THE SCENE AT FIVE. IT’S RECESS FOR ADULTS.
After a hard day’s work, our viewers deserve a pick-me-up. And that’s exactly what host Ron Stone gives them…with warmth, wit and wide-ranging features. The Scene at Five. Where a good time is had by all.
KPRC TV HOUSTON.
An all-new strip from Goodson-Todman!
Based on their greatest format ever!

"To Tel"

© 1980 Viacom International Inc.

Out in front at the NATPE!
BARRON SUITE
SAN FRANCISCO HILTON
The super-charged new "Truth" is geared to a new generation of young adults. And to the changing lifestyles and interests of a new decade.

It introduces a magnetic new host, Robin Ward!
Hand picked by Goodson-Todman, the same host-makers who developed Garry Moore, Gene Rayburn, Richard Dawson, John Charles Daly and Bill Cullen as star hosts.

Variety says, "First indications among tv-rep programmers in New York is that "Truth" could end up as the most formidable of the new game show strips."

Stay a step ahead of the game with a call to Viacom today. Pilot screenings are available. Start date is September 1980.
THE NEWS IS NOT WHAT'S HAPPENING.

Good News. “What’s Happening!! is available now.

a TOY Production in association with Columbia Pictures Television
The Week in Brief

SENT HOME □ American journalists are expelled from Iran and Afghanistan and the ban may extend to others unsympathetic to the new governments. PAGE 27.

OLYMPIC DILEMMA □ The ripples of a Moscow boycott could extend to Lake Placid and on into the 1984 games. Also under consideration are moving the games from Russia to another country or to various locations. PAGE 28.

MIKE DOUGLAS PACKING □ John Davidson will take over as host of Group W's long-running syndicated show. PAGE 29.

IOWA BLITZ □ President Carter's appearance on Meet the Press and Kennedy's on Issues and Answers on the eve of that state's Republican and Democratic caucuses leaves Brown unhappy. Intense campaigning is the order of the day with paid time on radio and TV in great demand. PAGE 30.

PRESS FAILURES □ Speakers at a Philadelphia meeting agree that the public doesn't fully understand First Amendment issues, and that the press has been remiss in aligning itself with the American people to resist judicial onslaughts on freedom. PAGE 32.

INTV SHOWS STRENGTH □ Its convention in Houston demonstrates that the association has developed the muscle to meet its many challenges. One flex will be the shift of INTV headquarters to Washington. PAGE 33. The delegates in Houston hear Barry Goldwater's doubts that the Communications Act rewrite will pass. He also wants the Olympics boycotted. PAGE 34. FCC's Jones addresses INTV on the "chilling" effect of ex parte rules. PAGE 34. And a rundown of the Houston workshops begins on PAGE 35.

CHANGING HANDS IN '79 □ The total value of broadcast stations sold last year was well in excess of $1 billion. Broadcasting's annual report on the buying and selling gives a comprehensive rundown on all of the radio-TV activity. PAGE 38. Station brokers review the trading activity in 1979 when demand didn't soften, particularly for FM and UHF. PAGE 55. In cable last year, the MSO's got bigger and the entry of outsiders forced prices upward. PAGE 55.

BURKE BOWS OUT □ The radio audience measurement firm finds it can't make it financially and shuts down this week. PAGE 56.

UNITED CABLE'S HEALTH □ That company's key executives discuss money matters at a New York analysts' meeting and offer some insight into pay-cable growth. PAGE 58.

THE PRICE IN IOWA □ The FCC rules that the lowest unit rate applies for broadcast time in the Iowa caucuses, which it likens to primary elections. PAGE 61.

PRESIDENTIAL DEBATES □ The League of Women Voters gears up for forums across the country that will start Feb. 26. PAGE 64.

TARTIKOFF MOVES UP □ The vice president for programs becomes president of NBC Entertainment as Weinblatt shifts to command of the new NBC Enterprises division. PAGE 67.

BEHIND JUST A TAD □ CBS-TV ratings in the week ended Jan. 13 put in within one-tenth of a point of ABC-TV for the season. PAGE 68.

WASHINGTON TO WASHINGTON □ Three times since 1957, Allan Swift has crossed and recrossed between broadcasting and government. Now the freshman Democrat from Washington State and member of the House Communications Subcommittee looks forward to joining the sophomore class and making a maximum contribution to broadcasting and government. PAGE 97.
The night we went to the moon.

Television coverage of the first moon landing brought families together all across America. And our television stations helped make this event possible.

At Taft Broadcasting Company, television is just one of ways we combine community service with earnings growth. We're in the business of providing information and entertainment to the American family.

And it's a great business to be in. With radio and TV stations, Hanna-Barbera Productions and themed amusement parks, we're in some of the best growth industries around.

For the down-to-earth details on our history making performances, send a note on your letterhead to:
Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

Informing and entertaining the American family.
Price list
Network license fees are, perhaps, Hollywood's most closely guarded secrets, but production community reports that fees for new prime-time programming this season are running about 13% above last. Taped half-hours are being purchased by networks at something between $180,000 and $200,000 per episode while filmed comedies are in the $215,000-$220,000 range, producers report. (Some say film fees are in excess of $50,000 over tape.) One-hour film shows are priced in $600,000 area, but some untried shows are thought to be well below that. Made-for-television films are selling in $1.2 million-$1.5 million area.

Top half-hour is thought to be Paramount Television's Happy Days, for which ABC-TV is now said to be paying $475,000 per episode. Producer Larry Gelbart, in addition to exceptional network guarantee of 13 weeks and 22 scripts, is reported to be getting $400,000 per episode from NBC-TV for his new United States. It's said ABC is paying $265,000 for its top-rated Three's Company. CBS-TV gets by with apparent bargain for season's number-one show - 60 Minutes. Figure comparable to license fee for that CBS News-produced show is said to be relatively paltry $140,000. (Network's bookkeeping demands that CBS News pay CBS-TV for studio and equipment costs, which are not included in $140,000.)

In broadcasters' corner
Television broadcasters' apprehension that FCC will go through with proposal to scrub syndicated exclusivity rules for cable—as reflected at convention of independent stations last week (see page 33)—may prove to be unfounded. If matter were to come to vote now at FCC, signs are that at least four commissioners would be against repeal. How FCC would vote on proposal to institute retransmission consent for cable use of distant signals isn't as clear. There's division of opinion about FCC's authority to take such action.

Opposition to squeeze
National Radio Broadcasters Association board has voted to oppose narrowing of AM bandwidths from 10 kHz to 9 in asserted fear of signal degradation and harm to development of AM stereo (see page 62). Real reason for stand is that broadcasters think there's already enough competition in radio. To appease daytimer members who favor 9 kHz plan as means of getting full-time operation, NRBA board agreed to petition FCC for relaxation of present rules limiting daytimer applications for full time. Question of 9 kHz separation will also come up at National Association of Broadcasters board meetings this week. Both John Summers, NAB executive vice president, and Tom Bolger of WMTV(TV) Madison, Wis., NAB chairman, have expressed doubts that FCC did adequate technical study of probable effects of 9 kHz before voting to support compression at forthcoming radio conference of western hemisphere nations.

Ways out
Opportunities and problems of using Intelsat global communication facilities for sending back stories from overseas were brought to light by recent developments in Iran and Afghanistan. Although satellites are jointly owned by 85 members of Intelsat, earth stations with uplink are for most part owned by individual governments, and access to earth stations is often subject to government whims as, for example, Iran's latest refusal of service to U.S. networks (see page 27).

Silver lining
Although ABC-TV's prime-time lead has been dwindling (see page 68), ABC researchers say network has established itself more solidly than ever over-all as most-watched. For calendar 1979, they report, ABC's average rating from sign-on to sign-off was 10.3, CBS-TV's was 9.2 and NBC-TV's 8.5. Compared with 1978, that's gain of about 2% for ABC, 1% for CBS, drop of 3% for NBC.

Cleaning house
FCC has wasted no time in reorganizing broadcast license division since David Weston was moved aside ("Closed Circuit," Jan. 14). Division is in midst of massive change under direction of James Cokes, former administrative manager with State Department and Department of Commerce. Hired month ago as management analyst for Broadcast Bureau, Cokes was busy last week instituting "management action items" developed in series of employee workshops and designed to speed flow of applications through division.

Johnson's new role
Expect election of Wallace E. Johnson, former chief of FCC's Broadcast Bureau, to chairmanship of National Radio Systems Committee, underwritten by manufacturers (through Electronic Industries Association) and broadcasters (through NAB) to foster development of highest possible quality for both AM and FM transmissions. Ultimate recommendations will bear on design and performance and will be delivered to appropriate government agencies. Involved is total review of aural systems including proposed changes affecting AM stereo and FM quadaphonic standards. Johnson, who left FCC's Broadcast Bureau in mid-1979 after 37 years with agency, is now executive director of Association for Broadcast Engineering Standards Inc., with offices in Washington. Systems chairmanship will not affect ABES assignment.

Center stage
Last week's shake-up at NBC Entertainment (see page 67) is expected to propel Fred Silverman, NBC president, into more up-front role than he has been playing in day-to-day programming decisions. Silverman's decision to exclude business affairs from control of new division president, Brandon Tartikoff, means principal power to negotiate and close deals will rest solidly with Silverman, aided by his own business affairs senior vice president, Irwin Moss. Under new setup, Tartikoff is seen as program developer. Programming decisions will belong to Silverman and Lee Curnin, vice president for program planning, in New York.

Reading television
Closed captioning of television programs—Carter administration-backed scheme to open television to enjoyment of hard of hearing—will soon be reality. Parties involved—Public Broadcasting Service, ABC and NBC, which will air captioned programming, and National Captioning Institute, which will do captioning—will announce this week that networks will start airing captioned programs in mid-March and that adapters (decoders), needed on receivers to make captions visible, are available from Sears through its catalogue. Adapter's price: $250. Announcements will also include schedule of captioned programs—total of 16 hours weekly, for captioning cost to networks of $32,000.
LAUGH
SQUIRM SIGH
GASP GULP
CRINGE
CHUCKLE HOWL
SHUDDER
TREMBLE
SWEAT
PANIC
CHEER
TINGLE SHIVER

Metro-Goldwyn-Mayer presents Theatre 15.
A collection of 15 movies originally made for television. 15 moving movies that play to a variety of emotions. Movies that make you laugh, squirm, sigh, gulp, cringe. Available for the first time in syndication.


Chanel  □ Seven-week campaign for Chanel No. 19 fragrance begins Feb. 4 in top 10 markets. Spots will run in day, prime access and late fringe. Agency: Norman, Craig & Kummel, New York. Target: women, 18-34.

Dad's  □ Six-week campaign for dog food begins this week in 12 Northeastern markets. Spots will be placed during day and fringe times. Agency: Joe Mendelson Advertising, Buffalo, N.Y. Target: women, 25-49.


Century Importers  □ Two-week campaign for O'Keefe Ale begins Jan. 30 in 13 markets including Boston and Providence, R.I. Spots are placed in morning and afternoon drive times and Saturdays. Agency: Ogilvy & Mather II, New York. Target: men, 18-34.

Attention: General Managers, News Directors

If someone in your area is competing in the 1980 Winter Olympics in Lake Placid and you would like "side-bar" coverage, or if you would like coverage other than what the ABC Network offers, you should know there is a **24-hour service** available to your station from Lake Placid.

C.A.N.S., the New York State Capital Area News Service, has been supplying news stories on a regular basis during 1979 to:

- WIVB, Buffalo
- WIXT, Syracuse
- WNBC, New York
- WCBS, New York
- WOKR, Rochester
- ITNA
- WPIX, New York

During the Winter Olympics we will have the following equipment and people in place 24 hours each day within walking distance of the Olympic arena.

**Equipment**

- Ikegami HL-77 (up to 3)
- Sony BVU 200 Series editing system
- Necessary support systems

**Crew: 9 accredited professionals**

- Field Producers
- Cameramen (up to 3)
- Engineers
- Talent

Remember, ABC gives you national coverage; C.A.N.S. gives you local coverage.

This service is being offered on a first-come, first-served basis. To order a piece or a series, call:

**Paul Conti**, C.A.N.S. Bureau Manager

WAST TV-13, Albany, N.Y.

(518) 436-4791

C.A.N.S. is a service of WAST 13

ALBANY • SCHENECTADY • TROY N.Y.
Spreading the word. In change of pace, Television Bureau of Advertising this year will spread crosscountry introduction of its new TV advertising presentation over period of weeks—but nevertheless expects to have presentations to groups of advertisers in some markets. TVB spokesmen said TVB and station rep members will stage presentations in 12 key markets, members will put on those elsewhere. Presentation, "Television: The Persuasive Medium," was previewed at TVB's annual meeting in November (Broadcasting, Jan. 19, 1979).

Almost bigger everywhere. Analysis prepared by CBS-FM National Sales shows that FM audience share in 1979 not only is larger over-all than AM but is leader in every daypart except 6-10 a.m. segment. Representative's analysis, based on figures in spring/fall-1979 RADAR study, reveals that FM's share of total radio listening amounted to 52.4%, increase of 50.5% over previous RADAR report. According to CBS-FM, daily FM audience continues to be strongest in 7 p.m.-midnight period, amassing 59.5% share, and outrates AM in 10 a.m.-3 p.m. slot, with 54.3% share; afternoon drive time, with 54.7% share and midnight-6 a.m., 52% share. Only in morning drive time (6-10 a.m.) does AM outrank FM, with 56.1% share.

It's TV for GOR Excessive spending by Democrats, energy, and declining American prestige are among issues to be spotlighted by Republican Party in $5-million, five-month TV campaign slated to begin on networks and in spot TV in February. Republican National Committee and National Republican Congressional Committee have formed Republican Marketing Group, under whose auspices TV effort will be conducted. Creative aspects of the campaign will be performed by Humphrey-Brown Media Services, New York. Spokesman for Democratic National Committee said no similar campaign is planned for that party at this time.

Complaint scorecard. Complaints from competitors arising out of comparative advertising claims are on rise, according to review of 1979 issued last week by National Advertising Division of Council of Better Bureaus. NAD said that in 1979, approximately 39% of all of its investigations were begun by offended competitors, compared with 36% in 1978 and 20% in 1977. In 1979, NAD and its Children's Advertising Unit closed total of 174 advertising investigations, as against 170 in 1978 and 163 in 1977: During December 1979, NAD resolved 12 challenges to national advertising, including those on television. Modified or discontinued were TV commercials for Combe Inc. (Mr. Odor-Eater) and Gillette (Foamy Tropical Coconut shave cream). Reviewed and found acceptable was TV commercial for General Foods (Cycle dog food).

Widespread. J. Walter Thompson New York, has reached agreement to acquire majority interest in Euro-Advertising agencies located in Bologna/Milan, Dusseldorf, London and Paris, which had combined billings of about $100 million in 1979. JWT had estimated worldwide billings of $1.6 billion last year.

This announcement appears as a matter of record only.

$13,000,000
Peoples Cable Company
Rochester, New York

$7,000,000 Senior Notes due 1994
$6,000,000 Senior Bank Revolving Credit and Term Loan due 1986

We served as financial advisor in these transactions.

WARBURG PARIBAS BECKER INCORPORATED
A.G. BECKER INCORPORATED

January 1980
Though Bogie died of lung cancer in 1957, Gable of heart disease in 1960, their drawing power at the box office has not diminished, and that remarkable fact is responsible in large measure for the success of "Midnight Movies For Charity," managed and promoted by WQXI-FM, Atlanta.

Every Friday and Saturday two Atlanta theaters present midnight showings of celebrated feature films, with net proceeds going to charities. So far more than $25,000 has been distributed to national organizations such as the American Cancer Society and The Heart Association, as well as to local groups such as the Atlanta Association of Retarded Citizens.

"Midnight Movies" is just one of the many ways we try to pay our social debt to the communities we serve; but among the distinctions of this project is that it's not a one-shot. It can keep producing so long as the audiences keep coming.

And with the money we raise, maybe we can keep the next Bogie with us a little longer.
She Works
For You:
Sue Cunneff

Sue Cunneff knows music, and she knows your listeners.

That's why she writes "Diversions," one of the new entertainment scripts on your AP Broadcast Wire.

Sue's worked all kinds of radio, from all-news to jazz and soul, and she brings her total immersion in entertainment to AP Broadcast.

We like that. We're like Sue Cunneff.

Professional.

The Professional

AP
Associated Press
Broadcast Services
(212) 262-4011

Datebook

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We like that. We're like Sue Cunneff.

Professional.

We have 17 stations in 14 major markets. That's one-third of the U.S. population, with over $500 Billion Dollars in Consumer Spendable Income.* Our audiences are your customers.

- **1,700,000 daily listeners are Business Executives**
- **1,900,000 daily listeners have over $25,000 in Annual Household Income**
- **2,600,000 daily listeners are College-Educated**

Multi-Market Plans make your media plans easier—one contract, one common schedule, one total weekly cost, one invoice. Reach Quality America...Now!

CBS RADIO SPOT SALES: WEEI, Boston; WCBS, New York; WCAU, Philadelphia; WTOP, Washington, D.C.; WGBS/WLTY, Miami; WJW/WWJ-FM, Detroit; WLS, Cincinnati; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis-St. Paul; KPCC, Houston; KCBS, San Francisco; KNX, Los Angeles; KSDO/KEDJ, San Diego.


*Based on a total of 34 Consolidated Standard Metropolitan Areas—Spot Radio Rates and Data, August, 1979. Source: Data based on Major Market Index (1978) daily Cumulative Adult (18 Plus) audiences for 17 Stations in 14 major ADI's plus CBS estimates for data not measured by Major Market Index. All data subject to qualification, which CBS Radio Spot Sales will supply upon request.
RELIABILITY PUT NEC TRANSMITTERS ON THE MAP OVER 54 YEARS AGO!
And today NEC has more than 1000 models installed and serviced around the world. Choose from over 20 models, including VHF, UHF, and FM.

New for 1980, see our TV transmitter with stereo audio at NAB. Let us put your station on the map. Complete literature will be sent on request.

Call Toll Free 800/323-6656
In Illinois Call 312/640-3792
690PLL: Clean, clear FM sound.

This is the all-new, extra-stable FM exciter from Cetec. Phase-locked loop technology for pure, powerful sound; IC-controlled power supplies for solid reliability.

Model 690PLL can bring the FM sound of tomorrow to any FM transmitter—even yesterday's transmitter. Top-of-the-line specs throughout. Very, very low noise and distortion. Perfect compatibility with all audio sources—monaural, composite stereo generators, SCA generators. 690PLL brings out the best in any audio processing system.

Full engineering and performance data are available right now, and so is this great new FM broadcast component. Write or telephone Andy McClure today at (805) 684-7686.

Fred Sears BSEE, Cetec RF design engineer.

Cetec Corporation
1110 Mark Avenue, Carpinteria, Ca 93013
(805) 684-7686

Errata

Call letters of Westinghouse's FM station in Pittsburgh (Broadcasting Jan. 7, page 86) should be WPNT, not KDKA FM.

In Jan. 7 report on top 100 publicly owned companies in electronics communications, M/A Com Inc. was erroneously said to have purchased Omni Spectra Inc., electronics manufacturer, in 1979. M/A Com did announce early in year that it anticipated that acquisition, but subsequently terminated negotiations.

In chart accompanying top 100 report, Media General's earnings per share for four quarters through the third quarter of 1979 should have been listed as $3.18.

In CBS capsule in top 100 listing, it was wrongly stated that CBS Radio Spot Sales represents CBS-owned FM stations. CBS-FM National Sales represents those seven stations as well as others.

In Jan. 14 "Changing Hands" and "For the Record" owner of Swanson Broadcasting Inc., buyer of KXMA in Derby, Kan., was incorrectly identified as H. Calvin Young. Swanson is owned by Gery Swanson, who also owns KMGC Tulsa, Okla.; KYHAI San Antonio and KFJZ-AM-FM Dallas-Ft. Worth, both Texas; WSHD-WBYU(FM) New Orleans; KLEJ-Wichita, Kan.; KQAM-AM Oklahoma City, and several regional news networks.

In report of sale of WMSC-FM Oshkosh, Wis. ("Changing Hands," Jan. 7), it was mistakenly reported that buyer, Alan Cummings, has no other broadcast interests. Cummings, in fact, owns WNAM-FM Neenah-Menasha, Wis.
The records set at Bonneville aren’t only on the salt flats.

On the shores of Great Salt Lake, records are continually broken at the Bonneville Raceway. And generally that’s the only "Bonneville" people associate with Utah.

But there’s another Bonneville in Utah where records are being set. Bonneville productions, in 1979 we received more top awards than ever before. A lot more.

As a matter of fact, this past year we earned four CUDOS, two ANDYS, an ADDY, a Grand Prize and Gold Award at the International Film & Television Festival of New York. First Place in the U.S. Television Commercials Festival, plus two First Place and two Sweepstakes Awards, including "Best Agency Billing Under $15 Million," from the American Advertising Federation's Best in the West competition.

We're proud of that, and grateful to clients who have worked with us to create advertising of which we can both be proud. Thanks also to the broadcasters who have provided time to all these spots.

Most people will probably continue to associate Bonneville with the salt flats. That's okay with us. For now. But keep the other Bonneville in mind. We think we're worth our salt.
March 2-4 — Ohio Cable Television Association annual convention. Sheraton-Columbus hotel, Columbus.

March 4 — Association of National Advertisers television workshop, Plaza hotel, New York.


March 4 — Colorado Broadcasters Association Denver Advertising Federation advanced sales seminar. Writers' Manor, Denver.

March 5 — International Radio and Television Society anniversary banquet and presentation of IRS Gold Medal to John W. Kluge, chairman and president of Metromedia Inc. Waldorf-Astoria, New York.

March 5 — Association of National Advertisers media workshop, Plaza hotel, New York.

March 6-8 — National Association of Broadcasters workshop on "Dollars and Sense Law—Using Contracts to Solve Business Problems," Hyatt Regency, O'Hare, Chicago.

March 10 — Washington Association of Broadcasters annual meeting. Red Lion Inn, Seattle.

March 10-20 — Region 2 conference of International Telecommunications Union for medium frequency broadcasting, Buenos Aires.


March 13 — Television Bureau of Advertising regional sales seminars. San Francisco City-County Building.

March 13 — Television Bureau of Advertising regional sales seminars. San Francisco City-County Building.


March 17-18 — Society of Cable Television Engineers addressable technology seminar and live system demonstration. Holiday Inn, San Jose, Calif.


March 20-21 — Georgia Cable Television Association annual meeting. Atlanta Sheraton. Information: George Pachelli, Cablevision of Augusta, Box 3576, Augusta, Ga. 30904.


March 24-25 — Society of Cable Television Engineers mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.


March 26-28 — Ohio Association of Broadcasters "Pre-Spring Political Season" workshop. Fawcett Center, Columbus.


