieterich & Brown, San Francisco. Target: women, 25-49.


**Albertson's** □ Six-week TV and four-week radio campaign for retail food chain begins Nov. 5 in 14 TV markets and about 50 radio markets. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: women, 25-49.

**American Dairy Association** □ Seven-week TV and radio campaign for milk and dairy products begins this week in 114 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: children, 6-11; teen-agers, 12-17; adults, 18-34.


### BAR reports television network sales as of Sept. 2

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Sept. 2</th>
<th>Total dollars week ended Sept. 2</th>
<th>1979 total minutes</th>
<th>1979 total dollars year to date</th>
<th>1978 total dollars year to date</th>
<th>% change from 1978</th>
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<tr>
<td>Monday-Friday</td>
<td>180 $ 1,057,100 5,556 $</td>
<td>412,741,100 $</td>
<td>35,980,900</td>
<td>+14.7</td>
<td></td>
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<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,038 16,750,300 35,347 608,682,100</td>
<td>561,909,500</td>
<td>+8.3</td>
<td></td>
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<tr>
<td>Saturday-Sunday</td>
<td>Sign-on 6 p.m.</td>
<td>347 9,045,700 3,438 305,857,600</td>
<td>261,384,000</td>
<td>+17.1</td>
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<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>97 3,533,600 3,438 158,445,200</td>
<td>140,950,600</td>
<td>+12.4</td>
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<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>28 1,741,500 850 47,557,100</td>
<td>40,984,100</td>
<td>+18.3</td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>419 34,208,000 14,454 1,446,782,100</td>
<td>1,289,712,100</td>
<td>+12.2</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-9:30 a.m.</td>
<td>245 8,273,100 8,338 206,561,200</td>
<td>168,504,100</td>
<td>+22.6</td>
<td></td>
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<tr>
<td>Total</td>
<td>2,354 $72,609,300 79,482 $2,815,358,400</td>
<td>$2,498,425,300</td>
<td>+12.6</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Broadcasting Oct 1 1979
Fast and Steady Wins the Race: APR is 5 Years Old

The very first AP Radio broadcast was delivered by Tom Martin at 6:00 am, October 1, 1974, to 164 stations. Today, Tom's newscasts reach over 700 stations. That's better than two new affiliates per week for each week we've been broadcasting. And the pace isn't slacking.

Through September 22nd we've added 81 new affiliates on line during 1979. We think that makes us the world's fastest growing radio network. We know why that growth has continued throughout our first five years of operation: PERFORMANCE.

APR's performance has earned us recognition as well as affiliates. In just five years APR has received 14 major awards:

- The Freedoms Foundation Award
- The Overseas Press Club's Ben Grauer Award
- The duPont-Columbia Award
- The Janus Award (twice)
- The George Foster Peabody Award
- The National Headliners Award
- The UNDA-USA Gabriel Award
- The Women in Communications' Clarion Award
- The Commission on Working Women Award
- The National Motor Sports Press Association's Spot News Award
- The National Motor Sports Press Association's Feature Award (twice)
- The American Legion Auxiliary's Golden Mike Certificate

Over the past century and a half, people have come to expect award winning performance from the Associated Press. At APR we're proud to carry on the tradition.

Birmingham, Alabama—WERC and its sister FM station become the 700th APR affiliate. From left to right, Tim Lennox, WERC News Director; Jerry Jackson, AP's Broadcast Executive for Alabama and Tennessee; John Bomer, General Manager of WERC and Hoyt Harwell, head of AP's Birmingham Bureau.

AP Radio
Associated Press Radio Network
(212) 262-4011
Where Things Stand
An every-first-Monday status report on the unfinished business of electronic communications

Copyright 1979 Broadcasting Publications Inc. May be quoted with credit.

AM allocations. FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Comments were filed second week in July; they mostly supported maintaining clear channels (Broadcasting, July 16). There also has been increased discussion about converting daytime radio operations into full-time operations with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-III), in advocating conversion of daytimers National Telecommunications and Information Administration has proposed reducing AM spacing to 9 kHz to create more radio channels, and FCC has adopted notice of inquiry on subject (Broadcasting, June 25). International implications of reducing AM spacing will be on agenda at meeting of countries of Region II (western hemisphere) in Buenos Aires in March 1980. National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but without diminishing operation of existing full-time stations. National Radio Broadcasters Association has called for industry-government to study 9 kHz proposal. Comments on AM channel spacing are due today at FCC.

AM stereo. FCC last year initiated formal inquiry looking to development of standards for AM stereo broadcasting (Broadcasting, Sept. 18, 1978). Included in proceeding are five proposed systems - Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding have been filed (Broadcasting, May 28).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (Broadcasting, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (Broadcasting, Nov. 8, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (Broadcasting, July 31, 1978) and last year held seminar on media concentration (Broadcasting, Sept. 17).

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). NAB has filed a motion to dismiss (Broadcasting, Sept. 17).

AT&T rates. FCC has rejected increased AT&T charges for occasional networks, finding that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing. To which commission could prescribe rates, FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued last spring, reflects that view as it attempts to plug every loophole in decision (Broadcasting, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

Automatic transmission systems. FCC has allowed 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 soon.

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and 56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Last June 7, FCC adopted notice of inquiry concerning television waveform standards in view of changes in industry since rules were adopted in 1941 and 1953, FCC intends to examine whether competitive marketplace forces would serve public interest or if there is need for continued FCC regulation. Comments are due Dec. 19, 1979, and replies on Feb. 19, 1980. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August and is working to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

Broadcasting in Congress. House of Representatives has been on live television feed since March (Broadcasting March 26), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN). Proceeding in full to cable subscribers across country. Network news departments, having lost their battle to control feed, grudgingly say they will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. In Senate, resolutions have been introduced to suspend ban on TV coverage during debate on Strategic Arms Limitation Treaty. Expected this fall, but they have received no action yet.

Cable deregulation. FCC has embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive - distant signal and syndicated exclusivity regulation - but has opened possibility of establishing some kind of marketplace regulation through program equities (Broadcasting, May 7). Henry Geller, head of National Telecommunications and Information Administration, proposed idea of retransmission consent as means of introducing marketplace factor into distant signal equation idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (Broadcasting, Sept. 24).

Carter use of broadcasting. President has held 51 televised press conferences since assuming office, but has abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences radio call-ins of possibly other formats in which he hopes to turn around his political fortunes (Broadcasting Aug. 27).

Children's advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March. Next phase, if full commission's recommendation of hearing judge Morton Needelmark, is disputed-issues hearings. Schedule is tentative, pending achievement of commission quorum. FCC, meanwhile, has received reply comments in its inquiry into children's programing and advertising (Broadcasting, Jan. 22).

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment. At end of March, Joseph Califano Jr., secretary of health, education and welfare, announced initiation of program by ABC, NBC and Public Broadcasting Service to operate captioning project which will get under way early next year (Broadcasting March 26). ABC and NBC will eventually cap about five hours a week (mostly prime time) and PBS more than 10 hours. Sears, Roebuck & Co., will manufacture and distribute decoding equipment for home sets. Adapter for set will cost about $250, while 19-inch color set with one built in will sell for about $500. CBS declined to participate, say-
ing it is more interested in proceeding with its work with teletext process to provide not only captioning, but other Information services as well (see story, this issue).

Communications Act. Representative Lionel Van Deerlin has given up hopes of getting Communications Act rewrite, H.R. 3333, through Congress, and is instead pushing for passage of amendments to 1934 act (Broadcasting, July 16, 23). New bill would replace Title II of Act, concentrating on common carrier provisions, and possibly cable. No schedule for legislation has been established. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.), and S.622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.). Staffs are expected to meet to resolve issues and work out legislative language, although no date has been set.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing cross ownerships, disallowing future cross ownerships and requiring break-up of 16 "egregious" cross ownership cases (Broadcasting, June 19, 1978). Nine of 16 have either separated or been freed from divestiture order because of changed circumstances. Of seven remaining, six have waiver requests before FCC and one is asking commission to delay judgment on divestiture.

Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, March 9, 1978). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (Broadcasting, April 26, 1976). In December 1978, Court sent case back to commission at FCC's request. FCC's Cable Television Bureau is studying recommendations for further action.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (Broadcasting, Oct. 2, 1978). In broadcast area, commission has tentatively agreed to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (Broadcasting, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (Broadcasting, Jan.1). First Report and Order was adopted Dec. 21, 1978, and released for comment January 1979. If adopted, new rule will place all five broadcast services, AM, FM, TV, educational FM and educational TV, under one rule.

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (Broadcasting, Nov. 8, 1978) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Arguments on appeals were held in June (Broadcasting, June 18) at U.S. Court of Appeals for Ninth Circuit. In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrite code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (Broadcasting, Sept. 19, 1977).

FM quadraphonic. National Quadraphonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed over year ago (Broadcasting, Dec. 19, 1977); second notice of inquiry was issued early this year, and final comments have now been received (Broadcasting, Jan. 15).

Format changes. FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (Broadcasting, Aug. 2, 1976). Commission said determination should be left to discretion of licensees and to regulation of marketplace. But this was contrary to several previous appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups, but commission has decided to continue fight; it will ask Supreme Court to review case (Broadcasting Aug. 27).

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (Broadcasting, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (Broadcasting, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprizes (Broadcasting, Nov 13, 1978). In private sphere, National Association of Broadcasters has raised about $9 million from networks and other broadcast organizations, for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (Broadcasting, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected...
This week
Oct. 2-4 - International Electrical, Electronics Conference and Exposition, sponsored by the Canadian region of Institute of Electrical and Electronics Engineers. Exhibition Place, Toronto.
Oct. 2-4 - Kentucky chapter of Society of Broadcast Engineers third annual State of the Art convention. Bluegrass Convention Center, Ramada Inn, Louisville.
Oct. 3 - Association of National Advertisers cooperative advertising workshop, St. Regis-Sheraton hotel, New York.
Oct. 4 - National Association of Broadcasters legal workshop, Century Plaza hotel, Los Angeles.
Oct. 4-6 - East-central area conference of American Women in Radio and Television, Hilton hotel, Columbus, Ohio.
Oct. 4-7 - National Black Media Coalition annual meeting, Mayflower hotel, Washington.
Oct. 5-7 - Fall conference, Florida Association of Broadcasters Thunderbird, Jacksonville.
Oct. 5-7 - Annual convention of Mutual Broadcasters. Washington Hilton.
Oct. 5-7 - Illinois News Broadcasters Association fall convention. Holiday Inn, Mount Vernon, Ill.

Also in October
Oct. 6-9 - North Carolina Association of Broadcasters fall meeting. Asheville, N.C.
Oct. 8-9 - Southern Educational Communications Association board of directors planning retreat, Hilton hotel, Myrtle Beach, S.C.
Oct. 10-11 - Regional meeting, Mutual Black Network affiliates, Holiday Inn Downtown, Jackson, Miss.
Oct. 11-14 - American Film Institute National Conference on Film and Television, Sheraton Universal hotel, Universal City, Calif.
Oct. 15 - New deadline for FCC comments on proposal establishing table of assignments for noncommercial educational FM stations and new classes of stations (Docket 20735). Previous deadline was May 2. Replies are now due Nov. 30.
Oct. 16 - National Association of Broadcasters legal workshop. Austin Marriott hotel, Austin, Tex. Luncheon speaker is Senator Barry Goldwater (R-Ariz.)
Oct. 15-17 - Texas Association of Broadcasters fall convention. Marriott hotel, Austin.
Oct. 18-19 - Alabama Cable Television Association fall meeting. Lake Guntersville State Park Lodge and Convention Center, Guntersville, Ala.
Oct. 18-20 - Athens Video Festival with competitions in video art, drama, educational video and documentary sponsored by Ohio University College of Fine Arts. Information: Athens Video Festival, Box 388, Athens, Ohio 45701; (614) 594-6888.
Oct. 18-21 - Missouri Broadcasters Association fall meeting. Sheraton West Port Inn, St. Louis.
Oct. 21-28 - Society of Motion Pictures and Televisio
Engineers 121st technical conference and equipme
ment exhibit. Century Plaza Hotel, Los Angeles. Infor
mation: SMPTE, 852 Scarsdale Avenue, Scarsdale,
N.Y. 10583.
- Oct. 22-23 - Advertising Research Foundation
- Oct. 23 - Association of National Advertisers
promotion/merchandising workshop. St. Regis-Sheraton
Hotel, New York.
- Oct. 23 - Radio Bureau of Advertising Co-op
Confidential workshop on cop sales. Sheraton Denver
Airport.
- Oct. 24 - Connecticut Broadcasters Association an
nual meeting and convention. Hotel Sonesta, Hartford.
- Oct. 24 - Radio Bureau of Advertising Co-op
Confidential workshop on cop sales. San Francisco
Airport Hilton.
- Oct. 24-25 - Ohio Association of Broadcasters fall
conference. Columbus Hilton, Columbus, Ohio. Spea
kers include FCC Commissioner Anne Jones, Tom
Jariel, ABC News. Ohio Chief Justice Frank Calabrese,
Erwin Krasnow, NAB senior vice president & general
counsel.
- Oct. 24-25 - 25th annual University of Wisconsin-
Extension Broadcasters Clinic Clinic. Wisconsin Center
Madison. Information: Don Borchert, UW-Extension
Telecommunications Center, 821 University Avenue,
Madison 53706; (608) 263-2157.
- Oct. 24-26 - Kentucky Broadcasters Association fall
conference. Speaker: Senator Barry Goldwater (R-
Ariz.). Hyatt Regency, Lexington.
- Oct. 24-27 - American Association of Advertising
Agencies Western region convention. Marriott Rancho,
Las Palmas, Calif.
- Oct. 25 - Radio Bureau of Advertising Co-op
Confidential workshop on cop sales. Holiday Inn, Seattle
Tacoma Airport.
- Oct. 25-28 - National Association of Broadcasters
Broadcast Leadership Conference, NAB headquarters,
Washington.
- Oct. 26 - Annual Colorado State University Broad-
cast Day. Featured speaker: Vincent T. Wulfsberg, pre
sident, National Association of Broadcasters. Con
tact: Robert K. MacLauchlin, Department of Speech
and Theater Arts, Colorado State University, Fort Col
lins 80523.
- Oct. 26-27 - Broadcasters Promotion Association
board meeting. Waldorf-Astoria Hotel, New York.
- Oct. 26-27 - Puerto Rican Broadcasters Associ
ation semiannual convention. Parador Guajataca
Hotel, Quebradillas.
- Oct. 26-28 - Southwest area conference of Ameri
can Women in Radio and Television. Stouffer's Hotel,
Houston.
Women in Radio and Television. Farmont Hotel, Phila
delphia.
- Oct. 26-30 - National Association of Educational
Broadcasters 56th annual convention. Las Vegas
Hilton.
- Oct. 29-31 - Scientific-Atlanta fifth annual satellite
earth station symposium, exploring technical and busi
ness aspects of satellite communications. Marriott
Hotel, Atlanta. Information: Kenneth Lieddeck, (404)
- Oct. 30 - Radio Bureau of Advertising Co-op
Confidential workshop on cop sales. Sheraton LaGardia,
New York.
- Oct. 31-Nov. 2 - New Hampshire Association of
Broadcasters annual convention. Sheraton Wayfarer
Convention Center, Bedford, N.H.

Sept. 24-Nov. 30 - World Administrative Radio
Conference for U.S. and 153 other member nations of
International Telecommunication Union, Geneva.
Information: Conference Centre and ITU
headquarters, Geneva.
- Oct. 5-7 - Mutual Broadcasting System affiliates
- Oct. 7-10 - National Radio Broadcasters Associ
ation annual convention. Washington Hilton Hotel,
Washington. Future conventions: Oct. 5-8, 1980,
Bonaventure Hotel, Los Angeles; Sept. 20-23, 1981;
Marriott Hotel, Chicago.
- Oct. 21-28 - Society of Motion Pictures and Televi
sion Engineers 121st technical conference and equip
ment exhibit. Century Plaza Hotel, Los Angeles.
- Oct. 28-30 - National Association of Educa
tional Broadcasters 56th annual convention. Las
Vegas Hilton.
- Nov. 11-15 - National Association of Educa
tional Broadcasters 55th annual convention. Conrad
Hilton, Chicago.
- Nov. 12-14 - Television Bureau of Advertising
annual meeting. Omni Hotel, Atlanta. Future meet
ings: Nov. 10-12, 1980, Hilton Hotel, Las Vegas;
- Nov. 14-17 - Society of Professional Journalists
 Sigma Delta Chi national convention. Waldorf-
Astoria, New York.
- Dec. 12-14 - Western Cable Show. Disneyland
Hotel, Anaheim, Calif.
- Jan. 13-16, 1980 - Association of Independent
Television Stations (AITS) convention. Galleria
Plaza, Houston. Future convention: Jan. 18-21,
- Jan. 20-23, 1980 - National Religious Broad
casters convention. Washington Hilton, Washing
ton.
- Feb. 16-21, 1980 - National Association of
Television Program Executives conference. San
Francisco Hilton. Future conferences: March
13-18, 1981, New York Hilton: March 12-17, 1982,
Las Vegas Hilton.
- April 13-16, 1980 - National Association of
Broadcasters annual convention. Las Vegas. Future
conventions: Las Vegas, April 12-15, 1981;
Dallas, April 4-7, 1982; Las Vegas, April 10-13,
1983; Atlanta, March 18-21, 1984; Las Vegas,
April 14-17, 1985; Kansas City, Mo., April 13-16,
1986; Atlanta, April 5-8, 1987; Las Vegas, April
- April 18-20, 1980 - MIP '79 international pro
gram market Cannes, France.
- May 18-21, 1980 - National Cable Television
Association annual convention. Convention Center
Dallas. Future conventions: Los Angeles, May 29-
June 1, 1981; Las Vegas, May 22-25, 1982; New
Orleans, May 1-4, 1983; San Francisco, May
22-25, 1984; Atlanta, April 28-May 1, 1985.
- June 3-7, 1980 - 25th annual convention,
American Women in Radio and Television, Hilton
Palacio del Rio and San Antonio Marriott, San An
tonio, Tex. Future convention: May 6-10, 1981;
Sheraton Washington Hotel, Washington.
- June 11-15, 1980 - Broadcasters Promotion
Association 24th annual seminar and Broadcast
Designers Association second annual seminar.
Queen Elizabeth Hotel, Montreal. Future seminars:
June 10-14, 1981, Waldorf-Astoria Hotel, New
York; June 6-10, 1982, St. Francis Hotel, San Fran
cisco; June 8-12, 1983, Fairmont Hotel, New
Orleans; June 10-14, 1984, Caesar's Palace, Las
- Sept. 14-17, 1980 - Broadcasting Financial
Management Association 20th annual conference.
Town and Country Hotel, San Diego. Future con
- Sept. 20-24, 1980 - Eighth International
Broadcasting Convention. Metropole Convention
and Exhibition Centre, Brighton, England.
- Dec. 3-5, 1980 - Radio Television News Direc
tors Association international conference. Diplom

You'll celebrate the ratings these 34 sparkling movies deliver.
**November**

- Nov. 1 - Radio Bureau of Advertising Co-op Confidential workshop on co-op sales. Holiday Inn City Center, Chicago.
- Nov. 1-2 - Kansas Association of Broadcasters fall management meeting. Holiday Inn Downtown, Topeka.
- Nov. 1-4 - Federal Communications Bar Association fall seminar. Chateau Beach hotel, San Juan, PR.
- Nov. 2 - National Association of Broadcasters legal workshop. Condado Hilton Inn, San Juan, PR.
- Nov. 2 - Loyola National Radio Conference. Loyola University Water Tower Campus and Water Tower Hyatt House, Chicago. Information: (312) 670-3129.
- Nov. 4-7 - National Association of Broadcasters third annual labor relations seminar. University of Colorado, Boulder.
- Nov. 7 - National Association of Broadcasters legal workshop. Valley River Inn, Eugene, Ore.
- Nov. 7-8 - Oregon Association of Broadcasters conference. Valley River Inn, Eugene, Ore.
- Nov. 7-8 - Regional meeting. Mutual Black Network affiliates. Key Bridge Marriott, Arlington, Va.
- Nov. 7-8 - Society of Cable Television Engineers conference on cable and fiber optics. Doubletree Inn, Monterey Calif.
- Nov. 8-11 - National Association of Farm Broadcasters annual meeting. Crown Center hotel, Kansas City, Mo.
- Nov. 12-14 - Television Bureau of Advertising annual meeting. Omni hotel, Atlanta.
- Nov. 15-16 - Arizona Broadcasters Association fall convention and annual meeting. The Pointe Resort, Phoenix.
- Nov. 28-29 - Advertising Research Foundation Business Advertising Research Conference. Stouffer's Inn on the Square, Cleveland.
- Nov. 29 - Fourth annual Gabriel Award's banquet, sponsored by LINDA-USA. Ambassador hotel, Los Angeles.
- Nov. 30 - New deadline for filing reply comments in FCC's noncommercial educational FM proceeding (Doc. 20755).

**December**

- Dec. 2-8 - Association of National Advertisers annual meeting. Palm Beach, Fla.
- Dec. 3-8 - National Association of Regulatory Utility

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**January 1980**


**February 1980**

- Feb. 5-8 - Society of Cable Television Engineers fifth annual conference on CATV reliability. Adams hotel, Phoenix.
- Feb. 6-11 - International Radio and Television Society Faculty/Industry Seminar and College Conference. Harrison Conference Center, Glen Cove, N.Y.
The Quello seat

EDITOR: Your editorial urging reappointment of James H. Quello to the FCC ("An ethnic FCC") in the Sept. 17 issue is an understandable position for Broadcasting to take. But its conclusion, suggesting that the Senate sit on the nomination of Quello’s successor so that the incumbent might remain in office, is lacking in probity and completeness. Your editor’s note mentions that Commissioners Robert E. Lee and Margaret White continued to serve in offices under the provisions of Section 4(c) of the Communications Act. I remind you that so did Commissioner Nicholas Johnson, who was Quello’s immediate predecessor, a result I doubt you applauded at the time.

Quello’s nomination was under consideration by the Senate for seven months, from September 1973 until April 1974. (Johnson resigned in December 1973.) It is noteworthy that the Senate did not wait for President Nixon’s resignation, which came in August 1974, to act on the appointment. Why, then, should the Senate wait for the November 1980 elections to act on the appointment of a possible successor to Quello? — Frank Kahn, associate professor, Herbert H. Lehman College, New York.

Bird-watching

EDITOR: In your special report on radio Sept. 10 your magazine dwells at some length on satellite delivery. National Public Radio and Mutual are mentioned.

The Associated Press also has an application pending at the FCC for a satellite delivery system. Further, AP alone has asked permission to operate a "shared" system, which may well make possible more diversity in programming through additional networks — Jay C. Bowles, deputy director, broadcast services, Associated Press, Mooresville, N.C.
The Mike Douglas Show has been on the move since the word go. Consistently staying the freshest by bringing viewers the brightest faces from the liveliest places. And the '79-'80 season, our 18th year, shapes up as even hotter than the one now entering the record books.

We've added 20 new markets to what was already the biggest lineup attracting the most 18-49 women in syndicated variety-talk! If your market is one of the few not represented, there is no better time to climb aboard and go places with The Mike Douglas Show.
really goes out of his way you a good time!

DOUGLAS
GROUP W PRODUCTIONS INC
WESTINGHOUSE BROADCASTING COMPANY
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

Source NSI May 1979. Audience figures are estimates subject to the limitations of the techniques and procedures used by the service noted.
Tracking the trucker while he's on the road

Will wonders never cease?

It seems inconceivable that a group of industrial advertisers as competitive as American automotive equipment manufacturers could ignore a natural opportunity to reach 125,000 potential customers at their place of work and to offer them a needed and appreciated service along with a daily coast-to-coast sales message.

Inconceivable, yet that is exactly what seems to have happened in the $10-billion trucking equipment industry, which spends an estimated $16 million in major truck trade publications a year in an aggressive bid for the attention of independent trucking owner-operators, drivers and fleet managers.

The equipment makers forgot about the most effective, informative and entertaining advertising medium since Nelson Eddy first went on the air with The Song of the Open Road. They virtually ignored the subliminal capabilities of radio—and with it the long-distance trucker audience sitting in its cabs during the long nights of the cross-country haul.

And yet it was radio itself—and the use of the citizen band by truckers—that created today's image of these enterprising mobile businessmen who replaced the romantic picture of cowboys and other adventurous wanderers in the American consciousness.

Incredible as such forgetfulness might appear, there is a good excuse for it. Radio has become a consumer-products advertising medium to such an extent that its commercials are practically synonymous with things that go plop-plop-fizz-fizz—which isn't what heavy-duty trucking equipment is supposed to do.

But now an industrial manufacturer—CR Industries of Elgin, Ill.—is using radio to sell a broad line of heavy-duty trucking products in a manner that has been cornflakes.

And CR is doing it with such success that it is about to expand its CR Radio Network to more than 100 participating stations.

The daily, two-and-a-half-minute news and feature program for long-distance haulers is provided to participating radio stations at no charge. It contains spot news, features, interviews with drivers and industry leaders, as well as major product developments, along with a 60-second commercial about one of CR's products.

CR Industries estimates that this clear invasion of a consumer-products advertising medium carries its own advertising message to the men behind the wheel, each of whom is a potential customer.

Besides being a free program, this series

CR Industries is a manufacturer of truck products and a major producer of oil seals for industrial and truck applications. Bill Wade joined CR Industries six years ago and was recently promoted from market development manager to his new position as marketing services manager. Prior to his association with CR Industries, Wade was an editor with Automotive Aftermarket News and Fleet Management magazines.

is an ideal way for stations to increase their listening audience. What's more, the stations can use the programs to sell air time to advertisers of truck products and accessories or truck stops in their areas.

The message reaches trucking owner operators on the job—right in the cab of the truck—where it's becoming as much of a fixture as a St. Christopher on the dash, to sell such unlikely radio offerings as the CR Brakemaster air dryer, Heatstar diesel fuel warmer, and Scavenger fuel/water separator. And it is all done in an indirect manner as part of a legitimate radio news-feature show.

For a manufacturer of trucking equipment to use radio in this way may be rather unusual. And yet it's something so obviously right for the job it does. It is the truck driver's permanent companion in the long hours of the night haul. He listens as he drives. And because CR's Truck Trax is carried by its own network coast-to-coast, he hears it everywhere.

News leads for the show are provided by a leading business publication in New York and are sent for taping to clear-channel stations WMAQ Chicago and WWL New Orleans. CR is also sponsoring portions of Fred Sanders's all-night show on WMAQ and The Charlie Douglas Road Gang on WLS.

Talking recently at a conference of trucking industry magazine editors, Fred Sanders confirmed the special quality of this industrial advertising use of radio that, by no means accidentally, has become a genuine service for its audience.

"Truckers needed a specialized news-and-feature radio program of this kind," he said. "It used to take me many hours to research the kind of material I'm getting with Truck Trax—it's all good, solid stuff, and geared just right for the people it attempts to serve."

Nor is it a program that shies away from sensitive issues or ducks its responsibility to the American public as a whole. During the recent nationwide strike by independent trucking owner-operators, who were protesting fuel prices as part of the energy squeeze that threatened to paralyze American transportation, Truck Trax covered the news accurately and fairly while stressing the positive side of the demonstrations and urging restraint.

That in itself is a cause for wonder in these peculiar days when manufacturers run from involvement in anything that smacks of controversy.

CR Industries was no more anxious than any other major business enterprise to get involved in a situation where violence and conflicting issues made the going sticky indeed. It took corporate courage to admit that the CR Radio Network had become more than just an advertising tool. As a real news-and-feature program, Truck Trax had to meet its responsibilities. And it did.

None of this is supposed to imply that radio advertising has replaced traditional print advertising and promotion in the trucking equipment industry. Radio was intended to serve as an expansion of the CR fleet program—and that is what this ingenious network brought about. A full ad campaign continues in leading trucking magazines, while distributors of CR equipment get their share of attention too.

But, as with so many good ideas whose time has come, the discovery—or rediscovery—of radio as a sales tool for heavy-duty industrial equipment has opened up new horizons for radio and manufacturers alike.

What will come next? Perhaps the roar of diesels will replace the snap-crackle-pop accompaniment of America's breakfast. Perhaps not. But this refreshing new advertising partnership of industry and radio is on the road and rolling.

Monday Memo®
A broadcast advertising commentary from William S. Wade, marketing services manager, CR Industries, Elgin, Ill.
One-upmanship
Having succeeded in placing hand-picked appointees in all key staff slots on FCC, Chairman Charles D. Ferris is now brainstorming his biggest project—replacement of his most persistent adversary, Commissioner James H. Quello, whose term expires June 30. There's more than speculation Ferris plans to recommend appointment to FCC of Chief Scientist Stephen J. Lukasik. Aim is to satisfy critics who have deplored absence of engineer on FCC when technology rules telecommunications roost. Lukasik last May 1 succeeded Chief Engineer Raymond E. Spence. It would be "promotion from within," too.

Why would Dr. Lukasik have left post of chief scientist of prestigious Rand Corp. if it weren't to become member of FCC? Dr. Lukasik, 48, has extensive background, having headed Defense Advanced Research Project Agency of Department of Defense in 1971-74. He also has held science assignments at Massachusetts Institute of Technology, Westinghouse, Stevens and Xerox.

Trade-off
NAB policymakers are considering approach to radio deregulation that follows lead of FCC Commissioner Tyrone Brown: accepting fixed program quotas in news and public affairs as trade-off for total deregulation in other areas. Argument, considered at executive committee meeting in Montreal two weeks ago (Broadcasting, Sept. 24), and to be put before full joint board in Washington Oct. 16, is that such approach (1) would assure stability for industry, (2) would pass muster with courts, (3) would insulate broadcasters against competing applications and petitions to deny.

It's anticipated percentage of news and public affairs in total schedule would be less than 6% now in force for FM. Radio board leadership is understood to support proposal strongly, and TV leadership, said to be reconciled to perpetuation of program percentages on that side of broadcasting, isn’t resisting it.

Trouble ahead
Press, which has been accused of overplaying stories on court decisions affecting news media, has been giving little attention to legislation moving through Congress that press representatives fear could hamper work of reporters. At issue are working draft of bill recodifying federal criminal laws, being considered by House Judiciary subcommittee, and S.1723, which contains identical provisions and is being aired by Senate Judiciary Committee.

Measures would prohibit reporters from taping conversations unless other party was aware of action, prohibit reporters from destroying notes, even if they are not subpoenaed, as means of protecting sources, and exposing publications to espionage law penalties for printing material even though there is no proof of "intent to injure" national defense.

Conciliator
Bill O'Shaughnessy (WVOX(AM)-WRTN(FM) New Rochelle, N.Y.), member of National Association of Broadcasters radio board, has begun campaign to get NAB and National Radio Broadcasters Association together. O'Shaughnessy said idea is certainly not new, but "it's time has come." He sent letter to NAB board members suggesting that both associations should "cut a deal," and says he has received positive reactions from both NAB and NRBA board members.

Money hunt
Sources familiar with UPI's private offering to broadcasters and publishers of "units" of control in company (see page 28) give it better-than-even chance of success. But it was too early last week to judge general reception. Calls to dozen local recipients of offering turned up only three that had received it. Reactions ranged from "we'll do something" to "clearly interested."

UPI has plans five regional meetings at which prospective investors may question officers and counsel: Chicago, Oct. 17; New York, Oct. 22; Boston, Oct. 24; Atlanta, Oct. 31; and San Francisco, Nov. 9.

Foe and friend
Pluria Marshall, of National Black Media Coalition, seems to be taking on new image in broadcasting community. In negotiating agreements with Gannett Co., in its merger with Combined Communications Corp., with General Electric, in its merger with Cox Broadcasting, and now with Times-Mirror Co., in its acquisition of Newhouse Broadcasting radio and television stations (see page 48), he drove hard bargain, in benefits won for black community. But with agreements made, he becomes tiger in advocacy of FCC approval of multimillion-dollar transfers. He feels "positive attitude" can have bigger payoff than proving he can fight.

Indeed, he is factor in effort to persuade National Citizens Committee for Broadcasting to withdraw its petition to deny GE-Cox merger. On Sept. 21, he and representatives of GE, as well as of two Atlanta groups that have reached their own agreement with GE, met with NCCB's Sam Simon in NCCB's offices to explain both agreements. So far, however, NCCB continues to oppose deal.

Buying urge
Had FCC acted on advice of local citizen group, Washington Association for Television and Children, and rescinded its approval of $15.5-million sale of WDCA-TV Washington by Improvement Leasing Co. to Taft Broadcasting (Broadcasting, Sept. 17), Improvement had another buyer with check in hand waiting in wings—Tandem Productions—part of bundling Norman Lear-Bud Yorkin-Jerry Perenchio communications empire. Group has bought, subject to FCC approval, WNU-TV Linden (Newark), N.J., with eye on subscription television service for New York area. Group had similar plans for WDCA-TV.

Tandem officials confirmed that company attempted to buy Washington station—"if the deal fell apart we were going to step in"—but said it offered Improvement "no more than the purchase price of Taft." (Taft had asserted that Improvement had offer of $20 million from unidentified buyer.)

Expensive tour
Broadcast coverage of Pope John Paul II's visit to U.S. (see page 40) will run into serious money. Local TV and network pool coverage in cities on his itinerary is expected to cost about $1 million. Beyond that, networks individually are thought to be spending about million each. Then there's multiplicity of station coverage.

Envoy to UNESCO
Dr. Barbara Newell, president on leave from Wellesley College, soon will be nominated U.S. ambassador to UNESCO with Senate confirmation expected in November. Now attending UNESCO council meeting in Paris as foreign service officer, she will succeed Estaban Edward Torres, named assistant to President Carter (Broadcasting, Aug. 13).

Dr. Newell, 50, has distinguished career in education. She was elected to board of noncommercial WGBH-TV Boston in 1972, same year she was named to board of Carnegie Endowment for International Peace. She will represent U.S. at UNESCO Belgrade conference in fall, 1980, at which time sensitive issues of news control, including licensing of journalists (which U.S. has opposed), will arise.
Vic Chemical □ Thirteen-week campaign for Nyquil cold medicine starts this week in about 25 markets with spots during fringe times. Agency: LaMarca, New York. Target; adults, 18-34.

Colgate □ Ten-week campaign for Fresh Start detergent begins this week in 135 markets with spots running in day, prime access and prime times. Agency: Kenyon & Eckhardt, New York. Target; women, 25-54.


Ronco □ Four-week campaign for various household products starts Nov. 30 in about 160 markets including Boston, Detroit, Philadelphia and San Francisco. Agency: Kingsbridge Media & Marketing, Van Nuys, Calif. Target: adults, 18-49.


Browne Vintners □ Eight-week campaign for Barton Et Gustia wine begins Oct. 22 in 16 markets including Boston, Chicago and Detroit. Agency:

Radio only

MASLA MEANS BUSINESS

Ask John Ade
WKTU, New York

JACK MASLA & COMPANY, INC.
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco

Doyle, Dane & Bernbach, New York.
Target: adults, 25-54.


Monarch Wine □ Six-week campaign for Manischewitz wine begins Nov. 5 in 46
Take Torbet Radio to the NRBA

Come visit us at booth 25 on the exhibit floor WASHINGTON HILTON and in the Hilton's Conservatory Monday 5 P.M. - 8 P.M.
TRANSPORTATION

Greyhound
Continental Trailways
Amtrak
Eastern Airlines
American Airlines
Metro Transit Authority
Avis Rent-a-car
Budget Rent-a-car

628-8000
737-5800
484-7540
393-4000
393-2345
637-2437
683-6700
628-2750

POINTS OF INTEREST

1. The Capitol .................................................. 224-3121
2. The White House ............................................. 456-1414
3. Washington Monument ..................................... 426-6839
4. John F. Kennedy Center for Performing Arts ............. 254-3600
5. Jefferson Memorial .......................................... 426-6821

HOTELS

CAPITAL HILTON HOTEL
16th & K Sts., N.W. Washington, D.C. 20036 .................. 393-1000
DUPONT PLAZA HOTEL
1500 New Hampshire Ave., N.W. Washington, D.C. 20036 ...... 483-6000
EMBASSY ROW HOTEL
2015 Massachusetts Ave., N.W. Washington, D.C. 20036 ....... 265-1600
GEORGETOWN INN
1310 Wisconsin Ave., N.W. Washington, D.C. 20007 .......... 333-8900
HAY ADAMS HOTEL
800 16th St., N.W. Washington, D.C. 20006 ................. 638-2260
HYATT REGENCY
1st & New Jersey Ave., N.W. Washington, D.C. 20001 ........ 737-1234
LOEWS L’ENFANT PLAZA HOTEL
480 L’Enfant Plaza East, S.W. Washington, D.C. 20024 ...... 484-1000
MADISON HOTEL
MAYFLOWER HOTEL
1127 Connecticut Ave., N.W. Washington, D.C. 20036 ....... 347-3000
SHERATON PARK HOTEL
SHOREHAM AMERICANA
2500 Calvert St., N.W. Washington, D.C. 20008 ............. 234-0700
WATERGATE HOTEL
2650 Virginia Ave., N.W. Washington, D.C. 20037 .......... 965-2300
WASHINGTON HILTON
1919 Connecticut Ave., N.W. Washington, D.C. 20009 ......... 483-3000
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*Notes:*
- Visit Trent River
- Back on October 15th
State of the STV art

There are presently six operating over-the-air television stations in the U.S., all UHF. The stations are run generally by the licensee, but the subscription operations are farmed out to a franchisee, although in most cases, the franchisee is a subsidiary of the licensee. For example, Oak Industries and Chartwell Communications jointly own KBSC(TV) Corona, Calif., and have franchised it to a joint subsidiary. Following are basic statistics on what may be one day the pioneers of a business:


FCC letting STV out of the closet

Commission adopts major change for the medium, allowing more than one over-air pay station per market; other policy alterations in the works

There was a tidal shift in the fortunes of over-the-air pay TV last week. The FCC repealed its rule limiting one subscription television (STV) station to a market, beginning what appears to be a relaxation of rules that have limited the growth of that medium for almost a decade ("Closed Circuit," Sept. 24).

Not only did it take that first step toward opening up the marketplace, but it also instructed the staff to move toward elimination of other regulations holding STV back—particularly the rule banning STV entry unless a market has four free signals.

The next step: a complete study of STV's relationship to other areas of the broadcast marketplace, which the staff said it would deliver in the first quarter of 1980.

In 1968, when the FCC issued its report and order adopting the present STV rules, there was widespread opposition from Congress and broadcasters who were afraid of free TV's being swept off the air. There were no discouraging words at all last week. Indeed, there was an evident consensus that an open STV market might be an opportunity for all, and no threat to any. Nevertheless, the FCC's staff study will be looking for a flexible rule that will enhance financial viability, without endangering the existing free television universe. A conspicuous fear: that VHF stations might turn from conventional to pay TV operation.

There are currently six STV stations in the nation, all UHF. The largest is KBSC(TV) Corona, Calif., with 210,000 subscribers. KBSC was a conventional UHF before it began STV operations on April 1, 1977. The oldest STV station is WWHT(TV) Newark, N.J., which began operation March 1, 1977; it now has 63,000 subscribers serving the New York City area. The other four STV stations: KWHY(TV) Los Angeles; WQTV(TV) Boston; WXON(TV) Detroit; and KNXV(TV) Phoenix.

There have been 90 applications for STV facilities since 1969. Only 15 have been granted so far. In addition to the six in operation, there are approved grants in Philadelphia; San Francisco; Milwaukee; Cincinnati; Cleveland; Linden, N.J.; Fort Lauderdale, Fla.; Smithtown, N.Y.; and Sacramento, Calif. Fifty-nine other applications have been approved for filing, all but six of which are mutually exclusive and will have to be decided in a hearing. The remainder have been dismissed.

The FCC staff feels that a widening of opportunity in STV will stimulate the growth of UHF which has found difficulty in becoming, and staying, profitable. There is also a feeling that minority investment in such outlets will be spurred, since the UHF properties are in easier economic reach than VHF, and the addition of pay authority will help assure profitable operation.

Presently, the cost of subscription service runs between $15 and $20 a month—a price level dictated by the use of the decoding equipment necessary to unscramble STV transmissions as well as the programming itself. The primary difference between STV and pay cable is the transmission method. The latter ordinarily piggybacks atop a conventional cable system. STV, on the other hand, sends signals by air, just as in standard television, but in a "scrambled" fashion that must be unscrambled by a decoder attached to the subscriber's set. The same ownership rules governing standard television also govern STV.

Thomas Wheeler, president of the National Cable Television Association, says the prospect of expanded STV competition does not worry him. "There's plenty of room for both of us... Anything that teaches people there's more than Laverne and Shirley available on their television sets is welcomed," he said. Wheeler feels that STV will help introduce cable to additional markets—particularly the larger markets in which cable has been restricted.

An STV station must carry at least 28 hours of conventional programming per week after its first two-and-a-half years of operation, according to present FCC rules. Most of the subscription programming is
Dent. Pay cable programing may be attracting more viewers than many broadcasters think. The first major pay cable audience report, produced by Nielsen from its February 1979 sweeps measurements, shows that in pay cable homes in prime time, pay cable programs got 14%-17% shares of total viewing, or one-fifth to one-fourth of the homes of network affiliates combined. In one week, for example, during the average prime-time quarter-hour, 11% of pay cable homes were watching pay cable, 21% were watching ABC stations, 14% CBS, 12% NBC, 3% independents and 1% PBS. In addition, 9% were watching programs from distant stations (which may have included some network programing) and 1% were watching programs from superstations. In late night (11:30-1), pay cable ratings tended to be one-fourth to one-third as high as the combined networks. (No significant viewing of pay cable appears before 6 p.m.) The voluminous Nielsen report also has separate breakout for Home Box Office homes and Showtime homes. HBO and Showtime offerings sometimes outrate some of the highest-rated network series. In Showtime homes on Feb. 10, for example, Sylvester Stallone's "F.I.S.T." on Showtime beat ABC's "Love Boat and Fantasy Island" by an average of five rating points and almost quadrupled the averages of CBS's "Sweetiepiele" and NBC's "Barr and Rockford Files." In HBO homes the same night, "Escape from Witch Mountain" also swept the network series. Some broadcaster sources say pay cable ratings seem higher than they expected, but that homes that subscribe to pay cable have a special interest in it, so their viewing patterns may not be typical.

provided during prime time, conventional programing during the remainder of the broadcast day. Since the practice seems to be the norm, a station's ability to spread the cost of operation across both types of programing would provide additional conventional programing rather than less, according to the commission, and will "improve the welfare of both subscribers and nonsubscribers," by giving them a choice and more diversity.

Because STV is supported by the viewer rather than by the advertiser, the FCC believes it will be able to respond to the demands of smaller viewing groups. For instance, the commission pointed out, KWHY Los Angeles now carries foreign language programing for its Japanese, Korean and Chinese communities during the station's hours of conventional programing. Revenues from pay programing make this possible.

"It is precisely in the realm of pay television, where consumers can express their preferences most effectively, that we should eliminate unnecessary government regulation," the commission said. "Certainly, in markets where channels are available we should not create an artificial scarcity to serve the interest of the initial STV applicant."

In addition to eliminating the one-to-a-community rule, the FCC decided that setting a cut-off date by which competing STV applications must be filed was now unnecessary. It also decided to allow STV operators the option of deciding whether or not to standardize their systems or to offer decoders compatible with whatever other STV systems serve the market.

Additional issues, including whether consumers should be allowed to purchase rather than lease decoders, will be the subject of a further rulemaking notice.

In Brief

Saying FCC staffers are about to propose broadcasters devote "X%" of schedules to children's programs, FCC Commissioner Anne Jones told New York conference of American Women in Radio and Television "I don't like X%." She said that would lead FCC to evaluate program content and "when you find government looking at programs, you have trouble." Jones is hopeful commission won't be afraid to reassess fairness doctrine, citing "powerful and interesting arguments" against its current functioning and "erosion of scarcity theory" on which it is based. She praised recent resolution of Sky Perfect case, page 23, and said she thinks "when people open their pockets' country will see different programing than now on both pay and broadcast. It's a better system, I think." Jones, who earlier allowed she doesn't much care for what's currently on television, also is disassociated with slowness of commission. She considers it worst of three regulatory agencies at which she's served, and hopes commission will improve to point where applicants can "get a final decision while they're still alive."

American Family Corp. continues to build TV division, has signed agreement to buy Black Hawk Broadcasting Co., Waterloo, Iowa, for $45 million in common and newly issued preferred AFC stock. Black Hawk's holdings include KXLYV, Cedar Rapids, KCBCI, Des Moines, KTIVTV Sioux City, KWWL-TV and KRMWAM, Waterloo, all Iowa, and KALTV, Austin Minn.; six cable TV franchises in Dallas-Fort Worth area; industrial catering firm and outdoor advertising company in Waterloo. Of seven stations in deal, AFC must spin off all but KXLYV, KWWL-TV and KCBC to comply with FCC duopoly rules. Leroy Paul, acquisitions officer for AFC (chairman and chief executive officer is John B. Amos; Amos family founded and controls publicly owned company), said purchase was made primarily to acquire TV stations but said AFC is "becoming more and more excited" about Texas cable franchises. Black Hawk Broadcasting is closely held company headed by Chairman Robert Buckmaster and President Harry G. Sife; Broker: Blackburn & Co.

ABC opens vault to win 1984 Olympic contest

Network lands rights for $225 million; it was so confident of winning it had already acquired space for transmission facilities; 200 hours of programing planned

ABC-TV's determination to get back the summer Olympics crystallized last week when the network agreed to pay $225 million for the 1984 games in Los Angeles, the first summer games to be held in the U.S. since 1932. It was announced last Wednesday (Sept. 26) that ABC had beat out four other competitors for the quadrennial sporting event. The agreement reached with the Los Angeles Olympic Organizing Committee is subject to ratification at an Oct. 25 meeting of the International Olympic Committee in Japan, but the record deal—believed to be the highest in television history for a program—appeared to assure that IOC approval will be only a formality.

Under terms of the agreement announced by LAOC President Peter V. Ueberroth, ABC will:

• Pay $100 million for the U.S. television rights;
• Provide the worldwide host broadcast signal, and
• Pay the LAOC an additional $125 million to cover costs related to promotion and support services incurred by the committee.

ABC News and Sports President Roone

In four-sided deal, Outlet Co., has sold its WJAM (Providence, R.I., to John E. Franks for $2.2 million and purchased WJAM (Trouton, Mass., principally owned by John McCarthy and his wife, Lucy, for same amount). Franks also acquired WJAM's cable rights to the Los Angeles Olympic Organizing Committee to publish WJAM's (Providence to Philip Dow and Henry Hampton for $100,000. All sales are subject to FCC approval.

National Association of Broadcasters has petitioned U.S. Court of Appeals in Washington to stay implementation of FCC's ARTEC policy pending judicial review. NAB says commission, in four decisions involving Arlington (Va.) Telecommunications Corp., shifted burden of proof from cable system to broadcasters, in cases in which system seeks waiver of distant signal rule. NAB contends that action violates Administrative Procedure Act by, in effect, repealing distant signal rules without benefit of public comment.

FCC Commissioner Joseph Fogarty warned last week that commission decision to deregulate radio—as it has proposed—would be reversed by courts if it were not preceded by marketplace experiment. Commission, he said, may not "lawfully abrogate its existing
Arledge said last week that he expected ABC’s production costs for the more than 200 hours of mostly live coverage to fall considerably below the $100-million estimate bandied about in the general press. Arledge speculated that the network’s costs would be in the area of half that amount, bringing the total price tag of the games to the vicinity of $275 million.

ABC Television President Fred Pierce said he was “very confident that we will more than recover our costs.” He said ABC already held a number of “anticipatory letters” from potential advertisers who had told ABC prior to the announcement that they were interested in sponsoring the games. No names were revealed, however.

Payment of the $225 million to the LAOOC will be made by ABC in a series of installments over the next four years. The committee representatives and the network officials declined to discuss the arrangements, but Uebrooth said that after formal approval of the agreement by the IOC the full details would be disclosed.

About $66 million—two-thirds of the cost of the rights—will go to the local organizing committee. The IOC will receive the other third—approximatly $34 million. Total cost of the games, which local organizers hope will be picked up in part by the federal government, is expected to approach $600 million.

According to Pierce, ABC expects the first U.S. summer Olympics in 52 years to generate enough home-grown interest among potential sponsors that the network will have a relatively easy time selling commercial spots. No determination of availability was released last week.

Advertising rates for the games were also discussed at the press conference, but no estimates were provided by the network officials. Arledge said estimates of $500,000 per minute were “very high.” Other speculation put the per-minute costs of spots, of which there are expected to be 2,000, at $200,000.

ABC will recoup some of its investment in the games by offering television services to foreign broadcasters above the basic service of providing a video signal. According to Arledge, any additional service required by the other broadcast organizations will be charged for by ABC. The basic service, however, will include coverage of events not necessarily covered by ABC for domestic broadcast as well as facilities in the network’s broadcast center.

Pierce told Broadcasting last week, that ABC had contracted for physical plant in the Los Angeles area for that purpose two years ago “in anticipation of getting these games.” The broadcast center is “already in place,” he said. Pierce declined to locate it, but it is believed to be within the Gower studios in Hollywood, where ABC already leases space.

“We are ABC are 100% behind the acquisition of these games,” Pierce said in response to one reporter’s questions concerning the corporation’s feelings on such a large monetary outlay for programing.

“We more than expect to recoup our investment. This will be the most exciting event to hit in modern television broadcasting times.”

The 23d Olympiad, July 28-Aug. 12, 1984, will be the sixth covered by ABC since 1964, and it is widely believed that both Arledge and Pierce viewed the acquisition of the rights to the Los Angeles event as being as important to the network’s sports programing pride, which had been shaken by NBC-TV’s $87-million

regulation solely on the basis of untested theory which leaves the public interest in radio communication so totally to the marketplace.” Commissioner expressed his views in statement concurred in part and dissenting in part to 106-page notice of inquiry and rulemaking looking to deregulation that commission issued on Thursday, three weeks after voting on issue (Broadcasting, Sept. 10).

U.S. Supreme Court has been asked to review FCC opinion dismissing fairness doctrine complaint charging that CBS had taken dovish position in coverage of national security matters. Petition was filed by American Security Council Education Foundation, private, nonprofit institution concerned with national security matters, which had based its complaint on exhaustive study of CBS-TV Evening News programs throughout 1972 and on several follow-up surveys. Commission decision that study failed to make prima facie case of fairness violation was reversed by three-judge panel of U.S. Court of Appeals in Washington but later affirmed by full nine-judge court (Broadcasting, July 2, 9).

Raymond J. Timothy has been named executive vice president of NBC Television Network, reporting to President Robert E. Muhrland. Formerly executive vice president, affiliate relations, Timothy’s new position entails overseeing affiliate relations, network sales and the sales services department. Pierason G. Mapes, vice president, network planning, was named vice president, affiliate relations, reporting to Timothy.

Diane B. Healey, director, affiliate planning, succeeds Mapes and will report to him. Donald J. Mercer, vice president, affiliate relations, was named vice president, administration and affiliate services, reporting to Mapes.

Olympic gold. ABC Television President Fred Pierce announces his network’s victory in securing TV rights to the 1984 summer Olympics, to be held in Los Angeles. Joining him at a press conference are (l-r): Monique Berlioux, executive director of the International Olympic Committee; Peter V. Uebrooth, president and executive director of the Los Angeles Olympic Organizing Committee; Roone Arledge, president of ABC News and Sports, and Paul Zifferen, chairman of the Los Angeles Olympic Organizing Committee.

J. Leonard Reinsch, long-time leader in broadcasting and cable, will be nominated as co-chairman, with Gustave M. Hauser, of Warner Amex Cable Communications Inc., new company being formed in co-ownership by American Express Co. and Warner Communications as successor to Warner Cable Corp. (Broadcasting, Sept. 17). Hauser, now chairman, president and chief executive of Warner Cable, will be president and chief executive as well as co-chairman of Warner Amex. Reinsch, 71, who has been communications and cable adviser to American Express since retiring as Cox Broadcasting board chairman on July 1 (“Closed Circuit,” Sept. 17), is also expected to be chairman of executive committee of new company and member of its finance committee.

Harold W. Andersen (Omaha World-Herald) elected chairman of World Press Freedom Committee, succeeding George Beebe (Miami Herald), who remains as executive director.
**Premiere week is good one for NBC**

Network climbs out of its usual third place to capture the lead, aided by its 'Coming Home' and 'CHiPs'; revamped 'Archie's Place' holds up for CBS while 'Benson' performs well again for ABC

**Network TV's coming out of last season with its poorest prime-time showing ever, turned the tables for its premiere week ending Sept. 23.**

The network climbed far enough out of the basement to achieve first for the week—and by a substantial margin. Considerably less auspicious was the CBS-TV season start, turning up in third. ABC-TV, in second, had officially launched its season a week earlier.

The prime-time averages gave NBC a 20.0 rating and a 33.9 share for its first week, which was accomplished in its first week. Another week when it aired the World Series. ABC followed at 18.0/29.7, then CBS at 16.9/27.7.

NBC won Monday and Saturday, ABC, Tuesday, Wednesday and Thursday, and CBS, Friday and Sunday. In contrast to last season, NBC never fell below the place position. CBS, on the other hand, was third for four nights.

And NBC's new-found strength and CBS's loss of it continued in the first three days of the week that followed. While ABC's Monday through Wednesday average was best, at 21.1/34.7, NBC scored 20.1/33.0—well ahead of CBS's 15.1/24.7.

NBC, which won Monday and was second on Tuesday and Wednesday, had last Converter miniseries averaging a 19.5/32 for the three nights 9-11 p.m. Its regular 8 p.m. openers, however, also did well—Little House on the Prairie (25.4/41), The Misadventures of Sheriff Lobo (18.1/31) and Real People, with its best-yet performance (20.6/35).

CBS trailed Monday through Wednesday. The debut of California Fever on Tuesday fell right to the basement (12.3/21) and the next night's Last Resort (9.3/16) and Struck by Lightning (9.4/15) continued on weak ground. CBS will be giving Last Resort an extra play today (Oct. 1) in the 9:30 WKRP in Cincinnati slot, hoping to gain exposure for it from a strong M*A*S*H lead-in.

If NBC's long form programming was providing a boost, CBS's wasn't. Tuesday's Death Car on the Freeway brought in a 17.6/29 but on 'Wednesday The Betsy scored only a 12.0/20.

ABC's greatest show of strength for the three days came Wednesday when Eight is Enough, Charlie's Angels and Vega averaged a 23.6/39.3 for the night.

Reappearing the week ended Sept. 23 after a long absence were NBC entries among the top-rated shows. In the top 11 (10th place was tied), ABC had three and NBC two for an apiece. A week before, ABC took 10 of the top 11 places, with NBC not showing up until 24th.

Whether NBC can remain number one or two is anyone's guess. But clearly the network is starting out much more footloose than last year. Excluding movies, NBC said its regularly scheduled programming earned a 19.7/34, up 26% over last season, and premiere shows averaged 20.1/33.0, up 37%, and returning shows 21.5/37, up 22%, NBC said.

**Early line.** Here's one reading of the new season offered in a background discussion with a highly placed and knowledgeable network official: NBC-TV's unaccustomed win of the week ending Sept. 23, the first with three-way new-season competition, "makes it easier for Fred Silverman to come to work, but the price they've had to pay is too great." The network won the week on the strength of hit movies, "Coming Home" and "The Outlaw Josie Wales," which it moved up from the November sweeps, and a special two-hour episode of regular series CHiPs and generally strong Little House on the Prairie. A special one-hour episode of Diff'rent Strokes helped, but NBC did not even run seven of its series—thought to be the network's weakest program elements. Silverman and company could take pleasure in the performances of Misadventures of Sheriff Lobo and A Gun Called Sloan, all of which were said to have done "respectably" or "reasonably well."

CBS-TV, on the other hand, must find it "very disappointing" that Draper John, M.D. was "the only one of the new programs that got a respectable rating" while the entire stable of new situation comedies seemed to fall over themselves in a rush for the bottom. The network's poor performances on both Wednesday and Saturday nights should be viewed as serious.

ABC-TV "has legitimately hurt itself by some of its aggressive scheduling" and the much-publicized move of Fantasy Island (which ended up 53rd that week) "was clearly a mistake. I'll bet you a nickel it will be back on Saturday." Mork and Mindy's Sunday performance had to be disappointing, but the critical element there was probably NBC's "Love Bug" on Disney's Wonderful World, which split the young audience and left CBS's Archie Bunker's Place to the adults. The Associates also failed to hold on to Mork's audience—further contributing to the over-all dismal network showing on Sunday night—where the network has invested considerable energy in an attempt to improve its performance.
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THE COMPANY THAT DOESN'T STOP WORKING WHEN THE SHOW GOES ON THE AIR.

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America's coast-to-coast rock 'n' roll hookup — the top hits reported by DJs across the country — plus exclusive appearances by rock's superstars on each weekly 2-hour show. Premieres Winter 1980.

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Top stars and major club DJs from across the nation in America's only disco sweep — 3 hours every week — on the air now in 110 markets.

FUTURE FILE
The world of tomorrow — from UFOs to fashions — with the thinkers and the dreamers who will take us there. Ten 3-minute features weekly — premieres Winter 1980.

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Hollywood's superstars talk about their lives and their craft — plus dialogue from their movies. Ten 3-minute features each week beginning Winter 1980.

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SEE US AT THE NRBA — FOOD AND COCKTAILS AT 6 MONDAY, SUITE 5189. EXHIBIT NUMBER 5220
UPI looks for help

News service offers pieces of itself in private sale; restructured ownership seen as means of insuring that firm will survive after Scripps trust dissolves

Seeking “greater financial stamina” and a “strengthening” of its organization, United Press International has put itself on a private auction block, offering selected newspaper and broadcasting concerns that amount to 90% of the company.

Structured as a private offering in conformity with federal securities law, UPI mailed prospectuses to about 200 broadcasting and publishing companies that UPI considers potential investors.

At present, UPI is primarily owned (95%) by the E.W. Scripps Co. trust, with the Hearst Corp. holding 5% interest. The news service was founded by Scripps in 1907 and a 1958 merger with Hearst-owned International News Service brought that corporation into the current partnership.

Ownership through a trust is, however, an impetus to the sought-after reorganization. Established for the grandchildren of E.W. Scripps, the trust will dissolve on the death of its last member. What that might mean for UPI as a company is unknown. The company sees restructuring as one means of achieving a “guarantee of perpetuity” lacking in the trust arrangement.

Forty-five “units” representing 2% each would be available to new limited partners under the proposal, with Scripps and Hearst together retaining 10% as general partner. UPI hopes to achieve a “balance” among investors that would approximate the company’s present dollar volume ratio of domestic business in the newspaper and broadcasting fields, or about 60% in newspaper and 40% in broadcasting.

Several important guidelines are embodied in the law applicable to such private sales and strict adherence is necessary to maintain the exemption from Securities and Exchange Commission registration. A private sale cannot be “advertised,” one result of which is that UPI is not carrying the story of its own proposed sale. The party making such an offer must know that the offeree has the knowledge and experience to make an informed investment decision and the capacity to withstand any losses incurred.

As these guidelines are “self-executing,” it’s up to the offerer and its counsel to make those determinations; UPI has set $2 million-$3 million of net worth as the lower limit for companies invited to participate. Offerees must either have access to or be provided all information available to a company director, which amounts to opening the company’s books to prospective investors. The prospectus UPI has mailed includes this essential information.

It’s been known for some time that UPI has been considering various approaches to strengthen the company (Broadcasting, May 7). The possibility of broadening ownership within the industry was under active consideration, although the company’s study of that issue wasn’t publicized. Should the offering fail to generate the necessary interest, there are other alternatives, including public stock offering. However, indications are that UPI, confident of success, has not at this time fully reviewed alternatives. Of course, the news service could continue to function under the present arrangement. While the company has lost $17 million since 1961, officials of both Scripps and UPI have repeatedly stated that UPI “has never been a profit center” for Scripps.

Prospectus reveals surprising extent of UPI losses; broadcasters contribute only third of revenues

The confidential memorandum that UPI sent last week to selected prospective investors details “substantial” losses going back more than five years, projects more losses at least through 1982 but offers hope—though no promises—for the longer haul.

From 1974 through 1978, the memorandum shows, UPI had operating revenues totaling $325,539,000. For the same period it had $21,218,000 in operating losses, and its net loss came to $8,617,000.

For the first six months of 1979, its operating revenues reached $39,429,000, up from $36,962,000 in the first half of 1978; loss from operations was $2,402,000, up from $2,273,000, and its net loss was $1,218,000, up from $907,000.

For the period from 1980 through 1984, the projection anticipates operating losses in all five years, though declining after 1982, with a net loss in each of the first three years, but approximately $2 million net profit in 1983 and again in 1984.

The projected net profit explicitly hinges, however, on the success of UPI’s planned conversion to satellite distribution and the saving it is expected to bring in comparison with the cost of distribution using the conventional AT&T terrestrial network.

These savings are projected to appear first in 1981 and total $557,000 in that year, rising to $4,255,000 in 1982, $5,533,000 in 1983 and $6,574,000 in 1984.

The “Confidential Private Placement Memorandum”—a private offering’s equivalent of the all-disclosing prospectuses required for public offerings and running, in this case, to more than 100 pages—surprised some readers not only by the extent of the losses but also by its disclosure that only a little over one-third of UPI’s domestic revenues comes from broadcasters.

With more than 3,700 broadcast clients, UPI had been widely believed to derive close to half its domestic revenues—and perhaps more—from broadcasters. The memorandum puts the 1978 domestic figure at 35%, which, with total domestic revenues at $56,478,000, would put domestic broadcast total at $19,767,300. In foreign operations, 1978 revenues were $17,829,000, with 13%, or $2,317,770, attributable to broadcast.

Of UPI’s 1978 total revenues of $74,307,000, then, approximately $22 million, or about 30%, came from broadcasters.

Newspapers accounted for 49.4% or
"Any company that will work all weekend to get your financial reports out right after month-end, even though the system is still being installed, is more than a computer company!"

"I've had a lot of broadcast accounting experience and have worked on our BAT Systems for some time. I know the importance of completing an installation as soon as possible, even if it means I have to put in long hours.

"Recently, I installed one of our BAT Systems at a major Ohio station. It was satisfying for me to help the station controller get the financial reports out right after the month-end, especially since they were all done on a brand-new BAT System which was still being installed. I think our efficient, prompt conversion meant as much to me as it did to the station's management.

"Actually, I'm not unique at Station Business Systems. We have over 25 people committed just to Client Service, all with broadcasting backgrounds, all getting constant training. And all of us are ready, willing, and able to help our customers get the most out of their BAT Billing, Accounting, Traffic Computer Systems. This may be one reason why ours are the most widely used Broadcast Systems in the world! And, all of our BAT Systems handle full Accounting, not just Traffic and Billing.

"Let one of our Station Business Systems' people make a free analysis of your station needs. The odds are good that we have the appropriate solution for your Business System requirements. After all, our BAT Systems come in all sizes, for radio, TV, networks, groups, and they can do other tasks, like music playlists, film inventories, payroll, mailing lists, and much more.

"Call us at (800) 243-5300, or collect at (203) 622-2400, or write 600 West Putnam, Greenwich, CT 06830. The Station System Analysis obligates you in no way. Tell them I sent you.

"Who knows? Perhaps I'll be lucky enough to install a profit-generating, complete BAT System at your station!

"See us at Booth 321 at the NRBA Convention."

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Patti Foley
Installation Specialist
Station Business Systems
at WSAI Cincinnati
about $27,900,000 of 1978 domestic revenues and for 44.2% or $7,800,000 of revenues from foreign operations.

Over the past five years, the broadcast and newspaper percentages have varied only slightly. Broadcast's biggest share domestically was 35.5% in 1975 and its lowest was 33.8% in 1974. Newspapers' largest domestic share was 1978's 49.4%; their lowest was 45.8% in 1974. In foreign operations, broadcast's share has ranged from 18% in 1974 to 13% in 1978; the newspaper share has ranged between 51.3% in 1974 and 44.1% in 1977.

Aside from work with satellites, including tests of so-called small receiving dishes now under way at 12 of 30 authorized sites, UPI is shown in the memorandum to have a number of experimental projects in progress or under consideration.

- It is "testing a TV newswire service which would provide national, international and regional news for a daily major newscast keyed to appropriate UPI news pictures. Also provided would be special reports, including hourly headlines, personalities in the news and offbeat human-interest "show closers" and other special services."
- It is exploring the possibility of transmitting advertising and public relations material to customers electronically.
- It is experimenting with newshile transmission via a digital system rather than the current analog system.

What have we got against their news?

I Love Lucy, Dick Van Dyke, Sanford & Son, Sha-Na-Na, The Joker's Wild, $100,000 Name That Tune—that's what!

While the other Sioux City stations program local news KMEG-TV supplies the entertainment alternative. KMEG-TV programs a top-notch entertainment line-up that's attracting more of the market's viewers than ever before plus News and Weather Updates 44 times weekly. If you thought your choice was limited to news or more news, think again! KMEG-TV provides a choice, a real alternative to the other station's news.

Solid Entertainment 8 days a week

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Avery-Knoedl Television National Representatives
How do you keep America's toughest TV audience happy for 30 years?

Give them what they like.

The 19-million tough critics in New York, New Jersey and Connecticut — you have to give them exactly what they like or you don't last.

Today, we deliver more movies, more live sports and more locally-produced programs than any other independent. As well as award-winning public affairs specials. And Europe's finest productions.

Today, WOR-TV is the favorite New York independent station of young adult critics. And third favorite with critics under 18.*

At WOR-TV, we're celebrating 30 years on the air.

The point is obvious.

*Source: NSI/ARB, May 1979

TV. As you like it. Since 1949.
are $22,207,000 assets, $74,307,000 in 1978 gross revenues and $79,856,000 in 1978 expenses.

AP's broadcast list is put at 3,400, UPI's slightly higher at 3,777.

AP is said to serve 1,350 newspapers, UPI 1,122. A total of 789 papers are said to use AP exclusively, 441 UPI exclusively. Among the 100 papers with the biggest circulation, 91 use AP and 82 use UPI. Those 82 represent 45% of UPI's domestic newspaper revenues.

ESPN adds on the advertisers

Satellite cable program brings in backing for its service, which had potential 4.5 million homes hooked up on first month's operation.