March 28 — Alabama UPI Broadcasters Advisory Board meeting. Holiday Inn-Airport, Birmingham.


March 31-April 1 — Virginia Broadcasters Association spring meeting. Charlottesville.

March 31-April 1 — Alaska Association of Broadcasters annual meeting. Anchorage Westward Hilton.


April 18-24 — MIP TV international program market. Cannes, France.

May 4-8 — CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.


May 18-20 — NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.


June 5-7 — Associated Press Broadcasters convention. Fairmont hotel, Denver.

June 7-11 — American Advertising Federation, annual convention. Fairmont hotel, Dallas.


Oct. 28-30 — National Association of Educational Broadcasters 56th annual convention, Las Vegas.


How the Midwest was won.

On KOLN-TV/KGIN-TV's public affairs program, "Thursday Magazine," Dorothy Creigh saw a project she initiated five years earlier come to life on the air.

To capture the colorful story of the settlement of the Great Plains, she inspired and directed a series of six 30-minute programs. The best local talent was recruited to write, film and narrate "The History of the Great Plains," which the Adams County Nebraska Historical Society produced. To prompt further study and discussion, a guidebook was prepared as a companion piece to the series.

In addition to broadcasting the programs, KOLN-TV/KGIN-TV offered dubs of all the shows to any other station wishing to air the series. Providing our viewers with the opportunity to discover their own rich heritage is all part of the Fetzer tradition of total community involvement.
April 22 - International Radio and Television Society newsmaker luncheon, Waldorf-Astoria, New York. Speaker to be announced.

April 23-25 - Indiana Broadcasters Association spring conference. Marriott Inn, Clarksville.

April 25-26 - Oklahoma Associated Press Broadcasters annual convention, Holdomite, Oklahoma City.

April 25-30 - Pennsylvania Association of Broadcasters spring convention, Cancun Caribe hotel, Cancun, Mexico.

April 28-29 - Society of Cable Television Engineers meeting and workshop, Sheraton Inn, Memphis.

April 30 - Peabody Awards luncheon sponsored by Broadcast Pioneers, Hotel Pierre, New York.

May

May 2-3 - Annual convention, National Translator Association Hotel Utah, Salt Lake City.

May 2-4 - Illinois News Broadcasters Association spring convention, Holiday Inn-Illinois Beach Resort, Waukegan.

May 4-8 - CBS TV affiliates annual meeting, Century Plaza hotel, Los Angeles.

May 7-9 - Kentucky Broadcasters Association spring convention, Executive Inn West, Louisville.

May 9 - American Advertising Federation "Best in the West" award ceremonies. St. Francis Hotel, San Francisco.

Editor:

EDITORIAL: Broadcasting (Jan. 14) has correctly termed the U.S. Catholic Conference's opposition to radio's deregulation as a "massive campaign to get the FCC to rescind its radio deregulation proposal."

The conference's opposition is premised on the absurd assumption that news, PSA's, public affairs and other types of community service programs are aired because the FCC has a gun at the head of every broadcaster. Ergo, remove the gun and all such programming is removed.

It is unfortunate that the conference has launched this campaign of distortion without conferring with either the National Association of Broadcasters, whose petition initiated the proceeding, or with some representative group of broadcasters. The radio industry's record of voluntary service in the area of religion is outstanding—particularly at the local level. The conference has grossly misrepresented the implications of deregulation. It's up to local broadcasters to set the record straight with their local churches.

—John B. Summers, executive vice president and general manager, NAB, Washington.

Picking up the pieces

EDITOR: It couldn't have been very hard for Archa O. Knowlton, (''Monday Memo,'' Jan. 7), to project the 80's. Seven of the 10 points he sees in his crystal ball have been a fact of life for the last two decades for the medium he chose to ignore: radio.

Since the 50's, agency folks have chastised—and, yes, refused to buy—radio because of the fragmentation in the marketplace. Now, Knowlton tells us fragmentation can make better planning possible in television.

There's a message in there somewhere.—Donald H. Friedrich, general sales manager, WOAI-FM San Antonio, Tex.

Not in it for the money

EDITOR: In your editorial of Dec. 24, 1979, entitled "Slurp, slurp," you make reference to Ralph Nader or Nick Johnson as likely recipients of public participation funding under the pilot project proposed by the FCC on Dec. 19, 1979. Since Ralph Nader is chairman of NCCB and Nick Johnson a member of the board, it is clear that the reference in the editorial is to the National Citizens Committee for Broadcasting.

NCCB has long had a policy of not accepting public participation money from any agency. This policy was reitered to the FCC in a Sept. 11, 1979, letter to Chairman Charles D. Ferris, with copies to all commissioners.—Samuel A. Simon, executive director, National Citizens Committee for Broadcasting, Washington.

Editor's note: The NCCB's disavowal of an intention to accept FCC funds was contained in an periphrastic sentence in a page-and-a-half, single-spaced letter urging the FCC to underwrite public participation in field hearings on proposed deregulation of radio and to establish public funding for participation in all rulemakings.

We've met somewhere before

EDITOR: I have been convalescing, starting to use my eyes again and catching up on past issues of Broadcasting. The Oct. 15 issue carried a story about the "first" Mutual Broadcasting System affiliates meeting in Washington. This may have been the first under the new Amway ownership but it definitely was not the first for the network. Sitting here at my desk and looking straight ahead of me I see a large framed picture of Tom O'Neil and myself presiding at a Mutual affiliates national convention in Bloxey in the early 1950's.—Victor C. Diehm Sr., chairman and chief executive officer, Hazelton Broadcasting Co., Hazelton, Pa.

Editor's note: O'Neil was chairman of Mutual from 1951 to 1957, when the General Teletex Division of RKO Teletex Pictures sold the network. Diehm, chairman of the Mutual Affiliates Advisory Committee, later served as president of MBS.

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EDITORIAL


YEARBOOK SOURCEBOOK


ADVERTISING


CIRCULATION


PRODUCTION

Harry Stevens, production manager. Don Gallo, production assistant.

ADMINISTRATION


BUREAUS


Growth is the hallmark of Outlet Broadcasting.

We plan for it, prepare for it, and structure ourselves to accommodate it.

In the last two years we've grown from seven to eleven stations, with another on the way pending FCC approval.

During 1979, we organized ourselves into separate radio and television groups, to better manage our growth. And we added dynamic new management at our television stations in Providence and Orlando, and at our radio stations in Los Angeles, Washington and Detroit.

Growth by design – a concept that makes Outlet Broadcasting one of the fastest-growing group broadcasters in America.

OUTLET BROADCASTING
An Outlet Company Division.

Radio
WJAR-AM Providence, R.I.
WDBO-AM Orlando, Fla.
WTOP-AM Washington, D.C.
WDBO-FM Orlando, Fla.
KQQQ-FM Los Angeles, Calif.
WQRS-FM Detroit, Mich.

Television
WJAR-TV Providence, R.I.
WDBO-TV Orlando, Fla.
KSAT-TV San Antonio, Tex.
WCMH-TV Columbus, Ohio
Research is key to surviving revolution in communications

Seers in the 60's speculated that the 70's would bring a media explosion, both in physical size and technological improvements. It didn't happen. But it will. Soon.

We at Dancer Fitzgerald Sample expect the 80's to produce modest growth in television, more dramatic growth in radio, and explosive growth in broadcast technology. We predict a television growth of about 17 VHF stations in the public broadcast sector, an actual decline of VHF channels in the commercial sector, an additional 20 public broadcast stations and as many as 30 more commercial stations. Certainly not startling physical growth for a medium as dynamic as television has been in the past 20 years.

We see more important physical growth among radio stations with the lifting of FCC restrictions. By 1990 we estimate there could be 1,500-2,000 more AM stations than the 4,500 that exist today. By 1990 we expect FM stations to grow from the current 4,100 to 6,000, an increase of almost 50%.

But the real excitement is, of course, in the area of technology. For example, five years ago, a multimillion-dollar antenna was needed to receive satellite programing. Today satellite programing can be received by a ground installation costing only about $25,000, making access available even to small stations. As one result, we see a 37% growth in just five years in the number of households that can receive 10 or more TV channels. And we predict that there will be nine active superstations on the scene. Ted Turner, with WTNH-TV Atlanta, is onto something big.

Among our other predictions: Fiber optics will decrease the cost, increase the flexibility and therefore generate more efficient growth in the area of cable. This will lead to increases in installation and coverage both for pay cable television and the basic CATV services. These cost economics will allow more entrepreneurs to experiment with two-way cable like that being tested in Columbus, Ohio, by Warner's Qube, which currently has more than 25,000 subscribers.

On the other hand, we believe that the Communications Satellite Corp. (Comsat), which announced its intentions to provide satellite-to-home services by 1983, may be overly optimistic. While its proposed service (providing each subscriber's home with its own receiving antenna and decoder box at the cost of between $100 and $200) would indeed be a most significant breakthrough, we think that this system is probably not practical until the end of the decade.

Finally, we are on the edge of the world of videotape recorders and videodisks. The VTR permits the viewer to tape off-air television programs for viewing at his own leisure. The disks allow a consumer to buy pre-recorded entertainment packages at a relatively low price.

Mass media will never be the same again. Perhaps surprisingly, we don't expect the total audience penetration of a mass medium such as prime-time television to decline much on a total-household basis. However, we do expect that network television will experience declines in audience for any given program and, probably, a diminution in audience loyalty. The rate of deterioration could be intensified if prices for network television continue to increase and programing quality continues to fall off. In net, greater media availability and greater segmentation mean that in the next 10 years, mass media's importance in delivering huge numbers of customers may not change, but its dominance of individual consumer's viewing habits and loyalties will certainly diminish.

Of course as our medium world changes and becomes more complicated, the first reaction may be to duck down into the cabin, batten the hatch, and hope to ride out the winds of change. This attitude can be disastrous. Advertising agencies must be ready to deal with the changing patterns of media purchase in the 80's, and innovate to get maximum efficiency for their client's money. The broadcast industry must prepare and innovate to get as large a share of those dollars as possible.

Segmenting markets and targeting audiences, of course, is nothing new. Historically, the earliest markets were segmented by geography. From geography we have moved to a way of looking at markets through demographics and by classifying people into psychographic or life-style categories.

But the 80's will require much more in terms of segmentation and targeted advertising. Now we will need to understand exactly who our best customers are and how each differs from the other—and how buyers of one background are different from buyers of another.

For instance, the traditional "female household" category must be subdivided, since so-called nontypical female households (single women or married women without children) are going to live quite differently from the traditional married woman with family. Late-night radio may be a far more effective way to reach these working women than the historically efficient daytime television. In fact, advertisers on daytime TV probably aren't even reaching the majority of America's working women.

We've developed a forecast model using census data to project the size and trends of each of the life-cycle segments and other research techniques to test how people feel about whole categories of products. Now we can develop user profiles to predict purchase behavior.

The growth and fragmentation of media, the technological explosion, the dramatic new ways of segmenting and understanding markets all present tremendous opportunities and challenges for the broadcast industry. Stations must understand who their competition is, how to absorb the impact of the new technology; they must know who their audience is, why they've been attracted, how to maintain appeal; stations must be able to prove that this audience is being delivered efficiently, and they must be able to pinpoint what part of a group (of women 18-34, for example) they deliver. Broadcasters with the ability to keep up with 80's technology and deliver meaningful audience measurements will strike a rich lode of media dollars—and be well prepared to enter the 90's.
We’ll be at NATPE, February 15-20, with “The Bert Convy Show,” “Bullseye,” “Play the Percentages,” “Tic Tac Dough,” “The Joker’s Wild” and “Joker! Joker!! Joker!!!”

CALL JODY!

CALL JODY!
CENTURY IS GUILTY OF BROADCASTING ITS SUCCESS.

Century, exclusively in radio, has become America’s most successful Independent FM Group Broadcaster. With stations in 5 major markets and just recently adding a second station (AM) in Chicago, Century is a major factor in each of its respective cities, with formats that bridge the generation gap from beautiful music to rock.

Century Broadcasting was born in 1964, TO MAKE FM RADIO WORK. And, if all this has been accomplished in just 15 years, think what the next 85 signals.

A Century of Entertainment.

WLOO/FM 100
Chicago

WAIT/AM 82
Chicago

WABX
Detroit

KSHE
Crestwood/St. Louis

K.XE
Los Angeles

K.MEL
San Francisco
Electronic curtain

While the crisis in southwest Asia escalated last week, the American public’s news links to that area of the world were abruptly severed as the revolutionary governments in Iran and Afghanistan expelled all U.S. journalists.

The Iranian Revolutionary Council announced last Monday (Jan. 14) that all American news organizations were to close down in five days, and issued a sharp warning to German and British journalists as well. The council’s statement said some foreign reporters and news agencies were biased “in view of the fact that this group distorts the news about Iran, and their press insults the Islamic revolution and our national sanctity, the government does not deem it necessary to put up with this kind of foreign journalist.” The Iranians also clamped a blackout on transmission of news material after Tuesday.

In Afghanistan, the Russian-backed government expelled all U.S. correspondents for “biased reporting” and “interference” in the country’s affairs. The Soviet news agency Tass, reporting on the expulsion order, said Americans were concocting “inventions and insinuations, each one more clumsy than the one before.” It was believed that, as in Iran, other western journalists’ chances of remaining in Afghanistan were becoming increasingly iffy, and some expected that they too would be out by the weekend.

The television networks had been facing increasing trouble over the past two weeks in their coverage of Iran.

CBS News was forbidden from using VVIP, the Iranian television network, for feeding reports via satellite since Saturday, Jan. 5, according to London bureau manager Peter Kendall. He said the ban took place after a report by Marvin Kalb on the Iranian foreign minister Sadegh Ghozbadeh’s view of Ayatollah Khomeini.

NBC was having problems during this period as well, according to London bureau chief Mark Landsman. He said it started with censorship on feeds from the troubled provincial capital, Tabriz, followed by a decision by VVIP engineers not to cooperate with the network any longer.

ABC was similarly barred, starting last Monday, when the ABC producer in charge, John Boylan, was stopped at the front gates of VVIP.

For the three networks, the pullout has been a major operation. Each network had between 22 and 28 people in Iran. William Milldyke, manager for ABC News in Europe, described the situation as a “logistics nightmare.”

He said his organization started moving out people gradually, usually accompanying the day’s film. He said ABC had also decided to pull out all ENG equipment even before the expulsion was announced, since it could not do direct satellite feeds. All of ABC’s people were out by Friday.

NBC’s Landsman said the network started moving people out by the middle of last week. He said although no formal expulsion orders were received, “everyone was very clear that we had a period to clear up our business, pay out bills and leave.” All were out by Friday except one, who was given dispensation to stay behind and finish up some matters.

Caught in a cold-war crossfire:

Journalists booted out of Iran and Afghanistan, Olympics endangered

CBS News said its people leaving Iran were going back to their home bases—and in some cases had been scheduled to go from home to Afghanistan. But that was before the Afghan regime ordered American journalists out of that country, too. All CBS personnel were out of Iran by Friday.

With the Americans out, the scramble has been on to obtain film from other broadcasters. All three networks have access to Eurovision pool material.

NBC, in addition, can use BBC material through the news syndication service Visnews. Landsman said NBC was looking into other options, including Asian broadcasters.

But many observers feel the British net-
secure are the two French crews which have almost never been criticized by government officials over their reports, according to Edwin Smith, UPI international audio manager.

On the radio side, the situation is less clear. UPI Audio hopes to maintain reports using a non-American stringer. ABC is not sure of the fate of its permanent radio stringer, who they hope will be able to remain to provide some direct information on the situation. AP, said London bureau manager Dave Mason, would cover the story from other capitals.

Meanwhile, all three network news organizations had correspondents and crews in Afghanistan until they were ordered out. They were flying film or tape to New Delhi to be put on the uptlink there for a satellite relay to the U.S.

Olympian dilemma

Prospects for the summer Olympics in Moscow appeared more and more uncertain last week, and the doubts for the first time began to spill over onto plans for next month's winter Olympics at Lake Placid, N.Y., and the 1984 summer games at Los Angeles.

Indeed, the Carter administration's position on whether the U.S. should pull out of the Olympics was expected to have been disclosed yesterday, in President Carter's appearance on NBC's "Meet the Press." White House aides over the weekend worked on recommendations for the President after meeting on Friday with U.S. Olympic Committee officials.

The issue is expected to be aired thoroughly on Capitol Hill this week. Secretary of State Cyrus Vance will be primed to discuss the matter in appearances before the Senate and House foreign affairs committees.

President Carter first raised the possibility of a U.S. withdrawal in his speech on Jan. 4 on the Soviet invasion of Afghanistan. Last week, Vance told the New York Times he thought the U.S. should not participate in the Moscow games if the Soviet Union does not remove its forces from Afghanistan by mid-February (about the time President Carter is scheduled to open the winter games at Lake Placid). Later, the White House said the President shared that view.

If the U.S. decides to boycott the Moscow Olympics, many felt there was little doubt that Russia, probably East Germany and perhaps other allies would withdraw from the Lake Placid competition. And it was widely believed that a U.S. boycott could have even more serious consequences for the 1984 games, on the theory that a breakdown now could endanger the entire future Olympic program.

Thus a big chunk of about $430 million in television rights and production costs may be riding on the boycott question. That figure includes about $46 million that ABC is expected to spend for Lake Placid rights and probably $100 million to $110 million or more by NBC in Moscow and $275 million or so by ABC in Los Angeles (where the rights alone came to $225 million).

NBC, whose plans seemed most immediately in peril, continued to say only that it was watching and waiting, was making no effort to influence and would abide by the government's decision, and in the meantime was continuing to prepare for coverage (Broadcasting, Jan. 14). ABC officials, nearing completion of preparations for coverage of 5½ hours of Lake Placid games from Feb. 12 to Feb. 24, said they hoped Russia would not pull out and especially, if it did withdraw, that East Germany would not. But they said they were proceeding with plans for full coverage in any event.

A boycott of Moscow was not the only possibility the White House was reported considering. Vice President Mondale and First Lady Rosalynn Carter already had suggested that the Moscow events be moved to a non-Communist site, perhaps Montreal—an idea that seemed to have considerable popular support although International Olympics Committee officials insisted a move was physically impossible.

The critical problem was said to be the lack of accommodations to handle up to 100,000 athletes and attendants, apart from the need for time to lay miles of cable and make other preparations for TV coverage. As one broadcast executive put it, "If you have 10,000 athletes, each one brings 10 people with him, so there you have 100,000 people to take care of before you take care of the press, security people and all the rest, not to mention spectators.''

Other possibilities said to be under review were splitting up the games and holding different events in different cities, a postponement of the Moscow games and a "Free World Olympics" among countries that would boycott the Moscow Olympics—although the boycott idea did not seem to have a great deal of foreign support except in Canada, Britain and Saudi Arabia.

NBC officials have said they will not cover Moscow games if American athletes do not participate.

NBC is known to have some equipment already in Moscow, but officials will not discuss the subject in obedience to the NBC position that it will keep a low profile in the current controversy.

There have been reports that NBC has lately encountered difficulty in getting some Moscow-bound shipments out of the U.S., as a result of the U.S. ban on

In-Brief

Network executives were on stump last week: ABC Inc. President Elton H. Rule, addressing California Broadcasters Association, warned that 1980's will be tough economically for general economy and broadcasting. Key to TV growth, he said, will be quality programs and in present year—elections, Olympics, news coverage of world crises and public's attention riveted to us"—he said, medium "will never have a better opportunity to demonstrate the breadth and depth of the information and entertainment and sports we offer—and renew once again the public's confidence in us and our medium." CBS Television Network President James H. Rosenfield, speaking to Greenville, N.C., Chamber of Commerce, countered TV Guide criticism of "excessive competition" for the most news from Iran. To the contrary, he said, competition is "the driving force" that has given America "the most efficient, diverse and reliable communications system in the world." NBC President Fred Silverman, appearing before International Radio and Television Society, defended network's children's TV programing and attacked FCC staff report that asserted TV fails to program sufficient educational material for youngsters. "As a broadcaster and as a parent, I am appalled by [the staff's] conclusion. It's untrue and the record proves it," he said.

David Frost interview with deposed shah of Iran, first such TV appearance by former ruler since he fled Iran year ago, was bought by ABC News and presented in hour form on Sunday night. Frost's asking price had been put at $800,000 (Broadcasting, Jan. 14), but ABC sources said they acquired it for "less than $250,000." Officials said 9½ hours of interview were edited down by ABC News. ABC said shah did not receive compensation for interview.

CBS-TV, in latest scheduling move, has new prime time line-up for Saturday and Tuesday. As of March 1, Saturday will have Hagen, Hawaii Five-O and the Chisumos, which premieres (which premieres in two-hour form Jan. 19). By March 4, it will be White Shadow and CBS Tuesday Night Movies. Paris had its final airing last Tuesday. CBS is filling schedule with specials before changes are made.

NBC-TV hopes to set 1980-81 prime time schedule earlier than ever before—some time in April—some affiliates were told at regional meeting with NBC-TV President Robert Mulholland and other officials in Atlanta. NBC Entertainment Vice President Perry baffled told group NBC-TV has 200 program projects in development, is now tailoring made-for-TV movies according to tastes on which they will appear, based on audience composition. NBC News President Bill Small was applauded for controversial decision to run Iran hostage interview that other networks turned down (Broadcasting, Dec. 17, 1979).

In tumult from previous years, President Carter has accepted
shipment of "high-technology" equipment to the Soviet Union. NBC spokesmen will not discuss these reports, either.

A spokesman for Ampex Corp., one of the principal suppliers for the games, told Broadcasting last week that Ampex sold $7 million worth of videotape recorders and related gear to the Russians and that substantially all of this equipment has been delivered and paid for. Ampex is also leasing about 40 tape recorders to NBC but said any that were not needed could easily be used to meet "a significant backlog" of other orders.

Speculation about an alternate Olympics also generated an announcement by the cable television industry that it is ready and willing to help provide coverage. National Cable Television Association President Thomas Wheeler told a news conference on Friday the industry believes that alternate games should be organized if the U.S. does not send a team to Moscow. "And, to facilitate the organization of alternative games," he said, the cable industry is prepared to provide coverage "on a nonexclusive basis through the facilities of the Entertainment and Sports Programming Network and Turner Communications."

Wheeler noted that both companies have substantial sports programming experience in the persons of Chet Simons, ESPN's president, who was with NBC Sports, and Turner's William McPhail, a former executive with CBS Sports.

Wheeler stressed the cable industry is not attempting to "pre-empt coverage or get in the way of coverage" by some other entity. But if alternate games are held, he said, there would not be much time to organize coverage. The cable industry, he said, is inviting "the broadcast television networks and other commercial broadcasters" to join with it in that effort.