The new Entertainment and Sports Programming Network (ESPN), a cable service principally owned by Getty Oil, continues to attract advertising support.

While other deals haven't approached ESPN's $1.3 million sale to Anheuser-Busch to promote Budweiser beer during National Collegiate Athletic Association games (BROADCASTING, May 26), others on board include Heriz (for about $250,000), the U.S. Air Force Reserve ($200,000), Getty Oil itself (just under $600,000), Sony, English Leather, Penn Athletic, Buick, the Wall Street Journal and Barron's.

In its first month of service, begun Sept. 1, ESPN claims it reached some 625 cable systems, with 4.5 million households. Projections are for six million homes by September 1980 and eight million the following year.

ESPN contracts with cable systems are for five years, with a base fee of $2.40 per subscriber. Various discounts are offered depending on system size, and Chairman William Rasmussen estimates that on the average, the five-year cost is $1.50 to $1.80 per cable home. Systems only pay according to the number of households they have when the contract is signed. Subscriber growth isn't reflected in payment to ESPN. Contracts take effect today (Oct. 1); September service was provided free.

Currently ESPN offers round-the-clock sports programming via satellite Friday through Sunday and 10-12 hours a day Monday through Thursday. Events so far have ranged from Notre Dame football to a hurling championship from Ireland. In early December, once the basketball season is underway, ESPN expects to be 24 hours a day, seven days a week.

ESPN hasn't yet fully determined how much advertising time will be available in the full schedule. However, using the five-minutes-per-hour limit on NCAA events as a benchmark, this amounts to about 100,000 30-second spots per year, Rasmussen said. Thirty percent of the commercial time reverts to the local cable operators.

Signs with Storer. Delaware Teleservice Co., serving more than 10,000 homes in Dover, Smyrna and Kent county, announced Friday (Sept. 21) it has signed letter of agreement with Storer Broadcasting Co. to become subsidiary of latter. James Faucett, DTC vice president and general manager, said agreement is subject to "approval of various government jurisdictions." Stock exchange is involved, with exact amount to be determined.

Upping the shares. Adams-Russell Co., Waltham, Mass., owner of CATV systems and TV station and manufacturer of electronic equipment, will increase shares outstanding by 40%. Shareholders of record Oct. 2 will receive four shares for each 10 held. Company now has approximately 1.2 million shares outstanding.

Capital formation. Heritage Communications, Des Moines, Iowa-based cable MSO, has announced that underwriting group managed by Blyth Eastman Dillon & Co. and R.G. Dickinson & Co. will make public offering of 934,462 shares of Heritage common at $9.25 per share. Proceeds to company will be available for general corporate purposes.

Stop the music. Paramount Pictures has scotched its previously announced deal to buy half of EMI Ltd's music operations, with companies saying they couldn't agree on terms for joint venture. Price tag was initially estimated to be in $150-million area (BROADCASTING, July 16). Paramount's chairman, Barry Diller, said company will continue "aggressively" to pursue involvement in music business as part of development "as full-service entertainment company."

Soccer to them. TAT Communications, joint venture of Norman Lear and Jerry Perenchio, has acquired Detroit franchise of Major Indoor Soccer League. Games of yet unnamed new team will be televised on WXON-TV there, where principals own over-air pay-television rights. Soccer broadcasts will commence in December.

Dollar deal. Unsecured credit line of $45 million has been established by Viacom International with Morgan Guaranty Trust Co., Chemical Bank, First National Bank of Chicago and Wells Fargo as lenders. Financing is at prime rate, convertible into a four-year term loan at 103% of prime for first two years, 105% for remainder. Credit line replaces $17 million financing Viacom announced in April.

More stock. MCI Communications Inc. offered public market 4.5 million shares of $1.80 senior cumulative convertible preferred stock. The $67.5-million offer was handled by Loeb Rhoades Shearson and Allen & Co. Preferred shares are convertible to common at $10 each.

Signing number 700. AP Radio reached another milestone—its 700th affiliate—with the signing of WERCAM-WXKFX-FM Birmingham, Ala. The AP Radio news network, which commenced operations Oct. 1, 1974, provides hourly news plus specialized programming and now has affiliates in all 50 states. Roy Steinfort, AP vice president for broadcast services, noted that the signing coincided with the start of experiments testing the transmission of AP Radio and other AP services via satellite to six-foot and 10-foot receiving dishes, in addition to AP's planned use of conventional 15-foot dishes. Shown (l-r) are Tim Lennox, WERC news director; Jerry Jackson, AP broadcast executive for Alabama and Tennessee; John Bomer, WERC general manager, and Hoyt Harwell, head of AP's Birmingham bureau.
WHEN?

L.A.T.E.R.


Columbia Pictures Television
With the new TV season just weeks old, network thoughts turn to replacing weak shows with some waiting on the bench

The new television season is under way, and the networks are hoping, praying perhaps, that the batch of new shows introduced last month will survive in the ratings race. The networks, however, are not counting on that unlikely eventuality, and all three already have a handful of even newer programs in various stages of production.

At this point, it is too early to say which of the September shows will be first to get the axe. (For the week ending Sept. 23, it should be noted that six of the bottom-10 shows were new situation comedies.) For now, however, it suffices to say that some of the new programs will be removed from network schedules and be replaced by yet another batch. And among those newer programs, each network has some that lead replacement lists.

At ABC-TV three programs are said to be among those most likely to be plugged into sagging time periods:

*Family*, the Spelling/Goldberg Productions dramatic series will be making its fourth appearance in prime time beginning in December when the network's regular Monday night series of football games concludes. Executive producers are Aaron Spelling, Leonard Goldberg and Mike Nichols.

*Nobody's Perfect* proved just that in August when the network dropped it from its list of shows to debut in September. The story of an eccentric Scotland Yard detective in San Francisco is still slated as a replacement series, however. Arnie Sultan and Chris Hayward are executive producers of the Universal Television program.

*Stone*, the story of a detective who doubles as a best-selling novelist, made its debut as a made-for-television movie Aug. 26 starring Dennis Weaver. It, too, is a Universal project. Stephen J. Cannell is executive producer.

CBS-TV has three new shows tagged as the most likely candidates for prime-time slots:

*Knots Landing*, a spin-off of Lorimar Productions' *Dallas*, is said to be a leading contender, in part due to the especially strong showing of *Dallas* during the summer. *Landing* is currently being shot. David Jacobs and Michael Fillerman are executive producers.

*Phyl and Mikhy*, a half-hour situation comedy about an American track star and a defecting Russian athlete, is being made by Elmar Productions. Hal Cooper and Rod Parker are producers.

*Young Maverick*, a Warner Bros. Television offering, marks series television's return to the western genre. Robert Van Scoyk is executive producer.

NBC-TV has five series that it has put at or near the top of its list. The network has not officially dubbed any of them as "replacement," series, however, but all have been announced as projects slated for airing during the 1979-80 season:

Joe's World, a half-hour situation comedy from TAT Communications, deals with a blue-collar family headed by Joe Wahash (Ramhon Bieri), a third generation house painter. Alan Horne, president of TAT, is supervising production.

*Shog* is a family drama starring Karl Malden penciled in as a limited-run series set for airing in January. Noted writer Abby Mann writes and produces the series in association with Lorimar. Lee Rich, Brad Dexter and Mann are the executive producers.

*United States* is a much-touted new comedy series being produced by *MA*S*H* creator Larry Gelbart. Starring Beau Bridges, the show deals with contemporary marriage as seen through the eyes of a couple with two young children. It is an OTP Productions project.

**Good Time Harry** is a half-hour situation comedy from Universal about Harry Jenkins (Ted Bessell), a "very unmarried" sports writer. Gareth Davis is producer.

*The Facts of Life*, a spin-off of *Different Strokes*, made a limited debut as a summer replacement series. NBC includes it among its list of possible new entries, however. Jerry Mayer is producer of the series for TAT.

**Critic's choices**

*Eischied* and *Associates* rate high with reviewers, but not viewers

As television critics continued their reviews of new program entries, NBC's *Eischied* and ABC's *The Associates* generally came off as two shining stars on the TV season's horizon.

But, as is commonplace, glowing newspaper copy doesn't necessarily translate into ratings. *Eischied's* premiere turned out to be NBC's lowest-rated program of the week, earning only a 15.3 rating and a 25 share. *The Associates* was tarnished in its first week out, with a 16.0/25.

A sampling of *Eischied*, *The Associates* and other new program reviews follows.

*The Associates* (ABC, Sunday, 8:30-9)

"The last great comedy series of the Seventies ... *The Associates* was created and produced by some of the talent that brought to television *The Mary Tyler Moore Show* and *Taxi,* and it shares the best qualities of both those programs. It is the best-written and best-acted new comedy series of the year ... *The Associates* isn't only sublime comedy, but a mosaic of shrewd observations about humans in groups, a civilization in microcosm. If half the shows on prime time TV were this good, TV critics would be put out of business in no time." Tom
You're in our future

The Mutual Broadcasting System welcomes its current and future affiliates—and the thousands of stations that regularly broadcast Mutual programs—to its Annual Affiliates Convention, October 5-7, Washington, D.C., and to the 1979 National Radio Broadcasters Association Conference and Exposition, immediately following, October 7-10.

Radio. It's growing and we're another reason why.

mutual broadcasting system
WGBH engineers talk about the Ikegami HK-312
Eight Ikegami HK-312 studio color cameras are in service at WGBH, Boston, some dating back to October 1977 — long enough for intelligence on their performance. From recent interviews with key WGBH people, read these excerpts.

Pops without noise
Tom Keller, Director of Engineering:

"The HK-312s have such high sensitivity that we were able to reduce significantly our light levels at the Boston Pops and Symphony telecasts. Yet, despite the major light reduction, we experienced no visible noise with the HK-312s... With their remarkable reliability record, we can depend on 6 cameras for 6-camera coverage, and not 7 for 6 as in the past. After all, you can't stop a live orchestra performance for a retake if you've lost a camera."

2 IRE, but a complaint
Ken Hori, Senior Engineer for Advanced Development:

"We tested several camera makes for RFI within a quarter-mile of a 50 KW radio transmitter. The HK-312 measured 2 IRE, whereas most others were in the 5 to 7 IRE area, and some as high as 20 IRE... For symphony remotes we'd need 2 to 5 hours for warm-up, but nowadays we're set up in less than an hour... We like its straightforward design — example, its truly high signal-to-noise ratio as compared to other cameras that resort to reduced bandwidth to attain a comparable ratio but wind up delivering noise too..."

We did get one complaint from the maintenance crew. They said that because they rarely found the problem of a down HK-312, they would never get to know the HK-312 well enough to fix it.

Washouts and dropouts
Bill Fairweather, Video Control Engineer:

"During a lighting seminar staged here by Imero Fiorentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on it to show loss of detail in the case of more than 60 percent TV white reflectance. The HK-312, however, was able to retain enough detail for the printing to be readable on the monitor.

Next came a demonstration of the dangers of too much or too little light on a chroma-key background. The HK-312 held the key to such a low light level on the blank background that the lecturer grinned and said, "I guess WGBH has pretty good cameras!" and went on to the next subject."

The HK-312 is the camera that met WGBH criteria for performance, stability, and reliability. They also have HL-55s, high-performance portable cameras that interface with HK-312 CCUs and can operate portably with their own CCUs.

Adapters for triax cable, using digital techniques, make their cameras remote-usable at nearly a mile from base stations, yet easily revertible to multicore cable whenever needed.

In daily use, their HK-312s and HL-55s are interfaced with microprocessor-computer control units that automatically cycle them through all set-up adjustments, including black-and-white balance, flare and gamma correction, video gain, and eight registration functions, then recheck all those adjustments — all within 45 seconds. The cameras can also operate independently of the set-up computers, a feature that is an Ikegami exclusive.

If all of this suggests that the HK-312 is probably the best studio/field color camera in the industry, consider this: camera, set-up computer, and triax adapter are not only operational, they are deliverable. For details or a demonstration, contact Ikegami Electronics (USA) Inc., 37 Brook Ave., Maywood, NJ 07607, (201) 368-9171 / West Coast: 19164 Van Ness Ave., Torrance, CA 90501, (213) 328-2814 / Southwest: 330 North Belt East, Houston TX 77060, (713) 445-0100.

"... Even if it didn’t have Mork and Mindy as a lead-in, the series about the denizens of a Wall Street law firm has everything going for it ... The intelligence behind the series is most obvious in the script. While it calls for slapstick and keeps the one-liners coming, there is a larger plan that will allow all of its characters to flesh out, in much the same way as they do in Taxi ..." Judy Flander, Washington Star.

"The half-hour lives up to its promise, an almost picture-perfect example of how to set up a sitcom with style and panache." Rick DuBrow, Los Angeles Herald Examiner.

Archie Bunker’s Place (CBS, Sunday, 8-8:30)

"It is, in just about every respect, a first-class disaster. ... This contrived extension of All in the Family is relentlessly sodden. The clever pace, the crispness of the scripts, the skill of the performance have all disappeared. ... Perhaps the series has run its course and is ready for deservedly dignified interment. ... All in the Family could have benefited immemorably by emulating the dignified retirement of the Mary Tyler Moore Show." John J. O’Connor, New York Times (review based on premiere).

"... It’s funny and the writing is just as sharp as before, but one is keenly aware of the absence of Jean Stapleton ... O’Connor’s road will be harder because he has no one to play off. But his skill at characterization is priceless. At the risk of being eaten alive by aliens from Ork, we’d rather watch O’Connor than Robin Williams." Kay Gardella, New York Daily News.

"O’Connor and Balsam make it all work when they’re together. They are something to see. It’s nice to see pros on TV. It’s nice to see a story actually established in a TV comedy. And it’s nicest of all to see a TV comedy in which characters are more important than juvenile jive." Rick DuBrow, Los Angeles Herald Examiner.

California Fever (CBS, Tuesday, 8-9)

"... The aim of the show is to reflect the California life style, so there’s plenty of beach and sun. If only there was a script to go with it." Kay Gardella, New York Daily News.

In sum, this is an odd show. It looks like summer fare, and we are into fall. It is arrogant about the supposed glamour of trivialities in life here and has no feel for the real wonder of this place. It is all just too, too cute. And semi-literate, at best." Rick DuBrow, Los Angeles Herald Examiner.

"Obviously this is a time period when the chewing gum really hits the fan. ... There’s not 30 minutes of story in the hour, and the predictable finale, with all the gang gathered around [Rex] Smith (who plays himself) as he belts out a song, reminds you of Frankie and Annette in all those wonderful beach movies." Howard Rosenberg, Los Angeles Times.

Who’s news. Warner Bros. Television Distribution’s stable of producing talent is expanded by signing of exclusive long-term distribution agreement with Budd Grossman through his Budgdoro Productions. He joins others in signing worldwide distribution agreements with Warner — Danny Arnold, James Komack, team of Don Nicholl, Michael Ross and Bernie West and team of Allan BYE and Bob Einstein. Grossman deal is latest in aggressive acquisition spree that began last year with Warner’s signing of agreement with The Woiper Organization. Grossman’s writing credits include Diff’rent Strokes, Dennis the Menace, Get Smart, Gilligan’s Island, The Doris Day Show and Maude.

Advice and consent. O’Connor Creative Services, Los Angeles, plans Nov. 12 launch date for The Senators, radio program featuring five-minute daily commentaries by U.S. senators. Already committed to program are Henry Jackson (D-Wash.), William Armstrong (R-Colo.), and John Stennis (D-Miss.). O’Connor plans to market new program for service charge of $6 to $12 per week. Mark Bragg, part-owner of Public Affairs Broadcast Group, will take over Oct. 1 as chief operating officer of O’Connor Creative Services and will oversee production of The Senators.

Expanding. Golden West Broadcasters Radio Productions was formed last week, marking that group broadcaster’s entry into radio production field. Named to vice presidency heading new division was Roger Carroll, long-time KMPC/AM Los Angeles air personality. New service will first offer three-hour music program featuring as yet unnamed radio celebrity. Other plans announced by GWB include radio entertainment specials, features and commercials. New division comprises KMPC/AM San Francisco, KEXIAM-FM and KEXIK-FM Portland, Ore., KWMG-FM and KEXIAM-FM Seattle, WCKXAM-WTRF Detroit and Major Market Radio, New York-based national media sales company.

Strike-bound. Labor dispute that has shut down Britain’s ITV commercial TV network now threatens one of country’s most prized exports, The Muppets. Production has now been halted in U.K. for six weeks with only 12 of season’s programs completed. Associated Television Corp., producer of show, is looking to U.S. French and German studios to complete series of 24 programs.

Bought. NBC-TV owned-and-operated stations have purchased 20th Century-Fox Television Sports’ one-hour special on Los Angeles women’s marathon. Race will be run Nov. 3 with program available for airing Nov. 15.

Eischied (NBC, Friday, 10-11)

"... Don’t count out Eischied [as a hit possibility] ... If you can ignore the show’s title and concentrate on the character of the top homicide cop who does not always work by the book, then you may find the new show is just what you were seeking ..." Jim O’Brien, Philadelphia Daily News.

"... I still couldn’t help being slightly disappointed by the opening episode ... From the script to the editing, it looks like a rush job — and a padded one at that. ... With this first-rate cast, continued emphasis on the realistic inner workings of the police department, tighter editing and less predictable scripting, Eischied could become one of the best weekly cop dramas ever ... And I think it will ..." Neel Halsen, Orlando (Fla.) Sentinel-Star.

"... For all its production values and highly priced star, Eischied looks to be but another of a long line of routine TV police dramas ..." Rex Polier, Philadelphia Bulletin.

"... As tired as the premise seems, Eischied is extremely well done. It’s the same quality dramatic form producer David Gerber gave us in Police Story, and all such inane series as Vegas, Copra, and Sword of Justice, Eischied is a picture to watch ..." Barbara Holzopple, Pittsburgh Press.

"... At last, a detective series with grit, guts and a New York state of mind. And at last, a detective show that’s written for adults, looks classier, moves extremely well and features a star [Joe Don Baker] who has more dramatic presence in his sizable little finger than David Soul has in his entire soul ..." Steven Reddickiffe, Baltimore News American.

"... Time for police drama to make a TV comeback? Eischied is the one that might do it ..." Bernie Harrison, Washington Star.

"It is Baker who shines as the most refreshing character to inhabit a TV drama since Kojak popped a sucker in his mouth." Howard Rosenberg, Los Angeles Times.

"But there is a potential. And there is the potential to tell good stories. And Baker wears three-piece suits, smokes cigars and favors tequila, and all of that stuff is just fine with me. I think it entitles him to a second look and more." Rick DuBrow, Los Angeles Herald Examiner.

A Man Called Sloane (NBC, Saturday, 10-11)

"... begs, borrows and steals from [James] Bond and other television series, and the result is an extremely agonizing hour in front of the old set ..." Steven Reddickiffe, Baltimore News American.

"A Man Called Sloane is roughly of the same quality and mentality as such great hits of yesteryear as Supertrain and The Eddie Capra Mysteries." Rick DuBrow, Los Angeles Herald Examiner.
NEW YORK (AP) – POPE JOHN PAUL II HAS APPEALED TO THE AMERICAN PEOPLE FOR OPENNESS AND PRAYER TO HELP "FULFILL" WHAT HE CALLED HIS "MISSION OF SERVICE" DURING HIS UPCOMING VISIT TO THE UNITED STATES.

THE PONTIFF DUE TO ARRIVE IN BOSTON ON OCTOBER 1ST, ASKED CATHOLICS TO PREPARE THEMSELVES SPIRITUALLY FOR WHAT HE CALLED A PASTORAL VISIT TO THE AMERICAN CATHOLIC CHURCH "TO PROCLAIM THE UP-LIFTING AND HEALING MESSAGE OF GOD'S WORD."

THE POPE TOLD A REPORTER FROM WOR-TV IN ST. PETER'S SQUARE IN ROME THIS WEEK THAT THE MESSAGE HE WANTS TO BRING TO THE UNITED STATES IS "A MESSAGE OF HOPE AND PEACE, A MESSAGE OF FRATERNAL LOVE. I DESIRE TO ASSURE ALL AMERICANS – CATHOLIC, PROTESTANT, AND JEWS; PEOPLE OF ALL CHURCHES; AND ALL MEN AND WOMEN OF GOOD WILL – OF MY FRIENDSHIP, RESPECT AND ESTEEM."

HE SAID HE WAS LOOKING FORWARD TO HIS ONE-WEEK VISIT IN THE UNITED STATES AND ASKED CATHOLICS TO "OPEN WIDE THEIR HEARTS TO THE PURIFYING ACTION OF THE HOLY SPIRIT."

THE POPE MADE THE STATEMENT FOR A VIDEO TAPE SPECIAL TO BE AIRED ON THE EVE OF HIS ARRIVAL. HE IS SCHEDULED TO TRAVEL FROM BOSTON TO NEW YORK, PHILADELPHIA, DES MOINES, CHICAGO AND WASHINGTON.
Ecumenical coverage for Papal visit

Stations and networks in cities where Pontiff will stop over are pooling their efforts for massive reporting job

In Washington, pool coverage is expected to involve 56 different cameras, and Len Dibert, manager of public affairs at WJLA-TV, says it's "the single most cooperative effort" he's seen between networks and local stations.

In Chicago, Pete Bordwell, assignment manager at WLS-TV, is also anticipating record pooling. And in Des Moines, Iowa, Jerry Howard, a producer at WHO-TV, says talk is that "there hasn't been anything this big since Khrushchev" visited there in 1959.

As those cities prepare for the arrival of Pope John Paul II, after his stops in Boston and New York (Broadcasting, Sept. 24), local broadcasters are working in concert to make sure his moves are covered. What eventually airs will vary from station to station, but there'll be no paucity of material available.

When the Pope arrives at Des Moines airport Thursday, Oct. 4, where he'll greet handicapped and elderly persons, WHO-TV and KCCI-TV will be responsible for live origination. His next stop, near Cumming, Iowa, at a rural church, will be handled by WMT-AM Ames, Iowa. Then Iowa Public Broadcasting takes over at Living History Farms in the Des Moines suburb of Urbandale for the Pope's mass. (Coordinating the Des Moines coverage pool is Daniel Miller, a producer for Iowa Public Broadcasting; ABC, however, is taking care of transmissions such as microwave.)

Thursday evening in Chicago, WMAQ-TV is responsible for the Pope's arrival, then it's WBBM-TV for a mass at Holy Name Cathedral. WLS-TV cameras will be following his coming and going from the cardinal's mansion where the Pontiff will be staying. That evening, WGN-TV Milwaukee covers his visit to St. Peter's church.

The next morning, it's WMAQ-TV for the Pope's visit to Providence of God church and the motorcade that follows. WGN-TV picks up at Five Holy Martyrs church, then WBBM-TV at Quigley South Seminary. A six-camera WGN-TV crew will be at Grant Park for the Pope's mass, and WBBM-TV will originate the Chicago Symphony Orchestra concert in the Pope's honor from Holy Name cathedral. WMAQ-TV takes the Pope's departure.

Supervising the Chicago pool arrangements is Bob Murphy, producer, special events, for ABC News in Washington.

In Washington, where network news bureaus and local stations are joining forces, ABC goes first, meeting the Pope's plane at Andrews Air Force Base. ABC has the mass at St. Matthews cathedral, then, with nine or 10 cameras, NBC will take charge of the Pope's greeting at the White House. WDS-MTV will be with him at the Organization of American States.

The next morning, CBS takes over for his address at the Shrine of the Immaculate Conception, then it's the Public Broadcasting Service covering his speech at Catholic University. An "ecumenical encounter" at Trinity College goes to WLA-TV. ABC will be originating the mass on the Mall, and for the Pope's departure, it's CBS.


The pool operations, however, are just the beginning, with various individual station efforts in the cities, ranging from WBBM-TV Chicago anchor Bill Kurits's coverage of the Pope in Rome and Ireland through his U.S. tour to WBBM-TV which was planning to set up its own microwave for its own reporter on the scene at Living History Farm outside Des Moines.

The Pope's visit to the U.S. is undoubtedly an event, as evidenced by the heavy media coverage he will be accorded, but in heavily Catholic Ireland, the arrival

Hindsight. Nina Tottenberg, National Public Radio Supreme Court reporter, is not sure she would do it again if she had another chance to decide whether to air her scoop on high court's decision in Watergate cover-up trial. Tottenberg received national attention when, in April 1977, she reported that court had decided to reject petition for review of conviction of top Nixon aides but that Chief Justice Warren E. Burger was holding up announcement in hopes of persuading necessary fourth justice to vote to grant review.

But, she said at Sigma Delta Chi, Society of Professional Journalists meeting in Washington last week, her job has been much more difficult—and less fun—since then. Sources have dried up, justices do not speak to her. Another Supreme Court reporter said later she has also suffered pain of personal attacks of her colleagues in press. "I like to think I'd go with the story again," Tottenberg said. "But I'm not sure."

Pointing finger. Tim O'Brien, ABC's Supreme Court reporter, at same SDX meeting, said press may be bringing on itself Supreme Court decisions press says inhibits its freedoms. "We have lost the support of the public as a result of shoddy behavior," he said. "And the loss of support is reflected in the court rulings." O'Brien, who had four news beats of his own on Supreme Court decisions in past session, confirmed that he is in contention for anchor job at ABC's wnci-TV Washington.

The beer facts. WLS-TV Chicago's four-part series, reporting on presence of known carcinogens in 14 of 16 brands of beer it tested, has brought the ABC-owned station good deal of national attention. Report was picked up quickly by national media. Armed with laboratory research, WLS-TV's Roberta Basinski reported that the brewing process used in making many brands of beer introduces high levels of nitrosamines, chemicals whose use as preservative in bacon is strictly regulated by government because of its cancer causing properties.

Tidewater tiff. WVEC-TV Hampton-Norfolk, Va., and Portsmouth, Va., authorities are in dispute over station's broadcast of story about undercover fencing ring that local police were using to trap vehicle thieves. WVEC-TV's news director, John Miller, said station had obtained story from outside sources and had expressed willingness to go along with authorities' request to hold up report. But, he said, he wanted more details and fuller explanation of their claim that story would jeopardize police lives. Not getting that response, station ran story and police announced early shutdown of sting operation to protect policemen.

Keystone coverage. Beginning today (Oct. 1), Pennsylvania allows cameras in some courtrooms. State supreme court says nonjury civil proceedings may be covered by one pool camera, and judge may approve requests for additional cameras. Experiment will last one year.
The more computing suppliers, the merrier?

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It's a simple fact. An abundance of computing suppliers just pecks away at your station's financial stability—as well as your nerves. Eliminate these jitters with our BCS 1100 system—the powerful management tool that doesn't stop at just traffic and billing.

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of the Pontiff is anticipated with even more fervor.

RTE, the Irish state network, estimates it will provide coverage for close to one billion people. Much of this work will be done free in the reciprocal agreement of the European Broadcasting Union.

Business executives, journalists point fingers at one another

The news media do a not-so-hot job of reporting business news, according to some public relations executives among the top 20 of Fortune's 500 companies. Those media, on the other hand, complain that business people are uncooperative with media efforts to report business news well. These are the conclusions of a national survey conducted by the University of Oklahoma under supervision of Bill L. Baxter, assistant professor of journalism.

Thirty of 20 PR executives rated the performance of radio and television "poor" in reporting business news to the public. Only two of the respondents said the electronic media do a "good" job. Newspapers received a "good" rating from 50% of the responding executives while only one said that newspapers do a "poor" job.

From their point of view, media editors and executives said that the biggest reason for poor coverage is—as put by one editor quoted in the survey—the "closed-mouth information policies of business and the unavailability of its top brass to talk with the press."

How to improve the situation? Executives for both sides agree there is a need for reporters better trained in business and economics or by training on-staff writers to become specialists in business reporting-writing. Both media and business agreed they would like to do better by one another. Among Professor Baxter's suggestions as a result of the study: that there be meetings between reporters and business people to discuss mutual problems and to analyze one another's attitudes, functions, values and perspectives.

Law & Regulation

One for RKO

Broadcast Bureau recommends that commission renew company's WNAC-TV and approve sale

RKO General Inc. received encouragement last week in the battle in which the fate of its 16 radio and television licenses could be affected. The FCC's Broadcast Bureau, in the case immediately at issue, recommended that the commission renew the license of WNAC-TV Boston and grant its assignment to New England Television Corp.

The bureau had not previously expressed a position on whether or not the admitted misconduct of RKO's parent, General Tire & Rubber Co., warranted RKO's disqualification as a licensee. A commission conclusion that RKO is not qualified would place all of its licensees in jeopardy. In reply comments filed on the question, the bureau urged the commission to find RKO basically qualified and the addition of potentially disqualifying issues against RKO unwarranted.

"The record did not contain allegations establishing the necessary nexus of the admitted wrongdoing to RKO's past and future stewardship as a licensee of WNAC-TV," the bureau said.

The bureau based its recommendation on the first round of pleadings filed by RKO and the six other parties that the commission invited to comment on the report of a special General Tire committee that outlined six years of bribery of foreign officials and illegal political contributions on the part of the corporation. RKO also offered evidence in mitigation of the report's conclusions.

And the bureau found the RKO pleading persuasive. It said that the record in the proceeding could "reasonably" lead the commission to conclude that "the nonbroadcast misconduct documented in the report has not affected RKO's past broadcast operations."

Furthermore, the bureau said, RKO's statement regarding the corrective action taken to prevent a recurrence of the admitted misconduct provides a reasonable assurance that the misconduct will not be repeated.

The proposed sale of WNAC-TV to NETV—composed of the two former competing applicants for the Boston channel 7 facility, Community Broadcasting of Boston Inc. and the Dudley Station Corp.—is also a factor to be weighted in RKO's favor, in the bureau's view.

The bureau said that the proposed sale would "assuage" any "lingering doubt" regarding RKO's fitness to remain the station's licensee. And it said the commission could take into account the public interest factors that would result—the license would be assigned to local and minority-group members, and the commission's goal of diversification of media ownership would be served.

But while stating that the WNAC-TV proceeding could be resolved without further hearing, the bureau was not suggesting that RKO's troubles would then end. Two applicants for other channels occupied by RKO stations have been made parties to the WNAC-TV proceeding because of overlapping issues in the three cases, and the bureau indicated its pleading would not resolve those other matters.

Fidelity Television Inc. six years ago lost in its bid to take over KNX-TV Los Angeles, but remains alive as an applicant because that decision hinges on the resolution of antitrust issues in the Boston case (Broadcasting, Dec. 3, 1973). And Multi-State Communications Inc., is competing for the frequency on which WOR-TV New York operates. Both are urging the commission to find RKO not qualified to be a licensee.

The bureau said the matters raised in the General Tire report warrant the addition of a comparative issue against RKO. And although the need to re-evaluate RKO's qualifications in the Boston proceeding has been "obviated" by the proposed sale, addition of a comparative issue against RKO in the New York hearing "is warranted." Indeed, the bureau said it "may also be necessary to reopen the Los Angeles proceeding and revisit the comparative qualifications of RKO and Fidelity."

Nor would even that necessarily be the end of RKO's problems. If the matters in the report warranted the addition of a comparative issue against RKO in those two proceedings, presumably they would warrant it in any subsequent proceeding in which RKO is being challenged for a license. Such a conclusion by the commission would be expected to attract a host of challengers for the other RKO licenses.

Mottl wants to open the FCC's books on station finances

He introduces bill that would require making public individual bottom lines in broadcasting

Representative Ronald Mottl (D-Ohio), a member of the House Communications Subcommittee, last week introduced a bill that would require the FCC to reveal data on individual TV and radio station financial matters.

The bill, which has no co-sponsors, would amend the Communications Act of 1934 to make public FCC figures showing commercial television and radio station revenues, expenses and profits. The information would become available for public
inspection 30 days after being received by the FCC.

Mott’s motives for the legislation are to offer the public more information to help assess the performances of broadcast licensees in their community. In a prepared statement, Mott said that while broadcasters are trustees of the public airwaves, the public, particularly with television, is being offered “new lows in tasteless, mindless and shallow programming.”

Mott said this legislation would help change that by making licensees more accountable to the public. “Financial disclosure would help an audience analyze station performance versus profits,” Mott said. “Viewers and listeners could for once discuss programing with their station managers from a position of knowledge about the financial feasibility of more varied, better programing.”

There was no apparent early support for the bill, but Mott noted that the recent appraisal of the FCC by the General Accounting Office urged a re-evaluation of whether there would be competitive harm to broadcasters if such data were routinely disclosed.

In addition, Mott said he did not think his proposal would put added regulatory burdens on broadcasters. “I would emphasize that my bill is not intended to be an additional burden of red tape on broadcasters, who in some major respects I agree are overregulated,” he said. “But since financial information on stations is collected anyway by the FCC, I see no harm and much potential benefit in allowing the public access to this data.”

Black law professor probable pick for D.C. appeals court

Edwards of Michigan U. and Amtrak is seen as likely Carter choice

Harry T. Edwards, a professor of law at the University of Michigan, is expected to be President Carter’s next choice to fill a vacancy on the U.S. Court of Appeals in Washington. He would succeed former Chief Judge David Bazelon, who assumed the part-time status of a senior judge last June.

Initial word of Edwards’ likely appointment came out of the University of Michigan, in Ann Arbor, in the form of a press release. Sources in Washington last week confirmed that the FBI and the American Bar Association were making the background checks that would precede the formal submission of Edwards’s name to the Senate.

If confirmed, Edwards, who is 38, would become the second black and one of the youngest persons selected for the D.C. appeals court. The other black is Spottswood Robinson III.

The appeals court in Washington, probably the most influential court outside of the U.S. Supreme Court, handles most of the appeals from federal regulatory agen-

cies, including the FCC and the Federal Trade Commission.

Edwards’s legal background largely is in labor law. He teaches that subject and collective bargaining and negotiations, as well as law dealing with higher education. And he has served as an arbitrator in a number of cases of national importance including some involving Ford Motor and U.S. Steel. He is vice president of the board of governors of the National Academy of Arbitrators.

Edwards, who first joined the Michigan law faculty in 1970 and then rejoined it in 1977 after two years at Harvard University Law, is also chairman of the board of Amtrak, the national railroad passenger firm. He was appointed to the board by President Carter in 1977.

Edwards graduated from Cornell University in 1962 and received his law degree, with high distinction, from Michigan, in 1965. He served for five years with a Chicago law firm—Seyfarth, Shaw, Fairweather & Geraldson—before joining the Michigan law faculty.

The Michigan law professor, who is married and has an 11-year-old son and 8-year-old daughter, would be Carter’s third appointment to the D.C. appeals court. The first two proved to be controversial. Patricia Wald, a former assistant attorney general, was confirmed in July after weathering opposition generated by a speech she had given suggesting reforms in the legal rights of adolescents (Broadcasting, July 30).

And former Representative Abner Mik-

Now you really can sound good and loud!

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The Harris Tri-Band AGC uses true RMS power sensing (vs. the typical peak or average sensing of competitive models), and coherent filtering that is bandsplit so precisely that it may be summed without error. The result is a cleaner, more dynamic sound.

In addition, the Harris Tri-Band AGC has adjustable turnover frequencies, ±10 dB level adjustment of three bands with front panel controls, dynamic program dependent attack time—plus many other features not found in competitive AGC amplifiers.

This is the one unit that further refines the AGC concept to provide a performance level far beyond anything previously available. For more information on the new Harris Tri-Band AGC write or call Harris Corporation, P.O. Box 4290, Quincy, IL 62301, 217-222-8200.
va (D-III.) was confirmed on Tuesday on a 58-31 vote, despite determined opposition from the National Rifle Association, angered by Mikva's support of gun control legislation.

That fight may not be over. Senator James A. McClure (R-Idaho) has filed suit in U.S. district court in Washington contending that the appointment is unconstitutional. The suit is based on the constitutional provision barring the appointment of a member of Congress to a federal post for which the salary was increased during the member's term. And federal judges have been voted a pay raise effective Oct. 1. However, the Justice Department says Mikva would not be barred from the court if he was confirmed before that date.

**Casting stones at the FCC's lottery idea**

Commission's suggestion for dealing with Media, Pa., case is seen as easy way out

Comments were filed last week on the FCC's proposed try-out of a lottery system to decide a comparative proceeding for a new FM station in Media, Pa. The comments said, in effect, that any such system would be, as one filing termed it, a "cop-out." On June 21, the FCC granted a hearing of a decision by the Review Board granting a construction permit to Greater Media Radio Co. That decision denied the mutually exclusive applications of Alexander S. Klein Jr. and Roberts Broadcasting Corp. The commission decided to grant further review "in part out of concern as to whether the record provided rational distinctions for choosing from among the applicants."

The FCC has asked the applicants to show whether there are distinctions consistent with current policy on the record. If no distinctions can be found, the commission suggested it try a lottery (Broadcasting, Aug. 13). The FCC realized that such a move is a departure from its traditional policy, and asked the public to comment on it.

CBS said that the "unintended effect of implementing a lottery system is that it may be used increasingly as a 'cop-out.' It added, "there are no judicial or administrative processes that start with a hearing and end with the flip of a coin." CBS also questioned whether parties would be awarded due process in such a proceeding.

The National Association of Broadcasters said that while it welcomes consideration of alternative methods of selection in comparative hearings, it questions the proposed use of the lottery approach at the end of an adjudicatory proceeding, when parties involved have spent time and money complying with present rules. The NAB feels that it should be considered in a rulemaking proceeding which is more suited to the promulgations of policies of broad application."

On the campaign trail. Senator Larry Pressler (R-S.D.), member of Communications Subcommittee, last week announced candidacy for President. Pressler, 37, is Vietnam veteran, Rhodes scholar and graduate of Harvard Law School. First-term senator said country needs President in prime— not twilight—of his career.

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Candidate challenges. National Citizens Committee for Broadcasting and Nicholas Johnson are appealing FCC decision not to declare Ronald Reagan candidate for Republican presidential nomination for purposes of equal-time rule (Broadcasting, July 23). Appeal, filed with U.S. Court of Appeals in Washington, also challenges commission's rejection of petition NCCB and Johnson filed seeking rulemaking aimed at making equal-time rule apply to presidential candidates who have not formally declared but who have made "substantial showing" of candidacy. Sam Simon, NCCB executive director, said commission's refusal to recognize Reagan's "de facto candidacy" was "arbitrary and capricious."

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**Washington Watch**

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NBMC steps out of way of sale to Times-Mirror

Coalition says it's reached deal with purchaser of Newhouse TV's

The National Black Media Coalition has asked the FCC to withdraw NBMC's petition to deny the sale of five television stations by Newhouse Co. to Times Mirror Co.

NBMC had contested the assignments on the ground that Times Mirror had not made a compelling public interest showing, required for waiver of the FCC's top-50 policy. However, in a letter sent to all seven FCC commissioners last week, NBMC said that "a new partnership has been formed out of the fires of some heated negotiations—a partnership in which both parties' goals of minority participation is realized."

In its motion to withdraw the petition to deny approval of the assignment of licenses, NBMC says Times Mirror has made the following commitments: to nominate and support the election of a black to its board of directors at the next annual meeting; to hire a special assistant to the vice president who will develop and implement the EEO programs outlined in the agreement; to further EEO program implementation at each station and establish an EEO committee that will review policies and devise improvements; to expand and improve programs at the newly acquired stations; to aid minority education by providing contributions to minority colleges and other projects; to expand its business with minority firms and banks ($1 million has already been allotted for deposit at minority banks); to provide $750,000 of start-up capital for minority acquisition of broadcast properties and provide management resources for minorities seeking such acquisitions; and to establish a continuing dialogue with community advisory groups to receive input on minority concerns.

The stations involved are WSYE-TV Elmira, N.Y.; WAPI-TV Birmingham, Ala.; WXYZ-TV Syracuse, N.Y.; KTVY-TV St. Louis, and WTPA-TV Harrisburg, Pa. The price was $82.3 million.

Ferris likes NAB idea on checklist to ease backlog

FCC Chairman Charles Ferris has responded to a three-and-a-half-month-old suggestion from the National Association of Broadcasters to ease the FCC's "backlog problem" in application processing.

Ferris said he delayed his response "to take account of matters in this area that were in a state of transition in May but have subsequently been resolved." The chairman was referring to the commission's recently proposed rulemaking on radio deregulation.

The NAB letter, sent to Ferris in May, outlined a number of recommendations that the association believes will help the FCC improve the application processing functions of its broadcast facilities division.

Ferris said he favored an NAB suggestion of a "checklist of common errors" that delay processing. In this endorsement, however, Ferris cautioned that "rulemaking and GAO clearance are often required in form revisions and these requirements prevent any dramatically swift changes."

NAB's senior vice-president and general counsel, Erwin Kransnow, in speaking about Ferris's response, said that radio deregulation "would be the first step" in clearing up the application backlog.

Heinz enlists Hollings as co-sponsor of bill to create endowment for children's TV

Senator John Heinz (R-Pa.) last week introduced legislation that would create a National Endowment for Children's Television to improve the quality of programming directed to the young.

Heinz introduced similar legislation in the last session of Congress, but the bill died. This time, however, Heinz has as co-sponsor Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee.

In a conference to announce the bill, Heinz said he didn't believe censorship was the answer to upgrading the quality of children's television, but rather the allocation of seed money to fund research and program production.

"There can be no doubt that television serves as a surrogate teacher for our children, but what exactly is it teaching?" Heinz asked. "Television is teaching our children that most problems can be solved by violence."

He added that this proposal would ease that problem. "Clearly it is time for us to begin to offer our children a wider menu of TV choices. We cannot legislate limited consumption of TV, but we can make the diet more 'nutritious.' Children's TV programming can be a more positive learning experience than it has been."

A 27-member national council would guide the endowment, headed by a chairman, who would be selected by the President. The chairman's term would be four years, and he would be eligible for reappointment.

The bill does not provide for a specific amount of money, but Heinz said he would be satisfied with $10 million the first year, and he expected that figure would rise in subsequent years. In addition to the funding of new programming concepts, the endowment would fund research to help better understand the effects of TV, it would fund workshops to help develop quality programming and it would support related public education products. Both commercial and public television would be recipients of the final products.
Recognition for engineering excellence can be measured by the overwhelming acceptance of the Ampex VPR series recorders with the AST* Automatic Scan System. There are now more VPRs in worldwide service than any other 1-inch broadcast recorder. Every major television network uses VPRs for sports broadcasting, where a second look at the action in slow motion or still frame helps make the contest more exciting.

Recognition can also be gauged by the honors Ampex has gratefully accepted for the VPR-2 this year:
- Academy of Television Arts and Sciences, exclusive Emmy award for the AST system.
- The Royal Television Society of U.K., Geoffrey Parr award for the AST system development team.
- National Academy of Television Arts and Sciences, joint Emmy award for the development of SMPTE Type C format VTR's.

The Ampex VPR-2 is a videotape recorder with so many engineering advances that it has quickly become the most successful broadcast product ever manufactured by Ampex. The only VTR available with AST, an Ampex innovation that makes special effects come alive in a broadcast situation.

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Bolger reaches out to a wider world of broadcasting

NAB chairman meets with group active in the media and hopes to form a council to coordinate efforts that are common to all

Thomas Bolger, the National Association of Broadcasters new joint board chairman, has been off and running since he took office three months ago. “Consolidation” was to be the watchword of his tenure as NAB chairman, and his activities these last few months have shown he’s kept his word.

Bolger has been meeting with broadcast industry groups in hopes of forming a “Broadcast Inter-Association Council” that would consolidate the efforts of various associations. He has already met with the National Association of Television Program Executives, American Women in Radio and Television and the American Association of Advertising Agencies, and plans meetings with the National Education Association, National Association of Black-Owned Broadcasters, and the Radio-Television News Directors Association.

Bolger believes the industry should have a “forum to discuss concerns and opportunities … The council will act as a mechanism to coordinate efforts, a master game plan for major issues.”

He also sees a responsibility to develop closer ties with state broadcaster associations and is seeing to it that an NAB staff member is present at most state broadcast conventions. Bolger believes in a “highly visible” profile as a means of keeping in touch with all broadcasters. In December, he is speaking in Los Angeles to UNDA, the national catholic association of broadcasters, on the church in the broadcast media.

Bolger is also planning a pilot project that will detail from the image of broadcasting. The program, if approved, will be sponsored by the Television Information Office, of which Bolger is a director. The project will be a six-week effort in Madison, Wis., where he runs WMTV-TV, to explain to the public the social value of television.

Sounds of the desert

KXV Inc. received the go-ahead from the FCC last week to build two FM stations on the desert highway that connects Los Angeles and Las Vegas (BROADCASTING, June 11). The stations will be licensed to Yermo and Mountain Pass, small California towns along interstate 15 in the Mojave desert, and will serve the 23 million people who use that highway and interstate 40, further to the south.

The Yermo station will broadcast on 98.1 mhz and the Mountain Pass station on 99.5 mhz.

KXV Inc. is headed by Howard B. Anderson, a former executive with the late Howard Hughes’ Summa Corp.

Radio broadcasters to descend on D.C.

NRBA convention begins this weekend in Washington; Goldwater, Severead top speakers

Sunday, Oct. 7, marks the start of the National Radio Broadcasters Association’s sixth annual conference and exhibition, being held this year in the nation’s capital at the Washington Hilton. Highlighting the conference will be a luncheon speech on Monday by Eric Severead, former CBS commentator, and one on Tuesday by Arizona Senator Barry Goldwater, ranking Republican on the Communications Subcommittee.

A Sunday afternoon meeting of the...
These stations, and many others, broadcast Dolby FM. Their engineers know the difference Dolby FM makes in sound quality, and their managers know how widely recognized the name Dolby is among today's sound-conscious listeners.

But not everyone has heard the difference Dolby FM can make. That's why at the NRBA convention Dolby Laboratories will be conducting brief demonstrations of the Dolby FM system.

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Hear the difference: Dolby at NRBA Washington D.C. October 7-10
The Dupont Suite, located on the Terrace Level, one floor above the Exhibit Hall.
NRBA executive committee is expected to result in election of a new president to replace departing Jim Gabbert. Harriett (Sis) Kaplan, owner of WAYS(AM) Charlotte, N.C., is believed by many to be a shoo-in in that election.

Mornings at the three-day conference will feature concurrent workshops on promotion, sales, management engineering and programming. Workshops planned include "The Feminine Ms-Tique—The Vital Role of Women in Sales," "The 9 kHz Debate," "Selling When Your Numbers Are Zip," "Special Problems in FM" and "Radio Programming for the 80's."

Tuesday afternoon will be devoted entirely to discussion of radio deregulation. A general session entitled, "Radio Deregulation—What, Where, When & How," will be followed by an FCC forum, in which Commissioners James Quello and Joseph Fogarty and FCC bureau chiefs will participate in open discussion.

An NRBA membership meeting and state directors meeting are also scheduled for Monday afternoon, along with special tours of Washington area radio stations.

More than 1,000 broadcasters are expected to attend; besides the workshops, speeches and other sessions, delegates will be able to meet with the more than 150 companies in suites or exhibit booths.

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**Changing Hands**

- **WQXQ(AM)** Daytona Beach, Fla.: Sold by Walter-Weeks Broadcasting to Patten Communications Corp. for $850,000 plus $300,000 for consultancy agreement. Seller is owned by James Walter and Robert M. Weeks who also own WMPF(AM) Daytona Beach and WSPB-AM-FM Sarasota. They have recently sold WNOA(AM) West Palm Beach-WINO-AM Palm Beach, Fla. (BROADCASTING, May 14), and WINT(AM)-WLW-FM Tallahassee, Fla. (BROADCASTING, Feb. 5). Buyer is owned by Myron Patten and 24 others who also own WGMW(AM) Riviera Beach, Fla.; WMPF(AM) Midland and WKHM(AM)-WJOX(AM) Jackson, both Michigan; KLNT(AM)-KLNQ(AM-FM) Clinton, Iowa, and WYXE(AM-FM) Sun Prairie, Wis. Group has also purchased, subject to FCC approval, KVSN(AM) Vancouver, Wash. (BROADCASTING, Sept. 10). WQXQ is on 101.9 mhz with 100 kw and antenna 230 feet above average terrain. Broker: Cecil L. Richards Inc.
- **WMNS(AM)-WBIZ(AM)** Oleary, N.Y.: Sold by Great Dane Broadcasting Corp. to Erin Communications Co. for $525,000. Seller is owned by Robert N. Burns and Michael Ameigh. Burns also owns WSEF-AM-FM Seneca Falls, N.Y. Ameigh has purchased, subject to FCC approval, WEHH(AM) Waynesboro, Pa. (see below). Buyer is owned by John R. Murphy, who personality at WORF(AM) Rochester, N.Y., who has no other broadcast interests. WMNS is 1 kw daytimer on 1360 khz. Wbiz is on 100.9 mhz with 1.5 kw and antenna 405 feet above average terrain. Broker: Keith W. Horton Co.
- **WEEO(AM)** Waynesboro, Pa.: Sold by Raystay Co. to Michael Ameigh for $350,000. Seller, owned by George Gardner and family, also owns WQVE(AM) Mechanicsburg, Pa., and cable systems in Carlisle and Waynesboro, both Pennsylvania. Ameigh is part owner of WMNS(AM)-WMIZ(AM-FM) Oleary, N.Y., which has been sold, subject to FCC approval (see above). WEEO is 1 kw daytimer on 1130 khz. Broker: Keith W. Horton Co.
- **KTOC-AM-FM** Jonesboro, La.: Sold by Tracy Rushing to William Clark for $315,000. Seller has no other broadcast interests. Buyer is former vice president and general manager of WEZK(AM) St. Louis. He has no other broadcast interests. KTOC is 1 kw daytimer on 920 khz. KTOK-FM is on 104.9 mhz with 3 kw and antenna 245 feet above average terrain. Broker: John Mitchell & Associates.
- **KESM-AM-FM** El Dorado Springs, Mo.: Sold by Cedar County Broadcasting Corp. to Martin Associates Inc. for $250,000. Seller is owned Marvin Bredemeyer and his wife, Norma (71.5%), and Dave Ruff and his wife, Rose (28.5%). None has other broadcast interests. Buyer is owned by William Martin and his wife, Barbara (50% each). He is sales representative for RCA broadcast equipment. She will manage stations. KESM is 500 w daytimer. KESM-FM is on 107.1 mhz with 3 kw and antenna 135 feet above average terrain. Broker: Ralph E. Meador.

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**PROPOSED**

- **KWXY(AM)** El Dorado Springs, Mo.: Sold by Amatau Group Inc. to Elba Development Corp. for $9 million. Seller, owned by Joseph Amatau, also owns KKSS(AM-FM) St. Louis and KMJQ(AM-FM) Clear Lake City (Houston), Tex. It has purchased, subject to FCC approval, KHGI-TV Kearney, Neb., and its three satellite stations (BROADCASTING, June 11). Buyer is owned by Malcolm Glazer, who owns WRBL-TV Columbus, Ga., and WTWO-TV Terre Haute, Indiana. KQTV is ABC affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 810 feet above average terrain.
- **WPBN-TV** Traverse City and WOTM-TV Cheboygan, both Michigan: Sold by WPBN-TV & WOTM-TV Inc. to United States Tobacco Co. for $3.5 million in buyer's stock. Sellers are Lester Biederman (52.5%), William H. Kiker (16.2%), Drew McClay (15%) and Gertrude M. Zierle (16.3%). Group also owns WTCM-AM-FM Traverse City, Mich. Buyer is...
publicly owned manufacturer of tobacco and other products. Louis F. Bantle is president and chairman. It has no other broadcast interests. WPBN-TV is NBC affiliate on channel 7 with 316 kw visual, 63.2 kw aural and antenna 1,348 feet above average terrain. WTM-TV is satellite of WPBN-TV on channel 4 with 100 kw visual, 20 kw aural and antenna 620 feet above average terrain.

- KDUB-TV Dubuque, Iowa: Sold by Lloyd Hearing Aid Corp. to Birney Inter Jr. and family for $1.5 million. Seller is owned by Marvin E. Palmquist and family, who also own WRQF-TV Rockford, Ill. Buyers also own WCBJ-AM-TV Columbus, WNAJ(AM)-Grenada and WROX(AM) Clarksdale, all Mississippi, and WBOY-TV Clarksburg, W. Va. They recently sold WEDO-AM-FM Tupelo, Miss. (Broadcasting, June 11). KDUB-TV is ABC affiliate on channel 40 with 646 kw visual, 64.6 kw aural and antenna 841.3 feet above average terrain.

- WLRK-AM-FM Norwalk, Ohio: Sold by Ohio Radio Inc. to Firelands Broadcasting Inc. for $750,000. Seller is principally owned by Annette W. Reider as beneficiary of late husband's estate (26%); rest of stock is held by large group of local residents. It also owns WRWR(FM) Port Clinton and WVTN(FM) Kenton, both Ohio. Buyer is principally owned by James R. Wester, general manager of station. He has no other broadcast interests. WLRK is 500 w daytimer on 1510 khz. WLRK-FM is on 95.3 mhz with 2.5 kw and antenna 125 feet above average terrain.

- WNNJ(AM)-WIXL-FM Newton, N.J.: Sold by Irving Goldberg and family to Group M Communications Inc. for $650,000. Sellers have no other broadcast interests. Buyer is owned by Marvin J. Strauer and Michael B. Levine (50% each). Levine is Eastern division manager for Arbitron Radio, New York; Strauer is vice president, marketing, for Gaynor Media Corp., New York, media buying service. Neither has other broadcast interests. WNNJ is 1 kw daytimer on 1360 khz. WIXL-FM is on 103.7 mhz with 5 kw and antenna 140 feet above average terrain.


### New goal for Pioneers

Revitalized group alms for 2,000 new members, state chapters to help spread word of broadcasters' professionalism

Broadcast Pioneers, which has been engaged in a process of self-rejuvenation for some 18 months, is now embarked on a campaign to enlist 2,000 new members by next April, when the National Associ-

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54
Bringing a little blue sky closer to earth

CBS unveils its work on teletext with demonstrations in Washington and St. Louis of modified versions of British and French systems

CBS opened its doors last week to let the world in on the nature and progress of its heretofore secret experiments with teletext—that almost magic means of transmitting magazines worth of written matter during the 600 to 900 microseconds it takes for the television beam to recycle to the top of the screen after each of the two passes that make up one TV picture.

In a two-and-a-half-hour presentation at its Washington corporate offices last Monday, the network detailed its work on teletext, which it began early this year, and demonstrated one of the systems it is testing, a slightly modified version of the French Antiope system. Another presentation was conducted Thursday at KMOX-TV St. Louis, where the research and testing are being done.

Since receiving authorization from the FCC in March, CBS has done extensive testing over KMOX-TV with Antiope and the British Ceefax and Oracle systems to determine their applicability in the United States and to contribute to the research of an Electronic Industries Association committee that is trying to set up national standards for teletext.

For the Washington presentation, CBS conducted three teletext demonstrations—using videotape with the teletext data recorded over normal programming—to show how the systems function, the problem of access time and the ancillary closed captioning service.

The results from the first series of tests—what CBS calls Phase 1—indicate that both systems when modified for the 525-line U.S. television receivers provide clear, error-free teletext service, at least in areas of high signal strength. Only one of the 23 field test sites was outside KMOXTV’s grade A coverage contour. The next test phase will test the accuracy and strength of the teletext signal in grade B areas.

The major problem uncovered by the testing was that transmission of teletext on lines 13 and 14 of the vertical blanking interval interfered with regular television transmissions. CBS’s FCC authorization included authority to test on lines 13, 14, 15 and 16 of the vertical blanking interval (VBI). (There are only seven VBI lines presently available for teletext or other use.) CBS reported, however, that during its initial tests using lines 13 and 14, 11% of the KMOX-TV employees who had been asked to keep a critical eye on their home TV screens “observed some evidence of the presence of the data signals during retrace on lines 13 and 14. Also, reports were received from television service shops reporting this interference.” Because of this noticeable interference, testing on those lines had to be stopped.

The effect of losing those two lines for teletext service is a doubling of the access time (the time the viewer must wait for a page to appear on his television screen after he has ordered it by punching a key pad). And keeping access time to a minimum is, according to Joseph A. Flaherty, vice president of engineering and development for CBS, “critical” to the practical application of teletext.

With both the British and French systems, the digitally encoded teletext information is broadcast cyclically—one page at a time. Before the decoder, either built into the receiver or connected to it, can display a page it must wait until the page is transmitted in the cycle. The speed of the cycle and consequently the access time are determined by many factors, including the number of pages in the cycle, the data rate speed and the number of lines of the VBI used.

To illustrate the effect on the viewer of varying access times, CBS demonstrated the Antiope teletext with 50 pages of text using varying numbers of VBI lines. With one line, the audience waited 48 seconds for the page to appear. This time was cut in half each time the number of lines used to
transmit the information was doubled.

As Flaherty pointed out, the access times demonstrated were the maximum. In other words, the page was ordered immediately after it was transmitted so that the entire cycle had to be run before the page could be displayed. If, on the other hand, the page is ordered right before it is due to be transmitted, it would appear on the screen almost immediately. A fairer estimate of access time, then, is the average of all possible access times. The average access time for teletext with a maximum access time of 48 seconds would be 24 seconds.

The easiest way for the CBS engineers to reduce access time is to increase the number of lines they can use on the vertical blanking interval. According to William G. Connolly, managing director, development, for CBS, the best way to do that would be to "impress receiver manufacturers with the need to widen the vertical retrace blanking" to include lines 13 and 14. He said receivers have never blanked on those lines because there had "never been any reason to" before now.

Connolly admitted that even if manufacturers agreed to the idea, lines 13 and 14 cannot be counted on for the near term as their use would require wholesale replacement of television receivers.

"Until that time," he said, "you might want to consider multiplexing." He said that many of the vertical interval test and reference signals on lines 17 to 21 are unnecessarily repetitious. By repeating the signals less often, there would be time

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There are other methods of reducing the viewer "frustration level" that results from waiting for teletext pages to appear. One, as Connolly suggested, would be to insert commonly-asked-for pages, such as the index page, into the cycle more frequently. Another idea was set forth by Flaherty at the presentation. He said the problem can be partially remedied with the use of "more sophisticated decoders that can store more than one page of information." He said that the viewer could program his decoder to store perhaps five pages of information he is particularly interested in such as the sports pages. Once the pages are stored in the decoder the viewer can scan them at his leisure. Flaherty said there is "in the laboratory" a decoder that can hold as many as 30 pages, but even the cost of one that can hold five pages may be prohibitive.

Connolly also proposed a "two-stage" system in which a powerful teletext signal (66 IRE) is sent out on VBI lines 15 and 16 intended for all homes in the station's coverage areas. This would be coupled with a secondary service broadcast over lines 13 and 14 with a much lower signal (50 IRE) strong enough to reach homes close to the transmitter, but weak enough not to cause the television interference reported in CBS's early experiments.

Some of the impetus behind the CBS teletext project comes from the claim it made last April before the FCC when CBS decided not to participate with ABC, NBC and PBS in closed captioning for the deaf. At that time, CBS said that the joint project might be obsolete before its service is even begun and said that it would develop a teletext service that would include comparable closed captioning.

In its third demonstration Monday, CBS demonstrated the closed captioning using an excerpt of The Waltons. While the captioned picture played on one monitor, the uncaptioned picture was seen on a second, and the teletext was seen on a third.

As explained by Connolly, the captioning is actually one teletext page inserted in the page cycle whenever called for by the cycle.

In the demonstration, four VBI lines were used, but Connolly said that the system would work just as well with two.

According to Connolly, the captioning has little effect on the simultaneously broadcast teletext service. Each captioning page uses such a small capacity of the complete page that its introduction into the page cycle increases cycle time by only 3%. This was apparent during the demonstration as a number of pages being summoned on the teletext monitor appeared with no appreciable decrease in speed.

Another problem common to all teletext systems was brought up by Al Goldberg, associate director of the CBS Technology Center in Stamford, Conn., who said that regardless of noise interference "the teletext alphanumeric is always perfect" in clarity and shape, but because of the interference it may be the wrong character.

Robert O'Connor, who, in addition to
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The magazine to watch.
headed the special EIA committee studying teletext, is vice president of transmission engineering for CBS, said that one electronic device critical for teletext might be a great blessing for all broadcasters—the "time domain adaptive equalizer." The device is used in teletext to minimize multipath distortion that forms ghosts in television pictures and that can, in teletext, increase the bit error rate to a point where wrong characters are being generated on the teletext screen.

"An adaptive equalizer that works at some of the high bit rates of teletext would do a good job on the television picture," he said.

Although CBS has accepted the British and French systems with little modification, since, as Flaherty stated, "the first goal of the CBS project is to test the European systems in the American environment," Flaherty and other CBS officials left open the possibility that the standards it recommends might bear little resemblance to either one and could be a "hybrid" of both systems.

Flaherty went so far as to say that if necessary, CBS may "reinvent the wheel." The report said that "no definitive comparison between the British and French system could be made since many of the equipment features were not the same." It said that in the next phase of testing "equipment differences will be reduced so that a more comparable analysis can be made."

Connolly said that there are some inherent strengths and weaknesses in both systems. He said the British systems were "more rugged" and more resistant to bit error caused by interference. The French system, on the other hand, makes more efficient use of the limited VBI space, but is more susceptible to interference.

The CBS work thus far has only addressed the question of technical feasibility; the economic viability of teletext is still a question mark. At the presentation, Flaherty referred questions to its economic future to CBS/Broadcast Group President Gene F. Jankowski (who, he said, "only employs me to make his facilities obsolete"). But Jankowski could shed little light on the subject. He said that CBS "hasn't really thought it through" and that he hopes that the development of teletext in the United States would "generate new ideas for its use."

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**Telethon.** NBC-TV will have 90 tons of equipment and 860 people in place for opening of 1980 Olympics on July 17 in Moscow. According to NBC's Robert Butler, network will provide unilateral video and audio coverage from 14 locations and unilateral audio over Russian-supplied video at remaining 10. Because of time differential between Moscow and New York most of the planned 150 hours of coverage will be taped and edited for delayed broadcast by 41 Ampex one-inch VTR's and two Russian-supplied two-inch machines.

NBC's video will emanate from 41 stationary cameras—18 RCA TK-760 and 25 Russian-supplied cameras—and six minicams (RCA TK-76), one for each of six fully equipped vans that will roam Moscow for feature material. NBC will lease 14 mobile studios and studio and office space in Moscow Television Broadcast Center from Russians.

**Think Snow.** Julius Barnathan, ABC president of broadcast operations and engineering, had some Olympian figures of his own. Speaking before luncheon audience at IEEE broadcast symposium in Washington, he said televising of winter Olympics from Lake Placid, N.Y., will employ 800 persons, 450 of whom will be technicians. ABC will wire all four ski slopes at Placid and cover all events top to bottom with 25 cameras, he said. ABC will be providing coverage not only for its network, he said, but also for entire world through pool arrangement.

**On the continent.** Sony's broadcast products office in Basingstoke, England, is claiming sales of over $1.8 million from European countries during past eight weeks and because of its success is talking about setting up branch offices in Germany, Italy, Scandinavia and the Middle East. Largest of recent orders came from Italian State Network and includes 57 BVU 200 videocassette recorders. Total sale amounted to $1.08 million.

**On the book beat.** Electronic Industries Association has published summary report of its Communications—Trends and Directions seminars held each year in Hyannis, Mass. Seminars and new publication are "designed to provide members of the financial community with an overview and update on the evolving world of electronic telecommunications."