Invitation of National Religious Broadcasters and will speak at 7 p.m., tonight (Jan. 21) at NRBC's 37th annual convention in Washington (BROADCASTING Jan. 14). In addition, group of religious broadcasters will have breakfast with President tomorrow and Rosalynn Carter will conduct White House tour for 100 women delegates and wives.

FCC has proposed amending TV rules prohibiting separate operation of visual and aural transmitters to allow transmission of textual matter during hours stations would normally be off air. FCC said that if rules change is effected, stations would be allowed to transmit alphanumeric news, weather or sports—without or with background music—between sign-off and sign-on.

Wometco Enterprises will resolve short spacing interference problem in its translator, rebroadcasting STV and conventional programming of WGMT-TV Newark, N.J., from atop World Trade Center 60, has Sr. Trans-Patchou, N.Y. (ch. 67), by buying control of WSNL-TV and turning it into WSNL satellite. Wometco and Universal Subscription Television, which has lease agreement with WSNL-TV, have made tender offer to Robert Rosen and other stockholders of licensee, Suburban Broadcasting.

Lyndon R. LaRouche, former U.S. Labor Party chairman who this year is seeking Democratic presidential nomination, has named NBC in reasonable access complaint filed with FCC. LaRouche says network refuses to sell him half hour before Feb. 2. And although ABC offered, and he accepted, half hour at 4:30 p.m. yesterday (Jan. 20), LaRouche on Friday also filed complaint against ABC, alleging number of its affiliates have refused to clear his program and saying he wants prime time. That complaint led ABC to make scheduling adjustment that will permit airing of broadcast on West Coast ahead of Super Bowl, which begins at 3 p.m. there. As of late Friday, LaRouche was expected to appear on ABC at scheduled time.

Alex Paen, Tehran correspondent for KMPC Los Angeles and Golden West Broadcasters group, has arranged to deliver audio tape of KMPC's coverage of yesterday's Super Bowl to hostages held in U.S. embassy there. In Iran since last Thanksgiving, Paen received permission from militants holding Americans to deliver tape of game before he leaves country today (Jan. 21). Although U.S. correspondents were ordered out of Iran by last Friday, Paen received special permission from nation's authorities to remain long enough to deliver tape.

Public television audiences in current season have never been higher on nation's and local levels, station officials were told at Public Broadcasters Service Program Fair in San Francisco (also see page 68). Dale Rhodes, PBS director of research, said that during sample week of Nov. 5-11, 1979, public television was watched by 45.6% of nation's TV households. Rhodes noted that since November 1973, public television's national weekly cumulative rating has increased 52%.

Lennart Ringquist, president, Metromedia Producers Corp., resigned, with successor to be named shortly.
Viacom's enticements were said, in large part, to be the reason Douglas was able to command at least $2 million per annum from Group W.

Viacom last week said that it wasn't close to a deal with Douglas and that there was "no assurance or probability, just a possibility" that something might come from discussions.

Westinghouse said it has offered Douglas "a substantial amount" to continue their long-running association, but now only for specials.

**Futures-minded NAB board meets**

King committee's report will call for staff-sharpening, if not belt-tightening to meet the issues of the 80's

The National Association of Broadcasters joint board meets in Palm Springs, Calif., this week with an ambitious agenda to tackle, including such major issues as radio deregulation, children's television, rewriting the Communications Act and defending the television code. But the 48-person unit also goes to California with a specific resolve: to make NAB sharper, more visible and more aggressive.

The board is expected to approve a record $7 million budget with large amounts going to salary increases, research, and an engineering lab.

Among the most conspicuous items: consideration of a report brought in by NAB's Futures Committee, headed by the TV board chairman, Robert King of Capital Cities Communications. It will propose a realignment, of sorts, within NAB's internal structure, to effect team-building and to see that roles are more clearly defined, so each division is aware of what the others are doing. One example: a clearer definition of the convention manager's authority under the general manager. Another: the possibility of elevating the director of broadcast management (now Ron Irion) to a vice presidency.

The Futures Committee will also propose that NAB establish a blue-ribbon panel of industry executives—a sort of "super think tank"—who, while they may not have time to be active in NAB's affairs, may be willing to contribute counsel.

High on the discussion list will be replacing Don Zeitfog, head of NAB's government relations department, who is resigning to return to private law practice. Speculation is that NAB is looking to outside for a "dynamo-type" who is a very strong lobbyist. In the meantime, President Vincent T. Wasilewski will carry the lobbying torch, along with John Summers, executive vice president and general manager.

There also will be discussion of Comsat's proposal for direct-to-home broadcasting, probably tied to board member concerns about retransmission consent. NAB had asked Comsat executives to attend, but they declined until they could more adequately prepare their position and plans. There also will be a general discussion of code matters, including the Justice department's antitrust suit against the television code and contraceptive advertising. Also on the list: performer royalties, 9 kHz spacing in the AM band, AM stereo, UHF television and the children's television proceedings at the FCC and FTC.

Tom Bolger of WMVT-TV Madison, Wis., the joint board chairman, said: "We already have positions on those issues. What is important is seeing that they are acted upon as promised." He added that the industry is in a "holding pattern" with the code suit and the rewrite still going on, but we must do some "solid planning" for these issues which will affect the industry for years to come.

Today (Jan. 21) the convention and executive committees will choose the winner of this year's Distinguished Service Award—NAB's choice of the individual it feels has contributed greatly to the industry during his lifetime. Front runners are Arch Madson of Bonneville; Don Thurston, Berkshire Broadcasting, North Adams, Mass. and NAB's immediate past chairman; Elton Rule of ABC, and Stanley E. Hubbard, Minneapolis-based Hubbard Broadcasting.

**Looking to the future**

This is the official list of nominees for 12 seats on NAB's 30-member radio board and six seats on its 15-member TV board. Ballots will be mailed Feb. 8, results announced March 5. Winners take office June 2. (*Indicates incumbent, indicates past board member seeking return.)

**Radio board**


**Television board**


**Iowa caucuses send campaigns into high gear**

Carter gets 'Meet the Press' for solo appearance; Kennedy lands on 'Issues and Answers' while others stay close to preferences on even. newscasts; state's broadcasters benefit from intensified advertising

Iowa voters were going to their precinct caucuses today (Jan. 21) to express their preference among presidential candidates after being wooed by Republican and Democratic hopefuls in campaigns that attracted national attention right up through Sunday (Jan. 20). Three major candidates, including President Carter, were on the network interview programs.

Within Iowa, along with the news product of the local media, there was the continuing barrage of television and radio commercials singing the praises of the assorted candidates at a rate that kept station accountants happy. There was even the unusual event of a campaign program rerun—a half-hour piece produced for the Kennedy campaign that was said to have wow'd Iowa the first time around.

In all of that, it was probably NBC's *Meet the Press* that attracted the most attention when it landed Carter for an appearance on the day before the Iowa voting. The President's opponents—Senator Edward M. Kennedy (D-Mass.) and Governor Jerry Brown of California—asked for a chance to appear with the President in a format that would make up for the debate in Des Moines that was canceled when the President withdrew.

That was not to be. The show's executive producer, Bill Monroe, said it would have been "unfair" to ask a guest who had accepted an invitation for a solo performance in a half-hour program to participate with two other guests.

Nor did he think having the President on the day before the caucuses is unfair to his opponents. Of these things right out over the period of a campaign," Monroe said. He noted that Brown and Kennedy had been on the program in November after each had announced his candidacy, and as the show's producer, Betty Dukert said, an appearance on an interview show
EASTMAN RADIO

proudly announces its appointment as national sales rep

WAKY and WVEZ
Louisville, Kentucky
Multimedia Station
is not always a blessing. She recalled that presidential candidates Senator Barry Goldwater (R-Ariz.) in 1964 and Senator Edmund Muskie (D-Maine) in 1972 had reason to regret appearances on the show.

In any case, Monroe said White House acceptance of the invitation had "surprised" him. He noted that invitations extended periodically over the three years of the Carter presidency had been routinely rejected, and he said he expected the same of the one submitted early in January, which suggested the Jan 20 date.

Although NBC had scored a clear beat in the interview shows' competition for newsworthy guests—Carter was only the second sitting President to appear on such a show; the first, on Meet the Press, was President Gerald Ford—ABC's Issues and Answers was not unhappy with the substitute guest it came up with as a result of counterprogramming NBC. Kennedy.

The show's producer, Peggy Whedon, had hoped to round up at least most of the Republican candidates for a special hour-long program that would originate in Ames, Iowa. When those plans fell through, she found Kennedy a willing substitute. "Terrific," she said of the switch. "Good programming."

(The invitation may have soothed Kennedy but it served only to frustrate Brown further. His campaign which is less than robust financially, chose not to buy any broadcast time in Iowa, and Brown had already been bitterly disappointed when the cancellation of the Democratic debate in Des Moines wiped out his chance for national exposure. He called NBC's refusal to present all three Democratic candidates on the program yesterday "outrageous." He felt strongly enough about being excluded from the Meet the Press program to file an equal-time complaint with the FCC. The commission on Friday rejected the complaint on the ground the program was exempt from the equal-time law as a "bonafide news interview" program. But the matter didn't end there. Brown's attorney, Sam Turner, promptly filed an appeal with the U.S. Court of Appeals in Washington, and said he expected a decision during the weekend.

As for CBS's Face the Nation, it went with its announced guest, George Bush of Texas, the one-time long shot whose performance in recent months had shortened the odds on his eventually winning the Republican nomination.

The CBS announcement did not produce an outcry from the other Republicans, even though the interview program marked the second time in eight days Bush was featured on CBS. On the preceding Sunday, he and his campaign were the subject of a 60 Minutes segment that did not involve Bush. The show featured Robert Goodman. The piece showed Goodman staging a Bush arrival at a New Hampshire airport (which he actually reached by automobile) for filming of a television commercial that would show Bush greeted by enthusiastic, if rehashed, partisans.

But it wasn't a Bush festival on CBS. On Tuesday, a tape of a Walter Cronkite interview with Senator Howard Baker, Jr. (Tenn.), Bush's main rival for the center of the Republican road, aired on the network's evening news. Two days later, it was Kennedy with Cronkite. The interviews were part of a series that began on Nov. 13 with John Connally.

For its part, NBC presented the second in its series, The Issues, featuring a montage of candidates, on Wednesday. The five-minute segment, "What's Wrong with Carter?", involved pieces of interviews John Chancellor has done with Carter, Baker, Bush, Connally, Ronald Reagan, Kennedy and Brown.

Meanwhile, the candidates last week continued to run up what were probably record purchases in Iowa even if the FCC on Monday ruled that the caucuses are functionally the same as a primary and that broadcasters, as a result, are obliged to charge only their lowest unit rate for political advertising (see page 61).

A new player helping to increase broadcast receipts was Senator Robert Dole (R-Kan.), who purchased about $25,000 worth of television time last week. It had also purchased about that amount in radio over the past month.

Radio, in fact, was considered a valuable medium by several of the candidates. A Bush aide, modifying an earlier estimate, said that $19,000 of the $32,000 the campaign spent in Iowa in the final two weeks went to radio. Reagan wound up spending about $44,000 on radio and $8,000 on television, while Baker apportioned between $10,000 and $15,000 of the $80,000 it spent in Iowa on radio. And of the $150,000 the Connally campaign was estimated last week to have spent in Iowa—more than any other candidate—a spokesman said about 20% went for radio.

The Kennedy campaign was also a major purchaser of radio time—some $40,000, according to Phil Bakes, the deputy campaign manager. That was substantially more than the approximately $27,000 the campaign spent on television.

But it was the half-hour program featuring Kennedy discussing issues in the first 15-minute portion and a group of Iowans commenting on the senator's remarks and the campaign generally (Broadcasting, Jan. 14) that proved the hit of the campaign.

Response to the program, shown originally in six markets on Monday, was "overwhelming," said Steve Johnson, a Kennedy aide in Des Moines. Indeed, Kennedy workers detected a shift to Kennedy among previously uncommitted voters who had seen it, Johnson said. "As a result, we felt more might shift if the program were shown again." The campaign aired the film the second time at the end of the week, generally in the same six markets, but on different stations, for a total of $6,500.

Consensus in Philadelphia: First is public's amendment, too

Keynoter Dan Rather, other speakers say press should align itself with audience in withstanding judicial onslaughts on freedom

The press has caused many of its own headaches by failing to show that the First Amendment belongs to everyone, speakers agreed last week at a two-day First Amendment Congress co-sponsored in Philadelphia by the National Association of Broadcasters, the Radio-Television News Directors Association and 10 other press groups.

The keynote speaker, Dan Rather of CBS, declared that the Supreme Court is "in the process of repealing the First Amendment as we know it." As a result, legal considerations increasingly affect editorial decisions, he said. He placed part of the blame on the fact that he and his colleagues "have done a very poor job over the years" in making people understand that the First Amendment is not a "special privilege for journalists."

Rather said that public mistrust of the press is fueled by judges who, "although good and decent, don't understand the role of the press—and that's why journalists are speaking out." The 60 Minutes correspondent added that the public can help reporters by criticizing station owners and publishers who don't live up to their responsibilities.

The conference was designed to capture public attention and to dramatize what its organizers see as threats to press freedom. It will be followed by workshops in Williamsburg, Va., March 16-18. There, some 150 of the 250 journalists, public officials and community leaders present last week will try to devise ways of alerting the public to their concerns.
not the courts but a lack of public concern. "The public and the press are on the same side," she said. "We admit this is self- serving but we can't do what's required of us without support. We're in it together."

Threats to the First Amendment aren't anything new, said John Henry Faulk, the Texas humorist whose CBS career was destroyed by blacklisting in the 1950's. "For 190 years, Congress and the Supreme Court have been trying to get around the First Amendment's absolute guarantee," he said. "Every time it panics it makes a law. That's what McCarthyism was all about. Fear and ignorance are our twin enemies."

Pollster George Gallup Jr. reported that although new surveys show the media favorably regarded in many important respects, "there's a need to sensitize the public to the need for freedoms of the press." His December survey of 1,523 adults ("Closed Circuit," Jan. 14) showed that only 24% know what the First Amendment is or what it deals with. Of those polled, 37% feel present restrictions on the press are "not strict enough" while 17% say controls on the press are "too strict." Another 32% say present press curbs are "about right" and 14% have no opinion. In a 1958 poll, 21% wanted tougher controls on the press.

New Orleans Mayor Ernest Morial said that as long as the media continue their "inadequate performance," they will continue to face judicial restrictions. He criticized what he sees as reporters' "preoccupation with personalities rather than issues, desire to entrain rather than inform and over-simplification of issues."

Many journalists, he said, "are unprepared to do anything more than switch on a tape recorder." Not every issue, he declared, "is quick, simple and easily packaged into a 30-second tape."

New Jersey Congresswoman Millieftenk (R) told the group that she is "terrified" that the press always set its own standards for itself, "someone will try to set them for you." Calling the press her "refuge, strength and comfort," she criticized it for not living up to its privileges. "Only you can set the limits of what is a responsible press," she said. National News Council associate director A. H. Raskin agreed. "We ought to be setting standards. If we don't, the government will move into that vacuum. But quite aside from that, we ought to do it because it's the right thing to do," he said.

Two noted First Amendment lawyers gave varying degrees of praise to the Supreme Court that the press has criticized so often. Jerome A. Barron, dean of the National Law Center, George Washington University, criticized the press for being more "eloquent and vaunting" in defending its own privacy and free expression rights than in backing the rights of the public it serves. Barron termed charges of a high court vendetta against the press "typical hyperbole," saying that the court is simply trying to reconcile "competing but weighty claims of media freedom versus individual freedom." Evansville, Ind., attorney and civil libertarian Sydney Berger gave the court a more veiled compliment. "It's the best thing to have happened to us. If it hadn't scared the hell out of the news media, we wouldn't be here today."

Summing up, New York Times columnist Anthony Lewis said it was "surprising and refreshing" that the congress's consensus rejected the idea that "the First Amendment is for the press alone." Public doubts about the press would intensify if reporters claimed they had special privileges, he said. "Press rights are not absolute—absolute rights cannot exist in the real world," he said. "The safety of the press does not lie in special treatment and exclusivity."

Jack Landau, a founder and director of the Reporters' Committee for Freedom of the Press, told a Boston audience last Friday that judges feel they're above the Constitution. "There is no alternative but to fight back with every tool at our disposal," he said and advised reporters: "If we stick to our principles, the courts eventually will come to their senses," he said. Landau predicted, however, that the battle for press freedom would be a "long, expensive and difficult" one.

INTV: a show of strength in Houston

Independent television stations, long the stepchildren of a network-dominated TV system, may still have their competitive crosses to bear. But as demonstrated by last week's Association of Independent Television Stations convention at the Galleria Plaza in Houston, a good deal of muscle has developed to carry the weight.

The meeting was not without crisis talk—this year's main battle cry being syndicated program exclusivity. On other fronts, the struggle continues against purported second-class treatment from certain advertisers and agencies, as well as contending with soaring program prices.

As INTV Chairman Bob Worthington, president and general manager, KBMA-TV Kansas City, Mo., told the organization, "We have some pretty serious fights ahead of us."

But almost in the same breath, Worthington was ready to predict that independents would represent a 2 billion dollar increase in the 1980's, double the billion-dollar mark that INTV has projected for 1982.

INTV President Herman Land pointed to a "tendency to forget we have some fundamental strengths." Specifically Land was referring to the independents' struggle to keep growing in the face of alternative electronic media.

The strengths, however, were far from forgotten. If localism is indeed the key to survival, as common thought had it, there were INTV members ready and willing to talk about beefed-up news efforts and other self-generated programming.

A break through looked like it was coming with Group W's P.M. Magazine, possibly opening the doors to independents for a mix of local and syndicated public affairs. Independent-born entertainment consortiums, such as Operation Prime Time and the Program Development Group, continued to plan their strategy while in Houston.

There was power, too, if only shown from the composition of the attendance at the convention. Within the mix of more than 500 people at the Galleria Jan. 13-16, program distributors about matched the number of station people. It was clearly a case of growing distributor presence equaling the independent strength.

The membership also took steps to give more muscle to the organization that represents them. A 25% increase in dues was approved, which would bring INTV's budget to more than half a million dollars.

The stations also approved the INTV board's decision to move headquarters to Washington for more visibility and easier access to the regulators ("Closed Circuit," Jan. 7). The "presumption at the moment" is said to be that Land and Nicki Goldstein, vice president, operations, would be moving with the office. INTV is hoping to relocate by the end of the summer; the marketing staff, under Art Elliot, INTV vice president, will remain headquartered in New York.

The nature of the convention, however, is likely to remain the same. Despite urgings from one (but not all) distributors, INTV stations almost unanimously rejected requests for official screening times and hospitality suites at next year's gathering at the Century Plaza hotel in Los Angeles Jan. 18-21. The idea is to keep the public relations and negotiations of the program marketplace secondary to the nuts-and-bolts focus on independent-station operation.

Detailed coverage of this year's INTV begins on page 34 and continues through page 37.

CONVENTION COVERAGE

Chairman Worthington

Broadcasting Jan 21 1980

33
Broadcasters like what they hear from Goldwater

In speech at INTV, senator says he doubts any rewrite will pass this Congress; in unused portion of his text, he opposes FCC's children's programming rulemaking and applauds radio deregulation

The chief protector of the status quo, so far as broadcast regulation is concerned, may well be the upcoming election year. Senator Barry Goldwater (R-Ariz.), ranking minority member of the Senate Communications Subcommittee and co-sponsor of a communications bill, last week advised INTV conventioners in Houston against expecting "any revision of the Communications Act in this session of Congress."

Whatever regulatory changes may come, Goldwater said, there will always be those who believe they were given the short end of the stick. And the Republican senator, himself a candidate for re-election, said "I don't think anybody, including myself, wants to get anyone mad" in the communications business at election time.

Goldwater, for the most part, abandoned his prepared text on broadcast issues for some strong words on a less parochial subject: the U.S. position in world affairs. He said he's never seen the country facing as much trouble as it is now.

Goldwater supported the cutback of grain to the Russians and said "I would place an embargo on every damn thing the Russians want." That included the upcoming summer Olympics and Goldwater stressed that he was "in perfect agreement" with those who want the games pulled from Moscow. Goldwater's audience of broadcasters found some comic relief when he suggested that NBC, like wheat farmers, might then have to be helped out by the government.

Asked whether he thought too much play had been given to the Iranian crisis on U.S. airwaves, Goldwater said "I've always felt you can overdo any subject." However, he did comment on the tenacity of new people there who have "done all they can to do short of being shot." The senator said he hoped the coverage was honest—alleging that such wasn't always the case during coverage of the Vietnam war.

Goldwater's presence at the INTV convention drew standing ovations before and after his speech. He likely would have found favor with the audience had he gone with his prepared address as well. His stance on issues expressed in the unused portion of the text, clearly would have put him on the side of broadcasters.

The senator was to have kept up his opposition to a spectrum-use fee. "None of the theoreticians at the FCC or the National Telecommunications and Information Administration has convinced me that charging for the use of the radio spectrum makes sense from a legal or economic standpoint," the speech read. "At the present time I remain firmly convinced that the cost of regulation is the only sound basis for imposing fees."

Regarding syndicated exclusivity and distant signal rules, Goldwater's text said that "our bill does not now deal" with those issues. But he also was to have added, "believe me, we know of your interest."

Here, however, he wouldn't have been overly optimistic. "I sense a reluctance," the speech said, "on the part of the Communications Subcommittee to open up this issue so soon after Congress thought it had been resolved" through the copyright revamp.

In his bill, the burden of proof of harm from distant signal importation is on the broadcaster. The text has Goldwater reporting plenty of mail calling that a mistake. While he's not sure how involved the subcommittee should be in this matter, he would have promised more study and "in the meantime," urge the FCC to "proceed cautiously in any further deregulation of cable."

He was to have called the FCC's proposed rulemaking into children's programming—suggesting minimum program requirements—"dangerous" and "a clear violation of First Amendment rights.
"If past efforts to intervene in the programming process, such as the prime-time access rule are a guide, I am convinced that the needs of our children will not be served,..." the speech read.

It continued: "The commission's refusal to heed the concerns of members of Congress with this proceeding gives added support to the proposal in our revised bill to require an annual authorization for the Federal Communications Commission."

The speech applauded radio deregulation efforts at the FCC. But Goldwater doesn't believe it is a fait accompli, particularly since "press reports indicate that the so-called 'public-interest' advocates such as Ralph Nader and others have already jumped on the bandwagon condemning [it]. There is no assurance that the FCC will ultimately adopt its proposal."

Ex parte rules called 'chilling' by FCC's Jones

She tells INTV policy should be amended, says reversal in Pertschuk case will stimulate open thinking by regulators, hits 'revolving door' policy

The FCC issues that INTV conventioners wanted to hear about the most weren't touched by Commissioner Anne P. Jones. Instead, she used her luncheon address to explain the reasons regulators like herself have been quiet about such subjects as children's television and syndicated exclusivity. And Jones urged the revision of the "ex parte" rules she said prevent commissioners from receiving all the input they need.

The FCC's ex parte policy—generally requiring that a memorandum be added to the record whenever a decision-maker discusses a pending rulemaking with an interested party—"has a chilling effect," she said, and "is very unfortunate and probably unnecessary." She said the policy is fine for adjudicatory matters and frequency-assignment disputes. But, for ordinary rulemakings, Jones would scrap it.

"Something you might want to say...may not be heard because in the circumstances, as at dinner or a stroll, it is impossible or impractical to produce a memorandum," Jones said. She added that valuable comments also might not be brought up because of the "nuisance" of a follow-up memo or the worry that not following up "could jeopardize the rulemaking."

"The thing to do is revoke or change the policy and I am trying very hard to get that done," she said, adding that "decision-makers need all the help they can get...." Jones told her audience that the commission is looking into its policy, explaining that FCC Chairman Charles Ferris has requested a review by the agency's general counsel, with suggestions before the first of the year.

Jones also said that broadcasters and others "for a while, at least, might be hearing more of what we are thinking on matters pending before the commission." Regulators may be more willing to talk, she explained, now that the U.S. Court of Appeals has overturned a district court decision disqualifying Federal Trade Commission Chairman Michael Pertschuk from that agency's children's television proceeding.

As she related, comments by Pertschuk had led the lower court to find him to have "tainted the matter" and it "ordered him to refrain from participating further in it." Jones said the reaction was "a pervasive apprehension among agency members of being 'Pertschuked.'"

Now that the decision has been over-
turned, the case could be taken to the Supreme Court. "But if that doesn't happen, or until it does, we can again say what we think today without fear of being discredited as being unable to revise our views tomorrow based on additional information or further reflection."

Jones, nevertheless, chose not to share her views on the FCC investigations into possible cable deregulation and children's programming.

She did, however, attack the "revolving-door" policy that stops people from easily moving from government to private practice and back to government again. "I think we are destroying government service," she said, adding that ambitious and bright people may not move into the government sector for fear that it later might hamper another career move.

Asked about the efficiency of the FCC, Jones mentioned a quote she had made earlier, calling the FCC the worst of the three agencies in which she has served. She said she is "astonished and appalled" at the length of proceedings. But she added it may well be a reflection of the industry being regulated and the value of broadcast properties, causing parties to take advantage of ways to delay or protract proceedings.

Jones called the delays "mind boggling" at times and after nine months in her office, she said she hasn't yet gotten the feel of "what's happening below." And as for changes, she said she "hasn't figured out how to do it without stepping on the chairman's prairie."
community service and image.

Hickerson, however, questioned how much money a new station can afford to put into news at the start and added that beefed-up efforts perhaps would come only after a revenue base for the station had been adequately established.

Neither has nor Murphy's Oklahoma City station has full-length news broadcasts placed in the immediate future. Murphy, for example, said he'll be counterprogramming with two minutes of news on the hour and weather on the half hour.

All participants, however, had optimistic words about the future for independents. Swartz, in fact, said it would be a "very serious choice" for him if offered an affiliation—"the bottom line is pretty good," he added.

For a panel on "Programming the Independent of Tomorrow," INTV picked the brains of four broadcasters fighting it out in the country's most competitive independent market. Representing Los Angeles were Walt Baker, vice president, programing, KHJ-TV; Anthony Cassara, vice president and general manager, KTLA; Robert O'Connor, vice president and program director, KTTV, and Evan Thompson, president, television division, Chris-Craft (KCOP). Shooting rapid-fire questions was moderator John Serrao, vice president and general manager, WPPT-TV Memphis.

Cassara warned against "emotionalism" in program purchases. The stakes are clearly higher. He explained that his programing budget jumped 20% from 1978 to 1979, and, basically due to purchases of Happy Days and Starsky and Hutch, will be up 45% in 1980. Cassara admitted this causes the bottom line to suffer but he added that the station has to go after the audience.

Baker said his 1979 budget was 37% higher than the previous year. Both O'Connor and Thompson cited a "slight increase."

The independents reported viewing down in the 5-8 p.m. block since the Iranian crisis, which has been a strong draw for affiliated stations' news. Prime time, however, was said to be up over the previous year. But the independents also said they were aware of growing competition from over-the-air subscription TV, the Public Broadcasting Service and Spanish-language television programing.

As for the price of film packages, Baker said that, with seven VHF stations in the market, "somebody always pays" and he wasn't optimistic about stopping the spiral. Cassara, however, said he might be the one to refuse.

What (off-network) programs remain to be sold in the market? According to Serrao, Eight is Enough, Little House on the Prairie and Barnaby Jones.

Those participating on a "legislative/regulatory outlook" panel were far from cheering in the situation in Washington. But they didn't present a totally bleak picture.

Dean Burch, former FCC chairman now counsel and partner in the Washington law firm of Pierson, Ball & Dowd, said it was a "little early for sackcloth-and-ashes" when it comes to the syndicated program exclusivity issue. His belief is that the best course is for the FCC to get some experience with relaxed distant-signal importation before it thinks about dropping exclusivity.

Burch said he doesn't put much stock in the theory that the consideration of these matters is being timed to coincide with the expiration of James Quello's term as FCC commissioner in the second quarter of the year. "If the past is prologue," he explained, a successor to Quello or his reappointment ranks low on White House priorities (and therefore may not be decided immediately). Burch, who wants Quello reappointed, said "you've had an entirely different ballgame" over-all at the FCC, if Quello hadn't been serving there.

Larry Scharff, INTV counsel and partner, Pierson, Ball & Dowd, said that broadcasters were "beginning to experience light as well as heat" in the FCC children's proceedings. The "specter" of more commercial-time cutbacks is gone, he explained. But he added that the threat of age-specific program requirements remains. Even there, however, he found reason for optimism, adding that a majority of commissioners at least are worrying about program regulation.

At the Federal Trade Commission, Scharff said, his partner, Bill D'Amico (who represents INTV there) doesn't expect any action on children's advertising until the Senate Commerce Committee votes on an authorization bill. That, Scharff said, could take away the FTC's jurisdiction over allegedly "unfair" advertising and stop the trade commission in its tracks.

David Polinger, vice president/assistant to the president at WPRT Inc. and chairman of the National Association of Broadcasters' ad hoc committee on cable copyright protection, reported on the defeat of the NAB's efforts to earn broadcasters a bigger piece of the copyright fund pool.

But he also used the INTV convention to announce that the NAB last week would be filed a petition for review of Copyright Tribunal findings and that tribunal hearings will be deferred until the Court of Appeals in Washington considers it.

Among the outside observers looking in at the future financial position of broadcast stations was Tony Hoffman, vice president of Bache Halsey Stuart Shields. Using a "historical perspective," Hoffman said he doesn't expect things will be too bad in 1980. But he did warn broadcasters to figure on inflation and recession and not just assume growth from percentage increases alone.

For the first half of 1980, he projected, the inflation rate will be 12%. Therefore, he said, "doing 13% or 14%" over the previous year isn't saying much. By the end of 1980, Hoffman believes the inflation rate will drop to 8%.

Over all he said spot advertising should be up 13% in 1980 and local up 15%. In 1981, he expects spot to be up 14% and local up 17%. Inflation will be less then, but Hoffman stressed that broadcasters be

How We Grow Faster in Sales. L-r: Arthur C. Elliott, vice president, marketing, INTV, New York; Robert R. Hartman, chairman, INTV Marketing Advisory Committee and general sales manager, WUSA-TV Cleveland; John D. King, director of marketing, Midwest, INTV Chicago; Robert A. Cook, director of marketing, West, INTV Los Angeles; Frederic J. Gold, research manager, INTV New York; (not pictured) Richard Goldman, general sales manager, KTVU-TV Oakland-San Francisco.

"New Independent Station." L-r: Earl Hickerson, president, General Media Corp.; David Murphy, vice president and general manager, KOAA-TV Oklahoma City; Donald E. Swartz, president, United Group Stations and general manager, KMPG-TV Minneapolis; moderator Eugene D. Adelstein, general manager, KAZI-TV Tucson, Ariz.; and general partner, Roadrunner Television and Southwest Television.
prepared for the effect of recession.

Other advice from Hoffman: Broadcasters should do everything they can to avoid being displaced by alternative media as an advertising medium. And to UHF broadcasters in particular, he suggested bargaining with cable companies for a channel location on the cable between network affiliates. He said increased audience will follow.

Others serving on the INTV’s investment panel were William S. Lear, vice president, First National Bank of Chicago, and Carl D. Thoma, president of the same bank’s First Chicago Investment Corp.

Lear said the bank was building its communications portfolio on a diversity of media—from the “breadth possible base.” Thoma predicted 10%-15% growth for independent stations in the first five years of the 80’s, rather than the 20% of past years. He also said that all independents, however they are run, would not be able to ride the wave of the 70’s boom. He expects that some poorly managed stations might even be sold in the 80’s for less than their purchase price.

■ Subscription television—a key subject for independents who see it drawing audience away from standard broadcasting and for those who might want to get into the business themselves—was covered in the final session.

Futures? Everitt A. Carter, chairman and chief executive officer of Oak Industries, predicted there would be 1.8 million STV subscribers by 1981 and 2.8 million by 1982. He expects seven new STV’s to start up in 1980, with eight more for each of the following two years. Paul E. Kagan, president of Paul Kagan Associates, was more conservative about the growth, anticipating 850,000 in 1981; 1.4 million in 1982, but by 1985: 3.2 million.

John Reynolds, president and chief operating officer, Golden West Broadcasters (involved in both conventional and STV broadcasting), encouraged INTV members to keep an open mind and remain strong through innovation. At his KTLA(TV) Los Angeles, for example, he mentioned that prime-time movies are given a “pay-TV feel” with only two commercial interruptions. He said ratings have gone up 50% since the station began using the technique.

■ Elsewhere in sessions: On the technological side, George A. Speris Jr., vice president and general manager of Group W Productions’ Television Syndication Center was there to talk about Vidsat, his company’s satellite distribution plan which this fall will begin to transmit

programing with coverage of the top-100 markets by the first quarter of 1982. A panelist too was John T. Bray, president of Blairsat, which already has been distributing commercials via the bird.

In news, Ted Feurey, general executive for broadcasting, UPJ, gave an update on computerizing the newsroom. And in sports, Joseph F. Hennessey, partner, Lovett, Ford & Hennessey, said it might be the time for independents to give closer study to the contractual arrangements networks have with sports organizations. Meanwhile, Tom Villante, executive director of marketing and broadcasting in the Office of the Commissioner of Baseball, advised stations to negotiate for rights by pitching what they can do to promote stadium attendance.

Among those talking about sales was John King, INTV’s director of marketing, Midwest, who said the “biggest challenge” in Detroit may be to convince Kenyon & Eckhardt to look more toward independents in planning its Chrysler campaigns. Abe Kent, senior vice president, Ideal Toy, outlined the importance of all-family programing for his commercials. And from the research side, Arbitron announced its new VTA (viewer tracking analysis) for stations to use for promotion. And researchers talked about a future of rating “personal viewing” rather than just households.

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After the wedding, before the divorce: Allen Neuharth of Gannett (foreground) and Karl Eller of Combined after they formally closed the year’s biggest station-package deal—$370 million. By year’s end, Eller had resigned from the new company, citing policy and style differences with Gannett management.

Stations trading breaks billion-dollar barrier

Gannett-Combined deal pushes money volume to record high in 1979; 64 TV and 581 radio facilities change hands

Given an afterburner boost by the merger of Gannett Co. and Combined Communications Corp., the total value of stations traded in 1979 soared over the $1-billion mark. Sixty-four television stations and 581 radio stations changed ownership during the year for cash, stock and other considerations amounting to $1,116,648,000. And even when the $370-million of the Gannett-Combined Communications merger is discounted, total dollar volume rose 14.5% over 1978, rising to $746,678,000 as compared to the previous year’s record total of $651,728,000.

Although dollar volume was up across the board, five fewer radio stations were sold in 1979 than in 1978; 13 more television stations were sold. The average sales price of a television station was $6,757,042, an 18.9% increase over 1978. And the average price of a radio station was $614,646, 8.6% higher than 1978.

The big news of the year, of course, was the Gannett-Combined Communications merger, the biggest consummated transaction in broadcasting history. (The $500-million merger of Cox Broadcasting and General Electric is still under FCC review.) Gannett, in a deal that closed just hours after the FCC granted its approval on June 7, 1979, absorbed the entire Combined Communications portfolio that was just two stations shy of a full 21. As a result of the deal, Gannett now owns Katar-TV Phoenix (ch. 12); WXIA-TV Atlanta (ch. 11); KCOO-TV Oklahoma City (ch. 5); KBTV(TV) Denver (ch. 9); WPTA(TV) Roanoke, Ind. (ch. 21); WLKY-TV Louisville, Ky. (ch. 32); KARK-TV Little Rock, Ark. (ch. 4); KSDK(AM)-KEZL(FM) St. Louis; KISS-AM-FM Los Angeles; WDEE(AM)-WCZY(FM) Detroit; WQON(AM)-WGGC(FM) Chicago, and WWWE(FM) Cleveland. Also included in the purchase price were two newspapers and outdoor advertising operations. Prior to the FCC’s approval of the merger, Combined Communications rearranged its holdings to grease the merger’s passage through the FCC. It swapped KSTAR(AM)-KBRC(FM) Phoenix and $2 million for Pulitzer Publishing’s KSD(AM) St. Louis and bought KCFM(FM) St. Louis from Commercial Broadcasting for $3.2 million.

The merger forced Gannett to spin off its only broadcast property, WHEC-TV Rochester, N.Y. (ch. 10), to make room for the seven television stations. And as is befitting a spin-off of a deal of that magnitude, the sale of WHEC-TV to BERN Broadcasting of Rochester for $27.7 million was the largest deal involving a single station in 1979. The sale was also noteworthy as WHEC-TV became the first major-market network affiliate (CBS) owned by a minority group. (BERN is controlled by Ragan Henry, a black broadcaster.)

The other big deal consummated in 1979 was the merger of Rust Craft Greeting Card Inc. and Ziff Corp. The deal had been approved in the spring of 1978, when Rust Craft’s radio stations were spun off to form Associated Communications Corp., but the merger and the transfer of the six television stations were held up by a dispute on Rust Craft’s board of directors. It wasn’t until March 1979 that the deal was closed with Ziff paying $89 million for Rust Craft’s stock. Ziff had recovered $6.6 million through the radio spin-off. The Ziff stations include: WOQV(TV) (formerly WSTV-TV) Steubenville, Ohio (ch. 9); WEYI-TV Saginaw, Mich. (ch. 25); WRDW-TV Augusta, Ga. (ch. 12); WJSY-TV Jacksonville, Fla. (ch. 17); WROC-TV Rochester, N.Y. (ch. 8), and WRMB-TV Chattanooga (ch. 3).

There were three lesser mergers in 1979. Shamrock Broadcasting, owned by the family of Roy E. Disney, took over Starr Broadcasting for $21.6 million; Viacom International bought the bulk of Sondertling Broadcasting for $32 million, and Western Sun Inc. took control of McClure Broadcasting and its seven stations for $27.7 million.

Shamrock Broadcasting now owns KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; WBOK(AM) New Orleans; KYOK(AM) Houston; KUDL-FM Kansas City, Kan.; WWWW(FM) Detroit; KMCG(FM) Dallas; WTVQ-TV Lexington, Ky. (ch. 62), and KTV(TV) Honolulu (ch. 4), KHVO-TV Hilo (ch. 13) and KMAU(TV) Wailuku (ch. 12), all Hawaii.

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RCA protects your equipment better than anyone else. With 24-hour parts replacement service. And our famous TechAlert, for help as close as your phone, any time of the day or night. Plus emergency service. And service manuals and training seminars.

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Cost-effective broadcasting: we make what it takes.
Everybody loves somebody...

and everybody loves Dean!

Source: Nielsen Overnights, Dec. 1978. Audience figures are estimates subject to limitation of the techniques and procedures used by service noted.
“We’re very pleased with Dean,” says David Chase, PD at WDSU-TV, New Orleans. “Pleased enough to move the show from its 10:30 Sunday night position to an earlier prime time slot.”

“Great counter programming!” adds GM Bob Krueger of KTVB, Boise. “Against the competition’s movies, THE DEAN MARTIN SHOW is #1 in its time period.”

And from Lionel Schaeen, GM at KHJ-TV, Los Angeles: “The best thing we’ve done this year has been to buy Dean Martin from NTA. The show continues to build...”

That ever-popular crooner, Dean Martin, brightens the TV screen with music, variety, comedy and top guest stars. The most expensive variety show ever produced, THE DEAN MARTIN SHOW was a smash on NBC-TV, averaging a 37% Nielsen share over a 9-year run.

Yes, nobody does it like Dean... with 26 hours of superstar entertainment.

The Dean Martin Show

NTA

12836 BEATRICE STREET, LOS ANGELES, CALIFORNIA 90066 (213) 390-3663
BUDD GROSSKOPF, CHIEF OPERATING OFFICER; ARTHUR S. GROSS, V.P., WORLD-WIDE SALES
woad-TV Moline, Ill., and WIBA-AM-FM Madison, Wis., picked up KYX(TV)(AM) Oregon City and KGNU(FM) Portland, both Oregon; KLAK(AM)-KPFL(FM) Lakewood, Colo., and KHON-TV Honolulu (ch. 2), KIWE-TV Hilo (ch. 11) and KAIU-TV Wailuku (ch. 7), all Hawaii.

Viacom added eight radio stations and one VHF to its lone broadcast property, WVIT(TV) New Britain, Conn. (ch. 30); WMBQ(FM) Washington; WWR(FM) New York; WDIA(AM)-WQPD(FM) Memphis, KKKK(FM) Houston; KDIA(AM) Oakland, Calif., and WAST(FM) Albany, N.Y. (ch. 13). Egmont Sonderling, the principal owner of Sonderling Broadcasting, held on to WOPA(AM)-WBMX(FM) Oak Park, III. Sonderling's WOL(AM) Washington, whose license has been set for hearing, has been sold to a third party, subject to FCC approval.

Record-breaking sales for UHF and VHF stations were announced in 1979, but as the year ended neither had passed muster at the FCC. Outlet Co. agreed to buy KGRW(TV) Stockton, Calif. (ch. 13), for $65 million and Ted Turner sold WRET-TV Charlotte, N.C. (ch. 36), to Westinghouse for $20 million. Although these sales belong to 1980 upon consummation, plenty of high-priced trades were closed in 1979.

WHEC-TV Rochester, N.Y., the spin-off of the Gannett merger, was the biggest. But American Family Corp., a diversifying insurance company based in Columbus, Ga., came close. It bought KFVS-TV Cape Girardeau, Mo. (ch. 12), from Hirsch Broadcasting for $22,235,984. And later in the year, American closed on its purchase of WTOC-AM-FM-TV Savannah, Ga. (TV on ch. 11) for $7.72 million from William T. Knight and family. (To comply with FCC rules, American spun-off WTOC-AM-FM to Bluegrass Broadcasting Co. for $12.5 million.) The 1979 buys combined with American's buys of WVEA-TV Columbus, Ga. (ch. 38), and WAFV(TV) Huntsville, Ala. (ch. 48), in 1978, suddenly placed the company prominently on the broadcast rolls.

The New York Times Co. was active too. It bought KFSY-TV Fort Smith, Ark. (ch. 5), for $17.5 million from Buford Television and agreed to buy WHNT-TV Huntsville, Ala. (ch. 19), for $12 million from North Alabama Broadcasters Inc. And John Blair & Co., a major station representative, among other things, purchased three television stations in 1979: KSBW-TV Salinas (ch. 8) and KSBY-TV San Luis Obispo (ch. 6), both California, from Central California Communications Corp. for $16,843,540 and KOKH-TV Oklahoma City (ch. 25) from the Independent School District No. 89 of Oklahoma county for $3.5 million.

The biggest UHF deal of 1979 was Taft Broadcasting's purchase of WDCO-TV Washington (ch. 20) from Superior Tube Co. for $15 million. WDCO-TV was challenged for its record by Ralph C. Wilson Industries, which paid $14 million for KGSR-TV San Jose, Calif. (ch. 36).

Storer Broadcasting's implementation of a plan to get out of radio and a couple of record-breaking deals kept things active in the radio portion of the marketplace. Storer sold KTNQ(AM) Los Angeles to K-Love Broadcasting Inc. for $8 million; KTHT(AM-FM) Los Angeles to Greater Media Inc. for $4 million; WOBS(AM-WLTF(FM) Miami to Miami Jefferson Broadcasting Co. for $12.5 million, and WSPD(AM) Toledo, Ohio, to Wood Broadcasting Inc. for $3.3 million. All that remains of its once-formidable radio holdings is WHNM(AM) New York, which has been sold to the Mutual Broadcasting System for $14 million, subject to FCC approval, and WLAK(AM) Chicago, which will be sold after Storer fulfills the three-year ownership requirement of the FCC (it purchased the station in April 1978).

Mariner Communications paid the highest price ever for an AM-FM combination, laying out $17 million for WPLW(AM) Cincinnati and WLSW(AM) Hamilton, Ohio. And Sandusky Newspapers Inc., which has bought a number of stations since early 1979, paid a record $6.7 million for KBPI(AM) Denver.

Mariner's record may stand a while, but Sandusky's won't survive 1980. Metroplex Communications has already made a deal to sell KOAX(AM) Dallas for $7 million; Cecil Richards, a broadcast station broker, is working on an $8-million FM deal, and Jim Gabbert has been busy trying to put together a deal for his KIKO(AM) San Francisco with a price in the $12-$15 million range.

AM deals closed in 1979 were topped by the $12 million the Mutual Broadcasting System paid the Chicago Federation of Labor and the Industrial Union Council for WCFL(AM) Chicago. No other AM buyer got close to the $5 million that was bought by K-Love Broadcasting, which bought KTNQ(AM) Los Angeles from Storer for $8 million; Southwestern Broadcasters Inc., which paid Relaw Broadcasting Co. $7 million for KGOO(AM) San Diego, and Taft Broadcasting Co., which, eager to complement its WTVT(FM) Tampa, Fla., paid Roundtree of Tampa Inc. $3.5 million for WDEA(AM) there.

The following are summaries of the remaining VHF, UHF and radio deals, valued at more than $1 million, that were approved by the FCC and consummated in 1979.

VHF

KSHO-TV Las Vegas (ch. 13) was sold by Channel 13 of Las Vegas Inc. to a subsidiary of The Journal Co., Milwaukee, for $13.5 million.

Joseph Amato sold KQTV(TV) St. Joseph, Mo. (ch. 2), to Malcolm Glazer, owner of two other television stations, for $9 million and bought KGTV(TV) Kearney, Neb. (ch. 13), and its three satellite sta-
TV’s Happiest Hour, is now in its 11th year of all new programs and larger audiences.