**Standard bearers.** Robert O'Connor, vice president of transmission engineering at CBS, gave detailed report of activities of Electronic Industries Association subcommittee he is heading at CBS teletext demonstration last Monday (see page 55). Subcommittee is looking to establish national standards for teletext use in the United States that could "form the basis for a petition for rulemaking to the FCC." He said that committee will propose "complete technical specification" for teletext, including transmission standards, format standards and feature and decoder options. Although committee has originally expected to have standards ready by January 1980, he now hopes they will be ready in time for National Association of Broadcasters convention next April.
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### Station: These are the Top Songs

<table>
<thead>
<tr>
<th>Last week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Lonesome Lover</td>
<td>Little River Band</td>
<td>Capitol</td>
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<tr>
<td>1</td>
<td>Sad Eyes</td>
<td>Robert John</td>
<td>EMI America</td>
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<tr>
<td>2</td>
<td>Rise</td>
<td>Herb Alpert</td>
<td>A&amp;M</td>
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<tr>
<td>4</td>
<td>I'll Never Love This Way Again</td>
<td>Dionne Warwick</td>
<td>Arista</td>
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<td>5</td>
<td>My Sharona</td>
<td>The Knack</td>
<td>Capitol</td>
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<tr>
<td>6</td>
<td>Don't Bring Me Down</td>
<td>Electric Light Orchestra</td>
<td>Jet</td>
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<tr>
<td>7</td>
<td>Sail Onto Commodores</td>
<td>Motown</td>
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<tr>
<td>8</td>
<td>After the Love Has Gone</td>
<td>Earth, Wind &amp; Fire</td>
<td>Columbia</td>
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<td>9</td>
<td>Don't Stop Till You Get Enough</td>
<td>Michael Jackson</td>
<td>Epic</td>
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<td>10</td>
<td>Lead Me On</td>
<td>Maxine Nightingale</td>
<td>Windsong</td>
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<td>11</td>
<td>Driver's Seat</td>
<td>Sniff 'n' the Tears</td>
<td>Atlantic</td>
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<tr>
<td>12</td>
<td>Pop Music</td>
<td>M</td>
<td>Warner Bros.</td>
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<tr>
<td>13</td>
<td>Devil Went Down to Georgia's</td>
<td>Charlie Daniels Band</td>
<td>Epic</td>
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<tr>
<td>14</td>
<td>Good Time</td>
<td>Chie</td>
<td>Atlantic</td>
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<tr>
<td>15</td>
<td>What Cha Gonna Do</td>
<td>Stephanie Mills</td>
<td>20th Century</td>
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<td>16</td>
<td>Heartache Tonight</td>
<td>Eagles</td>
<td>Elektra</td>
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<td>17</td>
<td>Come to Me</td>
<td>France Joli</td>
<td>Prelude</td>
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<td>18</td>
<td>Heaven</td>
<td>Must Have Sent You</td>
<td>Bonnie Pointer</td>
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<td>19</td>
<td>Dim All the Lights</td>
<td>Donna Summer</td>
<td>Casablanca</td>
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<td>20</td>
<td>Tukf</td>
<td>Fleetwood Mac</td>
<td>Warner Bros.</td>
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<td>21</td>
<td>Cruel To Be Kind</td>
<td>Nick Lowe</td>
<td>Columbia</td>
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<tr>
<td>22</td>
<td>Spooky</td>
<td>Atlanta Rhythm Section</td>
<td>Polydor</td>
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<tr>
<td>23</td>
<td>Bad Case of Lovin'</td>
<td>You Robert Palmer</td>
<td>Island</td>
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<td>24</td>
<td>Depending On You</td>
<td>Double Brothers</td>
<td>Warner Bros.</td>
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<tr>
<td>25</td>
<td>You Decorated My Life</td>
<td>Kenny Rogers</td>
<td>United Artists</td>
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<td>26</td>
<td>Goodbye Stranger</td>
<td>Supertramp</td>
<td>A&amp;M</td>
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<td>27</td>
<td>Let's Go Care</td>
<td>Elektra</td>
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<tr>
<td>28</td>
<td>Where Were You When I Was Falling In Love</td>
<td>Lobo MCA</td>
<td>Columbia</td>
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<tr>
<td>29</td>
<td>Lovin' Touchin' Squeezin'</td>
<td>Journey</td>
<td>Columbia</td>
</tr>
<tr>
<td>30</td>
<td>Still Commodores</td>
<td>Lobo MCA</td>
<td>Columbia</td>
</tr>
<tr>
<td>31</td>
<td>Broken Hearted Me</td>
<td>Anne Murray</td>
<td>Capitol</td>
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<tr>
<td>32</td>
<td>I Do Love You</td>
<td>B.Q.</td>
<td>Arista</td>
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<tr>
<td>33</td>
<td>Found a Cure</td>
<td>Ashford &amp; Simpson</td>
<td>Warner Bros.</td>
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<tr>
<td>34</td>
<td>Hold On</td>
<td>Ian Gomm</td>
<td>Epic</td>
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<td>35</td>
<td>Dirty White Boy</td>
<td>Foreigner</td>
<td>Swan Song</td>
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<tr>
<td>36</td>
<td>Baby</td>
<td>Styx</td>
<td>A&amp;M</td>
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<tr>
<td>37</td>
<td>Get It Right Next Time</td>
<td>Gerry Rafferty</td>
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<tr>
<td>38</td>
<td>Girlz Done To The Knock</td>
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<td>Columbia</td>
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<tr>
<td>39</td>
<td>Born To Be Alive</td>
<td>Patrick Hernandez</td>
<td>Columbia</td>
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<td>Different Worlds</td>
<td>Maureen McGovern</td>
<td>Columbia</td>
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<td>41</td>
<td>Please Don't Go</td>
<td>K.C. &amp; Sunshine Band</td>
<td>TK</td>
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<td>42</td>
<td>I Know a Heartache</td>
<td>Jennifer Warnes</td>
<td>Arista</td>
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<tr>
<td>43</td>
<td>Gotta Serve Somebody</td>
<td>Bob Dylan</td>
<td>Columbia</td>
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<tr>
<td>44</td>
<td>Street Fighter</td>
<td>Crusaders</td>
<td>MCA</td>
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<td>45</td>
<td>All My Love</td>
<td>Led Zeppelin</td>
<td>Swan Song</td>
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<td>46</td>
<td>Boss</td>
<td>Diana Ross</td>
<td>Motown</td>
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<td>47</td>
<td>Arrow Through Me</td>
<td>Wings</td>
<td>Columbia</td>
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<tr>
<td>48</td>
<td>Main Event</td>
<td>Barbra Streisand</td>
<td>Columbia</td>
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<tr>
<td>49</td>
<td>Good Friends</td>
<td>Mary MacGregor</td>
<td>RSO</td>
</tr>
<tr>
<td>50</td>
<td>You're Only Lonely</td>
<td>J.D. Boxther</td>
<td>Columbia</td>
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### Milestone: A burst of enthusiasm among contemporary radio programmers followed the release last week of Styx's newest single, Babe (A&M), which bolts onto "Playlist" this week at number 36. "It's a smash," comments Don Nordene, program director at KREM (Spokane, Wash. "The change in tempo shows real versatility in the group, and the LP is the best Styx have ever done." Jim Golden, program director at WSUM (Pensacola, Fla., rates Babe as "one of the best records out there," and comments that "it's nice to have a great single from a top-name group that I don't have to daypart." Double victory. The Commodores' country-flavored hit single, Sail On (Motown) enters "Playlist's" top 10 this week while the group's newest single, Still, threatens to follow quickly in its wake. Dan Jackson, program director at WJAI (Colorado Springs, reports significant phone response to the single, after only one day of airplay and describes it as, "low key, personal and a real grabber." Golden describes the record as "the best we're playing right now," and Jim English, program director at WORC (Hartford, Conn., predicts that Still, which bolts onto "Playlist" at 30 this week, "can't miss." Finally in the limelight. Husband and wife songwriting team, Nick Ashford and Valerie Simpson, are responsible for such Motown classics. as Let's Go Get Stoned, Ain't No Mountain High Enough and Diana Ross's current single, The Boss. The pair's first hit single, Found a Cure (Warner Bros.), entered "Playlist" with a bolt last week at 37 and moves up again this week to 33. Dick Thompson, program director at WORT (Campbell, Ohio, describes the single as "an all-around hit record, good disco, rhythm & blues and top 40 music.")

### Country

<table>
<thead>
<tr>
<th>Last week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>7</td>
<td>Before My Time</td>
<td>John Conlee</td>
<td>MCA</td>
</tr>
<tr>
<td>2</td>
<td>Dream On</td>
<td>Oak Ridge Boys</td>
<td>MCA</td>
</tr>
<tr>
<td>3</td>
<td>It Must Be Love</td>
<td>Don Williams</td>
<td>MCA</td>
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<tr>
<td>14</td>
<td>In No Time At All</td>
<td>Ronnie Milsap</td>
<td>RCA</td>
</tr>
<tr>
<td>6</td>
<td>You're My Jamaica</td>
<td>Charley Pride</td>
<td>MCA</td>
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<tr>
<td>2</td>
<td>All The Gold In California</td>
<td>Larry Gatlin</td>
<td>Columbia</td>
</tr>
<tr>
<td>17</td>
<td>Just Good Ol' Boys</td>
<td>Moe &amp; Joe</td>
<td>Columbia</td>
</tr>
<tr>
<td>16</td>
<td>Pooled By A Feeling</td>
<td>Barbara Mandrell</td>
<td>MCA</td>
</tr>
<tr>
<td>5</td>
<td>There's A Honky Tonk Angel</td>
<td>Elvis Presley</td>
<td>RCA</td>
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<tr>
<td>4</td>
<td>Poola</td>
<td>Brown &amp; Cornelius</td>
<td>RCA</td>
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<td>13</td>
<td>I Don't Do Like That No More</td>
<td>Kendall</td>
<td>Ovation</td>
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<td>8</td>
<td>Daddy's</td>
<td>Donna Fargo</td>
<td>Warner Bros.</td>
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<tr>
<td>10</td>
<td>You Ain't Whistlin' Dixie</td>
<td>Bellamy Bros.</td>
<td>Warner Bros.</td>
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<tr>
<td>9</td>
<td>I May Never Get To Heaven</td>
<td>Conway Twitty</td>
<td>RCA</td>
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<tr>
<td>11</td>
<td>Only Love Can Break A Heart</td>
<td>Kenny Dale</td>
<td>Capitol</td>
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<tr>
<td>20</td>
<td>Last Of Cheaters</td>
<td>Walter &amp; T.G. Sheppard</td>
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<td>17</td>
<td>Ain't Got No Business</td>
<td>Razz Bailey</td>
<td>RCA</td>
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<td>12</td>
<td>My Silver Lining</td>
<td>Mickey Gilley</td>
<td>Epic</td>
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<td>18</td>
<td>Half The Way</td>
<td>Crystal Gayle</td>
<td>Columbia</td>
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<td>24</td>
<td>You Decorated My Life</td>
<td>Kenny Rogers</td>
<td>United Artists</td>
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<td>22</td>
<td>If I Fell In Love With You</td>
<td>Rex Allen Jr.</td>
<td>Warner Bros.</td>
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<td>23</td>
<td>Sweet Summer Lovin'</td>
<td>Dolly Parton</td>
<td>RCA</td>
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<td>25</td>
<td>I Know A Heartache</td>
<td>Jennifer Warnes</td>
<td>Arista</td>
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<tr>
<td>19</td>
<td>Till I Can Make It On My Own</td>
<td>Rogers &amp; West</td>
<td>U.A.</td>
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</tbody>
</table>
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to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12). In TV, similar industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per-use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23).

Network inquiry. FCC’s network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING Oct. 16, 1978). Public hearing on tentative order of Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC will discuss preliminary report at Oct. 16 special meeting.


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry 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. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees. Comments for all, except FM educational assignments, have been received. Comment period for FM assignments has been extended indefinitely.

Operator licensing. FCC has dropped requirement for special tests for those who are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING Jan. 1). Commission has not yet acted, however, on pending call for full licensing requirements. One series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters. On June 12, George Institute of Technology presented report to commission recommending that FCC also require national—weekly "how-to" technical aspects of broadcast station operations, and instead place more regulatory emphasis on actual characteristics of signal stations broadcast.

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programing (BROADCASTING March 28, 1977) and Supreme Court has refused FCC request for review. FCC’s authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). FCC has voted to repeal rule limiting one STV to a market (see story, this issue). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING May 20). There are six over-air pay TV stations currently telecasting: WEHTV Newark, N.J.; WNYX-TV Corleon, Calif., WQVTV and RMBT Boston and KWTH TV Los Angeles. WXONTV Detroit, and KXNOR Phoenix.

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Daniel Williams (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING Aug. 20). Danielson bill is before Representative Robert Kastenmeier’s (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet.

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Membership of Public Broadcasting Service approved plan (BROADCASTING July 2) to create multiple program services under auspices of one system president and reduce size of board of directors. Second Carnegie Commission first led to initial public broadcasting legislation. It released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING Feb. 5).

Radio deregulation. Last October FCC Commissioner George Ferris asked Broadcasting Bureau, Office of Plans and Policy and General Counsel to revise existing scope of radio regulations and new action will be based on direction of rules with options for potential reduction or elimination of regulations which no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major market exception in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace current FCC procedures and requirements with marketplace force in determining how new licenses operate (BROADCASTING, Sept. 10).

Shield legislation. Supreme Court’s ruling in Stanford Daily case (which holds that police need only search warrant to search newsmen and private homes and offices, even if occupants are not suspected of crimes) and jailing of New York Times reporter M. A. Farber for refusal to turn over notes to New Jersey court, have spurred new wave of bills in Congress to protect press (BROADCASTING Jan. 29). After Stanford Daily decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING Aug. 28, 1978). And Carter administration has introduced legislation to override effects of Stanford Daily (BROADCASTING April 9). It would permit police to review prior court reports and order release of police records in connection with story he did while with WAVE TV Wichita, Kan. (BROADCASTING Feb. 26). And court’s Bert Kahn’s CBS decision opens journalist’s thought processes to scrutiny in libel cases (BROADCASTING April 23).

UHF. FCC’s May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced is still outstanding (BROADCASTING June 1, 1978). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING Feb. 20, 1978). Commission also has adopted new, lightly noise figure standard aimed at improving receiver that also regulated (BROADCASTING May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability and made plans for spending up to $610,000 on project (BROADCASTING Jan. 8).

VHF drop-ins. This FCC proceeding, of several years’ standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING Dec. 19, 1977). Commission had matter on agenda in one of last meetings of last year, but postponed action (BROADCASTING Jan. 1).

WARC. 1979 World Administrative Radio Conference began last Monday (Sept. 24) and will run 10 weeks (see story this issue). U.S. and 153 other members are meeting as Telecommunications Union will make spectrum-allocation decisions that are expected to remain in force for 20 years. U.S. concern about gaining additional frequencies for HF broadcasting and for winning agreement for proposal for increasing satellite allocations as well as speculation about "politicization" of conference by Third World countries dominated advanced discussion of conference (BROADCASTING Sept. 17).

WESH. FCC renewal of license for Cowles Communications’ WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been upheld by U.S. Court of Appeals in Washington (BROADCASTING Oct. 2, 1978). Court decision then threw into disarray commission’s policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored (following informal discussions) method of handling comparative renewals (BROADCASTING Jan. 22). Cowles and competitor arrived at out-of-court settlement (BROADCASTING May 21), but agreement was rejected by court (BROADCASTING July 25).
FM applications


- Solvang, Calif. — Sunshine Broadcasting Co. seeks 96.7 mhz, 58 kw, HAAT: 1937 ft. Address: Rt. 5, Box 286, Solvang, Calif. 93463. Estimated construction cost $41,200; first quarter operating cost $20,050, first year revenue $75,000. Format: contemporary. Principals: William Vareha and wife Debbie (55%), William J. Vareha, Jr. (22%), James Pace and wife Rosa (15%), Rosa's sister Beatrice and husband Robert (15%). William and Debbie Vareha wholly own WTAO-FM Murphyboro and are 10% owners of KNAC-FM Long Beach, Calif. Robert Vareha is producer/director at WGN-TV Chicago. James Pace is assistant manager for Santa Ynez Valley Hardware and Rosa is nurse at Santa Ynez Valley Hospital, both in Solvang. Both are also council members of Santa Ynez Indian Reservation. Robert Marcus is a housing officer for Bureau of National Affairs in Santa Ynez, Calif. Wife Beatrice is council member of Chumash Indian Tribe, along with sister Rosa. They have no other broadcast interests. Ann. Sept. 14.

- *Des Moines, Iowa — Grant Communications Inc. seeks 91.1 mhz, 1.5 kw, HAAT: 497 ft. Address: Box 11, 812 Main St., Pella, Iowa 50219. Estimated construction cost $6,218; first quarter operating cost $6,218; first year revenue $15,000. Format: educational. Principal: Non-profit educational corporation. R. G. Smiley is president. Grant has no other broadcast interests. Ann. Aug. 30.


- Falls City, Neb. — SE Nebraska Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 1514
FCC tabulations as of June 30

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*Special temporary authorization

Includes off-air licenses

**Summary of broadcasting**

**FM actions**

- Lihue, Kauai, Hawaii—Broadcast Bureau granted Kuai Inc. 92.7 kHz, 1 mw, HAAT 1223 ft. P.O. address: Box 270 Eleele, Hawaii 96705. Estimated construction cost $20,536; first-year operating cost $7,300, annual tabulations $18,000. Format: Hawaiian/South Pacific. Principals: John S. Short (37.5%), William G. Dahle (37.5%), Stephen K. Bramham (15%) and David P. Habermans (10%). Short and Dahle own 65% (as tenants-in-common) of KUAU(E) Eleele, Kauai, Hawaii; Bramham is technical advisor and Habermans sales manager (BPH-10920). Action Sept. 6.

**Ownership Changes**

**Applications**

- WSRF(WM)-WSHE-FM Fort Lauderdale, Fla. (AM: 1580 kHz, 10 kw-D, 5 kw-N; FM: 103.5, 960 mw)—Seeks assignment of license from Van Patrick Broadcasting, who will take over as general manager of stations upon closing. Sept. 11.
- WOAMFM-KSFM-FM Des Moines. Legal counsel Michael (AM: 579.4 kw) and Harold Gazzo, 1/3 each. Trent and Gazzo are Des Moines attorneys and Gazzo owns real estate management business employed by New Western Telephone, both in Des Moines. Ann. Aug. 16.

**Post-Gazette, Red Bank (N.J.) Register and Monterey Peninsula (Calif.) Herald. It also owns various cable interests in Ohio, Virginia and Pennsylvania and WSSW(AM)-WPEZ(FM) Pittsburgh. It is owned by Paul Block Jr., chairman and other members of the Block family (BALC790716BF). Action Sept. 13.
- WRIN(AM) Rensselaer, Ind. (1560 kHz, 1 kw-D)—Broadcast Bureau granted transfer of control of Jasper County Broadcasting Corp. from Anthony D. Carlo (15%) and St расo (85%) to Thomas F. Jurik (33.33% before; 52.38% after). Consideration: $36,000. Principals: DiCarlo's have no other broadcasting interests. Jurik is program director of WRIN (BTC790702GR). Action Sept. 13.
- WPBN-TV Traverse City and WTM0-TV Cheboygan, both Michigan (ch. 7, ch. 2)—Broadcast Bureau granted transfer of control of WPBN-TV & WPBN-FM to United States Tobacco Co. for approximately $3.5 million in buyer's stock. Sellers are Lester Biederman (52.5%), William H. Kiker, D. Drew Mossey (14%) and William A. Ziebel (16.35%). Group also owns WTM0-AM-FM Traverse City, Mich. Buyer is publicly owned manufacturer of tobacco products. Louis S. Baintte is president and chairman. It has no other broadcasting interests.
- KQTV-TV St. Joseph, Mo. (ch. 2)—Broadcast Bureau granted assignment of license from Amaturro Group Inc. to Elba Development Corp. for $9 million. Seller: is owned by Joseph Amaturro, who has bought, subject to FCC approval, KHGI-TV Kearney, Neb. and its satellites. He also owns KSS5(FM) St. Louis and KMQM(FM) Clear Lake City (Houston). Tex. Buyer is owned by Malcolm Glazer, who also owns WURL-TV Columbus, Ga. and WTV0-TV Terre Haute.
- WNNI(AM)-WIXL-AM-Newton, N.J. (AM: 1360 kHz, 1 kw-D; FM: 103.7, 3 kw-D)—Broadcast Bureau granted transfer of control of Sussex County Broadcasters Inc. from Irving, Ethel and William Goldberg (100% before; none after to Group M Communications Inc. (none before; 100% after). Consideration: $650,000. Principals: Irving and Ethel are partners of William, who has no other broadcasting interests. Michael B. Levine and Marvin J. Strauzer (50%) each. Levine is eastern division manager for Arbitron, New York, Strauss is vice president marketing for Gaynor Media Co. Group M has other broadcasting interests (BTC790625FS, BTC790625FX). Action Sept. 13.
- WQNN-TV Winston-Salem, N.C. (CP for ch. 45)—Broadcast Bureau granted assignment of license from Good Morning America TV Network Inc. to Good Morning America TV Network Inc. to Good Morning America TV Network Inc.
Applications

- **KGRS(AM)** Burlington, Iowa—Seeks CP to change type trans.; increase ERP: 100 kw (H) and 21.4 kw (V) and change TPO. Ann. Sept. 21.
- **KUCB(AM)** Des Moines, Iowa—Seeks mod. of CP to make changes in ant. sys.; change TL to: Financial Center 666 Walnut St., Des Moines; change SL and RC to: 1125 16th St., Des Moines; change type ant.; decrease ERP: 14.7 kw; increase HAAT: 262 ft and change TPO. Ann. Sept. 21.
- **KKLR(AM)** Edmond, Okla.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Ann. Sept. 21.
- **WCDL-FM** Carbondale, Pa.—Seeks CP to make changes in ant. sys.; change type ant.; ERP and change TPO. Ann. Sept. 21.
- **WDAS-FM** Philadelphia—Seeks CP to make changes in ant. sys.; change TL to: 329 West Domino Lane, Philadelphia; change type ant.; ERP: 3.31 kw (H&V); Increase HAAT: 870 ft. (H&V); change TPO and diplex with WWDW-FM. Ann. Sept. 21.
- **KVXX(FM)** Longview, Tex.—Seeks CP to decrease HAAT to: 949.375 ft. and change TPO. Ann. Sept. 21.

Actions

- **WUNI(AM)** Mobile, Ala.—Granted CP to make changes in ant. and sys. and changes in monitor point radials; conditions presented (BP-781010AV). Action Sept. 16.
- **KOVA(FM)** Ojai, Calif.—Granted CP to make changes in ant. sys. and change TPO: ERP: 0.115 kw (H&V); ant. height: 1260 ft. (H&V) (BPH790719AM). Action Sept. 14.
- **KCPB(FM)** Thousand Oaks, Calif.—Granted mod. of CP making changes in ant. sys.; change TL to: 8228 Sulphur Mountain Road, Ojai, Calif.; change type of trans.; change type of ant. and TPO; ERP: 4.8 kw (H&V); ant. height: 1280 ft. (H&V) (BMPED79019A0). Action Sept. 14.
- **WORL(AM)** Orlando, Fla.—Granted CP to make changes in ant. sys.; increase ant. height; conditions presented (BP781121AG). Action Sept. 12.
- **KBLZ(FM)** Arkansas City, Kan.—Granted mod. of CP changing TL to: 3/4 mi. W of Oxford, Kan, on U.S. Highway 160; change type of ant. and TPO; ERP: 100 kw (H&V); ant. height: 460 ft. (H&V) (BMPHY90521AL). Action Sept. 11.
- **KLER-FM** Ordino, Idaho—Granted mod. of CP to make changes in ant. sys.; change type of trans.; change type of ant.; ERP: 0.1 kw (H&V); ant. height: 750 ft. (H&V); conditions (BMPHY90629A). Action Sept. 11.
- **WBBS(AM)** Blackshear, Ga.—Granted CP to make changes in ant. sys.; condition (BP790525AH). Action Sept. 12.
- **KAIN-FM** Crowley, La.—Granted CP changing TL to: 5.8 miles NW of Kaplan Crowley, La.; install new ant.; make changes in ant. sys.; ERP: 100 kw (H&V); ant. height: 1500 ft. (H&V) (BPH-790226AC). Action Sept. 11.
- **WDZZ-FM** Flint, Mich.—Granted mod. of CP to make changes in ant. sys.; change TL and SL to: 1 East First Street, Flint; change type of trans.; change type of ant.; ERP: 3 kw (H&V); ant. height: 255 ft. (H&V) (BMPHY90618A). Action Sept. 11.
- **KZPR(FM)** Rochester, Minn.—Granted CP changing TL to: 1.5 mi. N of County Rd., 9 on County Rd., 119, Rochester, make changes in ant. sys.; ERP: 1.0 kw (H&V); ant. height: 500 ft. (H&V); conditions (BP790213AD). Action Sept. 11.
- **KCMO(AM)** Kansas City, Mo.—Granted CP changing type of trans. at night; make changes in the directional ant. sys. (BP-20,998). Action Sept. 11.
- **WLAS(AM)** Jacksonville, N.C.—Granted CP to make changes in ant. sys.; increase height of Center Tower; conditions (BP781207AK). Action Sept. 12.
- **WMBL-FM** Morehead City, N.C.—Granted CP to make changes in ant. sys.; change TL to: near highway 70, 95 mi. w of Hwy 24 int., Morehead City; change SL and remote control to: .6 ml. from City Limits to U.S. 70W; install new type of ant.; ERP: 3 kw (H&V); ant. height: 280 ft. (H&V); condition (BP-790226AK). Action Sept. 11.
- **KDOV(AM)** Ashland, Ore.—Granted CP changing ant. sys.; changing TL and SL to: 230 Ashland Lane, Ashland (BP-21,174). Action Sept. 11.
- **KWKJ(AM)** Orozco, Pr.—Granted mod. of CP changing TL to: Ramal Interior K-2, Orozco; change SL and remote control to: Bo Gato Road 155 km. 31.2. Orozco, and change type of trans.; conditions (BP790326AN). Action Sept. 12.

Facilities Changes

- **KRBNT-FM** Westerhold, Ohio—Granted assignment of license from Ohio Radio Inc. to Firehouse Radio Inc. for $750,000. Seller is privately owned. Annette W. Reider is beneficiary of husband’s estate which owns 26% of stock. Group also owns WWR(FM) Port Clinton and WKT(NM) Kenton, both Ohio. Buyer is principally owned by James R. Westerhold, general manager of station. He has no other broadcast interests. Buyer is owned by Edward J. Czouens, who is announcer and music director at WGMA(AM) Hollywood, Fla. He has no other broadcast interests (BAL7907112ED). Action Sept. 17.

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Review Board Decisions

- Southold, N.Y.—FM Broadcast Proceeding: (Docs. 78-381 and 78-382)—Review Board Members Emerson, Kessler and Olibbaum adopted order granting joint motion for extension of time to file exceptions and brief, filed by North Fork Broadcasting Company and Pencon Bay Broadcasting Corp. on Sept. 14, 1979, Action Sept. 18.

FCC decisions

- FCC has granted application of Carolina Radio of Durham Inc., for renewal of its license for WSRCI(AM) Durham, N.C. and denied application of WDRQ(AM) Durham, N.C. by Durham Coalition to deny renewal. Coalition contended license should be cancelled to ascertain properly, through its community leader survey, needs and interests of blacks in community; its programming, including its public service announcements, was not responsive to black community; and it violated FCC's equal employment opportunity rules. Action Sept. 13.

- Corpus Christi, Tex.—Broadcast Bureau designated for hearing in consolidated proceeding applications of KUNO-FM Inc. Big "C" Broadcasting Corp., A. V. Bamford, and Radio KCCT Inc. for CPs for new station on 99.1 mhz at Corpus Christi to determine whether KUNO-FM Inc's application was properly certified and executed in accordance with FCC requirements; whether A. V. Bamford and Radio KCCT Inc. are financially qualified, and which proposal would best serve public interest; granted A. V. Bamford's request for extension of time to file amendment responsive to FCC's deficiency letter, accepted amendment, and dismissed as moot A. V. Bamford's request for waiver of application certification rules (by Memorandum Opinion and Order) (BC Docs. 79-223-26). Action Sept. 10.

- Victoria, Tex.—Broadcast Bureau designated for hearing in consolidated proceeding applications of McDougal Broadcasting Inc. and Demaree Enterprises of Texas Inc. for new FM station on 107.9 mhz there to determine which of proposals would, on comparative basis, better serve public interest, and which application should be granted; denied petitions to specify issues; accepted supplemental petition to specify issues filed by McDougal, dismissed as moot motion for order to compel amendment of application; granted petitions for leave to amend and accepted amendments (BC Docket No. 79-238-9). Action Sept. 11.

Procedural rulings

- WSLA-TV Selma, Ala. (Central Alabama Broadcasting Co.) V. TV Properties Inc. (BC Doc. 12274-61)—ALJ Thomas B. Waldron ruled petitioner application was not properly granted by San Joaquin, and amended its application to report changes in business interests and affiliations of Michael Cardenas Jr., Paul E. Dinsmore, R. W. Millard and Carolyn Pack, all principals of San Joaquin; and to report that, on or about Aug. 6, Jack A. Harris, San Joaquin shareholder, was elected director of Fresno Horse Racing Club Inc., and that company is financially qualified, and which proposal would best serve public interest; granted A. V. Bamford's request for extension of time to file amendment responsive to FCC's deficiency letter, accepted amendment, and dismissed as moot A. V. Bamford's request for waiver of application certification rules (by Memorandum Opinion and Order) (BC Docs. 79-223-26). Action Sept. 10.

- KJTV-TV Fresno, Calif. (McClatchy Newspapers and San Joaquin Communications Corp.) TV Proceeding: (Docs. 12274-61)—ALJ Thomas B. Waldron ruled application was not properly granted by San Joaquin, and amended its application to report changes in business interests and affiliations of Michael Cardenas Jr., Paul E. Dinsmore, R. W. Millard and Carolyn Pack, all principals of San Joaquin; and to report that, on or about Aug. 6, Jack A. Harris, San Joaquin shareholder, was elected director of Fresno Horse Racing Club Inc., and that company is financially qualified, and which proposal would best serve public interest; granted A. V. Bamford's request for extension of time to file amendment responsive to FCC's deficiency letter, accepted amendment, and dismissed as moot A. V. Bamford's request for waiver of application certification rules (by Memorandum Opinion and Order) (BC Docs. 79-223-26). Action Sept. 10.

- WFTU-FM Richmond, Va. (Richmond Broadcasting Co.) FM Proceeding: (BC Docs. 79-6923-32)—ALJ Edward L. Luton, by three separate actions: granted petition by Portland and amended its application to report consumption of acquisition by Community Education Broadcasting Corp. of KEED Eugene, Ore.; granted motion by West FM Group Inc. and extended to Sept. 21 time within which East-West may oppose notices of depositions served by Gavia Wireless Communications Co. upon John Q. Tilton III, Renate R. Tilton, Robert H. Schaefer, John W. Wynne, Gordon Rogers, Charles W. Banta and David J. Benjamin; granted petition by Gavia and amended application to reflect fact that Leonard Kesselman, one of Gavia's partners, has entered into agreement to sell this wholly-owned Station KZON(AM) Santa Maria, Calif. Action Sept. 12.


Allocations

- Petitions


- DeQueen, Ark.—Great Scott Broadcasting requests amendment FM Table of Assignments to assign 92.1 mhz to Waldron, Ark. (RM 3482). Ann. Sept. 19.

- Greenwood, Ark.—Margaret Crisler requests amendment FM Table of Assignments to assign 106.3 mhz there. (RM 3483). Ann. Sept. 19.

- Jonestown, Ark.—MSB Communications Corp. requests amendment FM Table of Assignments to assign 100.1 mhz there (RM 3480). Ann. Sept. 19.

- Washington, D.C.—Frederick Gregg Jr. requests


Washington, D.C.—Charles L. Taylor requests amendment FM Table of Assignments to assign 94.3 mhz in lieu of 101.7 mhz at Robinson, Ill. and assign it to St. James, Minn. (RM 3460). Ann. Sept. 19.

Washington, D.C.—Charles L. Taylor requests amendment FM Table of Assignments to delete 100.9 mhz from Blue Earth, Minn., and assign it to St. James, Minn. (RM 3460). Ann. Sept. 19.


Pocatello, Idaho—KSEI Broadcasters Inc. requests amendment FM Table of Assignments to assign 102.5 mhz there (RM 3479). Ann. Sept. 19.


Eldon, Mo.—Kenneth W. Knecht and Ronald R. Wenneker requests amendment FM Table of Assignments to assign 91.2 mhz to Centralia, Mo. (RM 3477). Ridgway, Ill. Sept. 19.

Florissant, Mo.—Randi L. Wachter requests amendment FM Table of Assignments to assign 96.7 mhz to St. Louis, Mo. (RM 3489). Ann. Sept. 19.

Nashua, N.H.—SiCo Communications Inc. requests amendment FM Table of Assignments to assign 104.7 mhz to Belfast, Me. (RM 3484). Ann. Sept. 19.

Moore, Okla.—Linda A. Meyer requests amendment FM Table of Assignments to assign 104.9 mhz to Lawton, Okla. (RM 3472). Ann. Sept. 19.


Sherman, Tex.—Pyle Communications, Inc. requests amendment FM Table of Assignments to assign 105.5 mhz in lieu of 269A at Cameron, Tex.; assign 101.7 mhz to Temple, Tex. (RM 3481). Ann. Sept. 19.

Richland, Wash.—KUTI Communications Inc.—requests amendment FM Table of Assignments to assign 106.5 mhz to Kennewick, Wash. delete 106.3 mhz from Richland (RM 3476). Ann. Sept. 19.

Actions

West Palm Beach, Fla.—Broadcast Bureau—granted joint request by Public Broadcasting Foundation of Palm Beach County Inc. and Community Television Foundation of South Florida Inc., mutually exclusive applicants for new television station on ch. 42 at West Palm Beach, for approval of settlement agreement and dismissed Community’s application (File Nos. BPFET-602, 614). Action Sept. 14.


Applicants

Haines, Alaska—Lynn Canal Broadcasting seeks CP for new VHF translator on ch. 62 (TPO: 10w, HAAT: 50 fl.) to rebroadcast directly KTVA(TV), KENI-TV, KIMO(TV) and KAKM(TV) all Anchorage and KTOO-TV Juneau, Alaska. Sept. 18.

Victorville and adjacent communities, Calif.—Victor Valley Public Translator Inc. seeks CP for new UHF translator on ch. 60 (TPO: 100w, HAAT: 96 fl.) to rebroadcast directly KNX(TV) Los Angeles. Ann. Sept. 20.

Victorville and adjacent communities, Calif.—Victor Valley Public Broadcasting Inc. seeks CP for new UHF translator on ch. 69 (TPO: 100w, HAAT: 96 fl.) to rebroadcast directly KTLA(TV) Los Angeles. Ann. Sept. 20.


Fairfield, Idaho—Camas County TV Translator Association seeks CP for new translator on ch. 9 (TPO: 5w, HAAT: 20 fl.) to rebroadcast directly KAI(D) TV Bondurant, Iowa. Sept. 30.

Burnsville, N.C.—University of North Carolina seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 60 fl.) to rebroadcast directly WUNE-TV Linville, N.C. Ann. Sept. 18.

Marion, N.C.—University of North Carolina seeks CP for new UHF translator on ch. 65 (TPO: 100w, HAAT: 79 fl.) to rebroadcast directly WUNE-TV Linville, N.C. Ann. Sept. 18.


Actions

K265AN Alturas, Calif.—Broadcast Bureau granted Sierra Cascade Communications Inc. CP for new FM translator station on 100.9 mhz to rebroadcast KTMF-FM Medford, Ore. (BPFT-7902151). Action Aug. 21.


K265AM Ashland and Washburn, Wis.—Broadcast Bureau granted Chequamegon Christian Message Inc. CP for new FM translator station on 100.9 mhz to rebroadcast WBIB-FM Ladysmith, Wis. (BPFT-790211P). Action Aug. 21.
Professional Cards

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Services
HELP WANTED MANAGER

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Personnel. Excellent benefits. Please send resume and tape if applicable. Contact Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911. E.O.E. Employer.