We thank these friends at the HEE HAW family of stations who have made HEE HAW Happiness possible.
You're in good company when you use the services of THE TED HEPBURN COMPANY, Cincinnati, Ohio
26 years of station transactions

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Radio only</th>
<th>Combined Radio-TV</th>
<th>TV only</th>
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<tr>
<td>1954</td>
<td>$60,344.130</td>
<td>$10,224.047</td>
<td>$26,213,323</td>
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<td>1955</td>
<td>730,793,366</td>
<td>27,333,104</td>
<td>122,571,602</td>
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<td>1956</td>
<td>115,683,683</td>
<td>32,563,378</td>
<td>65,212,055</td>
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<td>1958</td>
<td>127,537,026</td>
<td>48,868,123</td>
<td>60,872,261</td>
<td>16,795,286</td>
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<td>1959</td>
<td>123,496,581</td>
<td>65,544,653</td>
<td>42,724,727</td>
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<td>1960</td>
<td>99,341,190</td>
<td>51,763,285</td>
<td>24,648,304</td>
<td>20,474,785</td>
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<td>1961</td>
<td>128,804,167</td>
<td>55,532,516</td>
<td>42,103,708</td>
<td>31,167,943</td>
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<td>1962</td>
<td>101,742,903</td>
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<td>18,822,745</td>
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<td>1963</td>
<td>105,303,078</td>
<td>43,457,584</td>
<td>25,045,726</td>
<td>36,799,768</td>
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<td>1964</td>
<td>205,756,738</td>
<td>52,296,460</td>
<td>67,185,782</td>
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<td>55,933,300</td>
<td>49,756,993</td>
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<td>135,718,316</td>
<td>76,637,872</td>
<td>28,510,500</td>
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<td>59,670,053</td>
<td>32,086,297</td>
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<td>71,310,709</td>
<td>47,556,834</td>
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<td>1969</td>
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<td>1970</td>
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<td>393,547,914</td>
<td>125,501,514</td>
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<td>213,330,537</td>
<td>114,424,673</td>
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<td>156,905,864</td>
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<td>1973</td>
<td>230,381,345</td>
<td>160,933,557</td>
<td>2,812,444</td>
<td>66,635,144</td>
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<td>1974</td>
<td>307,781,474</td>
<td>168,998,012</td>
<td>19,800,000**</td>
<td>118,983,462</td>
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<td>1975</td>
<td>254,895,961</td>
<td>131,065,860</td>
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<td>128,420,101</td>
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<td>1976</td>
<td>290,923,477</td>
<td>180,663,820</td>
<td>1,800,000</td>
<td>108,459,657</td>
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<tr>
<td>1977</td>
<td>289,871,604</td>
<td>161,236,169</td>
<td>0</td>
<td>128,635,435</td>
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<tr>
<td>1978</td>
<td>65,172,384</td>
<td>331,557,239</td>
<td>30,450,000</td>
<td>289,721,159</td>
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<tr>
<td>1979</td>
<td>1,116,648,000</td>
<td>335,597,000</td>
<td>463,500,000***</td>
<td>317,581,000</td>
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<td>Total</td>
<td>$60,678,750,584</td>
<td>$2,651,888,285</td>
<td>$1,155,769,883</td>
<td>$2,257,722,738</td>
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Note: Dollar volume figures represent total considerations reported to the FCC for all transactions, with the exception of minority-interest deals in which controls of the licensee did not change hands. All sales have been reported to the FCC.

*Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-one rule that became effective in 1971.

**Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

***Figures represent deals involving sales of radio and television stations in single transactions. Six deals included 17 television stations and 35 radio stations.

Note: Prior to 1978, a combined AM-FM facility was counted as one radio unit in computing total number of stations traded.

**Includes properties consisting of radio and TV stations.

The Daily Telegraph Printing Co. complied with the FCC's "egregious" crossownership order and sold whis-tv Bluefield, W. Va. (ch. 6), to Quincy Newspapers Inc. for $8 million.

KDAL-TV Dinkytown, Minn. (ch. 3), was sold by KDAL Inc. (subsidiary of the Tribune Co. of Chicago) to Palmer Broadcasting for $7.25 million.

Despite the objection from a local citizen group which hoped to maintain KCPQ(TV) Tacoma, Wash. (ch. 13), as a noncommercial station, even though it broadcasts on a commercial allocation, Clover Park School District No. 400, which operated the station with community support, sold the station to Kelly Broadcasting Co. for $6.25 million.

Johnny Carson, host of NBC's "Tonight Show with Johnny Carson," headed a group that bought kvvu-tv Henderson-Las Vegas (ch. 5) from Nevada Independent Broadcasting for $3.5 million. Carson and company had to come up with an additional $500,000 after they failed to qualify the seller for a tax certificate based on their 30% minority ownership.

WPNW-TV Traverse City (ch. 7) and WTON-TV Cheboygan (ch. 4); both Michigan, went to the United States Tobacco Co. for $3.5 million in the buyer's stock. Seller was group of four, headed by Lester Biederman.

Richard Eaton, sold kiku-tv Honolulu (ch. 13) to Mid-Pacific Television Associates for $2.3 million.

Another deal that deserves mention even though the purchase price was only $912,588 was the buy of wao-tv Rhinelander, Wis. (ch. 12), by Seaway Communications from Northland TV. The sale made WAO-TV the first network-affiliated, VHF stations owned by minorities.

McClatchy Newspapers, tired of fighting a group of local businessmen who had filed a competing application for KJMI-TV's ch. 24, sold the station to the group, San Joaquin Communications Corp., for $13.5 million.

Reilaw Enterprises, seller of kogoam San Diego (see page 42), bought kmst-tv Salinas, Calif. (ch. 46), from Monterey-Salinas TV Inc. for $8.25 million.

WAPT(tv) Jackson, Miss. (ch. 16), was
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sold by Television American Sixteen Inc. to Clay Communications Inc. for $7,905,878.

Bernard Waterman and his wife, Edith, bought WBBH-TV Fort Myers, Fla. (ch. 20), for $7,887,240 from Broadcasting-Telecasting Services Inc.

Multimedia Inc., a major group owner, expanded into UHF in 1979 with the purchase of WZTV-TV Nashville (ch. 17) from Reel Broadcasting Co. for $6 million.

Jerry Perenchio and Tandem Productions bought WMU-TV Linden, N.J. (ch. 47), just before the year's end with plans to use it for subscription television. The seller was Columbia Pictures and the price was $5 million.

The minority stockholders didn't want to let go, but Henry Tippie and the other controlling shareholders did and they sold control of Kingship Communications (KTVK-TV) (ch. 36)-KHEI-FM Austin, Tex.) to LIN Broadcasting for $4.5 million.

The Toledo Blade Co., newspaper publisher, cable operator and broadcaster, bought WLFI-TV Lafayette, Ind. (ch. 18), from Richard and Harold Shively, brothers, for $3,153,750.

Omega Communications bought a dark WSBW-TV Orlando, Fla. (ch. 35), from Sun World Broadcasters for $2,380,000 million, changed the calls to WOFL-TV and put the station on the air.

WTAP-TV Parkersburg, W. Va. (ch. 15), went from PMA Communications Inc. to Benedek Broadcasting Corp. for $2.2 million.

Birney Imes and family bought KDUB-TV Dubuque, Iowa (ch. 40), for $1.5 million from the Lloyd Hearing Aid Corp.

Outlet Co. carried its aggressive buying habits into 1979. In addition to making a deal for KQV-TV Stockton, Calif. (see page 42), the diversified, publicly owned company bought WHBQ-FM Philadelphia from Que Broadcasting Co. for $6,425,000 and WQ-M-FM Detroit from Fine Arts Broadcasters Inc. for $2 million.

Cecil Hefstel, the Hawaiian congressman, who was at one time on his way out of the broadcasting business is getting back in. He bought WLPF-FM Chicago from Phil Chess for $52.5 million.

Guy Gannett Publishing Co. sold WHYN-AM-FM Springfield, Mass., to Affiliated Publications Inc. for $5.1 million and bought KWTT-AM Davenport, Iowa, and WXIP-FM Moline, Ill., from Frederick Epstein for $2.3 million.

The National Black Network, headed by Eugene Jackson and Sydney L. Small, bought WDAS-AM-FM Philadelphia from Max Leon under the FCC distress sale policy, which allows stations with licenses designated for renewal hearing to be sold to minority groups or individuals.

WVC(AM)-WYOR(FM) Coral Gables, Fla., went from Independent Music Broadcasters Inc. to Insilco Broadcast Group for $4,850,000.

Another minority-owned group, Inner City Broadcasting, bought KTSS(AM) Los
Fred Flintstone and Friends

Yabba dabba doo.

Hop on the Bandwagon! After a years' rest, Fred is back for 1980-81. Ninety-five half hours of Fred, Barney and such other great characters as Jeannie, the Partridge Family, 2,200 AD, Goober and the Ghost Chaser, Yogi and Pebbles and Bamm Bamm all produced by Hanna-Barbera.

A proven winner for two years in syndication, Fred Flintstone and Friends was consistently a top five kid show with a phenomenal 15 kid rating. Now Fred is back for 1980. Yabba Dabba Doo!

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John Claster
Michael Bayer

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Angelas, KUTE(FM) Glendale, Calif., from Tracy Broadcasting for $4.5 million. For $4.5 million and $500,000 for a covenant not to compete, the Journal Star Stations Group picked up KKEE-AM-FM Albuquerque, N.M. The seller was Gaylord Broadcasting.

Crawford Broadcasting Co., controlled by Ruth Crawford Porter, was busy rearranging its holdings in 1979. Most of the properties were sold to various family members, but KFMK(FM) Houston was sold to an outsider, First Media Corp., for $4.5 million.

KLIF(AM) Dallas sank from the top of the ratings to near the bottom during its eighth years of ownership by Fairchild Industries, which finally gave up and sold it to Susquehanna Broadcasting Co. for $2.65 million, 40% of which it paid for it.

After a deal to sell to Cecil Hefset fell through, Reeves Telecom, which liquidated all its assets last year, sold WITH-AM-FM Baltimore to Scripps-Howard Broadcasting Co. for $3.9 million. Reeves also sold WKEE-AM-FM Huntington, W. Va., to Capitol Broadcasting Co. for $1.9 million.

Gordon McLendon last of his broadcast properties, KNSU(AM) Dallas to San Juan Racing for $3,750,000.

WKBW Broadcasting Corp. purchased WAAM(AM) Ann Arbor, Mich., and WIMA-AM-FM Lima, Ohio, from Lima Broadcasting Corp. for $3.6 million.

WRQK(FM) Greensboro, N.C., was sold by Greensboro FM Inc. to WRRK Inc. for $3,475,000.

James Walter and Robert Weeks sold off some of their properties. WING(AM) West Palm Beach; WNO-FM Palm Beach, Fla., went to Fairbanks Broadcasting Co. for $3 million plus $300,000 for a covenant not to compete and WTN(AM)-WLW(FM) Tallahassee, Fla., to Robert Ingsaid for $1.1 million.

Sentry Broadcasting, a division of Sentry Insurance of Wisconsin, bought WTAX(AM)-WDBR(FM) Springfield, Ill., from Sangamon Broadcasting Co. for $2,790,000.

Sunbelt Communications Ltd. paid Stereo Broadcasting Corp. $2.5 million plus $216,000 for an agreement not to compete for KFFE(FM) Fresno, Calif.

Marathon Communications purchased, from Washington Telecasters Inc. to OJie Broadcasting Corp. for $2.6 million.

Beck-Ross Communications paid Jones College $2.5 million for WK2Z-AM-FM Jacksonville, Fla.

William McCormick and Technical Operations, a diversified, publicly owned company, bought WP0G-AM-FM Suffolk, Va., from Smiles of TideWater Inc. for $2.4 million.

Stevie Wonder, the recording artist, has a chance to broadcast his own records. He bought KHLK(FM) Compton, Calif., from John L. Hill for $2.2 million.

KUA(AM)-KQMQ(FM) Honolulu went from Koku Radio One Corp. to CLCA Communications Inc. for $2.2 million.

WBR(AM) Manchester, N.H., was purchased by THEenterprise for $2 million from Granite State Broadcasting.

John Hicks and his wife, Madelyn, sold KLV(AM) Beaumont, Tex., to their sons, Steven and Thomas, for $2 million.

Doubleday Broadcasting Co. bought WGNU-FM Granite City, III., from Charles Norman for $2 million.

Hutton Broadcasting Inc. bought KOCM(FM) Newport Beach, Calif., from Success Broadcasting Co. for $2 million.

KOOL(AM) Phoenix went from KOOL Radio-Television Inc. to Snyder Broadcasting Communications Inc. for $2 million.

Mission East Co. broke up and sold its Miami combination; WWOX(FM) went to Metroplex Communications of Florida for $1,540,000 plus $200,000 for a covenant not to compete and WQF(FM) went to Susquehanna Broadcasting Co. for $2 million.

CTW Communications, a subsidiary of the Children's Television Workshop, decided that it couldn't manage KACY(AM) Port Huenee and KACY-FM Oxnard, both California, so it sold the two stations to a group headed by Franz Allina, a former CTW executive, for $1,940,000.

Cosmos Broadcasting, a subsidiary of Liberty Corp., bought WQSR(FM) Sarasota, Fla., from Sarasota Radio for $1.9 million.

KACY(AM)-KXXY(FM) Oklahoma City went from Bonebrake & Co. to Summit Communications for $1.9 million.

Wiskes/Abaris Communications paid $1,792,500 plus $25,000 for an agreement not to compete to Mountain States Broadcasting Corp. for KIQ-AM-FM Manitou Springs, Colo.

Steve Agnew sold KFMO(FM) Lincoln, Neb., to Telegraph-Herald Inc. for $1.8 million.

The American Broadcasting Companies sold KXYZ(AM) Houston to Slater Broadcasting Co. for $1.8 million.

Sunbelt Communications paid Wolverine Broadcasting Corp. $1.79 million for KVOX(AM)-KSPZ(FM) Colorado Springs and later sold KLY(AM)-KUNA(FM) San J. of Obsipo, Calif., to San Luis Obispo Broadcasting for $1,575,000.

Broadcasting Associates Inc. sold KEL(AM) Tulsa, Okla., to Philip R. Jonsson for $1.65 million.

KCEF-FM Tucson, Ariz., was sold by Strauss Broadcasting Co. to Arizona Lotus Corp. for $1.6 million.

Marathon Communications purchased WIXB(AM)-WIBQ(FM) Utica, N.Y., from Frederic C. Bowen for $1.2 million plus $300,000 for consultancy and noncompetition agreements.

Swanson Broadcasting purchased WHCO(AM) New Orleans from Americana Broadcasting Corp. for $1.5 million.

WHIL(AM)-WIXOM(FM) Hempest, N. Y., were sold by FM Broadcasting Corp. to Williams Broadcasting Corp. for $1,417,750.

General Communicorp Inc. bought WLY(AM) Seabird, Fla., for $1,380,000 plus $30,000 for a consultancy agreement. The sellers were Bernard Kaplan; his wife, Norma, and James Shipley.

John Hall and his wife, Mary, sold KCEY(AM)-KMKX(FM) Turlock, Calif., to Behan Broadcasting Co. for $1,375,000.

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Le Mans
A Man Called Horse
Summer of My German Soldier
Something Big
The Reivers
Hell in the Pacific
Flight to Holocaust
Dallas Cowboys Cheerleaders
Monte Walsh
Adam at Six A.M.
The Royal Hunt of the Sun
Little Big Man
Love at First Bite
The Revengers
The April Fools

Viacom Features VII

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SAN FRANCISCO HILTON
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Station buyers stood in line

Despite high interest rates, demand doesn't soften, particularly for FM and UHF

Station brokers, who profit from a vigorous broadcast station marketplace as well as high prices, were not disappointed by 1979. The number of radio and television stations bought and sold kept pace with 1978, while the average price for a station increased (see story page 38).

The brokers saw 1979 as another in a string of similar years that began after the 1974-75 recession. Last year was marked by a steady deal of trading activity in all types of stations and by prices that moved ever upward. All agreed that it was a seller’s market in 1979, and none cast doubt that the current trends would carry over into this year and possibly beyond.

Although all types of broadcast properties increased in value in 1979, the brokers reported that UHF’s and FM’s made the biggest gains. Both were commanding prices that not only reflected greater audiences and revenues, but also the feeling that these services offer the most growth potential. The brokers conceded that a portion of the FM gain was made at the expense of AM, but they also concurred that most AM’s are still good buys and that the AM market should remain at least as strong as the general economy.

Most of the brokers felt that it was far too soon to calculate the effects on the market of the latest regulatory moves, and there was agreement that the efforts to increase minority ownership without creating new stations would add to the value of stations by introducing additional buyers into the marketplace.

The year’s 12.5% inflation rate and the year-end’s 15% interest rates may have discouraged some buyers—but not many.

Interest rates did little to hold down prices, while most brokers were able to circumvent the tight money supply by constructing seller-financing deals. As Clyde Haehnle of R.C. Crister & Co. said, "You have to have seller financing. If you're going to have a term deal now I can't get a buyer, go to the bank and get prime plus one or prime plus two, and make a go of it."

Joseph Sitrick of Blackburn & Co. said there were "times when we wondered what was going to happen as the interest rates went higher and higher. We expected to see a softening of the market or the price. But, he said, "the high rate was overcome by sellers who took back paper at considerably less than the banks." Consequently, he said, Blackburn was able to "sell just about everything that came along."

Dick Shaheen, a Chicago broker, said that "the high interest rates caused a lot of situation hurts modest venturers trying to buy in small and medium markets. "The money is not hurting the big deal," which usually involves big operators who can still get the cash, Ford said.

Cecil Richards, a broker based in Fall Church, Va., agreed with Ford’s assessment and with the consensus that it is the smaller stations who is or should be making the concessions in a tight money economy. "High interest rates are resulting in sellers who are being more negotiable—if not in the price, then certainly in the kind of terms they are willing to give."

Despite the general feeling among brokers that seller financing is one way and perhaps the best way around high interest rates, at least one broker feels that such sales are unwise. Ted Hepburn said that he does mostly straight cash deals, claiming it makes no sense for a seller to take back paper at 8% or 9% when inflation is running at a higher rate. The only kinds of stations that are seller financed, Hepburn said, are those where the "seller is trying to get a higher price than the station deserves, so he makes concessions," and those where "the seller isn’t knowledgeable and doesn’t understand economics and that inflation will eat him up."

An anticipated effect of high interest rates is a softening of demand for stations. However, as a couple of brokers pointed out, high rates can also encourage more in the marketplace. Bill Prikryl of R. D. Hanna Co. said that because of the high rates "small operators

The year’s 12.5% inflation rate and the year-end 15% interest rates may have discouraged some buyers—but not many.
are having difficulty getting operating money at a reasonable cost” and this fact coupled with the incentive of a reduced capital gains tax that went into effect on Jan. 1, 1979, is an inducement for them to sell. Richards said many owners who bought their stations with money with a floating interest rate also have to be thinking sell. “If a seller bought his station on a floating interest rate of two points above prime,” Richards said, “the lender [now making 17% or 18% interest] may be making more off the station than the owner. In marginally profitable stations, the owner is losing money due to his high debt service and may be forced to sell.”

The reason prices can rise in the face of tight money is just one more illustration of the over-all viability of broadcasting and its attractiveness to investors. The prices are also pushed higher by other factors. Howard Stark, a New York broker, said “very few individuals still own stations in the top-50 markets.” And, Stark said, corporations are less apt to individuals to sell creating a situation of low supplies in areas where stations are most profitable and most desirable. Another factor boosting prices, is the broadcasters who put their stations on the trading block at high prices that are out of line with the stations’ profits and revenues.

Ford said that he was asked to sell an AM-FM combination for what he felt was an “unrealistic” price of $800,000. He said that although the stations were “good facilities” they were “only grossing $200,000 or so a year” in a small market. “Nobody’s bashful. They’ll ask anything, hoping to get it and sometimes they do,” he said. Reggie Martin, a Miami broker, also had an extreme example of inflationary pricing. Martin said a broadcaster in a growing medium market came to him with a station that grossed $150,000 annually, wanting to sell it for $2.5 million. Martin said that he “would be embarrassed to try to sell it at that price,” but, he later noted, “Stations sold at incredibly high prices years ago appear today to be good buys.”

When different types of broadcast ser-

Kozako, of Keith W. Horton Co., said, “We can’t find enough TV properties. UHF, VHF, independent or network affiliate—finding a buyer doesn’t seem to be a problem.”

Although everybody wants a good television station, according to the brokers, long lines will form for most Class C FM stations too. Hepburn said that the 1970’s were the decade of FM, when the buying emphasis gradually shifted from AM to FM. Haehnle said, “FM is maturing rapidly. It now has over 50% of the audience and revenues are bound to catch up. We anticipate FM to maintain its strong position throughout 1980.” Haeh-

Minorities, said one broker, are getting serious: “We’ve had our share of tire-kickers, but what we’re seeing now are qualified and sophisticated buyers.”

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Cable: Good-bye to mom and pop

Big MSO's become bigger, while many new-to-the-medium firms are buying in, eager to avoid costly franchise flights and get in on that attractive cash flow that CATV can offer.

The big fish who have been feasting on the little fish in the cable television pond had better keep an eye open: Bigger fish are on the way.

According to Rich Michaels, a broker with Communications Equity Associates, Miami, the cable industry can expect several of the medium-sized multiple system operators—in the 50,000- to 150,000-subscriber range—"to be sold or absorbed by merger in 1980 either by bigger MSO's or by outsiders."

Michaels's list of outsiders, whom he knows to be interested in buying existing cable systems, includes Scripps-Howard, New York Times Co., 20th Century Fox, Prentice Hall and Capital Cities Communications. All have been actively seeking buys in 1979, but none has yet found the right one, he said.

To Michaels's list, Robert Brown, vice president of Daniels & Associates, Denver, adds Capital Hill and Zart, Davis Broadcasting. Brown said that many companies that "never looked before are now looking. People are coming from everywhere. If you get a big deal you can bring some heavy hitter to it."

The entry of the outsiders is just one of many forces that pushed up cable prices in 1979. The readiness of investors to back cable operators, the arrival of experienced Canadian cable operators who can no longer find room for growth in their own country, the presence of acquisitive MSO's with established lines of credit, the increasing costs of obtaining cable franchises, and, most important, the success of cable in the consumer marketplace, have all contributed to the quantum leap in prices over the last year or two.

According to Ian Gilchrist of Warburg Paribas Becker, New York investment bankers, "It was a wild market" in 1979 as a price spiral that began a rapid rise in 1978 continued into 1979. He said that prior to 1978 "seven times operating income had traditionally been the going rate for a cable system, but during the past two years the price has jumped to 10 times or as much as 12 times operating income." And, he added, the average price per subscriber shows a commensurate increase: from $300 to anywhere from $400 to $550.

Michaels, who called 1979 "a very intense seller's market," said that one reason the prices have increased in spite of high interest rates and tight money near the end of the year is due to the publicly owned MSO's that, having arranged financing in 1978 and early 1979, have lines of credit at relatively low interest rates of 10% to 15%.

He said, however, that this good fortune does not extend to the smaller companies without pre-arranged financing. They have to borrow from banks at prime
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plus two or prime plus three (17% or 18%) or from finance companies at even higher rates, he said.

The tight-money situation has had little effect on the outsiders. Michaels said that they are usually companies with substantial cash flow, and they have little need to borrow.

Gilchrist said that investors have been attracted to cable because it generates a predictable cash flow. This is particularly attractive to consumer or retail-oriented companies whose operating income often rises and falls with the season, he said. Such companies see cable as a way to level off corporate ups and downs by funneling cable money to other businesses, he said.

Investors also like the fact that a dollar of cable equity had far more leverage power than a dollar in most other capital-intensive businesses. Gilchrist said that most industrial companies can borrow no more than one dollar for each dollar of equity, but in cable, with its cash-flow predictability, two and in some cases three dollars can be borrowed on a dollar.

Speaking in a more general sense, Gilchrist attributed increased prices to increased demand and increased demand to cable’s improvement in service to its customers. Gilchrist said cable has benefited from the advent of pay TV and the tiering of services and “software is better and more abundant.”

Gilchrist also said that demand has been fired by the great deal of attention the industry has received in the press.

Michaels said that the high prices are primarily the result of the flood of new buyers into the marketplace. He pointed to the Canadian operators, who because of Canadian regulatory prohibitions against pay television and the fact that almost all areas worth wiring in Canada are wired, have run out of opportunities at home and must move into the U.S. to expand.

Another group Michaels feels has increased demand are the independent telephone companies. Michaels said there are quite a few that wish to become cable operators or increase their holdings. Michaels said the only regulatory restriction on them in terms of cable ownership is that they are not allowed to own systems in areas where they supply telephone service.

Michaels also noted that many companies find acquisition the easiest way to get into the business. He said that the cost of applying for and acquiring a cable franchise can easily run over a half a million dollars and, he said, “It’s a gamble.”

Despite the influx of “heavy hitters” into the marketplace, seeking to buy out large systems or MSO’s, there is still a lot of interest in “mom and pop” systems.

Michaels noted that the industry has matured to the point to where some of the original cable entrepreneurs are reaching retirement age and willing to sell.

And, according to Brown, there is a ready market for the small systems. He said that many big companies wish to enter cable and want to buy a small system.

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Broadcasting Jan 21 1980 58
Burke bows out

Radio ratings firm finds it can't cut it financially. Service ends Jan. 25 with reports for 13 markets.

Burke Broadcast Research didn't make it after all.

The radio audience measurement firm, which had to take a breather last summer to gather new financial resources (Broadcasting, Aug. 6, 1979, et seq.), is closing after two and a half years of operation. Jan. 25 is the official closing date.

By then, officials said, reports on October-November-December 1979 measurements in its 13 broadcaster-client markets will have been published. Burke was also measuring seven other markets, but officials said broadcasters in those had paid nothing and the reports would not be issued.

Advertising agencies that pre-paid for reports will receive rebates for any they will not receive, Burke said.

Burke International Research Corp., Cincinnati, the parent company, said that when BBR resumed operations last September after a seven-week hiatus it was thought to have virtually adequate financial support, so that "only a small investment" would still be needed from Burke International.

But in the next three months, the parent company said, it became apparent that a "substantial" investment would be required to expand the service from the present 20 markets to a projected 50.

The statement didn't say how much additional investment might have been required, but other sources estimated the figure was probably close to $1 million. It was estimated that Burke already had invested about $3 million in the service.

BBR's departure follows by seven months the closing of another new syndicated radio audience measurement service, Audits & Surveys TRAC-7 (Broadcasting, June 18, 1979), also for lack of sufficient support.

It leaves Arbitron Radio, long the dominant force in syndicated radio audience measurement, with only two principal would-be competitors in the field. They are RAM Research, San Diego, and Media Statistics Inc., Silver Spring, Md. Their services are still best known as program aids but they hope to grow in syndicated measurement as well. With the departure of Burke, observers expected them to step up their solicitations to take over—and expand on—the segments that Burke is giving up.

Burke authorities estimated that about 100 people in Burke's Cincinnati headquarters were affected by the closing, but said that many of them were being moved into other jobs with the parent company. The New York and Los Angeles offices are to remain open until Jan. 25. Among those being let go, officials said, were Executive Vice President Lew Alpert and Bill Abbott in New York, Gordon Gredell in Chicago and Breasia Leonard in Los Angeles.

The markets for which October-December reports are being issued are Boston, Chicago, Cincinnati, Dallas-Fort Worth, Detroit, Houston-Galveston, Los Angeles, Miami-Fort Lauderdale, New York, Pittsburgh, Philadelphia, San Francisco and Washington. The markets measured but not being reported are Baltimore, Atlanta, Cleveland, Denver, Minneapolis, San Diego and St. Louis.

United Cable's turn with N.Y. analysts

Dramatic financial growth cited, along with problems of labor (availability and cost) and franchise wars

The bullish financial prospects of United Cable Television Corp. in particular—and of cable TV in general—were put before the Entertainment Analysis Group in New York's Harborview Club last week. It was a two-years-later return appearance for President Gene Schneider, who reported that, in the interim, revenues had grown 102%, net income 221% and earnings per share 216%.

Schneider—accompanied by vice president Bill Kingery Jr.—was citing the quarter ended Nov. 30, 1979, against the comparable quarter of 1977. Against 1978, the respective increases were 54%, 70.5% and 65.2%. According to Broadcasting's annual compilation of the top 100 companies in electronic communications, published Jan. 7, United Cable ranked 94th with revenues of $34,541,000, net earnings of $4,616,000 and earnings per share of $1.58 for the four quarters through the third quarter of 1979.

Discussing the increasingly critical area of pay subscribers, Schneider noted that United now has a pay-to-basic-subscriber ratio of 43% (basic subscribers number roughly 290,000 in 28 systems, out of 550,000 homes passed), at an average pay rate of $10.64 a month, with the basic rate averaging $7.84. These pay percentages and rates are higher than the industry average, he noted, saying that the company's philosophy of providing the "maximum service possible at a fair rate" enabled it to charge higher prices.

United's cash flow, according to Schneider, has grown to $14 million annually, and he noted that in two years the price of his company's stock has climbed about 600%, from $4.75 to a recent high of $33.25.

Schneider and Kingery said a shortage of labor is among the most serious problems hampering cable expansion. In that environment, the labor cost for a system has climbed, they said, from 35 to 50 cents a foot in the past year. It's a situation aggravated, they maintained, by a tendency of the subcontractors/construction crews to simply walk off a job before it's completed. The two men cited the example of their Connecticut operation which, they joked, saw the crew move down to other cable projects in Florida when winter set in. In fact, for the underground portion of United's new construction near Denver, the company has purchased its own trenching equipment and will run the project itself, although subcontracting the aerial work.

Schneider told the analysts that "the importance of rate increases can't be overstated" in assessing the potential of a cable operation. He pointed to his Tulsa, Okla., system, where, he said, a $1 increase in both basic and pay rates generated an increase of $1 million in operating income.
income, and that fell mostly to pre-tax profit.

Asked whether recession was fueling an increase in pay subscriber cancellations, or “churn,” the United president asserted that two years ago pay churn was double what it is today, and that it now approaches the level of basic churn for a system. It’s Schneider’s belief that “50% of churn is moves,” people leaving the area, something that varies with the community. The company’s Abilene, Tex., system experiences a 45%-50% churn rate because of moves, while a “sleepy community” might have a 10% to 15% rate, in Schneider’s estimation.

Changing Hands

- KBRT(AM) Avalon, Calif. (Los Angeles): Sold by Bonneville International to Keirtron Inc. for $4.1 million in cash or $4.5 million payable on terms. Seller is major group owner with four other AM’s, seven FM’s and two TV’s. It is owned by Corporation of the President of the Church of Jesus Christ of the Latter Day Saints. Arch L. Madsen is president of Bonneville. Buyer is owned by Donald Crawford, who also owns KBPC(AM) Dallas, WYCA(AM) Hammond, Ind.; WDJC(AM) Birmingham, Ala.; WDCX(AM) Buffalo, N.Y., and minority interest in WMUZ(AM) Detroit. KBRT is 10 kw daytimer on 740 kHz. Broker: Hogan-Feldmann Inc.

- KSOK(AM) Arkansas City, Kan.: Sold by KSOK Broadcasting Co. to R.J. Communications Inc. for $370,000. Seller is subsidiary of Stauffer Communications, group broadcaster with six AM’s, three FM’s and one TV and newspaper publisher. Oscar S. Stauffer is chairman; his son, Stanley, is president. Buyer is owned by Richard T. Wartell (60%) and his wife, Janet (40%). Wartell is Western station relations manager for Mutual Broadcasting System. Neither he nor his wife has other broadcast operations. KSOK is 1 kw daytimer on 1280 kHz.

- WYFV(AM) Dundee, Ill.: Sold by R.F. Broadcasting Co. to CLW Communications Group of Illinois for $315,000. Seller is owned by Ralph J. Faucher, who has no other broadcast interests. Buyer is owned by AMG International, nonprofit religious corporation, headed by Spiros Zodiatis. It also owns WSCW(AM) South Charleston, W.Va.; WRCL(AM) Jacksonville, Fla., and WYDIA(AM) Columbus, Ga. WYFV is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

- Other proposed station sales include: WACA(AM) Camden, S.C. (see “For the Record,” page 70).

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Advertising Jan 21 1980

60
FCC says lowest unit rate applies in Iowa caucuses

Commission finds events to be same as primary elections, and spots aired after Jan. 14 must be priced accordingly

The considerable importance that Iowa has achieved in the eyes of Republican and Democratic presidential hopefuls resulted in an FCC ruling last week that has some broadcasters in the state grumbling. The commission, in a 6-0 ruling, held that the section of the Communications Act requiring broadcasters to give candidates in primary and general elections their lowest unit rate applies to candidates in the Iowa precinct caucuses to be held today (Jan. 21).

The commission issued its basic ruling on Jan. 14, in response to a request of the Reagan for President Committee, holding that the Iowa caucus system functions as a primary election. On Tuesday, the commission staff, in response to a letter later received from the Carter-Mondale Presidential Committee, said the ruling applies to the Democratic caucuses if they are "substantially similar" to the Republican. And they are.

However, the commission said that the ruling applies only to advertising spots that began airing on Monday, Jan. 14. The Reagan committee did not ask for retroactive application, but the Carter-Mondale committee did, to Jan. 1. The commission said it would not be fair to apply the ruling retroactively since "many parties, including broadcast licensees," had reason to believe the lowest unit charge would not apply to the Iowa caucuses.

That portion of the ruling was welcomed by Iowa broadcasters, particularly radio licensees. Some had already been charging political rates but most had been charging earned frequency rates, and the difference could range up to 40% in the case of small stations. Officials at most television stations questioned said they do not charge on the basis of an earned frequency rate. Anyone, they say, candidate or long-time customer, pays the same rate for the same kind of spot. One exception was Darwin Wolfe of WHO-TV Des Moines. He said the station's political rates could be as much as 15% less than those that were being charged.

Most broadcasters who, like citizens throughout the state, did not regard the caucuses as a primary, were surprised by the commission's decision. And one, Lee Marts, vice president and general manager of WOC(AM), KXIK(AM)-FM, WOC-TV Davenport, and an officer of the Iowa Broadcasters As...
man of the subcommittee, said "the hearings should help us consider the nature and necessity of any future legislation... Congress created Comsat, and Congress should make sure that the corporation continues to reflect congressional intentions." Van Deen said that the hearing will complement the FCC Comsat study that is already under way (Broadcasting, Dec. 10, 1979).

One specific issue that the subcommittee will consider will be Comsat's announced plans to enter the satellite direct-to-home broadcasting business. Jane Wilson, a spokeswoman for the subcommittee, said the purpose of the hearings would be to see if safeguards are needed to protect competitors from Comsat and its separate subsidiaries. "Comsat is similar to AT&T in that it is a designated monopoly," she said, "and with [its plans for domestic satellite operations] it would be in effect be doing what AT&T has been prohibited from doing."

The NRBA gives a cold shoulder to FCC's ideas on deregulation

Board says things would be worse if proposals are adopted; it also goes on record opposing 9 kHz

While the FCC radio deregulation proceeding is a "commendable gesture," it will only minimally lessen the burden-some regulations that now exist and would ultimately lead to decreased license stability.

This is the gist of a resolution adopted by the National Radio Broadcasters Association board of directors at its annual meeting Jan. 10-11 in Scottsdale, Ariz.

In NRBA's view, "many of the FCC proposals and options would generate more onerous overregulation than now exists and would create an even greater lack of license stability than is provided under the present rules."

The board also took a stand opposing 9 kHz spacing in the AM band. The resolution stated that NRBA "flatly" opposes the 9 kHz proposal that will be considered at the Region 2 conference in Buenos Aires this March (Broadcasting, Jan. 7). NRBA believes that the adoption of 9 kHz spacing will "result in a loss of signal quality and degradation of service to the public, could prohibit the development of AM stereo and would forever limit AM from reaching a parity with FM."

Sis Kaplan, of WAYS(AM)-WROQ(FM) Charlotte, N.C., NRBA president said, "it seems to us that the public and the radio industry are being asked to pay an exorbitant price for the dubious advantages claimed for 9 kHz spacing."

The board also voted unanimously to form a "National Committee for Responsible Public Interest Groups." The purpose of the group will be to evaluate the "public" in "public interest" groups. Abe Voron, NRBA executive vice president, said "though we recognize the need in our society for responsible public interest groups, we feel obliged to examine the motives, actions and representation of groups who presumably act in the 'public interest' to determine that they are acting in a responsible manner."

First volleys fired in FCC's network inquiry

Comments by ABC, CBS, NBC on staff paper refute claim that commission has jurisdiction over them or that there is anything improper with their relationships with affiliates; Group W sees things differently

The three television networks agree that neither the Communications Act nor any judicial or administrative interpretation of it gives the FCC jurisdiction to regulate network practices.

Their comments came in response to the commission's release, last October, of preliminary reports in its inquiry to determine whether present network practices permit adequate competition in the industry, given existing technological and legal constraints.

The staff concluded, in those initial reports, that the three commercial television networks and their affiliates are so successfully entrenched in their economic structure that any attempt by the FCC to regulate them—and it has the power to do so—would prove fruitless. It said the FCC should look elsewhere, "specifically to structural changes which affect the number of programing outlets, if regulation is to make a difference in the television service provided to the viewing public" (Broadcasting, Oct. 22, 1979).

The inquiry staff issued findings on network-affiliate relationships, FCC jurisdiction over network practices, the structure and business activities of network parent corporations and three background documents dealing with the history of the networks and FCC's rules. The reports were based on the networks' performance in 1977.

The networks centered the bulk of their comments on two reports: network-affiliate relationships, and FCC jurisdiction to govern them. NBC said there is no reason for the FCC to "consider tinkering with the system and interfering with the reasonable workings of the free marketplace." It added that "it would make no sense for the FCC to indulge in an attempt to tamper with the marketplace by stripping away those network functions which supposedly are not economically 'necessary' [in the staff's view] to the operation of a system that is working in an excellent manner."

NBC called the jurisdictional report an "abstract discussion of the commission's possible power to regulate television networks." NBC stated that an assumption of FCC jurisdiction must be based on a concept of "ancillary jurisdiction" that re-
The line-up. With hearings set for Jan 29, witness list is being compiled for examination of bill (H.R. 5430) introduced by Representative Ronald Mott (D-Ohio) that would require FCC to reveal financial data on individual TV and radio stations (BROADCASTING, Oct. 1, 1979). One panel will include Thomas Bolger, National Association of Broadcasters joint board chairman; Sid Kaplan, president of National Radio Broadcasters Association; Wade Hargrove, president of North Carolina Association of Broadcasters; Wilhelmina Reuben-Cooke, staff attorney of Citizens Communications Center; and yet undetermined representative of General Accounting Office. Also expected to be present, serving as resource people to answer questions, if necessary are FCC Broadcast Bureau Chief Richard Shibien and Joseph Sirick of Blackburn & Co., media broker.

BIB nominee. Charles David Ablard, former general counsel of Army and old U.S. Information Agency, has been nominated by President Carter to be member of Board for International Broadcasting for term ending April 28, 1982. He would replace John T. Murphy, former head of now dismantled Avco Broadcasting, whose term has expired.

Ablard, 49, native of Enid, Okla., has been in private practice since 1977 and is currently with Washington firm of vom Baur, Coburn, Simmons & Turtle.
Journalism

League gears up for debates

It announces schedule of forums across the country; first is set for Feb. 26 in Manchester, N.H.; so far it's uncertain which candidates will participate, but press and public have been included

The League of Women Voters last week went public with its hopes of repeating, if not surpassing, in 1980 the presidential candidate debates it presented in 1976. It announced the dates and locations of "the full slate of 1980 Presidential Forums" it will sponsor between February and May in four cities. It also said it will invite presidential nominees to participate in a series of debates next fall. And it said it would have an audience at each event and invite press, radio and television to cover them.

Not announced, however, were the participants. And that was not an oversight. A spokeswoman, Betsy D. Gutman, said that negotiations were under way with all candidates but that "we're not ready to say who has accepted." Among those who had not, as of last week, were the two stars who chose not to participate in the Democratic and Republican forums in Des Moines earlier this month (Broadcasting, Jan. 14).

The White House said President Carter, who cited the Iranian and Afghanistun crises in withdrawing from the scheduled confrontation with Senator Edward M. Kennedy (D-Mass.) and Governor Edmund G. (Jerry) Brown of California and thus, in effect, killed a scheduled Democratic forum in Des Moines, Iowa, still is not ready to leave the White House for the campaign trail.

White House deputy press secretary Rex Granum said the president feels he "cannot ask for bipartisan support and at the same time participate in a very partisan forum." Granum said the White House has received many debate proposals but that they are being held in abeyance "until the current situation is clarified." And if the President does not participate, a Kennedy spokeswoman said, the senator won't. "We've indicated we're willing to debate at any time," she said. But, she made clear, Kennedy has no intention of participating in a debate with only Brown as an opponent.

On the Republican side, a spokesman for former Governor Ronald Reagan of California said there has been no change in Reagan's policy: He will not accept an invitation to an event if it involves "deviating from his 11th Commandment"—of not speaking ill of any Republican. And Reagan frequently receives invitations to participate in political forums with other candidates, the spokesman said.

Presumably, the six Republican candidates who showed up in Des Moines—Senator Howard Baker (R-Tenn.), George Bush, John Connally, Representative John Anderson (R-Ill.), Representative Philip Crane (R-Ill.), and Senator Robert Dole (R-Kan.)—would be willing to accept league invitations to as many forums as are held while they are still in the race.

The league's plans call for the first forum to be held in Manchester, N.H., in advance of the nation's first primary, on Feb. 26. The Democratic forum is scheduled for Feb. 19 and the Republican, on Feb. 20.

The other forums will be held in Chicago, on March 12 (Democrats) and March 13 (Republicans); Houston, on April 22 (Democrats) and April 23 (Republicans); and in San Francisco, on May 27 (Republicans) and May 28 (Democrats).

Ruth Hinerfeld, chairman of the league's Education Fund, said that in inviting members of the public to attend the forums and the media to cover them, "we hope to provide a sizable segment of the electorate with the opportunity to view the presidential primary contenders in face-to-face discussions."

The question remains, however, how much coverage the forums will get without a Carter or a Reagan. Thus far, only National Public Radio and PBS are committed to coverage.

Whether Carter and Reagan will participate is not the only question nagging the league. Another is whether the Federal Election Commission's proposed regulat—

News Beat

Welcome mats for news doctors. Broadcast news consultants, viewed with reservations by most station news staffs in early 1970's, have become much more acceptable to news directors. That is one finding in surveys conducted by 1979 graduate broadcast journalism students at American University, Washington. One study of news directors in top 100 TV markets found overwhelming majority now regard news consultants as integral part of local TV business and offering valued advice. However, it was noted, news directors insist they retain editorial judgment. Companion survey of radio stations indicates radio consultants are following path already carved by their TV counterparts. Copies of research, "Broadcast News Doctors: The Patient is Buying the Cure," are available for printing and postal charges from AU School of Communications, (202) 342-0258.

Try again. Florida trial court's ruling barring still and television cameras from murder trial of defendant accused of torch-killing of fellow prison inmate has been reversed by district court of appeal. Appeal court, acting on appeal of Palm Beach Newspapers Inc., said trial court judge had not correctly interpreted guidelines laid down by state supreme court in responding to petition of Post-Newsweek Stations urging that courts be opened to such coverage. Trial court had banned cameras on motion of attorney for two other prison inmates called as witnesses. The court said the fear was justified.

Braintrust. AP and New York Times Information Service announced joint venture called Associated Press Political Databank. Called "wide expansion of a databank developed by AP" for staff use in 1976, it will track candidates and issues in current presidential campaign, with files on each state providing background and summaries of congressional and statewide campaigns and issues. AP is responsible for content, and New York Times Information Bank is supplying hardware, with both companies marketing service. Commercing Feb. 1, databank will operate through Jan. 31, 1981.

Decision makers. Add to list of judges of prestigious George Foster Peabody broadcasting awards: Former FCC Commissioner Margita White and J. Leonard Reinsch, retired head of Cox Broadcasting and now co-chairman of Warner-Amex Cable. Others among two dozen on committee are: Tom Johnson, president Los Angeles Times-Mirror Co.; Dr. Harold Niven, vice president National Association of Broadcasters; John Charles Daly, former CBS news head and commentator, and Dr. William Harley, educational broadcaster. Annual awards for radio and television achievement in news, entertainment, education and international broadcasting are administered by Henry W. Grady School of Journalism, Athens, Ga.
A trespasser was arrested in Oklahoma after hiked back more than two miles through rainy weather over rough terrain to a road where he could drive around to a company gate and then to a site set aside by the company for viewing the demonstrators' arrests. Stahl said they felt they would not make it back in time.

Judge David Allen Box, who heard the case without a jury, agreed with the defense on one key point—that the power company is so closely regulated and/or subsidized by local, state and federal governments, and had worked so closely with the sheriff's office in preparing to meet the demonstrators, that its activities were public and therefore subject to news coverage. The trespass charges, he said, raised a First Amendment issue.

But he also said that the media's right of access was limited and that the company had provided sufficient access in setting aside a viewing area, even though, he added, it had the "ignoble" intention of controlling the news by limiting reporters' movement.