General Manager with strong sales background wanted for aggressive, expanding group broadcasting. Send resume with salary requirements to: Entercom, One Bala Cynwyd Plaza, Suite 225, Bala-Cynwyd, PA 19004.

Wanted: Sales Oriented General Manager; small market group stations; resumes; references; Kim Love, Box 5066, Sheridan, WY 82801.

General Manager—top N.E. market. FM, AOR format, looking for G.M. to move station to top of young market. Prior management experience. S. E.O.E. Affirmative action. Send resume to Box 1-183.

General Manager with strong sales background. We are broadcasters with cable TV interests and are in process of building a strong management team. Purpose future acquisitions. Immediate opportunity exists for energetic, proven leader for existing AM/FM operation. Individual must have proven record in localizational sales and management. Send resume to Box 1-185.

Midwest Radio Company, Fargo, N. Dak., has an opportunity for a quality person as Sales Manager of KQWB AM (rated #1, Adults 18-49). Former Sales Manager has purchased a station in another market! Come join a growing organization of sales, programming, cpc, family insurance plan, expense account, and car expense allowance! A 5 person sales staff, Sales Secretary, and Co-op Co-ordinator are hired, trained, and ready to work. All we need is a turned on, motivated leader with experience on the streets, and knowledge of handle people. Fargo is a 7 station market, billing over 4 million! Write Jim Lakoduk, Box 2893, Fargo, N.D. 58108 or phone 218-236-7900.

General Manager—$30,000 plus, over-ride, plus stock interest in this station as well as any other station the individual list, good for the right person. Send looking for must have impeccable references and be currently employed as a General Manager in Country formatted station in top 100 markets. This is 20 y- old financially sound company. Do not answer this ad unless you meet above requirements. Box J-8.


Looking for your first management spot? We need a Sales Manager for our full time AM Contemporary format station in Montgomery, Alabama. You should have a good track record in radio sales, and a big desire to win. Salary, Commission override and Annual Bonus. Potential first year earning $15,000 to $20,000 or greater. Call Gene Moorehead: 205-382-4295.

FM wanted. Send resume to KFMO, Flat River, MO 63010. Phone 314-431-1206.

South Florida fast growing medium market station seeks sales manager who is a street fighter. Broadcast sales experience required. An Equal Opportunity Employer. Send resume and monthly billing record last two years to Box J-39.

Wanted Station/Sales Manager for WMBH, Joplin, Pat Demaree 417-623-1450, EOE.

Medium to small market sales manager—Here’s your chance to move up if you have a good management track record. We would like you to come to the sixth largest growing city in the United States—Sun City, El Paso, Texas, and help us grow profitably. Salary and over-ride, first year potential $25,000 to $40,000 to right person. Contact Garnett Haston, General Manager, KXAS, Area Code 915-533-6211.

HELP WANTED SALES

Help Salesperson for automated country AM-FM. Will handle account list for retail clients in city of 100,000. Prefer salesperson from Montana, Wisconsin, or Idaho area. Great living conditions. EEO/MF Resume and past sales experience needed. Send resume and tape to Box 1-125.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Personnel. Excellent benefits. Please send resume and tape to Box 1-141. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911. E.O.E. Employer.

Sales Manager, community oriented and active community participating, RAB/Weilhch either trained, who can sell, and who will, can recruit, train, motivate sales staff, strong on both on air promotions, prolific in merchandising, saturations, short and long term contracts, remote, great potential—growth area—great market. Great skill. Great bucks for the great SM, a proven winner. Resume, references Box H-4.

Media Investors LTD is looking for one or two experienced sales people. Prefer new with Southern experience. EOE. Contact Ron Kight, PO Box 1330, Ft. Pierce, FL 34940.

Sales Managers California. RAB/Weilshor Jennings trained. Must be able to hire, train and motivate sales staff. If you believe in radio and want to work on the right things, this may be for you. If so, you'll earn over $25,000 your first year. Send complete resume and references to Box 1-145.


We guarantee you at least $1000 a month, Ogden, Utah's number one station, KJQ, needs a super salesperson. Tough local retailers, but if you can handle 'em, call Tom Greenleaze, 801-392-7305. EOE.

Opportunity for an uncles with two or more years experience to break into sales. Must be energetic, amb. Small Southeast Adult Contemporary. 703-465-9511.

Experienced Local Sales Professionals needed for urban NYC market. "Super potential" selling the "best of both worlds", with dominant North Jersey AM/FM combo. Send resume to WMTX, Box 1250, Montclair, NJ 07042.

Top rated beautiful music FM and up and coming disco AM looking for experienced sales people to sell in competitive NFC market. EEO. Resume to Box 1-194.

Sales/Manager, top FM in growing Colorado City. Exceptional promotional opportunity to grow with us. Draw future potential. Owner, KPLV 303-564-5450.

New England 100,000 Plus-Rapidly growing market. We need additional sales representative. Prefer RAB and/or Jennings. Will train ambitious person. EOE/MF Resume and letter to Box I-217.

Broadcasting Services—University of Northern Iowa: KUNI and KHKE, dual service public radio stations in university community seek Administrative Assistant, Development Coordinator, fund raiser, and leaders. Volunteers, B.A. or equivalent experience. Sales, business and/or fund raiser experience. Must have aptitude for working with people. Writing abilities essential. Broadcast and volunteer/community organization experience helpful. Salary $12,000 to $14,000. Send letter of application and resume to Raymond Harris, Personnel Services, 225 A&1 Bldg., University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

Salespeople Wanted. Move up to a larger market—bigger income—with advancement opportunities in major Radio chain. If you can sell Black Format Radio, we have opportunity for you in Berd- en, Organizer, President & General Manager, KYOK-AM, 3001 La Branch, Houston, TX 77004. EOE/M-F.

Florida—Sales Manager—Equity Possible—key market—growth market—expanding company—E.O.E. Call 305-783-8660. Evenings.

We're looking for an aggressive salesperson whose success in a small market has spurred an interest in working in a greater market. We have both AM & FM stations to sell, with lots of spots. Send resume, references and salary requirements to: RADIO, 26 Williams Street, Watertown, MA 02172. E.O.E.

South Florida stations seek salesperson with minimum of two years radio sales experience. Send resume with monthly billing record and minimum income required to Bla Brown, WRA/WOWV, Box 3032, Fort Pierce, FL 33440, An Equal Opportunity Employer.

Boulder, Colorado AM/FM seeks aggressive salesperson to compliment current staff of four professionals. Previous radio sales experience necessary and applicant should offer management potential. Resume and references with income desire should be sent to Robert Greene, 4636 Radio Bend Road, Boulder, CO 80301. An EEO Employer.

100,000 people, one station, looking for salespeople to turn into sales managers. Education and experience both count. WMMW, Meriden, CT 06450.


Sales Manager, Top rated AM-FM station, Southern Rocky Mountain location, 2 years previous experience, send resume and salary history to Box 80693, Lincoln, NE 68501.

118,000 watt FM in Cleveland/Akron Market needs an experienced A.E. with Agency and Retail experience. Must have an aggressive streak. Management opportunities for the right person. Send resume to: WDBN-FM, 4986 Gateway Drive, Medina, OH 44256 E.O.E.

Money...money...money, an aggressive account executive needed immediately. Opportunities for the right sales pro! Contact Dennis Pilska or Andrew Ashwood, Broadcast Management of Wisconsin. WEGW-AM, 2200 N. Green Bay Road, Racine, WI 53405, 414-552-7398.

Sales position for aggressive street fighter. Sales management experience for the right person. The person selected should make $20,000 plus in the first year. If you tell that you have outgrown your job or market we offer unlimited growth potential in central Pennsylvania. Send resumes to Box I-178.
We've sent dozens to the majors. Awesome AM-FM in the Rockies seeks newsperson. Tapes to Greg Boyce, KDZA-Z-100, Box 93, Pueblo, CO 81002. No Calls. EOE.

Media Investors Ltd. is looking for an experienced announcer. Minority candidates are especially invited to send resume to Ron Knight, PO Box 1330, Ft. Pierce, FL 34955, EOE/MF.

This is an immediate opening for a Beautiful Music announcer. If you have a smooth, professional delivery we could make this position very attractive to you. And your basic medium is a market that is a classic ladder of success and one of the fastest growing broadcast groups. Send tape and resume to Paul Knight, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

Experienced announcer with excellent delivery and production expertise. Send tape and resume to Roger Frischer, WMRN, Marine, OH 43032, Phone 614-383-1131. An equal opportunity employer.

Brand New No. 1 station in Ogden. Utah needs sharp Adult Top 40 jock/production person. You'll need a natural sound and some brains. Tapes and resumes to Tom Goodchild, KJJO, 1506 Gibson Ave, Ogden, UT 84404. E.O.E.

WGIR-FM, a Knight Quality Group Station in New Hampshire, is accepting applications for full-time positions as we grow. We have the finest facilities in New England, and the best people. Creative candidates with positive attitude and solid experience in AOR should send complete resume and telecoped air to Mark Lewis, Operations Manager, PO Box 101, Manchester NH 03105. We are an equal opportunity employer.

Top station in unique Mid-West community needs a morning personality who communicates and entertains a sophisticated audience. Must be a good production person. Write Mike King, Box 709, Columbus, IN 47201. WCSI-WCSI-FM. Equal opportunity employer.

AC Morning drive: Personality, informational, community involvement. No Rock hype. Good community Tape. Resume. KTKA Box 8500, Ketchikan, AK 99901.

Beautiful Music FM/Disco AM looking for voice, intelligence and personality to fit either or both. Large, competitive NE market. Tape and resume to Dave Ross, WSOQ/WQEZ, No. Syracuse, NY 13212.

Experienced Announcer for top rated country station. Must be sharp on the air with top production knowledge. Must be able to fill written tape to: KZST, PO Box 5344, Wichita Falls, TX 76307, 817-691-2311. An Equal Opportunity Employer.

Announcer for adult contemporary fringe Washington, D.C. station. Experience plus 1st Air check and resume to: EPR, P.O. Box 1140, Manassas, VA 22111. E.O.E.

New England Medium Market. Adult contemporary with strong news coverage is looking for unique individual with following qualities: 1) personality approachable, cool, and trendy. 2) Programming knowledge, willing to share programming and music responsibilities with management; 3) great production work, willing to do some copywriting; 4) supervise and work with air talent; 5) be willing to get involved with community events thru station. If you have these qualities, growing station with aggressive management, send resume to: EOIE-FM. Send complete resume and letter to Box 1-212.

Experienced Morning Announcer for adult contemporary must be entertaining and skilled in production. Will accept combo sales/announcer. Tape, resume, to Chris McClellan, WLSH, Box 763, Con- nellsville, PA 15425, 412-828-2800.

Group broadcaster seeks mid-day adult communicator with production skills and MOR background. Send tape, resume to Michael Bums, General Manager, WJW/LW/SEA, Box 11, Georgetown, DE 19947.

2 Announcers needed by AM Adult-Contemporary and FM-Country Powerhouse. 1st Class Ticket or sales experience a definite plus. Send tape and full resume, starting salary expected to Wayne Rinks, WLAL-C103, Box 106, Shelbyville, TN EEO.

Wisconsin station seeking experienced announcer with good production skills. Some sales background also a plus. Must have worked before. Resumes to Bert R. Peterson, 1503 27th St, Apt. 5, Zion, IL 60099.

AM/FM with T/40 and Adult Contemporary formats in New England medium market. If you have good production skills and voice, send tape, resume and salary requirements to: RADIO, 26 William streets, Watertown, MA 02172. E.O.E.

We are looking for a second newspaper. Also some announcing. Looking for your first break? Send tape and resume to KMAG, Box 126, Maquoketa, IA 52060.

Announcers Wanted ... Lost 'em to bigger markets. But we need good personalities, long established dominant station, adult contemporary Call or send resume to Red Davis, KOLT, Box 660, Scottsbluff, NE 69361.

Engineer/Announcer for top FM in fast growing beautiful Colorado City Must have 1st hands on experience. KPVL 302-M4540.

WBBO AM/FM, Augusta, Georgia, has opening for strong personality announcer for contemporary format Night show. Must have experience and good ratings record as well as production ability Excellent working conditions including profit sharing. Send non-returnable tape and resume to: Harry Drew, Box 2065, 30903. EOE/MF.

Wisconsin AM/FM seeking experienced announcer, willing to learn engineering under capable training. No floaters. Excellent opportunity for conscientious personnel. Salary is competitive with experience. Complete resume to Box J-13.

WSTU, Stuart, Florida, is seeking an experienced announcer well versed in air work, news and production. We are a successful adult contemporary operation located north of West Palm Beach on the Gold Coast. Send air check and resume to Hampton Elliott, Operations Manager, WSTU, Stuart, FL 33449. Equal Opportunity Employer.

KLMS is looking for a mature communicator to join our morning drive. Experience in talk and interview helpful. Good Salary & Benefits. E.O.E. Call Gary Claus 402-489-3855.

Southwest Florida Adult contemporary seeks DJ having experience as PD or assistant PD, warm, personable, and able to go on air. Must have good production. Young people. Enough to consider future above salary requirements. EOE. Send resume to Box I-25.

Morning Drive. Seeking experienced, enthusiastic talented. Listener awareness, and program execution vital. MODANE, West Palm Beach. Good salary. Send CV and resume to Dave Maure, PO Box 1250, Bay City, MI 48707.

Eastern North Carolina 100KW Beautiful Music FM and 10KW Beautiful Music and Information AM seeks reliable person to fill evening shift, 7pm to 1am, with one weekend shift. First Class Radio Telephone Operators License is mandatory. Call Reeves A. Fowler, GM, for appointment or send tape and resume to: WNCT Radio, PO Box 7157, Greenville, NC 27834. WNCT is an Equal Opportunity Employer.

Drive Time Personalities—Competitive Market Modern Country outlet with new facilities in southeast Georgia are seeking an experienced drive communicator. Send your resume to Box I-91.

Combo PD Morning Personality: immediate opening for take charge quickwitted production pro. Close family atmosphere, Mod Country format, and money is very green. Rush tape-resume to Rich Peterson, WLSR, 3204 State Street, Erie, PA 16509. EOE.

Top 5 Market AM Station actively seeking news/news/production to complete as new format information format. Equal Opportunity Employer. Resume to Box J-22.

HELP WANTED TECHNICAL

Chief Engineer, directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

Chief Engineer for AM Fulltimer Contact Len Kinney, WKJU, PO Box 1450, Poultneyville, VT 05662.

Opportunity for Beginner to become a broadcast engineer with station in northeast in top 50 market. Must be working knowledge of electronics. Immediate opening. EOE. Box I-150.

Chief Engineer, directional AM-automated Class C FM. N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

Chief Engineer (Ft. Pierce/West Palm Beach) 100kw FM. Must have strong coordination skills and equipment plus construction and digital automation. Capable of putting together a strong engineering department. We are located 45 miles north of West Palm Beach on Florida's Atlantic Coast. Starting salary, 20- plus, insurance and benefits. EOE. Minority encourages to apply WLOV/P, PO Box 277, Ft. Pierce, FL 34950, 305-461-0099, Bob Roberts.

Assistant Chief Engineer needed by one of Northern California's top FM stereo stations. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer, M/F.

Self-Start Chief Engineer wanted for one of the most successful three kw FM live stereo facilities in the world. Top 50 market. Must be sharp on the air, no fringe. Send resume to Program Director, WSOS/FM/WEZG, Box 13212. Top 50 market. Send tape - resume to Greg Boyce.

attractive packages. Must have good personality voices, long enough to consider future above salary requirements. EOE. Send resume to Box L-3.

Opportunity for Beginner to become a broadcast engineer with station in northeast in top 50 market. Must have working knowledge of electronics. Immediate opening. EOE. Box I-150.

1st Class Chief immediately needed for New York State group-owned 5000 watt directional AM and 35000 watt automated stereo FM. Proficiency in studio and transmitter techniques and FCC rules and regulations a must. Excellent salary, company-paid insurance, vehicle, room for advancement within group. Rush resume to Box J-10.

American Broadcasting Co. 10 Oct 1979
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Enowh Western AM/FM Group station needs a PD who can run inside operation. Capacity for util and quality airprod work vital. EOE. Reply Box 4.

Sporl plug/producer wanting to move to PD to head department at 10 kw Adult Contem- porary CBS affiliate. Send tape and resume to H. Howe, B, PO Box 950, Fairbanks, AK 99707. An equal oppor- tunity employer.

Commercial Copywriter for top 6 station. Send letter and resume to Art Martin, PO Box 518, Marion, OH 43302. An Equal Opportunity Employer; female applicants encouraged.

gram Director for Contemporary Top-40 station in North Carolina market. Needs someone who has silent qualities for this type format, to also be the on the 3-7 PM spot. Need someone with first phone. Person hired must have management qualities promotion ideas, plus a knowledge of music for empoyy format. Good salary. If interested call Esperson at 919-299-0346.

Area Adult Contemporary station looking for qualifications; creative on-air presentation, solid uction, ability to lead direct; Professional, goat- tied. Automation experience helpful. Send tape resume to Neil Cutler, 1817 S. Pacific Coast Hiwy, Redondo Beach, CA 90277.


Pro/Announcer: Minority Programming Produces hosts daily program for ethnic minorities and per- sonal production. Send application, resume, and air credits. Box 1017, 512 Corrinthia, IA 50613. Members of pro- fessional classes may feel free to identify themselves for moves of Affective Action.

Radio is looking for an experienced disc jockey for an on-location, all night show. Send resumes with W.S. Gabriel, WKBN, Box 59, Youngs- Oh 44501. An Equal Opportunity Employer.


am Director — must do on-air air-shift, work promotions. We are a highly successful full time ation, located in Pennsylvania. Excellent opportu- nity for night person. EOE. Send resume to Box 1-220.


Suite 800 624 South Michigan, Chicago, IL 60605. EOE M/F.

Program Directors — in Massachusetts, AM/FM Adult Contemporary and Rock. 3-5 years experience. Automation background and production skills helpful. Aggressiveness and leadership qualities must. Send resume, salary history and requirements to: RADIO 26 Williams Street, Watertown, MA 02172 EOE.

NYC radio production company needs to fill creative position. Must have writing and radio production experience. Background with the ability to sell your ideas to others. Box J-29.

SITUATIONS WANTED MANAGEMENT

I'll help you manage, sell, announce, write copy, renew etc. or take complete charge. Twenty seven years radio. Last sixteen as G.M. varied formats, plus religion. 515-398-2770, after 5:30 p.m.

Sales Management: qualified sales professional. Over 12 years experience in sales management, ad- vertising and sales promotion. Successful track record in East Coast major market. Media/radio sales, both local and national. Bottom line oriented. An interview will demonstrate my managerial qualifications. Reply Box I-204.

General Manager: If you need a build up your property "turned around" I'm a successful broadcast veteran with a strong "turn around" track record. West coast preferred. will consider others. Box J-4.

18-35s want more than lifeless AOR jocks and pseudo news! This PD/JD team has answers for your AOR station. Yours starting at 40K/year. Box J-1.

Former Owner, manager, network executive, consul- tant, major league PBP Pro, an efficiency 514—284-1898.

Mature pro in sales, sales-management, manage- ment. Wants stable operation. Southeast small or mid- dle market. 703—466-4130.

General Manager who excels in programming as well as sales available for permanent move! Outstanding qualifications! No hurry, wait for right opportu- nity! Box J-5.

SITUATIONS WANTED ANUNCERS

Howard Glantz: 3 yrs. experience all phases of radio emphasis on sports. Music sales willing to go anywhere 617—984-5850 after 5:00. 3rd class operator lic. B.S. degree.

Zealous Broadcast school grad., 1st phone. 2 years college hockey PBP Knowledge in news, pro- duction and jocking. David Hinckley, 512 Corrinthia, Elk Grove, IL 60007. 312—437-0357.

27 years experience includes program and sports directorship. Heavy sport's and news. Immediate avail- ability. Box R-89.

Versatile, experienced, 1st phone announcer wishes to commute to your station from Fremont, Ohio. Combo sales or part time to start considered. Call Larry <419—332-2049 or write 1381 Fleetwood Drive (43420).

Experienced dependable announcer, mature voice, licensed, minor engineering, salary open. Bill 612—447-2835, after 1 PM.

"I'm good enough to audition by phone" Black newscaster D.J. Intelligent style, excellent speech, highly trained. Tapes, resume. Marge Bell 212—221-3704 or 212—287-3923.

Talented Female versatile and experienced FCC 1st class, BA in mass comm. and will relocate imme- diately. Prefers to rock in either Florida or the North- east. Call Randi, Lazor 504—395-8697.

Female Announcer. Eager to learn. Will go anywhere. Lorie Clark 414—277-0797 after 6 PM.

Looking for PBP-Sports Director-air shift. 4 years experience. Call Mark (406—727-2455) or (406— 453-0338). Professional PBP experience.


Broadcasting Oct 1 1979
SITUATIONS WANTED ANNOUNCERS CONTINUED

D.J./Newscaster available who will give you more than "the news" available immiately and will relocate. Matthew Mangas 215-922-2530.

Young, bright, willing announcer seeking full time gig in A.C. or AOR. Top 40, etc., good production, third, will relocate, tape & resume on request. Mike Mitchell, 935-922-8156.

Top News Producer. Five years talk/interview experience in mainstream market. Excellent in scheduling—4th all subjects. Good references Phil Konstantin, Box 453, Pasadena, TX 77501, 713-473-4736 evenings.

Experienced Communicator! Good voice, warm, knowledgeable. Looking for combination telephone talk & interview 216-732-8383.

Experienced, sharp, PBP man, hustlin sports director, cheerful announcer, creative copywriter willing to put in lots of legwork to put . . . keep on top looking for medium market or better! Pret east coast Call Wait Fowler: 516-880-5317.

Solve your energy problems with this motivated, responsible announcer. Experienced in many formats plus news and production. Will relocate anywhere. You've been looking! Box J-2.

SITUATIONS WANTED TECHNICAL

First Class Engineer Seeks permanent job. Experienced all areas radio. Good worker. Box J-35.

SITUATIONS WANTED NEWS

Five years in news/public affairs, live as ND at small-market powerhouse. First rate anchor/editor/writer; probing interviews, commentaries. Seek all news or adult-orientedheavy news commitment. Prefer northeast or Great Lakes. Len Iwanicki, 118 N. 20th, Grand Forks ND 58201, 701-775-0833.

Sports Director, all phases radio sports. Knowledgeable—innovative—hard working. 1979 first place sports state award. Excellent ptb, daily sportscasts and writing. Seeking major or major college market. 314-434-0391-Jay.

Eight years experience. TV Assignment editor wants back in radio news as morning anchor or news director in top 75 market station. Former Radio News Director. Good writer/producer. Personal experience in relating news to day to day living. Excellent references. Wayne Hackbush 319-396-5380, 4833 Ford Ave. NW, Cedar Rapids, IA 52405.

Journalist with ten years of radio experience looking for news director's job, or major market reporter/anchor job. Now employed at group-owned newstalk station in southeast. Box J-37.

Four years experience, would like chance to be ND and organize your department. Also interested in reporting/anchor spot. Prefer northeast. Box J-16.

News Director, Strong on-air, experienced. White, male, at No 1. rated station. San Francisco to Seattle preferred. Aircheck and resume Box I-223.

I've hit the top in Coast Guard News. I'm retiring as a Senior Chief Journalist with 21 years. I've run news rooms in New York, Los Angeles, and San Francisco. I want the chance to be a top-notch civilian news and/or sports reporter/ I'm ready to work, gather and deliver your local news in late November, Ed Contol, 1212D Marine Dr., Treasure Island, CA 94130 415-556-5831 day, 415-397-5866 evening.


When are you people going to stop hirin' ex jocks to do your sports when they can't say three words without making Noah Webans turn over and his mouth formed, competent, polished sportscaster? If your answer is "Now" reply Box J-48.

Female, 32, experienced all phases radio news, will relocate. 518-783-6831 After 7.

HELP WANTED TECHNICAL

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to National, Dept. of HR, 1018 West Pine St., St. Louis, MO 63101.

Maintenance Engineer minimum 3 years in-depth studio maintenance experience, ENG experience desirable. Top 20 ABC affiliate on Florida's beautiful suncoast. Write or call Director of Engineering, WALT, Box 12000, St. Petersburg, FL 33733 945-577-1010, EO.

Chief Engineer: Major market public television station seeking first rate Director of Engineering for large VHF operation. Applicants should have good management ability and at least five years experience in major or medium market sub- stantial television station experience. Deadline for receipt of applications is October 8, 1979. Reply to Personnel Director, WYES-TV, 918 Navarre Avenue, New Orleans, LA 70112.

Maintenance Engineer—should be familiar with Transmitters, Video Tape, Cameras, ENG. Opportunity for a operations person ready to advance. Send resume and salary package to WTVT, PO Box 61457, Lexington, MA 02154, Attn: Employment. An Equal Oppor- tunity/Affirmative Action Employer.

Immediate opening for asst. Chief Engineer on California's Monterey Peninsula. CBS affiliate. Must have hands-on experience RCA studio and XMTT facilities. Use resume, state salary requirement, Box 16, 48 Garden Court, Monterey, CA 93940. 408-489-0460.

Maintenance and Operation Engineer needed for Midwest Production Facility with National credits. Must be able to train station staff on the latest broadcast's' transmission and cameras. Call Bob Gerding Productions, Cincinnati, OH 513-861-2555.

Chief Engineer for network affiliate in Sunbelt. Must have extensive maintenance experience on TR-50's, TR-60's and TR-70's or other combinations. Send resume to WHTV-TV, PO Box 5185, Meridian, MS 39301. Attention: Bob Horton.

Assistant Chief Engineer (Lansing/Jackson, Michigan) Must be strong in maintenance. Some management experience helpful. Medium size Michigan station equipped with latest state of the art RCA, Sony, Hitachi and Harris equipment. Good salary and excellent benefits package. First class FCC license required. Equal Opportunity Employer. Send resume to Personnel, WILK-TV, PO Box 30860, Lansing, MI 48909.

T.V. Engineers: Michigan State University has vacan- cies for TV Engineers to work on equipment in a major market facility. Must hold a current, first class license required. Quad video-tape production experience must be available. Maintenance & operation experience a must. Salary range 533-537-9185 plus benefits. Contact: Michigan State University, Personnel Office, 110 Nisbet Bldg., E. Lansing, MI 48924. (517-353-3702). Refer to position No. C9795. An affirmative action/equal opportunity employer.

Radio-TV Station Equipment Technician Salary Range: S1,777-S1,838 per month. Experience: One year recent full time paid experience in operation, maintenance and repair of television broadcast and studio equipment, including color television broadcast and studio equipment, including color television cameras, film and slide projectors, monitors, receivers and related television technology equipment; preferably includ- ing similar experience in radio. Possession of a valid FCC Radiotelephone First Class Operator Permit is expected for this position. Must be able to relocate. Send resume with salary requirements to Employee Relations, Michigan State University, Personnel Office, 110 Nisbet Bldg., E. Lansing, MI 48924. (517-353-3702). Reference to position No. C9795. An affirmative action/equal opportunity employer.

HELP WANTED SALES

Top Ten Market, Group Owned Network Affiliate seeking a Local Account Executive. Equal Opportunity Employer. Send resume and salary requirements to Box I-175.

Sunbelt VHF network affiliate needs Local Sales Manager. Medium size market. Excellent opportunity for advancement for a go-getter who can sell, supervise and manage the local Sales team. Send resume and salary requirements in first letter EO. Reply to Box I-180.

Be an innovator! Hire an experienced female sports reporter to join our major market staff. You're on the right track. Good talk and PBP 3rd endorsed. Single. Available now Box J-12.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Director/Announcer seeks new challenge. 3 years experience in all facets of medium market radio in the East Coast. Box I-120.

Top 10 Market, announces, and assistant PO looking to move up. Program Director: All Replies Confidential. Box I-143.


Top rated radio talk show host, plus 2 years TV inter- view show in major market. Conservative, Excellent debater. Write: Suite 315, 3353 Bryant Avenue Sn, Mpls Mn 55405.

Need a new format? Two young, programmers with experience in rock, jazz, blues are ready to inject new life into your station. Know how to get station off ground. Prefer to work with an A.M. team. Write: Dick Rockwell, Westerly, RI 02891 or call: 401-596-3128.

1978 Clio Finalist: Top 10 Production Director looking for new challenge. I've got 15 years in broadcast- ing. Currently employed . . . but need megabucks and creative freedom. Love deadlines and pressure. My demo, resume and will dazzle your Networks. Production/Unigle Company and ad agencies with a-the-broadcast departments should write before midnight tonight. This is a limited time offer. Box I-82.

TELEVISION

Immediate opening. Local sales manager for KFYR TV, Bismarck ND. Sales and management experience necessary. Must be fully conversant with up-to the-minute selling and pricing techniques. Contact Claire Anne Holmborg, Sba. Mgr-KFYR TV, Box 1738, Bismarck ND 58501, 701-223-0900, Equal Opportu- nity Employer.

General Manager Television, Group with VHF net- work affiliate outlet in southeast market. Rank approx. 100 seeking G.M. Salary open. Excellent benefits. Must have minimum 10-years experience in middle to high level management, preferably three years prior experience general manager. Equal Opportunity Employer.

Program Manager. Top 10 Market, requires a full time experienced Program Manager. Send complete resume, state present salary to Box I-201.

Management opportunities available in the fields of maintenance engineering and studio general man- ager in a Los Angeles based television studio. 213- 450-9008.

Program Director for fast growing, group owned medium market station. Excellent opportunity for the right person. Programming management experience preferred. Substantial production and operations experience necessary. Send complete resume including salary requirements to David Dodds, General Manager, WILH-TV, 1126 Park City Center, Lancaster, PA 17601. An Equal Opportunity Employer.

Production Manager Top 10 N.E. group—owned in- dependent Minimum 3 years experience as a Production Manager or Senior Director. A complete under- standing of station operation & on air experience es- sential. An Equal Opportunity Employer. Write: Suite 315.

HELP WANTED TECHNICAL

Top Ten Market, Group Owned Network Affiliate seeking a Local Account Executive. Equal Opportunity Employer. Send resume and salary requirements to Box I-175.

Sunbelt VHF network affiliate needs Local Sales Manager. Medium size market. Excellent opportunity for advancement for a go-getter who can sell, super- vise and manage the local Sales team. Send resume and salary requirements in first letter EO. Reply to Box I-180.
HELP WANTED TECHNICAL CONTINUED

KPBS — TV seeks Chief Engineer, responsible for technical operations and maintenance of public TV station, IFPS system, closed-circuit TV system, and production facilities. Requires a BS degree in electrical engineering or physics. Minimum of 6 years TV engineering experience, supervisory or management, preferably on a 1st phone required. Send $29,424 to $35,556. Secure application from the Employment Division, San Diego State University, San Diego, California. Employment closes October 28. San Diego is an Equal Opportunity/Affirmative Action Title IX Employer.

We need a First Class License and person with background in TCR-100 video tape machines, experience with RCA TK45 cameras and maintenance of microprocessor based equipment. EEO employer. Resumes to Box J-6.

Engineer recording, maintaining, operating technician. Requires 1st phone, Associate Degree or trade school diploma in Electronics or 2 years TV engineering experience. Must have experience in repair, operation and maintenance of TV electronic equipment, top VHF and UHF camera, WJCL-ITV, WSEC-TV, Tacoman Terrace, Cincinnati, OH 45215. An Equal Opportunity M/F.

E F P Production Technician, Camera and editing required. Must be on the road with single EFP. Must have a solid Production flair a must. MidWest location. Box J-42.

Maintenance Engineer for VHF television station in Colorado Springs, Colorado. Excellent chance for growth with a strong corporation. Applicants should have had experience with VR 1200, AVR 2, ASC-25 and GE PE 350 cameras. Send resume to: Rick Crockdall, KKT (CBS). PO Box 2110, Colorado Springs, CO 80901. E.O.E.

HELP WANTED NEWS

Reporter/Producer — A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted.
Send complete resume and video cassette to: News Director, WTVD, PO Box 2009, Durham, NC 27702. EOE.

Producer — Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you choose to work with us we can offer you above market salary and a good writer who can also supervise scripts. Send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. EOE.

Anchor/Producer. Excellent opportunity for strong newscaster with solid ENG and production experience. EOE. No phone calls. Send resume and audition tape to Broadcast Manager, WNNY-TV, 120 Arcade Street, Watertown, NY 13601.

Opportunity to work for one of the best-equipped broadcast stations in the country. Washington Post, Department of Meteorology. Working in a modern, state-of-the-art newsroom equipped with the latest equipment we are looking for a Meteorologist interested in weekend and Monday weathercasts, in addition to doing consulting work. Please send tape and resume to: Chief Meteorologist, KSDK-TV, PO Box 333, St. Louis, MO 63167. An Equal Opportunity Employer.

WJCL-TV has an immediate opening for an experienced on-camera street reporter. All ENG station. Send resume & video tape, apply in person, or call Stan Bos, 252-8145. Send resume and references to: 252-6761, St. Louis, MO 63167. EOE. M/F.

Reporter/Segment Producer — Candidate must have a substantial background in television reporting and be experienced in all phases of production. If you are a strong writer who can build fast paced, high energy newscasts that are fun to watch, we’re looking for you. Send resume only to Frances Reyes Acosta, KSFN-TV, 1777 G Street, Fresno, CA 93706.