Members of the journalists' defense team who met last week said appeals are a virtual certainty. But some lawyers pointed out that further litigation carries the risk of losing what they consider one of their victories in Box's decision—the holding that the company's activities are public.

**Trespass convictions in Oklahoma set up precedential case**

Newspople follow protestors onto power-plant property and are arrested and convicted; some are expected to appeal

Nine journalists, including three from Oklahoma City television stations, who followed a crowd of protestors onto the construction site of a nuclear power plant in Inola, Okla., last June, were convicted last week of trespass. The case could become another in a series that sets national guides for the degree of latitude reporters have in pursuing stories if appeals expected from one or more of the defendants ultimately reach the Supreme Court.

The case, however, is not one in which the media in the area involved are united. KTVY(TV) Tulsa, a Detroit Evening News station, represented by a reporter and cameraman who were also arrested, had them plead guilty. "We decided they'd broken the law," said Ernie Schultz, public affairs and information manager and former president of the Radio-Television News-Directors Association. "It was made quite clear that if they crossed the company fence they'd be arrested." And KTOK(AM) Oklahoma City's Bob Durgin editorialized that the reporters had no right to break the law.

But for Ron Stahl of Gannett Co.'s KOCO-TV, the question he faced when he reached the fence surrounding the property of the Public Service Co. of Oklahoma was whether to stop or to proceed with the demonstrators and face possible arrest. Along with his cameraman, Bill Collard, he was arrested. So was Vicki Jean Monks, of KWTX(TV), who has since left the station, and KTVV's Tom Newcomb and Susie Wesh. Stahl, Collard and Monks were among the nine fined $25 last week.

Stahl said he and Collard could have
### The Broadcasting

**Playlist Jan 21**

**Contemporary**

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 1</td>
<td>Rock With You □ Michael Jackson</td>
<td>Epic</td>
</tr>
<tr>
<td>1 2</td>
<td>Do That To Me □ Capt. &amp; Tennille</td>
<td>Casablanca</td>
</tr>
<tr>
<td>3 5</td>
<td>Coward Of The County □ Kenny Rogers</td>
<td>United Artists</td>
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<tr>
<td>4 3</td>
<td>We Don't Talk Anymore □ Cliff Richard</td>
<td>EMI/ America</td>
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<tr>
<td>4 5</td>
<td>Escape □ Rupert Holmes</td>
<td>Infinity</td>
</tr>
<tr>
<td>6 7</td>
<td>The Long Run □ Eagles</td>
<td>Elektra</td>
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<tr>
<td>8 9</td>
<td>Cruisin □ Smokey Robinson</td>
<td>Motown</td>
</tr>
<tr>
<td>9 8</td>
<td>Sara □ Fleetwood Mac</td>
<td>Warner Bros.</td>
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<tr>
<td>10 10</td>
<td>I Wanna Be Your Lover □ Prince</td>
<td>Warner Bros.</td>
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<tr>
<td>11 11</td>
<td>Babe □ Styx</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>12 13</td>
<td>Crazy Little Thing Called Love □ Queen</td>
<td>Elektra</td>
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<tr>
<td>13 14</td>
<td>Don't Do Me □ Tom Petty/Heartbreakers</td>
<td>Backstreet</td>
</tr>
<tr>
<td>14 15</td>
<td>Yes I'm Ready □ Teri Desario/H. W. Kassey</td>
<td>Casablanca</td>
</tr>
<tr>
<td>15 16</td>
<td>Longer □ Dan Fogelberg</td>
<td>Epic</td>
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<tr>
<td>16 17</td>
<td>Cool Change □ Little River Band</td>
<td>Capitol</td>
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<tr>
<td>17 18</td>
<td>Working My Way Back To You □ Spinnners</td>
<td>Atlantic</td>
</tr>
<tr>
<td>18 19</td>
<td>On the Radio □ Donna Summer</td>
<td>Casablanca</td>
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<tr>
<td>19 20</td>
<td>Romeo's Tune □ Steve Forbert</td>
<td>Nemperor</td>
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<tr>
<td>20 21</td>
<td>This Is It! □ Kenny Loggins</td>
<td>Columbia</td>
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<tr>
<td>21 22</td>
<td>June □ Jefferson Starship</td>
<td>Grunt</td>
</tr>
<tr>
<td>22 23</td>
<td>Ladies' Night □ Kool &amp; the Gang</td>
<td>De-Lite</td>
</tr>
<tr>
<td>23 24</td>
<td>Daydream Believer □ Anne Murray</td>
<td>Capitol</td>
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<tr>
<td>24 25</td>
<td>Why □ Me Stix</td>
<td>A&amp;M</td>
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<tr>
<td>25 26</td>
<td>American Dream □ Dirt Band</td>
<td>United Artists</td>
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<tr>
<td>26 27</td>
<td>September Morn □ Neil Diamond</td>
<td>Columbia</td>
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<tr>
<td>27 28</td>
<td>Please Don't Go □ KC &amp; Sunshine Band</td>
<td>TK</td>
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<tr>
<td>28 29</td>
<td>No More Tears □ Streisand/Summer</td>
<td>Columbia/ Casablanca</td>
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<tr>
<td>29 30</td>
<td>Still □ Commodores</td>
<td>Motown</td>
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<tr>
<td>30 31</td>
<td>Don't Let Go □ Isaac Hayes</td>
<td>Polydor</td>
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<tr>
<td>31 32</td>
<td>Third Time Lucky □ Foghat</td>
<td>Bearsville</td>
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<tr>
<td>32 33</td>
<td>Wait For Me □ Hall &amp; Oates</td>
<td>RCA</td>
</tr>
<tr>
<td>33 34</td>
<td>Better Love Next Time □ Dr. Hook</td>
<td>Capitol</td>
</tr>
<tr>
<td>34 35</td>
<td>Desire □ Andy Gibb</td>
<td>RSO</td>
</tr>
<tr>
<td>35 36</td>
<td>When I Wanted You □ Barry Manilow</td>
<td>Arista</td>
</tr>
<tr>
<td>36 37</td>
<td>Second Time Around □ Shalamar</td>
<td>Solar</td>
</tr>
<tr>
<td>37 38</td>
<td>Forever □ Mike &amp; the Mechanics</td>
<td>Phila., Inl.</td>
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<tr>
<td>38 39</td>
<td>'99 ½ Toto</td>
<td>Columbia</td>
</tr>
<tr>
<td>39 40</td>
<td>Head Games □ Foreigner</td>
<td>Atlantic</td>
</tr>
<tr>
<td>40 41</td>
<td>Voices □ Cheap Trick</td>
<td>Epic</td>
</tr>
<tr>
<td>41 42</td>
<td>You Know That I Love You □ Santana</td>
<td>Columbia</td>
</tr>
<tr>
<td>42 43</td>
<td>You're Only Lonely □ J.D. Souther</td>
<td>Columbia</td>
</tr>
<tr>
<td>43 44</td>
<td>Too Hot □ Kool &amp; the Gang</td>
<td>De-Lite</td>
</tr>
<tr>
<td>44 45</td>
<td>Refugee □ Tom Petty &amp; the Heartbreakers</td>
<td>Backstreet</td>
</tr>
<tr>
<td>45 46</td>
<td>Him □ Rupert Holmes</td>
<td>Infinity</td>
</tr>
<tr>
<td>46 47</td>
<td>Send One Your Love □ Stevie Wonder</td>
<td>Tamla</td>
</tr>
<tr>
<td>47 48</td>
<td>Lonely Eyes □ Robert Johnson</td>
<td>EMI/America</td>
</tr>
<tr>
<td>48 49</td>
<td>Pool In The Rain □ Led Zeppelin</td>
<td>Swan Song</td>
</tr>
<tr>
<td>49 50</td>
<td>Last Train To London □ ELO</td>
<td>Jet</td>
</tr>
<tr>
<td>50 51</td>
<td>Heartbreaker □ Pat Benatar</td>
<td>Chrysalis</td>
</tr>
</tbody>
</table>

### Shifting sands.

Andy Gibb’s new single, "Desire (RSO)" bolts onto “Playlist” this week at 34, after being added "out of the box" at most of Broadcasting’s reporting stations. Mason Dixon, program director at WAOA-Tampa, Fla., reports "immediate phones" in response to the single, which, after three days of airplay, ranked among the station's five most-requested records. Eighty percent of the requests, said Dixon, come from young, female listeners. But the swing among top 40 radio stations, most notably in the Midwest, toward a slightly harder rock sound may dampen the single’s overall impact. Bobby Christian, program director at WAKR-Pittsburgh, reports: “We will not be a major station on that record. Gibb has failed to appeal to the 18-plus male, which is an audience we must have if we are to be a mass appeal station.” And Palmer Stewart, program director at KMHJ/Reno, comments, "It's going to be a top-10 record, but Gibb's image and sound draw negatives from too many of our listeners." Desire precedes Gibb's next LP, After Dark, scheduled for release some time in February. Not hot, but not cold. Continuing its upward movement on "Playlist" this week is Toto’s “99” (Columbia) which bolts from 43 to 36. Jim Jordan, program director at WAKM-Lexington, Ky., reports, good phone response to it and Bill Mayne, program director at KPAM-AM-FM Portland, Ore., calls it "very strong with women, 18-34" and "a mellow, beautiful sound from a group with a strong AOR base." Hard rockers, Slipping onto "Playlist" at 50 this week is Pat Benatar’s Heartbreaker (Chrysalis), which is considered too hard for most contemporary radio, but is a major programing tool at rock-oriented top 40 stations.

### Country

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 1</td>
<td>Coming Back For More □ T.G. Sheppard</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>7 2</td>
<td>Leaving Louisiana □ Oak Ridge Boys</td>
<td>MCA</td>
</tr>
<tr>
<td>3 3</td>
<td>Coward Of The County □ Kenny Rogers</td>
<td>United Artists</td>
</tr>
<tr>
<td>4 4</td>
<td>Help Me Make It Through the Night □ W. Nelson</td>
<td>Columbia</td>
</tr>
<tr>
<td>5 5</td>
<td>Love Me All Over □ Don Williams</td>
<td>MCA</td>
</tr>
<tr>
<td>6 6</td>
<td>Holding the Bag □ Moe &amp; Joe</td>
<td>RCA</td>
</tr>
<tr>
<td>7 7</td>
<td>You Know Just What I'd Do □ Twitty/Lynn</td>
<td>MCA</td>
</tr>
<tr>
<td>8 8</td>
<td>Pour Me Another Tequila □ Eddie Rabbitt</td>
<td>Elektra</td>
</tr>
<tr>
<td>9 9</td>
<td>Missing You □ Charley Pride</td>
<td>RCA</td>
</tr>
<tr>
<td>10 10</td>
<td>How I Miss You Tonight □ Jim Reeves</td>
<td>RCA</td>
</tr>
<tr>
<td>11 11</td>
<td>Tell Me What It’s Like □ Brenda Lee</td>
<td>RCA</td>
</tr>
<tr>
<td>12 12</td>
<td>Happy Birthday Darlin’ □ Conway Twitty</td>
<td>MCA</td>
</tr>
<tr>
<td>13 13</td>
<td>Years □ Barbara Mandrell</td>
<td>MCA</td>
</tr>
<tr>
<td>14 14</td>
<td>Blue Heartache □ Gail Davies</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>15 15</td>
<td>Baby, You’re Something □ John Conlee</td>
<td>MCA</td>
</tr>
<tr>
<td>16 16</td>
<td>Your Lyin’ Blue Eyes □ John Anderson</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>17 17</td>
<td>Ain’t Livin’ Long Like This □ Weylon Jennings</td>
<td>RCA</td>
</tr>
<tr>
<td>18 18</td>
<td>You’d Make an Angel Wanna Cheat □ Kendall</td>
<td>Ovation</td>
</tr>
<tr>
<td>19 19</td>
<td>Old Cold Shoulder □ Crystal Gayle</td>
<td>Columbia</td>
</tr>
<tr>
<td>20 20</td>
<td>Lay Back In The Arms □ Randy Barlow</td>
<td>Republic</td>
</tr>
<tr>
<td>21 21</td>
<td>Daydream Believer □ Anne Murray</td>
<td>Capitol</td>
</tr>
<tr>
<td>22 22</td>
<td>You Pick Me Up □ Dottie West</td>
<td>United Artists</td>
</tr>
<tr>
<td>23 23</td>
<td>You’re Only Lonely □ J.D. Souther</td>
<td>Columbia</td>
</tr>
<tr>
<td>24 24</td>
<td>Little Getting Used To □ Mickey Gilley</td>
<td>Epic</td>
</tr>
<tr>
<td>25 25</td>
<td>What’ll I Tell Virginia □ Johnny Rodriguez</td>
<td>Epic</td>
</tr>
</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. □ indicates an upward movement of five or more chart positions between this week and last.
Tartikoff in for Weinblatt at NBC

31-year old programer takes over Entertainment Division; makes shake-ups in prospect; Weinblatt to head Enterprises arm

Fred Silverman's hand-picked protege, 31-year-old Brandon Tartikoff, was named president of NBC Entertainment last week. In a surprise series of executive changes and division realignments at the number-three network, Tartikoff, vice president for programs, was named to replace Mike Weinblatt, who was shifted to head a new NBC Enterprises division, and the entertainment division's business affairs department, headed by Senior Vice President Irwin Moss, was put directly under Silverman's supervision.

Tartikoff—identified by Broadcasting (March 26, 1979) as the "wunderkind's wunderkind" at NBC—told the magazine last week that still more executive changes will be announced. Insisting that he had no plans for anybody to be leaving NBC, Tartikoff said that he and Perry Lafferty, senior vice president for programs and talent and the network's top-ranking West Coast executive, will be moving to fill a number of vacancies currently at the division. Although declining to name any candidates, Tartikoff said there would be a number of promotions within and additions to the division's ranks coming. Among the slots likely to be seeing new occupants is that of vice president for national programming and variety development, which until last month was held by former CBS Entertainment executive Jerry Golod (Broadcasting, Dec. 17, 1979).

Tartikoff's appointment was announced Tuesday (Jan. 15), the day after Silverman, president of NBC Inc., announced that Weinblatt would be leaving the entertainment division to take the presidency of the new division. That 24-hour hiatus gave the Hollywood and New York rumor mills ample opportunity to suggest possible replacements. Although Tartikoff's name was prominent among likely candidates, others thought to have been in the running were Lafferty and Robert Wood, the former president of CBS-TV and currently the head of Hollywood-based Neph Productions.

But Tartikoff was never a dark horse. He first caught Silverman's eye while Tartikoff was director of advertising and promotion at ABC-owned WLS-TV Chicago and Silverman was head of that network's programing. Silverman plucked Tartikoff out of Chicago in 1976 and named him manager of dramatic development for ABC. Three months later, Tartikoff again rose, that time to executive in charge of current dramatic programing. When Silverman moved to NBC, he took Tartikoff with him and placed the then 27-year-old in the position of director of comedy programs. Tartikoff was named vice president for programs, largely responsible for the network's prime-time schedule, in July 1978. In his new position, Tartikoff will be headquartered in New York but will maintain an office at NBC's Burbank, Calif., complex—where he anticipates spending half of his time.

"Fred wanted somebody he could speak shorthand to," Tartikoff said of his new appointment last week. "We have very compatible philosophies of programing."

Tartikoff's appointment and the spin-out of the business affairs department suggest, Tartikoff agreed, that Silverman was looking for more of a showman than an administrator in the division presidency. "I have never seen myself as an administrator. I'm not somebody who'll sit around and write memos," Tartikoff said. At some point in my life I'd like to see how the business side works. I get off on getting ideas for television shows and developing them."

Unlike Weinblatt, who matured in the NBC business affairs and sales departments before making the move to the entertainment division, Tartikoff has spent most of his career in the programing field. The spin-out of the business affairs department, which negotiates with program suppliers and, in effect, is the financial arm of the division, reflects Tartikoff's abilities, interests and limitations.

Under the new arrangement, business affairs will report directly to Silverman while programing and advertising will continue to report to the entertainment division president—Tartikoff. Moss, who took over the business affairs department last June, graduated from Harvard Law School, and his background includes positions with International Creative Management, Dancer-Fitzgerald-Sample advertising agency and CBS Inc.

"We have streamlined NBC Entertainment to make it a more creative division," Silverman said last week in a prepared comment on the new line-up. "By taking the administrative burdens of business
affairs off the creative people in program-
ing, all of their energies will be directed
toward what is going on the air. And Irwin
Moss reporting directly to me will facilitate
deal-making at every level.”

Absent from that team, however, is
Weinblatt, who was named president of
the entertainment division when it was
formed in 1978. Under his leadership,
the network has generally improved its po-
tion in the three-way prime-time com-
petition—not so much with major ratings
gains (although those have come in some
time periods) but in stemming a ratings
slide that plagued NBC through the sec-
ond half of the 1970’s.

Weinblatt’s new NBC Enterprises is
charged with international and domestic
sales of NBC-produced programing,
television and radio, and for “developing
other profitable uses” of NBC’s product.
Weinblatt will oversee foreign sales of
NBC-made sports, news and entertain-
ment shows and represent the network
in the sale of NBC shows to companies
syndicating programs in the U.S.

Weinblatt said last week that he had
asked to be relieved of the entertainment
division presidency largely due to the con-
straints it had put on his personal life. The
changes, he said, had been in the offing for
over a month. “It just got to be too
much,” he said, “The negatives were get-
ting to be more than the positives. It’s nice
to walk into the house and have your
children know who you are.”

One major role in his new job, he said,
will be to explore the role of NBC in pro-
viding programing for the new video tech-
nologies such as disks and cassettes. Other
areas, such as in-flight films, school aids
and the like will also be explored, he said.

Ratings race: CBS within
whisker of ABC

Just one-tenth of point
separates front-runners
as CBS takes seventh
out of last nine weeks

CBS-TV maintained its winning push in
the week ended Jan. 13, pulling to within
a tenth of a rating point of ABC-TV in the
prime-time ratings for the season to date
(from Sept. 17).

The weekly win, by 1.6 rating points
over ABC and 3.7 over NBC-TV, in fact
led CBS to claim that it had passed ABC by
one yardstick—number of weeks won.
CBS claimed it had finished first eight
times this season to ABC’s seven and
NBC’s two.

The score for the week: CBS 20.9, ABC
19.3, NBC 17.2. It was CBS’s seventh
weekly win in the last nine weeks.

For the 17 weeks in which all three
networks were presenting 1979-80 pro-
graming, the averages are ABC 19.3, CBS 19.2
and NBC 17.7. (ABC, which started its
season a week earlier, makes its calcula-
tions from Sept. 10, putting the averages at
19.4 for ABC, 19.0 for CBS and 17.6 for
NBC.)

In the week ended Jan. 13, CBS took
four nights—Monday, Thursday, Friday
and Sunday, all with regular series pro-
graming. ABC took the rest, primarily with
regular programing. CBS had the
week’s top three programs. NBC, count-
ing one tie, took six of the top 10.

Among second-season introductions
and changes, CBS’s House Calls on
Monday and Knotts Landing on Thursday
again did well, both pulling 34 shares. Last
Resort on Monday again suffered, with a
26 share, and Young Maverick on Wednes-
day dropped to a 19 share.

CBS News’s 60 Minutes again outdis-
tanced the other networks’ magazine pro-
grams—and all but two other programs of
the week—with a 27.6/43. ABC’s 20/20
pulled a 15.8/27 on Thursday against
CBS’s Knotts Landing (20.0/34) and
NBC’s Rockford Files (18.0/31). NBC’s
newly positioned Prime Time Saturday
had a 9.6/16 against ABC’s Fantasy Is-
land (23.3/40) and the last hour of the
“Outlaw Blues” movie on CBS (14.4/24).

The week’s top 10 programs: CBS’s
Dukes of Hazzard (30.5/47), Dallas
(28.7/46) and 60 Minutes (27.6/43);
CBS’s Alice (27.5/41) tied with ABC’s
Three’s Company (27.5/40); CBS’s Jeffer-
sons (26.8/40) and M*A*S*H (26.7/40);
NBC’s Little House on the Prairie
(25.3/36), ABC’s Happy Days
(25.0/37) and NBC’s CHiPs (24.6/40).

Grossman: time
to get back
to the software

PBS president says dollars spent
on technology must now go
to improving programing quality

“‘It’s time for us to do less system-build-
ing and more program-making,’ Lawrence
K. Grossman, president of Public Broad-
casting Service, declared last Wednesday.

Speaking in San Francisco at the 1980
PBS Program Fair, Public Information
Conference and Festival 80 Workshop, he
said public television should spend more
of its resources to produce new and better
programs.

Grossman pointed out that public
broadcasting in the past two years had
spent 40 million "$care" dollars for its
satellite distribution system and that PBS
had been reorganized into a multinet-
work programing, promotion and distrib-
ution organization.

“But all those glittering new distrib-
tion technologies will not, by themselves,
bring about what television needs,”
Grossman said. “If we make the programs
the public needs, they’ll find their way to
the right distribution technology.”

The PBS president put priorities on find-
ing ways to get new programing dollars
and on the need to rely less on foreign ac-
quisions of already-made product.

Grossman cited “two dangerous pro-
grame policy trends which must be
reversed,” he said, arises from well-intentioned pressures of special interest groups seeking to dictate program quotas and mandate procedures designed to redress injustices inflicted on some segments of our society. He termed such “bureaucratically imposed quotas a politically convenient response to the requirement that public television serve diverse needs.”

Grossman’s other concern was with the belief of some that public television must serve as the “untrammeled outlet for the personal expression and creative fulfillment” of individual producers. “This,” he explained, “is the view that public television should provide full and open access to all without editorial interference and without the professional imposition of standards of taste, underwriting support, journalistic integrity, artistic quality or creative excellence.”

The way has been cleared for public television to make this a decade of great programs, the PBS president concluded, and added: “Now all of us in public television have got to put aside everything else and produce—the words and music, the pictures and ideas that will enrich our civilization and insure our continued existence.”

PBS’s Chloe Aaron earlier had called for the development of an ambitious 26-week American drama showcase that would require a minimum capital investment of $15 million.

The senior vice president for programming, speaking Jan. 13 at the Program Fair, said the drama workshop should be the start of a major five-point initiative to create a “national dream schedule” for public TV over the next five years.

Aaron asked local stations to provide $5 million of the investment for the drama project, expressed the hope that the Corporation for Public Broadcasting would match that commitment, and then said the remainder of the budget should come from outside funders.

**InSync**

**Piracy protection.** Oak Communications Inc., subsidiary of Oak Industries, and Western Union Telegraph Co. last week announced successful demonstration of equipment for scrambling and unscrambling TV programing transmitted by satellite. Demonstration took place Jan. 9 at Lake Geneva, Wis., utilizing Westar III, satellite owned by Western Union. Oak Communications will market scrambling equipment. Equipment is said to be more advanced than encoder and decoders that Oak Communications presently produces for scrambled TV programing of subscription television and pay cable television services.