Upper Michigan Correspondent. Dominant station in Northwest Wisconsin and Upper Peninsula seeks experienced reporter/photographer to man one-person bureau. Must have TV experience, especially desirable. Commercial television experience required. No phone calls. Replies and tapes to News Director, WFRV-TV, 1181 East Mason Street, Green Bay, WI 54301. EOE. An Equal Opportunity Employer.

Upper Michigan Correspondent. Dominant station in Northwest Wisconsin and Upper Peninsula seeks experienced reporter/photographer to man one-person bureau. Must have TV experience, especially desirable. Commercial television experience required. No phone calls. Replies and tapes to News Director, WFRV-TV, 1181 East Mason Street, Green Bay, WI 54301. EOE. An Equal Opportunity Employer.

We’re looking for a few good people. Recent promotions and expansions have created these opportunities: Assignment Editor (back-up to News Director); Weekend Anchor; Weekend Sports Feature Editor; Good looking TV newseditorial team for local news experience required. No phone calls. Replies and tapes to News Director, WFRV-TV, 1181 East Mason, Green Bay WI 54301. Equal Opportunity Employer.

Sportscaster for Northeast radio and television sports active with the Terrapins. Must do features, basketball and football play-by-play performance with complete resume and video/audio tape of all facets in both media. Good opportunity for the mature and talented. An EOE. Prior applicants for this position need not reapply Send all materials now to Dean McCarthy, Harrington Riffler Parsons, Inc. 280 Park Avenue, New York, NY 10017.

Mini-Cam Tape Editor to edit weekly half-hour news documentary Must have mini-cam news editing experience. Background in journalism and TV production, and ability to edit TV sports stories with a minimum of desirable. Samples of work required. Submit resume and cassette to: Wiley Hance, Department B, WJET-TV, 184 Randy Boulevard, Buffalo, NY 14213. An Equal Opportunity Employer.

Anchor/Reporter. We are looking for an experienced TV journalist who can loan into the lens and communicate one-to-one with the viewer. Must be a fine writer, have a lot of energy and enthusiasm and not be more than minimum three years experience in TV news. Send resume and video cassette to: David Henderson, Director of News, KMGH-TV, 123 Spear Blvd., Denver, CO 80217. EOE.

Consumer Reporter. Must have energy, enthusiasm, good story production sense and minimum two years experience in TV news. Send video cassette and resume to: David Henderson, Director of News, KMGH-TV, 123 Spear Blvd., Denver, CO 80217. EOE.

Major TV market seeks an aggressive, experienced individual to take on responsibilities in all areas of station operations. We will pay top dollar for the right person, previous management experience is important. Send resume and salary requirements if you qualify please send your resume to Box J-23.

TV Anchor: Midwest Group Owner needs Anchor Talent for TV News. Must be sharp, aggressive, able to think and write news. EEO employer. Send resume, salary requirements and writing samples to Box J-14.

Assistant Producer — 11 PM News. Writing, editing and producing experience a must. Salary open. Send tape and resume to Jim Holtzmann, Exec. News Director, KFMB-TV, 7877 Engineer Road, San Diego, CA 92138. An EOE.


HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Producer/WSUI-TV. Must have three years of professional experience with strong background in shooting, editing, producing and directing television programs. Must have expertise in all facets of television studio production, including experience with ENG and on-location production. EOE. Must be experienced in television writing, editing, writing and producing and directing television programs. Must have expertise in all facets of television studio production, including experience with ENG and on-location production._ptrs

Producer. Must have three years of professional experience with strong background in shooting, editing, producing and directing television programs. Must have expertise in all facets of television studio production, including experience with ENG and on-location production.ptrs

Northeast Television Network is seeking warm, aggressive, talk show host/hostess. Must be experienced and capable of handling controversial topics. Must have style and personality and be an excellent professional opportunity for effective, hard-working person. An Equal Opportunity Employer. No phone calls. Send resume and salary requirements to Box L-159.

Production Manager for 8-station public television network with good studio, remote, and film facilities. Supervises and schedules Producer/Directors, oversees production crew, writers, editors. Assist Director of Programming in analyzing feasibility of new production; directing and other duties as assigned. Requires extensive knowledge of and experience with modern production techniques and equipment. Ability to train and work with others to utilize their talents. College degree in TV or related field, and 4 years experience as Producer/Director or equivalent. Contact John White, Iowa Public Broadcasting Network, Box 1758, Iowa City, IA 52245 or phone 515-281-4521.

Assistant Promotion Director is needed for NBC affiliate in New Orleans. Applicants should have a minimum of two years experience with emphasis on print and on-air promotion. Excellent opportunity for advancement. Send resume and work sample to: Promotion Director, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. An Equal Opportunity Employer.

Computer Operations Supervisor for major South Florida station. Requires knowledge of basic computer systems, individual with broadcast computer experience. Preferably BCS, familiar with all phases sales, program traffic, accounting, film, etc. to supervise and train personnel. An Equal Opportunity Employer. Send resume including salary history to Box L-213.

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 literatures of the Far East, Africa or Middle East. An EOE. Send Direct Experience in the arts and on-air television experience with extensive writing and editing skills and proven search abilities. Must have a minimum of one year experience with ENG, ENG, and cassette editing. Salary range $12,858 - $14,500. Application deadline, October 8, 1979. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Television Production Manager. Master's degree in R-T or closely allied discipline, with at least 5 years professional experience. Accepts responsibility for expertise in all facets of television studio and ENG/ EFP production. Position requires management of TV production center producing ITV and Public programing, including supervision of studio personnel, staff, budgets, scheduling, student crews, and quality control. Deadline for applications: November 1, 1979. Appointment: November 1, 1979. Salary: Competitive minimum: $18,000. Letters of application, transcripts, and at least three (3) letters of references should be sent to the attention of the University of South Dakota, Vermillion, SD 57069. An Equal Opportunity/Affirmative Action employer.

Continuity Director: Need creative take charge person to supervise department. Will also do creative copywriting and production. Experience necessary. Small Market station in the Northern Plains. Salary competitive. EOE. Write KMOT-TV, Box 1118, Minot, ND 58701.

Producer/Director: Major market network VHF needs producer/director for daily talk show. Must have at least three years experience. All replies confidential. An Equal Opportunity Employer. Send resume and salary requirements to Box J-18.

Technician. Experienced in studio operations and tape editing. Maintenance helpful, but not mandatory. Midwest location. EOE Box J-43.

Production Manager: Small Midwest Market, group owned station. Unique quality oriented individual with strong background in professional and production skills, and Parsons, B.S. West, Kansas St. Send resume to: Producion — PO Box 247, St. Joseph, MO 64506.
HELP WANTED PROGR A M I N G, PRODUC T I O N, OTHERS CONT I NUED

Program Director: See help wanted management.

Director of Programming: State public television network seeks aggressive, creative individual to develop and administer its program service. Includes reviewing long and short range goals, developing budgets, conducting ascertainment, assuring conformity to FCC regulations and overseeing local production. Supervise staff of 29. Successful programming experience necessary. Send resume and salary requirements to A. Fred Frey, executive director, Louisiana Educational Television Authority, 2518 Wooddale Blvd., Baton Rouge, LA 70805. Application deadline: October 15, 1979. LETA is an Equal Opportunity Employer.

PM Host: Phoenix's PM Magazine goes on the air in January and we need a co-host who can help make it the show people can connect with. Must mind hard work and long hours, and can win us over with your style and your smile. Send your resume and tape to: Bill Wolfe, Producer, PM Magazine, KTVK-TV, 3435 North 16th Street, Phoenix, AZ 85016. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General Manager: with outstanding credentials! Television 24 years: Radio 13 years, Broadcasting 35 years, including MANAGEMENT 19 years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, building, film-buy, promotion, community-involvement, etc. In small, medium and large markets. overcame overwhelming obstacles to achieved revitalization/magic-turnarounds, produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. AcclI- mated to and thoroughly enjoys producing outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box J-17.

Experienced Operations/ Promotion Manager: Excellent qualifications in production, programming, and administration. Promotion and profit oriented. Box J-11.

SITUATIONS WANTED TECHNICAL

TV Transmitter maintenance engineer: over 20 years experience, FCC First Class, knowledge of FCC transmitter regulations, VHF transmitter system testing, video and audio processing, accustomed to full responsibility. Call for resume. 309-782-1327.

SITUATIONS WANTED NEWS

Reporter-female, B.A. Broadcasting, with internship as closely related as possible. Experience in all-news radio (Top 20 market) as reporter: write, anchor, Alert, articulate, attractive. Let me prove my dedication, integrity, talent on your TV staff. Phone: 305-274-0483 or Box I-214.

Sportscaster, 6 years TV experience wants to relocate to Solid delivery and energetic. 1-701-839-5159.

Journalist with ten years of radio experience wants first break into commercial TV news as reporter or producer. Currently employed at respected southeast news/talk, owner-operated station. Box J-40.

Dynamic female weatherperson, top ten market, No. 1 affiliate, desires new opportunity. Box J-27.

Good features reporter seeks to leave the boon- docks. Wants to tweet and report on the interesting, weird or just fun people in a medium-large market. Available, Box J-9.

Recipient of 1974 Emmy Award with experience in all-news radio. Phone: 215-666-0212.


SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

University of Iowa communication studies graduate seeking entry position. Kevin Schroder 729 28th Ave. Moline, IL 61265.

Workaholic seeks production assistant position with small network or production. 16 month production house and 18 month Lab experience. 3rd class FCC. B.A. degree. Box J-19.

E.N.G. Photog: First Class License, two years major market cable experience shooting, editing and directing news and public affairs. Call or write Mark Pantridge, 8 West Bank Street, Somerville, MA 01868-1022.

For Fast Action Use BROADCASTING'S Classified Advertising

ALLIED FIELDS

HELP WANTED MANAGEMENT

Celtic Broadcast Group seeks regional managers for two key U.S. sales territories. We're looking for experienced radio and television sales people to sell our fine radio products and systems; System 7000 program automation, transmitters, antennas, audio consoles. Excellent compensation plan for sales professionals who can handle a 

HELP WANTED TECHNICAL

Film to tape transfer: immediate opening for an individual experienced in film to tape transfer: Candidate should have a good working knowledge of film and video tape. At least one year experience with home video to scene color correction, and the ability to work with clients a must. Send resume to: Mr. Ron Herman, Director of Technical Services, Cinetronics Ltd., 3131 North Halsted Street, Chicago, IL 60615.

HELP WANTED PRODUCING, PRODUCTION AND OTHERS

Assistant Media Coordinator Western N.D. District of American Lutheran Church. Applicant should be production background. Write for application, enclosing resume. ALC Media Coordinator, Box 370, Bismarck, ND 58501. Applications due 11/15.

HELP WANTED INSTRUCTION

Job Vacancy Announcement: Search Reopened. Instructor: Assistant Professor to teach three broadcasting classes each semester, emphasis on production of television programming. Appointee will also serve as producer of cable programming originating in cable TV facilities. Doctorate preferred with professional broadcasting experience. Appointment date: 8-29-80; deadline for applications: 11-15-79. Affirmative Action/Equal Opportunity Employer. Send resume and references to: Dr. Robert Ramsey, Department of Communication, Box 3048, Stephen F. Austin State University, Nacogdoches, TX 75962.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM transmitters. Guaranteed Radio Supply Corp., 1314 Wirtbide Street, Laeda, TX 78104. Manuel Flores 512-723-3321.

Install Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271).

Need for Cameras, 16mm & 35 mm, Lenses, Editing Equipment, Projectors etc. Call Erwin at 305-949-9084.

For SALE EQUIPMENT


RCA TR-4 VTR's: Hi-band, new heads $16,000 ea. Collins MW-408D Microwaves: 7 GHz, audio channel, 2 available. $4,500 ea.

 Ampex 1200A VTR's: loaded with options $24,000 ea.

 GE PE-400 Color Cameras: Pedestals, scopes, racks, like new. $14,000 ea. RCA TP-6 Projectors: "Oldie but goodie," $1,500 ea.

 AMPEX VPR 7800 VTR’s: 1st format, 5 available, $1,000 ea.

 Mercon Mark VII Color Cameras: Pedestals, very good condition, $6,000 ea.

 GE PE-300 Color Cameras: Inhancers, lens, good condition, $7,000 ea.

 RCA TR-50 Hi-Band - CABLE TV Camera, 2 with editor $22,500 ea.

 GE 12KW UHF Transmitter: With Channel 14 antenna, $18,000.

 RCA TK27A Film Camera: Good condition, TP 15, available. $12,000 ea.

 RCA TP66 Film Projectors: Optical and magnetic sound $11,000 ea.

 GE 240 Film Camera: Automatic gain and blanking $8,000.

 RCA TT-10 AL VHF Television Transmitter: low band, spares, $8,000.

 We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

 Tektronix 528 and 1400 Waveform monitors and 1420 and 520A Vectoroscop, new in factory cartons, in stock now. Call for ship. Call Ivey Communications Corp. 305-843-8982.

 Complete Stereo STL System. Complete microwave state-of-the-art transmission link and remote control. Everything needed for dual link AM system or dual link FM system. Marti Electronics package in excellent condition. Complete package includes two transmitters type STL-2, two receivers type CLA-100/200/500, two amplifier compressors暑期 type CLA-100, transmitter and receiver combiners, and ten-channel analog remote control system type RMC-2. Priced 35% below current list for a new system ... $6,940 new. 50% new and $4,511 in excellent used condition. Holt Technical Services, Suite 205, Westgate Mall, Bethlehem, PA 18017. 215-855-3775.

 RCA TT-5A Transmitter—air cooled—present auxiliary on channel 10. Best offer by October 9 takes it; must remove immediately. Call Jack Jones, 215-664-7200.

 General Electric 50kw AM transmitter, excellent condition, tuned to 750 KHz with spare tubes, some spare parts. Model BTSA0, installed in 1960. $33,000. Contact Larry Wilcox, 209 S.E. Ankeny, Portland, OR 97214. 503-231-0750.

 AMPEX VR-3000—All mods except dual audio. Have three units and wish to sell one. Spare rebuildable head available. Make offer Bob Olsen 312-738-4181.

 Dream Production Facility. Full stereo, 2 & 4 track recorder, Sanyo, Akai, Nakamichi, desk, equalizers, turntables, mic's, and more. Assumeable lease. Phone 208-734-2457 of 733-4840.


 Cash for used RCA TR-27's, TP-5's, TP-15's. TP-7's 205-956-2200.

 For Sale: Gates Stereo Automatic System 2 R-2, 2 Car PC, 1 Carousel, SC48 Programmat, Siene Sensor, Licking Station, Push Botton Accessories, and a Range offered only as a system. Jelf Stoc, Cell, KJMR, G-6 Library; University of Missouri; Rolla, MO 65401. 314-341-4386.

 Want to expand your station's flexibility and REVENUE by producing outside commercials and Special programming in your own market? We have two fully equipped production vans in Florida! Both priced realistically and ready to roll. Discover the advantages and PROFITS of being the only major production resource in your region. Call Dave at 209-957-1761 for an immediate inspection.

Broadcasting Oct 11 1979
**Free Radio**

33577. Classes begin September license.

1979 "Tests-Answers" to the right.

High Heels Andrews HJ-F-50. Can be cut and terminated to required. Below Mr. Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Hiachi SK-80 camera. With extra halogen belt. Rear operated controls. Fujiyron 141 zoom lens. $16,000. 1st offer: Contact: National Video Industries, Inc. 15 W 17 St., NY, NY 10011 212-691-1300.

**COMEDY**

Free sample of radio's most popular humor service! O'LINEERS, 1448 C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy. 5803-B Twinning, Dallas, TX 75227.

**MISCELLANEOUS**

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample. Galaxy Box 20083-8, Long Beach, CA 90801 213-438-0508.

*Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... below. For fantastic deal, write or phone: Television & Radio Features, Inc. 166 E. Superior St., Chicago, IL 60611, collect call: 312-944-3700.

*Custom, client jingles in one week.* PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-8973.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamic tracks on 4 low-priced LPs! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

National magazine seeking submissions now offering $5 per arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies. etc. All replies confidential. Box I-195.

**INSTRUCTION**

Free booklets on job assistance, 1st Class FCC license and DJ-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.


REI teaches electronics for the FCC 1st class license. Over 90% of our students pass their exams. Classes begin September 10 and October 22. Student rooms at the school 61 N Pineapple Ave. Sarasota, FL 33577, 813-955-6922.

**RADIO**

Help Wanted Technical

**CHIEF ENGINEER**

WKL Providence Rhode Island ... 50 KW FM and 50 KW DAD seeks first class engineer with heavy transmitter, STL, automation and DA experience. Resume, to include salary requirements, to: William M. McCormick, President, McCormick Communications, One Beacon Street, Boston, Massachusetts 02108.

**CHIEF ENGINEER**

Chief Engineer for major group owned AM and power FM. Applicant should be familiar with directional antennas, audio processing, STL's and personnel management. A degree in electrical engineering or equivalent experience. A First Class license is necessary. Salary is commensurate with experience. All replies held in strictest confidence. Send resumes to Box I-27.

Help Wanted Announcers

**SALESPERSONS Moving to California**

We'd like to interview you. Since we've always looking for qualified salespersons at our four California radio stations, an interview could be beneficial for both of us, even if we have no immediate openings. For the right person, we'll create a job. Write Max Reeder, Director of Sales, Empire Broadcasting Corporation, Box 995, San Jose, CA 95108. EOE of course.

**Situations Wanted Management**

Success Available Now GENERAL MANAGER

Major 5 KW AM, Class C FM sold for more than $4,000,000 capital gain. In two years gross increased $1,000,000, cash flow up proportionally in one of most competitive markets. New owners have own management team. Seeking corporate or station management position in radio or allied field. Top 75 market. Prefer West, but not essential. Experience includes other successful radio management positions, consultations in music, promotion, newspaper management, ad agency problems, other forms of business and properly acquired. Excellent reputation in trade. Still employing, but available at reasonable convergence. Resume, references, interview upon request. Write Box J-2 or call (505) 842-6099.

Broadcast Management

I would like to get back into broadcasting with a professional company the consulting business not my cup of tea former group vice president, successful owner.licensed CEO broadcasting division of a national company FM CATV same company over 20 years. 49 years old. Box J-56.

**Situations Wanted Announcers**

SPORTS TALK

Pep up early evening, late night or weekend hours on your AM station. Write knowledgeable representative. Alpha nothing like big salary known on top market. Too much fun for three years it's time for a change. Weekly SPORTS ONLY responses will consider all inquiries. Box J-34.

**Situations Wanted News**

TOP RATED SPORTS TALK HOST AVAILABLE

Employed sportscaster desires situation that allows free wheeling sports talk show. I'm authoritative, with sometimes controversial and call them as I see them. Wide contacts. Considerable PBP and TV experience. Major markets only. Box I-17.

**TELEVISION**

Help Wanted Management

TV GENERAL MANAGER

Group with VHF network affiliate outlet in southeast market, rank approx. 100 seeking G.M. Salary open. Excellent benefits. Must have minimum 10 years experience in middle/high level management, preferably three years prior experience general manager. Equal opportunity employer. All replies strictly confidential. Send complete resume, state present salary to Box I-201.

**Situations Wanted Programing, Production, Others**

**TWO PROS TO PROGRAM:**

With our ten stations and over sixteen years experience, we want to program a state of the art programming medium market station. We have the enthusiasm and the ideas to make your station sound exciting in the 80s. Box J-24.

**TELEVISION**

Help Wanted Management

**VITAL HAS A FUTURE FOR YOU**


**JULES COHEN & ASSOCIATES**

Consulting Electronics Engineers has an opening for a staff engineer. EE Degree holder preferred but qualifying experience in AM, FM and TV will be considered. Salary Open. Send resumes to: 1730 M St., N.W. Suite 400, Washington, D.C. 20036.

**Help Wanted Technical**
Help Wanted Technical Continued

MAINTENANCE ENGINEER
Have 3 to 5 years experience maintaining Studio/ENG equipment? Want the professional environment of a competitive major-market operation without the big city hassle? Want to be on the ground-floor of a major facilities renovation? We are a group-owned VH1 affiliate in the sunbelt offering an outstanding opportunity with excellent wages and benefits. Interested? Resume to Box H-121, EOE.

Television Training Engineer
Sony Videotape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment. To research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved and good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to:
Ken Baird
Videotape Production Services
Sony Corporation of America
700 W. Artesia Blvd.
Compton, Calif. 90220
(213) 537-4300 x476

Help Wanted News

Dynamic New Northern
New England NBC affiliate seeks experienced reporter for daily feature story, live minute studio interview and some street reporting. EOE. Send 3/4 inch cassette, resume to Barry Cioffi, PO. Box 906, White River Jct., VT 05001.

Help Wanted News Continued

Help Wanted News Continued

Help Wanted News Continued

TV NEWS PHOTOGRAPHER
Job Requirements:
- At least one (1) year experience shooting news film or news tape in a commercial television operation or equivalent.
- Working knowledge of both film and video tape editing techniques.
- Must have good vision, a sense of news value, a valid Utah driver's license (for able to obtain one).
- Must be willing to work weekends and night shifts on a shift basis.

TV NEWS VIDEO EDITORS
The TV News Editor is responsible for receiving and recording all Minicam Five electronic transmissions, coordinating live Minicam Five transmissions, logging all microwave and UHF transmissions, editing ENG tape and TV News film and assisting in the supervision of news production facilities.

Job Requirements:
- At least one (1) year news tape editing experience (audio or video).
- A working knowledge of film and video tape shooting, recording editing procedure.
- Experience with "ENG" (EJ) 3/4" or 1" video tape editing equipment and "ENG" (EJ) microwave equipment.
- Must have electronic maintenance experience.
- Working hours will vary required to work different shifts according to the needs of the company.

If you are qualified and interested, please contact Ms. L. Cooke, KSL Personnel Director, 801-237-2464 KSL Broadcast House, 145 Social Hill Avenue, Salt Lake City, Utah 84111.
AWARD-WINNING NETWORK NEWS CORRESPONDENT
INSTANT NAME RECOGNITION FROM WIDELY-PUBLICIZED OUTSIDE ACTIVITIES.

NETWORK AND LOCAL ANCHOR EXPERIENCE
PROLIFIC PUBLISHED AUTHOR

I've had it with the traveling and the frustrations of network news. I'm seeking an anchor-managing editor position with a large market local station dedicated to quality news programming. I and my family are ready to make a long-term commitment to the right community. I will cost you a bundle. In return, I will bring to your news department experience, maturity, credibility and a highly promotable name. Box J-7.

ALLIED FIELDS
Help Wanted Sales

Positions Available
One of the largest manufacturers of audio tape recording equipment has immediate openings in Technical Service and Sales.

Send resume stating salary requirements to Larry Cutchens, Sales Manager

International Tapetronics Corporation
2425 South Main St, Bloomington, IL 61701
Phone: 309-828-1381

SALES
Order Processing Manager

The Grass Valley Group, a leading manufacturer of television broadcast equipment, has a unique opportunity for an individual to assume responsibility for our sales order processing function. Your responsibilities will include assuring technical accuracy of sales orders, providing technical liaison between sales, engineering and manufacturing groups, and administration of OEM and GSA contracts.

The position requires an individual experienced in the television broadcast industry and who has technical knowledge of GVG products.

Located in the serene, recreationally abundant foothills of California's Sierra-Nevada mountains, the Grass Valley Group offers excellent benefits including relocation assistance.

Interested and qualified applicants are invited to send a resume in confidence to Val R. Marchus, The Grass Valley Group, Inc., R.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

Grass Valley Group
A Tektronix Company

Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states. Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
Director of Sales and Marketing
Broadcasting Publications Inc.
1735 DeSales St, NW
Washington, DC 20036
WANTED TO BUY

Intermediate AM or FM station in small, medium, metro or suburban market. Call or写信给: Bill Ueismann, 140 S. Circle Ave, Bloomington, IL 60108, (312) 529-3446.

For Sale Stations

- AM-FM in Kentucky. $380,000. Terms.
- Daytime plus FM CP Western Arkansas. $150,000, $250,000 D.P.
- AM/FM, S.W. Missouri. $260,000. Low D.P.
- South Alaska, includes Real Estate. $200,000. Terms.
- Fullerine, Large metro area. E. Indiana. $2,000,000. Terms.
- FM in Western Oklahoma. $280,000.
- Fulltime, N.W. Coast. $400,000.
- Powerful Fullerine. N. Maine. $450,000.
- Fulltime, Dominant. Metro, TX. $1,000,000.
- Daytime. Million + Pop. in coverage area.
- 1 kW AM in Southern Ga. Real Estate. $250,000. Good terms.
- N. Central Texas. Daytime. $400,000.

DROP BY SUITE C-328
WASHINGTON HILTON, NRBA.
Let us tell your station. Condensed
BUSINESS BROKER ASSOCIATES
615-756-7635
24 HOURS

TELEVISION

Undeveloped independent UHF in large Sunbelt market with fast growth and sound economy. Price of $5,000,000 includes all new equipment. Send financial statement to owners at Box J-33.

JACK DANIELS & ASSOCIATES
SUNBELT MEDIA BROKERS
Have Buyers for West, Southwest & Gulf Coast AM-FM-TV
Jack Parry 505/393-5181

For Sale Stations Continued

SELECT MEDIA BROKERS

FL Daytime AM 330K Medium
TX Daytime AM 165K Small
& CP Fulltime
AL Daytime AM 600K Metro
FL Daytime AM 350K Medium
WA Fulltime AM 265K Small
AZ Fulltime AM 380K Small
NY Daytime AM 450K Medium
& CP-FM
VA Daytime AM 180K Small
FL Fulltime AM 170K Small
GA Daytime AM 385K Small
LA Daytime AM 450K Small
& Fulltime FM
NC Daytime AM 205K Small
GA Daytime AM 350K Small
& Fulltime FM
SC Daytime AM 500K Medium
& Fulltime FM

912-883-4917
PO Box 5, Albany, GA 31702

Dan Haysslet
Media Brokers
13111 N. Central Expressway
Dallas, Texas
(214) 961-2076

LARSON/WALKER & COMPANY
213/288-0365
Suite 214
Suite 417
11881 Ben
1730 Rhode
Vicente Blvd.
Island Ave. N.W.
Los Angeles, CA 90046
Washington, D.C. 20036

Owner disabled
Must sell clear channel 4C station in high growth industrial area. Reasonable included Service for $125,000. For $125,000. Must be able to move or be able to move by end of period.

See you at the NRBA
Reggie Martin & Assoc.
Ron Jones & Reggie Martin

Broadcasting Oct 1 1979
78
BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: $2.00).

Rates: Classified listings (non-display) Help
Wanted: 70c per word. $10.00 weekly minimum.
Situation 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:
(1) $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 adver-
tising 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 ab-
breviation, initial, single figure or group of figures
or letters as a word. Symbols such as $.00, COO,
P.O., etc. count as one word. Hyphenated words
count as two words. Publisher reserves the right to
abbreviate or alter copy.

For Sale Stations Continued
Media

John H. White, executive VP-general manager of Blair Broadcasting of California, subsidiary of John Blair & Co., and licensee of KSBW-TV Salinas, Calif., named president of Blair Broadcasting of California.

Bruce C. Mayer, president and general manager of KFSY-FM Omaha, joins WTOC-TV Boston as executive VP-general manager.

Thomas Schaeffer Jr., general manager of Courier Cable Co., Buffalo, N.Y., appointed general manager of Boston complex of Warner Cable Corp., Medford, Mass.


Don Elliot Heald, VP-general manager of WSB-TV Atlanta, has announced his plans for retirement in 1980, when he will have completed 30 years with company. Successor will be announced later.

David E. Murphy, VP-director of sales, KTLV Los Angeles, joins KOKH Tulsa Oklahoma City as VP-general manager. Station, owned by Blair Broadcasting of Oklahoma, division of John Blair & Co., is scheduled to go on air today (Oct. 1).

Michael Douglas, national sales manager, KPOL-AM/KBIA-FM Los Angeles, joins WTOP-AM Washington as VP-general manager.

Paula Landon, general sales manager and assistant station manager, KOIT-FM San Francisco, named VP-station manager. Dick Dixon, president and general manager, resigns. His plans were not announced.

H. John Yingling, business manager, administration, West Coast; ABC, named director, business management and assistant to VP, administration, West Coast; ABC, Patricia Díaz Denia, attorney in labor relations and legal affairs, ABC, Los Angeles, named assistant general attorney in labor relations and legal affairs.

Sherril W. Taylor, VP, Torbit Radio, New York, named consultant to management of Bonneville International Corp., group owner and also owner of Torbit Radio, where he will be based and for which he will continue to handle some assignments.

Barbara Goldstein, traffic director, WINKAM Rockville, Md. (Washington), named assistant station manager.

Advertising


Don Mohr, VP and manager of programming and network negotiations, NW Ayer ABH International, New York, appointed director of broadcasting for Compton Advertising, New York, succeeding Graham Hay, who is taking early retirement after 28 years with Compton.

Cathy McCormick, account executive, Tahama-Laird & Kudner, Chicago, named account supervisor. Susan Kiner, from Benton & Bowles, Chicago, and Richard Salyer, from Jordan Tamraz Caruso, join TLK as account executives. James Kempner, creative director, Draper Daniels, Chicago, joins TLK as associate creative director. Dick Borgstrom, also from Draper Daniels and David Mosora, from Clinton E. Frank, Chicago, join TLK as art directors. Joel Friedman, from Leo Burnett, Chicago, joins TLK as writer.

Barry Schoenfeld, from NW Ayer ABH International, joins Young & Rubicam, New York, as account executive on Eastern Airlines account.

Jeffrey Clark, assistant media buyer, Post-Keyes-Gardiner, joins D'Arcy-MacManus & Masius, Chicago, as account executive on American Dairy Association account. Randy Gaynes, writer, Foote, Cone & Belding, Chicago, joins DM&M, St. Louis, in same capacity.


Appointments, Foote, Cone & Belding, New York: Hilda Trevis, from N.W. Ayer, and Susan Nordstrom, from Conahay & Lyon, named media planners; Susan Cole, from DKG Advertising, and Robin Winston, from Hill, Holliday, Connors, Cosmopolis, Boston, named assistant media planners; Mary Paiser, from Benton & Bowles, named media spot buyer; William Ganone, graduate, Muskingum College, New Concord, Ohio, named estimator; Kathryn Deyo, from BBDO, named associate research director; Leah Wilkins, from Pillsbury Co., named project director, and Grant MacDonald, graduate, Whittemore School, joins FCB as research analyst.

Kim Kohler, media supervisor in Dallas headquarters of Tracy-Locke Advertising, named media director in San Francisco office.

Roger Crotty, from Albert J. Roseenthal & Co., Chicago, joins Fahlgren & Ferriss, Cincinnati, as VP-corporate media director for agency's five offices.

Camille Johnson, media planner, Hoefer, Dieterich & Brown, San Francisco, named associate media director.

Ted Tolmach, VP-associate creative director, Young & Rubicam, New York, and Larry Leblanc, VP-associate creative director, Manoff-Geer-Gross, New York, join Mike Sloan Advertising, Miami, in same capacities.

Roger Goldhammer, VP-sales manager of Chicago office, MMT Sales, named VP-national sales manager, with responsibility for sales management for all offices except New York and Chicago. He will be based in New York. Marty Ostrow, account executive with HR Television, New York, and John Turney, account executive with WNEW-TV New York, join MMT Sales in New York in same capacities.


Dick Sheppard, manager of Pearse Sales, Detroit, joins Jack Masla Co. as VP of Detroit office.

Pamela Ann Kelley, account executive, TeleRep, New York, joins WGN Continental Sales Co. as Eastern division sales manager, television, and will head New York office. Michael Swanson, from Storer Television Sales, Detroit, joins WGN Continental Sales as manager of Detroit office. Phyllis Taormina, account executive, TeleRep, New York, joins WGN there in same capacity.

Matthew Kreiner, account executive with TeleRep, Chicago, named to East team in Chicago of Peters, Griffin, Woodward. Charles A. Pennock, salesman, WLS-TV Chicago, ap-
pointed to Los Angeles West sales team of PGW. Fred W. Bruns, account executive, A. C. Nielsen, joins PGW in Chicago as salesman.

Rodney Zimmerman, account executive for CBS-owned WBBM (AM) Chicago, named general sales manager of ABC's KFSX-FM in Miami.

Ed Robbins, account executive, KRTL (AM) Dallas, named general sales manager.

Paula Tannenbaum, coordinator of National Leukemia Radiothon on WOR (AM) New York and producer of station's Salute to New Jersey program, named director of advertising and promotion for WOR.

Tex Meyer, from WMKA (AM) Nashville, joins WXXI (FM) there as general sales manager.

Norb Ryan, traffic manager, WTMJ (TV) Milwaukee, named national sales manager.

Matthew Romano, local account executive, WZTV (TV) Nashville, named local sales manager.

Larry Lewis, general sales manager, WLAK (FM) Chicago, joins WLS (AM) there as account executive.

Warren Anderson, account executive, WWAM (AM) Detroit, joins WDIV (TV) there in same capacity.

Jack Riordan, local sales manager, WLLM (AM) St. Louis, named regional sales manager for WILAM (AM), John Hoffman, account executive, WIL-FM, succeeds Riordan. Joe Stephenson, account executive, WLUM, named local sales manager for WIL-FM.

Lisa Robertson, from Jerome Press in Boston area, joins WXNE (TV) Boston as account executive.

Susan Heimbinder, account executive, WIZZ (FM) St. Louis, joins KLDN (FM) there in same capacity.

George Winslow, account executive, WTBS (TV) Atlanta joins WVTI (TV) Miami in same capacity.

Susan Hill, account executive, WXTV (TV) Winston Salem, N.C., joins WALT (TV) Atlanta as senior account executive.

Jack Edwards, account executive, KERE (AM) Denver, named local sales manager.

Programming

Appointments in NBC Entertainment Division: March Kessier, associate, comedy variety programs, West Coast, named manager of variety programs; Jeanette Hektoen, manager, talent, East Coast, New York, to director, talent relations, West Coast, Burbank; Eba Hawkins, manager, guest relations, West Coast, to director, talent relations, West Coast; Larry Miller, manager, broadcast promotion, Burbank, to director creative services there; Kathleen Mary Gately, manager, executive office administration, to director, talent relations, East Coast; Art Badavas, manager, creative services, licensing and merchandising, East Coast, to manager, creative services, Burbank.

Oscar Katz, former VP, programs, CBS-TV, and recently consultant to CBS Entertainment and Kenner Products, named programming consultant for Twentieth Century-Fox Television, Beverly Hills, Calif.

Patricia Fili, program controller, ABC Sports, New York, named to newly created position of director of sports administration, Home Box Office's HBO Sports, New York. Jeffrey Peyton Goff, freelance producer, named associate producer, HBO Sports.

Joe Gunn, retired commander with Los Angeles Police Department, joins Columbia Pictures Television there as writer and producer of series and movies.


Robert Davidson, director of broadcast relations and corporate secretary to Children's Television Workshop, New York, joins Eastern Educational Television Workshop, Boston, as director of program development.

Burt Dubrow, executive producer, Warner Cable's Qube system, Columbus, Ohio, joins Leslie/Kleinman International, New York, as director of program development. Company creates, develops and produces programs for cable pay, home video, motion pictures, broadcast and syndication.


Mary White, formerly with Filmways Radio, joins Wheedock Corp., Los Angeles radio syndication firm, as director of station relations.

Al Brady, program director, WQX (FM) Washington, named operations director, WABC (AM) New York. Successor Brady as program manager is Alan Burns, music director, WLS (AM) Chicago. Stations are ABC-owned.

Linda Clark, operations manager, KING (AM) Seattle, joins KGW (TV) Portland, Ore., as director of programming.

Lee Fowler, operations manager, KDIA (AM) St. Louis, joins KDKA (AM) Pittsburgh as program manager.

News and Public Affairs


Gloria Oliver, promotion assistant, KRVV (TV) Houston, named newscaster.

Alan Frilo, anchor, KRON (TV) San Francisco, and Pat Shingleton, weather reporter, WAFP (TV) Baton Rouge, join WICG (TV) Pittsburgh in same capacities.

Tom Sweeney, anchor, WLOS (TV) Asheville, N.C., and Ken Phillips, meteorologist, WNCV (TV) Pittsburgh, join WMAR (TV) Baltimore in same capacities.

Kathy Smith, anchor, KATU (TV) Portland, Ore., joins KGW (TV) there in same capacity.

Harvey Nagler, editor, ABC Radio, New York, responsible for news programming of four networks, joins KRO Radio there as managing editor responsible for editorial content and presentation of news product.

Max Tooker, news manager and producer, anchor of 6 and 10 p.m. news, KCEN (TV) Temple, Tex., joins WBCT (TV) Columbus, Miss., as news director.

Beverly Carr, former news director, KBAT (AM) Bakersfield, Calif., and Bud Gindhart, anchor, KVAM (TV) Eugene, Ore., joins KREM (TV) Spokane, Wash., as anchors for 5:30 and 11 p.m. news.

Ron Sanders, co-host of PM Magazine on WIBR (TV) Detroit, joins WNAQ (TV) Boston as general assignment reporter. Basha Norkin, from WBZ (TV) there, joins WNAQ (TV) as news producer.


Donna Kelley, former air personality in Seattle, joins KCTM (TV) Helena, Mont., as co-anchor and weather reporter.


Tom Terry, assignment editor, WPRT (TV) Green Bay, Wis., joins WTVCTV (TV) Chattanooga in same capacity.

Tim Tyson, former news director for WHPI (AM) Huntsville, Ala., joins WAPP (AM-FM) there as assignment editor. Kelly Cooper, from Marietta (Ga.) Daily Journal, joins WAPP as weekend weather anchor.

Richard Pyle, director of production for E. J. Stewart Video, commercial production firm in Broomall, Pa., and formerly with KYW (TV) Philadelphia as producer-director, rejoins KYW (TV) as producer-director, responsible for 6 and 11 p.m. news. Kathryn Connelly, program coordinator, WVLT (TV), named producer of weekly public affairs program.

John Bace, broadcast editor, Midwest news center, UPI, joins WCPM (AM-FM) Chicago as broadcast supervisor.

Coleen Cook, general assignment reporter and vacation anchor, WAVE (TV) Cleveland, joins noncommercial KAET (TV) Phoenix as reporter.

Dave Nakdim, political editor, WAVE (TV) Louisville, Ky., named producer and host of weekly public affairs program.

Buck Matthews, program host, WQTY (TV) Grand Rapids, Mich., named community relations manager. Stephen Kmetko, producer-

Alice Warren, reporter, WCCO-AM-FM Minneapolis, joins KSDK-AM-FM (KY3) St. Louis as director of public affairs.


Jim Gordon, formerly with KYW and WCAU(AM), both Philadelphia, joins WPEN(AM) there as reporter-announcer.

Bill Williams Jr., reporter, KTHV-TV Little Rock, Ark., joins KARN(AM) there as traffic reporter.

Promotion and PR

Simone Sydney Harris, associate, NBC press department, named column editor, NBC press and publicity, New York.

Jay A. Clark, manager of media relations, Rockwell International Corp., Pittsburgh, named director of public relations, Ampex Corp., Redwood City, Calif.

Mike Schwager, formerly with CBS News and Burston-Marsteller, joins Michael Klepper Associates, New York public relations firm, as executive VP.

Celeste Feigl, director of celebrity services, Noren Jenney Communications, Beverly Hills, Calif., publicity firm, named VP.

Judith Lukens, community affairs-editorial director, WDAF(AM) Chicago, joins Mutual Broadcasting System and its WFLA(AM) there as manager of creative services.

Susan Fishman, formerly with KOA-TV Denver, joins noncommercial KUID-TV Moscow, Idaho, as promotion director.

Paul Kluck, program and promotion manager, KMGG-TV Sioux City, Iowa, joins KOIN-TV Tuc- son, Ariz., as promotion manager.

Michael Rielson, former policy analyst and writer for The Alan Guttmacher Institute, Washington, joins Public Broadcasting Service there as editorial assistant-publications in public information department.

Technology

Richard B. Smith, VP-specialized network sales, American Satellite Corp., joins Southern Satellite Systems as executive VP, responsible for developing new business for voice data and radio distribution. He will also head up planning, engineering and administration for Satellite Syndicated Systems, parent company of Southern Satellite.

Garold Tjaden, director of hardware technology, Sperry Univac, Philadelphia, joins Cox Cable Communications, Atlanta, as VP-engineering and technology.

M. L. Durham, from Weshingtong Defense and Electronic Systems, joins Scientific-Atlanta, Atlanta, as major accounts marketing manager for satellite communications division, handling earth station and ground communications equipment division, with Scientific-Atlanta, named Northeast sales manager for satellite communications division.

Kocchi Yasunaga, general manager of consumer photographic division of international division of Fuji Photo Film Ltd., Tokyo, assigned to subsidiary, Fuji Photo Film USA, as VP-director of corporate planning, based in New York.

Thomas M. Jordan Jr., product manager for control equipment, RCA Broadcast Systems, Camden, N.J., named manager of studio and control equipment product management.

E. Phil Smoot, general manager of Pleco Products division, Quilon Industries, Fullerton, Calif., joins Oak Technology, Van Nuys, Calif., as VP-general manager of Techno-Components Corp., subsidiary.

Michael Ziomko, sales manager, Dyna Engineering, broadcast equipment supplier and manufacturer, Taos, N.M., named VP.

Thomas Ditty, part-time technician, KFWIAM) Los Angeles, joins staff full time.

Allied Fields

Gerald Zuckerman has moved from chief of Compliance Division, FCC's Private Radio Bureau, to chief of Television branch, Broadcast Bureau. Martin Blumenthal, acting chief of that bureau's renewal branch, has been named chief of legal branch in Policy and Rules Division.

Named members of board of Association of Independent Television Stations (INTV): Jack F. Matranga, president and general manager, KTLA-TV Sacramento, Calif.; John A. Serrao, VP-general manager, WPTV-TV, West Palm Beach; Thomas J. Tilson, president, Metromedia Television, New York, and Herb Victor, executive VP. Field Communications Corp., San Francisco. Re-elected to board: Harry J. Pappas, president and general manager, KMIP(FM) Tulare, Calif., and Evan G. Thompson, president, television division, Chris-Craft Industries and president and general manager, KOMP(FM) Los Angeles. Other board members' terms expire later.

Jerry A. Danzig, former VP of NBC and program executive with CBS-TV, has been nominated for reappointment to State Commission on Cable Television in New York. He is also vice president and partner in Chester Burger & Co. Inc., New York management consultant firm.

Catherine Ferris, staff executive, member information services, American Association of Advertising Agencies, New York, transfers to advertising division in same capacity.

Richard A'Hearn, program director, WPLG-TV Miami, opens media marketing firm to work with syndicated program suppliers and marketing of shows in Miami region.

Deaths

Peter E. Schruth, 62, Westinghouse Broadcasting Co. area vice chairman, San Francisco, died Sept. 21 of heart attack. He was stricken while playing golf at Menlo Park, Calif., where he made his home, and died short time later at Menlo Medical Clinic. He had undergone open-heart surgery in 1974 but appeared to have completely recovered. Schruth had been scheduled to become dean of School of Communications at Menlo School and College on Oct. 1, continuing as consultant to Westinghouse Broadcasting. His new appointment was announced hours before his death. He joined Westinghouse Broadcasting as corporate VP in 1964 from post of publisher of Hollywood Reporter. In 1968 he was named general manager of company's WINS(AM) New York and subsequently served as executive VP of Westinghouse Leisure Industries before becoming area vice chairman in 1974. Survivors include his wife, former Ann Killmarden, and four children.

Robert Dwight Swezy, 72, veteran broadcaster, died of massive coronary Sept. 25 at his retirement home in Lentsburg, Va. During his career, Swezy was VP-general manager of Mutual Broadcasting System (1944-48); executive VP-general manager of WDSU Broadcasting, then licensee of WDSU, New Orleans (1949-50); director of Code Authority of National Association of Broadcasters, Washington (1962-64); secretary-treasurer of Corporation for Public Broadcasting, Washington, (1967-71); and president of MCI Mid-Atlantic Communications Inc., Washington (1970-73). Before joining Mutual, he had been attorney for NBC and ABC in New York. Survivors include his wife, Helen, and son, Robert Jr., executive with MCI Communications in Washington.

William T. Steffy, 42, VP-broadcast operations, WBNC-AM-FM Canton, Ohio, died of heart attack Sept. 2. During his 10 years with station, he had also served as newscaster and general sales manager. Earlier in his career, Steffy worked for WFAH-AM Alliance, Ohio, WCEAM) Akron, Ohio, and WICEAM Providence, R.I. Survivors include his wife, Nancy, one daughter and two sons.

Sherdon R. Coons, 84, executive VP of Lord & Thomas (now Foote, Cone & Belding) from 1934 to 1940 and later business consultant to such firms as RCA, NBC, Pepsi-Cola and Kaiser Industries, died at Mount Sinai Hospital in New York on Sept. 22. He is survived by his wife, Elizabeth and two children.

Alfred E. Towne, 73, owner of San Francisco consulting engineering firm, Alfred E. Towne and Associates, died of stroke Sept. 12 in Mills hospital, San Mateo, Calif. Towne joined KSDK in San Francisco in 1936 and became chief engineer for KSDK and KHKXTV there when they were co-owned. He left stations in early 1950’s to open private engineering practice.

Deibert H. Flint Sr., 66, retired FCC director of personnel, died Sept. 21 of heart attack at Arlington (Va.) hospital. He joined FCC in 1953 and became head of personnel in 1954. Survivors include his wife, Mary, one son and two daughters.

Laureen Moseley, 52, wife of John A. Moseley, founder of Moseley Associates, broadcast equipment manufacturer in Gotea, Calif., died of cancer Sept. 20 in Santa Barbara, Calif. She had served as company secretary until 1977. Survivors include her husband, one son and daughter.
### Stock Index

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<tr>
<td>O Mooney</td>
<td>8 1/4</td>
<td>9</td>
<td>- 3/4</td>
<td>- 8.33%</td>
<td>3</td>
</tr>
<tr>
<td>O Scripps-Howard</td>
<td>55</td>
<td>50 1/2</td>
<td>+ 2 1/2</td>
<td>+ 4.95%</td>
<td>9 139</td>
</tr>
<tr>
<td>N Stoneco</td>
<td>32 5/8</td>
<td>31 1/2</td>
<td>- 1/8</td>
<td>- 1.94%</td>
<td>26 259</td>
</tr>
<tr>
<td>O Tecumseh</td>
<td>30 1/4</td>
<td>30 1/4</td>
<td>0</td>
<td>0%</td>
<td>10 258</td>
</tr>
</tbody>
</table>

### Broadcasting

<table>
<thead>
<tr>
<th>Exchange and Company</th>
<th>Closing Wed. Sept. 26</th>
<th>Closing Wed. Sept. 19</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>Market Capitalization (in 000,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N Amer. Intl. Pic.</td>
<td>9 3/4</td>
<td>9 3/4</td>
<td>0</td>
<td>0%</td>
<td>10 130</td>
</tr>
<tr>
<td>O Chuck Barrs Prods.</td>
<td>6 1/2</td>
<td>7 1/4</td>
<td>- 3/4</td>
<td>- 3.04%</td>
<td>12 72</td>
</tr>
<tr>
<td>O Cinema 5 Ltd.</td>
<td>4 7/8</td>
<td>4 1/2</td>
<td>- 3/8</td>
<td>- 7.53%</td>
<td>3 30</td>
</tr>
<tr>
<td>N Columbia Pictures</td>
<td>25</td>
<td>24 1/2</td>
<td>+ 1/2</td>
<td>+ 0.42%</td>
<td>9 420</td>
</tr>
<tr>
<td>O Filmways</td>
<td>15 3/8</td>
<td>14 7/8</td>
<td>+ 1/2</td>
<td>+ 0.91%</td>
<td>9 920</td>
</tr>
<tr>
<td>O Four Star*</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0%</td>
<td>10 4</td>
</tr>
<tr>
<td>O Gulf &amp; Western</td>
<td>18</td>
<td>15 5/8</td>
<td>+ 3/8</td>
<td>+ 2.04%</td>
<td>4 762</td>
</tr>
<tr>
<td>N MGM</td>
<td>20 1/4</td>
<td>18 1/4</td>
<td>- 1/2</td>
<td>- 1.96%</td>
<td>12 1,309</td>
</tr>
<tr>
<td>O Medcom</td>
<td>15 5/8</td>
<td>3 5/8</td>
<td>+ 2 10/12</td>
<td>+ 156%</td>
<td>15 6</td>
</tr>
<tr>
<td>O Transamerica</td>
<td>19 3/4</td>
<td>19 5/8</td>
<td>+ 1/8</td>
<td>+ 0.63%</td>
<td>12 3,003</td>
</tr>
<tr>
<td>O Video Corp. of Amer.</td>
<td>9 3/4</td>
<td>9 3/4</td>
<td>0</td>
<td>0%</td>
<td>33 9</td>
</tr>
<tr>
<td>O Warner</td>
<td>41 3/4</td>
<td>41 5/8</td>
<td>+ 1/8</td>
<td>+ 0.30%</td>
<td>9 819</td>
</tr>
<tr>
<td>O Warner Bros.</td>
<td>18 1/8</td>
<td>18</td>
<td>+ 1/8</td>
<td>+ 0.69%</td>
<td>49 41</td>
</tr>
</tbody>
</table>

### Electronic/Manufacturing

<table>
<thead>
<tr>
<th>Exchange and Company</th>
<th>Closing Wed. Sept. 26</th>
<th>Closing Wed. Sept. 19</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>Market Capitalization (in 000,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Ai Industries</td>
<td>8 3/8</td>
<td>8 3/8</td>
<td>0</td>
<td>0%</td>
<td>10 200</td>
</tr>
<tr>
<td>O Amerex</td>
<td>16 1/8</td>
<td>16 1/8</td>
<td>0</td>
<td>0%</td>
<td>12 206</td>
</tr>
<tr>
<td>O Arvin Industries</td>
<td>13 1/4</td>
<td>13 3/8</td>
<td>+ 2/8</td>
<td>+ 1.54%</td>
<td>8 41</td>
</tr>
<tr>
<td>O CCA Electronics*</td>
<td>1/8</td>
<td>1/8</td>
<td>0</td>
<td>0%</td>
<td>1</td>
</tr>
<tr>
<td>O Celtec</td>
<td>5 1/4</td>
<td>5 1/4</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Cohu</td>
<td>5 1/4</td>
<td>5 1/4</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Conrac</td>
<td>18 3/4</td>
<td>18 3/4</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Eastman Kodak</td>
<td>12 1/4</td>
<td>12 1/4</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Farmon</td>
<td>11 1/4</td>
<td>11 1/4</td>
<td>0</td>
<td>0%</td>
<td>10 55</td>
</tr>
<tr>
<td>O Frentellie</td>
<td>32 5/8</td>
<td>32 5/8</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Harris Corp.</td>
<td>32 1/4</td>
<td>32 1/4</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Harvel Industries</td>
<td>3 1/4</td>
<td>3</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Int'l. Video Corp.</td>
<td>1 1/4</td>
<td>1/2</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O International</td>
<td>22</td>
<td>22</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O M/A Com. Inc.</td>
<td>27 3/8</td>
<td>27 1/4</td>
<td>+ 1/4</td>
<td>+ 2.76%</td>
<td>9 1,303</td>
</tr>
<tr>
<td>O 3M</td>
<td>52 3/8</td>
<td>52 5/8</td>
<td>+ 2/8</td>
<td>+ 3.92%</td>
<td>9 1,303</td>
</tr>
<tr>
<td>O Motorola</td>
<td>65 1/2</td>
<td>65 1/2</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O N. American Phillips</td>
<td>27 3/8</td>
<td>27 1/2</td>
<td>- 1/2</td>
<td>- 1.92%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Oak Industries</td>
<td>29 1/2</td>
<td>29 1/2</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Orrox Corp.</td>
<td>6 5/8</td>
<td>6 5/8</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O RCA</td>
<td>24</td>
<td>24 3/4</td>
<td>+ 1/4</td>
<td>+ 1.05%</td>
<td>7 1,796</td>
</tr>
<tr>
<td>O Rockwell Int'l.</td>
<td>43 1/4</td>
<td>42 7/8</td>
<td>+ 6/8</td>
<td>+ 1.72%</td>
<td>7 1,522</td>
</tr>
<tr>
<td>O RSC Industries</td>
<td>3 1/8</td>
<td>3 1/8</td>
<td>0</td>
<td>0%</td>
<td>7 1,522</td>
</tr>
<tr>
<td>O Scientific-Atlanta*</td>
<td>33</td>
<td>33</td>
<td>0</td>
<td>0%</td>
<td>19 140</td>
</tr>
<tr>
<td>O SONY Corp.</td>
<td>5 1/4</td>
<td>5 1/4</td>
<td>0</td>
<td>0%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Varian Associates</td>
<td>23</td>
<td>23 7/8</td>
<td>+ 7/8</td>
<td>+ 3.66%</td>
<td>12 1,547</td>
</tr>
<tr>
<td>O Westinghouse</td>
<td>20 3/4</td>
<td>20 7/8</td>
<td>+ 1/8</td>
<td>+ 0.91%</td>
<td>8 24</td>
</tr>
<tr>
<td>O Zenith</td>
<td>12 7/8</td>
<td>12 5/8</td>
<td>+ 1/8</td>
<td>+ 1.98%</td>
<td>12 242</td>
</tr>
</tbody>
</table>

Notes: A=American Stock Exchange; M-Midwest; N-New York; P-Pacific; O-over the counter

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**Stocks and Prices 1980 Industrial Average 122.83 12082 +201**

Notes: A=American Stock Exchange; M-Midwest; N-New York; P-Pacific; O-over the counter (bid price shown, supplied by Shearson, Hayden, Stone, Washington) . PE ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research, Earnings figures are exclusive of extraordinary gain or loss. Footnotes: "Stock did not trade on given day price shown is last traded price. **No PE ratio computed, company registered net loss. ***Stock split +Traded at less than 12.5 cents."
BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:


Nov 12  A looking-forward report on the next quarter century of television—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.

Dec 10  After the fact: the full story, reported on the scene in Geneva, of what happened at WARC '79, to whom, and to what eventual effect.

Dec 17  Annual special report on the state of the art in broadcast equipment and technology.

Dec 17  The top 100 records on pop radio playlists in 1979, plus the top 50 in country. Just in time for yearend programing.

Jan 7  Annual double issue, featuring BROADCASTING, exclusive report and analysis of the top 100 companies in electronic communications.

Jan 21  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual station trading special, playing back the "Changing Hands" track record of 1979.

Feb 11  Pre-NATPE.

Feb 18  NATPE.

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre- emptions by other breaking news developments.
On the firing line with the First Amendment: attorney Richard Schmidt

Thanks in large part to a number of Supreme Court decisions over the past few years, the news media have become as afflicted as any institution with litigation. And as a result, there has emerged a new breed of lawyer, one ready to do battle on issues of libel and privacy, on keeping courtrooms open and reporters out of jail, and on securing newsmen against indiscriminate broadcast searches. One of the new breed who has made his mark is Richard M. Schmidt Jr., a partner in the Washington law firm of Cohn & Marks and general counsel to the American Society of Newspaper Editors.

Schmidt, a bear of a man whose baritone voice has the resonance of the radio air personality he once was, is one of those fortunate individuals who likes his work—what qualsms could he have in fighting to protect press freedom?—and is good at it. He was co-counsel in the Miami Herald vs. Tornillo case, in which the Supreme Court held unconstitutional a Florida statute requiring newspapers to make space available for response to attacks on political figures. As counsel for the Oklahoma Publishing Co., he obtained from the Supreme Court a summary reversal of the Oklahoma supreme court on the matter of printing the names of juveniles. And he serves as a one-man Washington resource center for lawyers who represent local newspapers and find themselves faced with questions of access and privacy and the like that are not normally part of their practices.

Schmidt is a Washington lawyer in more than the courtroom sense. He is, says an admiring colleague, "very well connected." Schmidt has personal contacts on Capitol Hill, in the executive branch and within the American Bar Association that make him, said the same colleague, "a valuable advocate for his clients and the press generally."

For all of that, there is still a great deal of Kansas left in Schmidt. He maintains a fierce loyalty to friends. (There was the time at a social gathering a few years ago when he made a guest retract an attack on the integrity of a government official who was a friend of Schmidt's.) And, in a profession filled with people with strong drives operating under strong pressures, he is regarded by those who know him as "personable," even "nice." When it comes to holding representatives of media organizations together, one colleague said, "he's a moderating influence among competitive prima donnas."

Schmidt's legal specialty is a natural for him, given his background. For seven years in the 1940's, to help put himself through the University of Denver's undergraduate and law schools, he worked at what was then KMRY(AM) (now KDEN) in a variety of on-air jobs: reporter and newscaster, color and play-by-play announcer at high school, college and professional football and basketball games, and host of a daily record show.

It was a seven-day-a-week job, but he enjoyed it hugely and intended to make broadcasting his career. He went to law school only because his father contended it would provide a valuable background, no matter what his eventual occupation.

Even a career in broadcasting had not been in the script when he left his hometown of Winfield, Kan., in the summer of 1943. As a polio victim, he had been looking for a place cool enough in the summer to make the body cast he was wearing following surgery reasonably tolerable. A junior college professor had suggested broadcasting as a job that would not be too physically taxing.

Schmidt remained with the station after graduating from law school in 1948. But within a year, a former law school professor offered him a job as a deputy district attorney. Schmidt took it, and that was the end of that broadcasting career, for he found he liked the law, particularly trial work. In 1950, Schmidt entered private practice in Denver, and promptly attracted broadcasting stations and newspapers as clients.

(As a matter of record, Schmidt is named on ASNE's list of "Profiles," and it is not a misprint.)

As ASNE general counsel, Schmidt spends most of his time on newspaper-related issues. But he counts the Mutual Broadcasting System and a number of broadcast stations among his clients. And, as he says, print and broadcast journalists increasingly are making common cause on First Amendment issues. "Some print people still feel broadcasters are not quite as entitled as members of the press generally."

Regardless of how much time Schmidt spends fighting libel suits and against broadcasting clients, broadcast journalists owe him a debt. For along with a young assistant general counsel for the National Association of Broadcasters named Vincent Wasilewski, Schmidt succeeded in persuading the Colorado supreme court, in 1956, to open state courts to cameras and microphones. That was a first; today, more than half the states permit some broadcast coverage of their courts.
Needed resource

It is no secret that UPI has been taking its knocks, financially, in recent years. The magnitude of its losses came to light last week in a “Confidential Private Placement Memorandum,” detailed elsewhere in this issue, offering limited partnerships to selected broadcasters and publishers.

One reason for the offering is to prepare for the eventual dissolution, apparently inevitable by its own terms, of the trust through which the E.W. Scripps Co. owns 95% of UPI. Another and more pressing reason is to bolster the news organization financially. There is nothing in the elaborate memorandum that says UPI will collapse without an infusion of money. But the losses are said to have been “substantial.” Over the last five years, net losses have averaged $1,723,000 a year, and have been getting worse—and continued losses are projected at least through 1982. With bottom lines like that, the effort to find new capital becomes critical.

Broadcasters, publishers and indeed the American public must hope that this rescue mission succeeds. Financially, an investment in UPI may rank in the high-risk category. For the general benefit of American journalism, however, the presence of two strong international news services is vastly preferable to a monopoly of one. Both UPI and the bigger and healthier AP are better for the competition that has traditionally existed between them.

Without a UPI report to measure against its own, AP would lose at least some of the incentive to practice aggressive and responsible journalism. If there were a deterioration in the AP report, as the only one of its kind, it would be reflected throughout the news media.

Consent on consent

In the comments elicited by the FCC’s proposal to deregulate cable television (BROADCASTING, Sept. 24), there was a tide of support for the agency’s adoption of a rule requiring cable systems to obtain the originating broadcasters’ consent to pick up distant signals. Those supporting such a rule argued with persuasive logic that it would create the true marketplace competition that the FCC professes to desire.

The theory of retransmission consent is that stations could bargain with program suppliers for territorial exclusivity against cable importation. If a station in, say, Pittsburgh, acquired local rights to a given syndicated show, the syndicator, selling the same to a satellite-borne station, say in Atlanta, would eliminate Pittsburgh from the markets to which the Atlanta station could export it. Thus the Atlanta station would be prohibited by contract from consenting to the retransmission of that program by a Pittsburgh cable system.

It is as good a theory now as it was when the FCC first considered it in 1968, and it is too bad that the FCC discarded that and wrote a batch of other cable rules that it is now bit by bit discarding. If retransmission consent had been in effect all those years, there would have been no need for the government regulation that cable operators say has been a cruel and unusual burden. Long ago the marketplace would have worked out its own system of competition between broadcasting and cable, based upon the unfettered exchange of program equities.

There has been disagreement over the FCC’s authority to adopt a rule requiring retransmission consent, and indeed the FCC itself raised doubts about its powers in its notice of proposed rulemaking. The doubt should be resolved by the comments of the National Telecommunications and Information Administration, which presented an imposing array of legal precedents that it says confer full power on the FCC to adopt a retransmission consent rule.

Superior court

With a baseball season in its closing frenzy and a football season getting under way, the inevitable disputes over official judgments are materializing on schedule. A base umpire thumbs out a runner who looks safe on instant replay, and another argument has been set up for saloons coast to coast. There is a better way.

Why not admit modern television technology to the refereeing process? Let a senior official be stationed at a television monitor for oversight of the calls made by his colleague on the field. The multicamera angles captured for quick playback would often give the senior the best view of close calls and enable him to confirm correct ones or overrule mistakes.

The system would not eliminate arguments. What would sports be without any? But it would eliminate the grosser injustices that are now displayed for the television audience without a chance for correction on the field.

About time

If there is a tachometer on the grave of the first Henry Ford, the needle may have dropped an RPM or two upon news that the foundation that he created is withdrawing its support from the Citizens Communications Center of Washington. Ford would not have cottoned to most of the record that the center has compiled in the years it has been recruiting and representing litigants before the FCC, on the dole of the Ford Foundation.

So-called “public interest” law firms such as Citizens are misnamed. Actually they represent narrow interests masquerading as movements. They have insinuated themselves into the regulatory process in ways that grossly distort it, at no demonstrable gain to the public at large.

The public interest is of course paramount in broadcast regulation. It is supposed to be served, however, by the FCC itself, which was put there for that purpose. Taxpayers give the FCC $70 million a year to do its job. It is enough.
Announcing the 1979 Media Awards for Economic Understanding.
Rewarding Excellence in Economic Reporting.

Purpose:
For the third year, the Media Awards for Economic Understanding will recognize outstanding economic reporting directed to the general public. The program is designed to stimulate media to initiate economic reporting that is imaginative, interesting and easily understandable.

The program's continuing goal is to improve the quality and increase the quantity of economic reporting in the general media. It encourages and rewards outstanding submissions by media that effectively explain aspects of the economic system to typical audiences—in terms that have meaning for the average reader or viewer.

Awards:
A total of $105,000 will again be offered as awards in 14 media categories, competitively grouped according to circulation or scope of market. In each category a First Prize of $5,000 and a Second Prize of $2,500 will be offered. A distinguished panel of judges, appointed by The Amos Tuck School of Business Administration, selects all winners. These winners will be announced and honored at a May 20, 1980, luncheon in New York City.

Eligibility:
Entries must be original works published, broadcast or telecast between January 1, 1979, and December 31, 1979.

Administration:
The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the program.

Judges:
Andrew F. Brimmer
President
Brimmer & Company, Inc.

Alexander Calder, Jr.
Chairman and Chief Operating Officer
Union Camp Corporation

F. William Cole
Dean
Medill School of Journalism
Northwestern University

Victor Gotbaum
Executive Director
District Council 37
American Federation of State, County and Municipal Employees

Norman E. Isaacs
Chairman
National News Council

Paul W. MacAvoy
Milton Steinbach Professor of Organization and Management and Economics
Yale School of Organization and Management

Paul Miller
Chairman
Gannett Co., Inc.

Ralph A. Renick
Vice President
Wometco Enterprises

S. William Scott
Senior Vice President
Radio Station Group
Westinghouse Broadcasting Inc.

Otto A. Silha
President
Minneapolis Star and Tribune Co.

Adie S. Simmons
President
Hamphire College

Frank Stanton
Former President
CBS

Reverend Dr. Leon E. Sullivan
Zion Baptist Church
Philadelphia

William F. Thomas
Executive Vice President and Editor
Los Angeles Times

Murray L. Weidenbaum
Director
Center for the Study of American Business
Washington University

For Entry Blank or Additional Information Write:
Program Administrator, Media Awards for Economic Understanding, The Amos Tuck School of Business Administration, Dartmouth College, Hanover, New Hampshire 03755.
Phone: (603) 643-5596, (603) 646-2084.

Media Awards for Economic Understanding is funded by a grant from Champion International Corporation, Stamford, Connecticut.

Deadline for Entries:
January 14, 1980, Postmark.
IF YOU DON'T HAVE 'SQUEEZZOOM'
YOU DON'T HAVE SWITCHING!

Vital has put it 'all together' for you!

VITAL INDUSTRIES, INC.
A HIGH TECHNOLOGY COMPANY

VX-114 VIDEO SWITCHER
- 12 to 24 inputs and 4 to 10 bus systems
- Multiple keys on each Mix/Effect
- Auto Transition Control programmable in frames
- Interface for Editor and Computer control
- RGB or Encoded Shadow Chroma Key
- Varikey for Soft, Hard, or See-thru keys
- Digital controlled
- Many more advanced features fully described in the 114 Series brochure

PSAS Production Switching Automation System
- Controls the VHX-114 Series Switching Systems and SqueezZoom with smart microprocessor systems
- Autolearn or Endpoint Plotting with no time restrictions
- Unlimited floppy disk storage with 1875 events per diskette
- Editor interfaceable
- Output controls for character generators, frame stores, camera shot box, and other TV devices
- Human engineered control panel fits in switcher control panel

SQUEEZZOOM® is...
- Frame Syncronizer
- Frame Freezer
- Video Compressor
- Electronic Zoom
- Very special Optical type effects
- Avoid FCC violations with Blanking correction
- Up to 4 channels on one screen
- Ask to see Demo Tape

NTSC or PAL

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3700 N.E. 53rd Ave., Gainesville, Fla. 32601
Phone 904/273-1581 TWX 919-325-23 5 5

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