**Breaking ties with Iran.** Hatris Corp., Melbourne, Fla., has filed suit in federal court in Orlando, Fla., against government of Iran, claiming breach of contract and asking nearly $10 million in damages. Harris wants to close book on 1977 contract it had with Iran to install intelligence system for military and collect $2,314,934 in contract termination costs and $7 million in damages for lost profits. Construction on project was terminated by end of February’s Iranian revolution. Harris said that it has received payments for work completed, but that no out-of-pocket loss to company is involved. If court rules in favor of Harris, monetary award can be made from Iranian assets that were frozen by President Carter last November.

**Can’t wait.** FCC has again been urged by Association of Maximum Service Telecasters to adopt standards now for assigning educational FM stations. In its further comments on proposed rulemaking for such action (Docket 20735), AMST said last week that meaningful relief for TV channel 6 (82-88 mhz) from adjacent noncommercial FM band (88-92 mhz) cannot wait years for effective filters and receiver designs to be developed, tested and marketed to nearly all households in country. AMST cited FCC tests of receivers last September and just-completed study of various receivers by A.D. Ring & Associates, for the association, to underscore seriousness of interference problem.
As compiled by BROADCASTING, Jan. 7 through Jan. 11 and based on filings, authorizations and other FCC actions.

Abbreviations: AJL—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. kHz—kilohertz. kW—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N.—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. UI—unlimited hours. vis.—visual. watts.—watts.

For the Record

FREE
“FREE ENTERPRISE” TV PROGRAM
FEATURING
Wm. E. Simon
Irving Kristol
Herbert Stein
Alan Greenspan

Videotaped 3/79 during National Free Enterprise Symposium Approx. 24 minutes running time. Outstanding Public Affairs programming. TV stations may use as spot carrier. Available without charge from Office of Public Affairs St. Mary’s University One Camino Santa Maria San Antonio, Texas 78284

FM actions


- Bellows Falls, Vt.—Broadcast Bureau granted WTU Broadcasting Inc. 107.1 mhz, 650 w, HAAT: 570 ft. Address: Box 382, Bellows Falls 05101. Estimated construction cost not given; first year operating cost not given. Form: nonstock corporation; owner: Ben Dodge, president, and four others. No one has other broadcast interests. (BPF780929A). Action Dec. 21, 1979.

TV actions


Ownership Changes

Applications


- KSOK(AM) Kansas City, Kan. (1280 kHz, 1 kw)—Seeks assignment from KSOK Broadcasting Co. to R.J. Communications Inc. for $370,000. Seller is subsidiary of Staurfer Communications, group owner and publisher of number of newspapers in South and Midwest. Oscar S. Staurfer is chairman; his son, Stanley, is president. Buyer is owned by Richard T. Warnell (60%) and his wife, Janet (40%). Warnell is Western station relation manager for Mutual Broadcasting System. Neither he nor his wife have other broadcast interests. Ann. Jan. 4.

- WACA(AM) Cambridge, S.C. (1590 kHz, 1 kw)—Seeks assignment of license from Camden Broadcasting Corp. to Wateree Telecasting Inc. for $80,000. Seller is principally owned by H. B. Bowden Sr. who has no other broadcast interests. Buyer is owned by John R. Parker (75%) and Don Mack (25%). Mack is former sales manager at WPUB-AM-FM Camden. Parker is owner of Camden business interests in manufacturing. Neither has other broadcast interests. Ann. Jan. 4.

Actions

- KOXE(AM)-KJQG(FM) Mesa, Ariz. (AM: 1310 kHz, 5 kw-D, 500 w-N; FM: 104.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Al Rau, receiver for bankrupt southwestern Media Corp., to Western Cities Broadcasting Corp., for $2.5 million. Southeastern Media Corp. is owned by Lowell Homburger (21%) and nine others. Homburger and is wife bought WRDD(AM) Bay City, Mich. (BROADCASTING, Oct. 22, 1979). Earlier deal to sell Meta stations to black group for $1.85 million was called off by the FCC's Broadcast Bureau, Aug. 21, 1978). Buyer is owned by Peer Pederson, Howard Warren and Richard and William Phalen (brothers), who owns KZAP(FM) Sacramento, Calif., (BROADCASTING, Aug. 21, 1978).

- WRDR(AM) Minneapolis (1230 kHz, 5 kw)—Broadcast Bureau granted assignment of license from Metrocom to Minnesota Public Radio Inc. for $975,000. Seller is partnership headed by Robert J. Liggitt Jr. Liggitt acquired control of station in August, 1978 for $2 million, but because of financial difficulties is now selling station. He has asked FCC for waiver of three other broadcast assignments. Buyer is owned by John J. McEwen (39%) and his wife, Kay (48%). Harold owns Robinson, Okla., advertising firm and 4% interest in KCNI(AM) El Reno, Okla. Kay is housewife with no other broadcast interests (BAL791107EI). Action Dec. 31.

- KKKJ(AM) Ardmore, Okla. (97.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Arbarroke Broadcasters Inc. to OKTEX Inc. for $600,000. Seller is owned by Harold E. Cochran, who has no other broadcast interests. Buyer is owned by Gerald G. McEwen (39%) and his wife, Kay (48%). Harold owns Robinson, Okla., advertising firm and 4% interest in KCNI(JAM) El Reno, Okla. Kay is housewife with no other broadcast interests (BAL791107D). Action Dec. 31.

- WADC(AM)-WIBZ(FM) Parkersburg, W.Va. (1050 kHz, 5 kw-D; 99.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for $1,024,000 plus $130,000 for covenant not to compete. Seller is owned by Calvin Dallly, Jr., who also has interest in WJUL(AM) Steubenville, Ohio. Buyer is owned by Gerald P. Mikiela, Chicago investment broker and part owner of WKZN-AM-FM Zion, Ill., (CP790427A). Action Dec. 19, 1979.


Facilities Changes

AM actions


It's tough to compare something in a class by itself.

27.5 Kilowatt FM Broadcast Transmitter

The Sintronc S.I.F-25 transmitter is designed for long-term, reliable performance in the 88-108 MHz FM Broadcast band.

It provides the broadcaster with a high specification, easily maintained, reliable transmitter with a long operating lifetime. Proven circuitry is combined with the latest technological advances to meet these design goals. All the specifications are verifiable and represent conservative statements which all transmitters will meet at a minimum. They are not engineering estimates of performance. Considerable care has also been taken in the mechanical design to ensure technician accessibility, ease of testing, and component replacement.

The same concern for detail and reliability are found in Sintronc 1.5, 2.5, 5, 5.5, 17.5, and 55 kW FM transmitters. We wouldn't build them any other way.

The Sound Source Sintronc Corporation

212 Welsh Pool Road, Lionville, PA 19353 (215) 363-0444

Broadcasting Jan 21 1980 71
Summary of broadcasting

FCC tabulations as of Nov. 30, 1979

<table>
<thead>
<tr>
<th>Service</th>
<th>Licensed</th>
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<th>Total air</th>
<th>CPS not on air</th>
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<td>215</td>
<td>2676</td>
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*Special temporary authorization **Includes all-air licenses

Satellites

- The following earth station applications have been granted:
  - Osborne Cable TV Inc. for Osborne, Kan. (000038-DSE-L)
  - Sound Electronics Inc. for LaFayette, La. (000031-DSE-L)
  - Steinigen Cablevision Inc. for St. Genevieve, Mo. (000032-DSE-L)
  - Rocky Mountain Cable Television Inc. for Eagle, Colo. (000038-DSE-L)
  - Signal Cable TV Inc. for Golden Valley, N.C. (000039-DSE-L)
  - Metrovision Inc. for St. John, La. (000030-DSE-L)
  - San Saba Cablevision Inc. for San Saba, Tex. (000031-DSE-L)
  - Southern Oklahoma Cable Inc. for Carter, Okla. (000044-DSE-L)
  - Union Plaza Hotel and Casino for Clark, Nev. (000045-DSE-L)
  - Guernsey Community Television System for Platte, Wyo. (000030-DSE-L)
  - Navajo Community College for Apache, Ariz. (000031-DSE-L)
  - Karl Inc. for Clark, Nev. (000034-DSE-L)
  - SKM Enterprises Inc. for Kittson, N.D. (000035-DSE-L)
  - SKM Enterprises Inc. for Walsh, N.D. (000036-DSE-L)
  - Osborne Electronics for Clark, Kan. (000037-DSE-L)
  - New View Cable TV Inc. for Walsh, N.D. (000038-DSE-L)
  - Hurst Systems for Osage, Kan. (000039-DSE-L)
  - Burron Antenna Co. for Floyd, Ky. (000040-DSE-L)
  - Hi-Net Communications Inc. for Allen, Ind. (000047-DSE-L)
  - Hi-Net Communications Inc. for Cook, Ill. (000048-DSE-L)
  - Hope Cable TV Inc. for Bartholomew, Ind. (000049-DSE-L)
  - Hi-Net Communications Inc. for Jasper, Tex. (000050-DSE-L)
  - Hi-Net Communications Inc. for Blackmore, Va. (000051-DSE-L)
  - Hi-Net Communications Inc. for Amherst, Va. (000052-DSE-L)
  - Hi-Net Communications Inc. for Franklin, Pa. (000053-DSE-L)
  - Hi-Net Communications Inc. for St. Joseph, Ind. (000054-DSE-L)
  - Davis Cable Co. for LeFlore, Miss. (000055-DSE-L)
  - Clear Vision Cable Co. for Newton, Miss. (000056-DSE-L)

Cable

- Clear Vision Cable Co. for Newton, Miss. (000033-DSE-L)
- Fenton Cablevision for Geneseo, Mich. (000034-DSE-L)
- Gem Communications Inc. for Putnam, Ga. (000035-DSE-L)
- Christian Broadcasting Network Inc. for Floyd, Ind. (000036-DSE-L)
- Waco Net Co. for Wayne, W.Va. (000037-DSE-L)
- Noble Cablevision Inc. for Hamilton, Ind. (000038-DSE-L)
- Frederick Cablevision Inc. for Frederick, Md. (000039-DSE-L)

- South Western Cablevision for Troy, Ill. (IL0334) new system
- St. Joseph Cablevision for Savannah, Mo. (MO0075) new system
- L-B Cablevision Inc. for Blair, Sarpy Counties and Island Creek, all West Virginia (WV0012.1,2,3) new system
- United Cablevision of Roan for Roan and Anson, both Texas (TX0025.1,2,3) new system
- UA-Columbia Cablevision of New Jersey for Wood Ridge, N.J. (NJ0026.1) new system
- Cardinal Cablevision Inc. for Kibbitt, Tenn. (TN0065) new system
- Orange County Cablevision Inc. for Highland, N.Y. (NY0019) new system
- Beeline Cable Construction Corp. for Bayamon, P.R. (PR0008) new system
- UA-Columbia Cablevision of Westchester Inc. for Rockland and Greenburgh, both New York (NY0014,5) new system
- Comcast Cablevision for Wallington and Wallington Twp., N.J. (NJ0032) new system
- Cablevision for Solana Beach and San Diego, both California (CA0077,8) new system
- Cross Country Cable TV Inc. for Union Beach, N.J. (NJ0041) new system
- Cablevision of Chicago et al for Willow Springs, Ill. (IL0038) new system
- Ultracom of Montgomery County Inc. for Montgomery, Pa. (PA1833) new system
- Cablevision of Chicago et al for Forest View, Ill. (IL0040) new system
- Gonzales Cable TV Services Inc. for Gonzales, Tex. (TX0024) new system
- Cardoza Cablevision Inc. for Memphis, and Lamar, both Texas (TX0023,2) new system
- Cablevision of Bayonne et al for Bayonne, N.J. (NJ0081) new system
- United Cablevision Corp. for Chambly, Doraville

Broadcasting Jan 21 1980
Roy Howard Awards
LAST CALL
$4,500 in prizes * Feb. 1 deadline
Send tape of your entry public-service effort aired in 1979. Radio or television, any format or length.
No entry fee, no explanations necessary. Any station or group eligible, but no networks.
For television, send 1/2" video cassette. For radio, 1/4" audiotape 7" ips or 3/4" ips.

Enclose one authorization form per entry.

station or group
address

Materials Enclosed
(audio) video cassettes for television
(audio) audio cassettes for radio
(audio) audio reels for radio

Submission for Roy W. Howard Public-Service Awards authorized by:

(signature of officer or manager)

Send to:
ROY W. HOWARD AWARDS
SCRIPPS-HOWARD FOUNDATION
780 PARK AVENUE
NEW YORK, N.Y. 10017

If you want to open doors in minority broadcast financings

If you want to open doors in minority broadcast financings

Applications
Call

New FM's

WZOE-FM

WZOE Inc., Princeton, Ill.

WDMK

Mcclennan Broadcasting Corp., Crotzer, Va.

Existing AM's

WTAX

WVWG Huntsville, Ala.

KSRR

KGBM Honolulu

Existing TV's

WVTM-TV

WVTM-TV

WSTV-TV

WETM-TV

WHLM-TV

WTPA Harrisburg, Pa.

Grants

Call

New AM's

KMNC

WMFE-FM

KWIN

KWIN

KDNA

KDNA

New FM's

WLYN-FM

WLYN-FM

WLUY

WLUY

Christian Center Inc., Chicago, Ill.

Existing AM's

KLRR

WLSR

KCLQ

KCLQ

Existing FM's

WLYN-FM

WLYN-FM

WLYN-FM

WLYN-FM

Broadcasting Jan 21 1980
# Professional Cards

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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Additional Information</th>
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<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey, Alexandria, VA 22314</td>
<td>(703) 642-4164</td>
<td>Member AFCE</td>
</tr>
<tr>
<td>EDWARD F. LORENTZ &amp; ASSOCIATES</td>
<td>Consulting Engineers, Washington, DC 20005</td>
<td>(202) 234-1222</td>
<td>Member AFCE</td>
</tr>
<tr>
<td>A. DING &amp; ASSOCIATES</td>
<td>Consulting Radio Engineers, Suite 500, Washington, DC 20006</td>
<td>(202) 234-6700</td>
<td>Member AFCE</td>
</tr>
<tr>
<td>CARL T. JONES ASSOC.</td>
<td>Consulting Engineers, Springfield, VA 22153</td>
<td>(703) 569-7704</td>
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</tr>
<tr>
<td>STEEL, ANDRUS &amp; ASSOCIATES</td>
<td>2029 K Street, NW, Washington, DC 20006</td>
<td>(202) 827-8725</td>
<td>Member AFCE</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON, INC.</td>
<td>Consulting Radio &amp; Television Engineers, San Francisco, CA 94128</td>
<td>(415) 342-3208</td>
<td>Member AFCE</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9233 Ward Parkway Suite 285, Kansas City, MO 64114</td>
<td>(816) 444-7010</td>
<td></td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers, Inc., 9616 Pinkey Court, Potomac, MD 20854</td>
<td>(301) 299-3900</td>
<td>Member AFCE</td>
</tr>
<tr>
<td>C. P. CROSSNO &amp; ASSOCIATES</td>
<td>Consulting Engineers, P.O. Box 18312, Dallas, TX 75218</td>
<td>(214) 927-9140</td>
<td>Member AFCE</td>
</tr>
<tr>
<td>RADIO ENGINEERING CO.</td>
<td>Box 4390 RR 1, Santa Ynez, CA 93460</td>
<td>(805) 689-2333</td>
<td>Serving Broadcasters over 35 years</td>
</tr>
<tr>
<td>JOHN F.X. BROWNE &amp; ASSOCIATES, Inc.</td>
<td>Consulting Engineers, Washington, DC 20006</td>
<td>(202) 293-0203</td>
<td>Member AFCE</td>
</tr>
<tr>
<td>ROSEN TELEVISION SYSTEMS</td>
<td>Consulting &amp; Engineering, 250 West 57th Street, New York, NY 10019</td>
<td>(212) 246-3967</td>
<td></td>
</tr>
<tr>
<td>MATTHEW J. VLISSIDES, P.E.</td>
<td>Structural Consulting Towers, Antennas, Structures Studies, Analysis, Design Modifications, Inspections, Supervision of Erection, 7601 S. BURFORD DRIVE MCLEAN, VA 22102</td>
<td>(703) 358-8904</td>
<td></td>
</tr>
<tr>
<td>WILLIAM B. CARR &amp; ASSOCIATES, INC</td>
<td>Box 18312, Dallas/Fort Worth, TX 75218</td>
<td>(214) 927-1181</td>
<td>Member AFCE</td>
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# Services

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<td>COMMERCIAL RADIO MONITORING CO.</td>
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<td>Monitors Repaired &amp; Certified</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>Specialists for AM-FM-TV</td>
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<tr>
<td>DOWNTOWN COPY CENTER</td>
<td>FCC Commercial Contractor, AM-FM-TV &amp; NRRA lists-tariff updates-search services-mailing lists, C.B., Amateur, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>contact</td>
<td>Broadcasting Magazine, 1735 DeSales St. NW, Washington, DC 20036</td>
<td>(202) 638-1022</td>
<td>for availabilities</td>
</tr>
</tbody>
</table>
RADIO
HELP WANTED MANAGEMENT

Corporate Vice President—Marketing & Sales
Minimum 10 years General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resume and salary requirements to Entercom, One Bala Cynwyd, Bala Cynwyd, PA 19004, EOE.

General Manager/AM/FM in Colorado. Must be sales oriented. Send resume and references to Kim Love, Box 5086, Sheridan, WY 82801, EOE.

Sales Manager for FM/AM sleeping giant. This is a challenging turnaround situation. Experienced motivators who have built and led sales teams to record results and seek an equity opportunity will find the tools they need at KAOH, Duluth, Minnesota. Duluth is a regional center for retailing, transportation, and tourism. Beautiful Lake Superior. An underdeveloped FM market, this city is ready for a radio pro at a station staking claim to "Number One." Resume and salary history to Randy Rogers, KOAH, Box 6167, Duluth, MN 55806.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced Station Managers and Sales Managers. Excellent benefits. Please send resume. We are an Equal Opportunity Employer. Contact: Director of Personnel, Marilyn S. Garnett, PO Box 529, Laurinburg, NC 28352, 919-276-9685 or 919-276-2911.

General Manager/Sales Manager for AM/FM in growing medium market in Southwest. Excellent opportunity for experienced person. EOE. All replies will be held in confidence. Send resume and salary requirements to Box A-58.

General Sales Manager: New Beautiful Music FM Top-Fifty Market: Intermountain-West. We have format and promotion. Stable group ownership. Excellent starting salary and fringes, no-gimmick override can earn you 550,000 yearly area even before station matures. That's the kind of person we're looking for. Streetstrong looking for first management, who has sold and delivered will be considered, same deal to those who qualify. SeeGull Radio, Box 388, Salt Lake City, UT 84110. Call 801-292-5245. Jack Stuart, EEO.

Group owner is in need of a Sales Manager capable of applying research in local sales. "Reps" background helpful, but not essential: You must be able to mold a cohesive force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box A-86.

General Manager—Major market—sales leadership qualities and experience necessary. Salary commensurate with experience. Box A-105.

Manager/Sales Manager for Country ABC Santa Barbara, CA 93108-9635896 even- 
Box A-115ings 805-964-3094 non-smoker.

General Manager—Investor group seeks self-starting general manager with sales orientation to operate AM/FM station in major Northeast market. Candidate should be willing to work with acquisition team in structuring pro forma, selling format and financing. Attractive compensation package and equity participation available for right person. All replies held in strict confidence. Send resume and salary history to Box A-115.

General manager opening for Wheeling WV-WVKW AM and FM, the leading contemporary station, and Muzak. Excellent compensation and profit sharing program. This is an outstanding opportunity for a person ready to grow into top management role. Excellent radio facilities. Be part of a good group—

Box A-115

Assistant Director for Contracts and Distribution, WHA Radio TV: Responsible for assisting in the marketing of WHA broadcast materials for further distribution to all other markets for WHA production capabilities. BA required. MBA or demonstrated knowledge of broadcasting and telecommunications is desirable. Strong demonstrated written and oral communications skills essential. Annual salary of $15,000. For information and application, write: Randall Pelch, WMHT-FM, 1950 University Blvd, Albany, NY 12222. Deadline for completed applications: February 15. An equal opportunity/affirmative action employer.

Station Manager, 50,000 watt public radio station serving San Joaquin Valley. Must have good business, personnel, broadcasting and organization skills. Salary negotiable. Send resume and salary requirements to KVPR-FM, 1515 Vine St., Fresno, CA 93721. Deadline February 15, 1980.

Sales Manager for full-time station in growing Central Oregon market where the living is great. Successful applicant must have ambition, drive, intelligence and successful radio sales background. Attractive compensation package for right person. Send resume to John Stenkamp, General Manager, KBND, PO Box 5037, Bend, OR 97701 or call 503-382-5623 EEO.

Southeastern Major Market AM is looking for a trained and qualified sales manager. Must be able to train and direct local staff. Excellent salary and benefits. Send resume to: Box A-146.

FM Program Manager: 24-hour concept music NPR station seeks experienced administrator with classical music background, programming experience. Excellent opportunity for management buy with strong interest in this unique format. Send resume witsalary history to Personnel, WMHT-TV/FM, Box 17, Schenec- tady, NY 12301. EEO (FM).

Man and wife team for Midwest AM/FM. Not a 'long on the desk' job. She must be experienced in all phases of office work and able to write copy. This is a growing company in the process of adding two more stations. Couple chosen will receive excellent salary, new home in which to live plus other salary incentives based upon gross billing. Station in small, pleasant community within short distance of major recreation area and metropolitan area. KWRT-KDBX, Box 127, Boonville, MO.

GM for small market near Twin Cities. Liberal incentive program. Must have strong sales background. EEO. Reply Box A-151.

HELP WANTED SALES

Colorado Sales opportunity: immediate opening; experienced or beginner, bonus must be aggressive. Don Costa, KAVY, Box 632, Rocky Ford, CO 81067 EOE.

FM Radio Sales Person wanted for Colorado's most powerful country station. Preferably with knowledge of Central Florida market. Good opportunity and company benefits. An equal opportunity employer. Contact: WGTI, PO Box 123, Cypress Gardens, FL 33860. Phone 813-324-5400.


Exciting ground floor opportunity with new beautiful music FM (major-group broadcaster's 7th station). Excellent guarantee up to ($120,000) for the right individual. Send resume to KCGL Radio, PO Box 388, Salt Lake City, UT 84110 EOE.

Florida—Sales Manager—Equity possible—Key list, growth market, expanding company, E.O.E. Call 305-783-8660 Evenings.

Central Illinois. If you'd like to earn big commission checks while enjoying the benefits of small town liv- ing, join our highly successful team. Resume. WSMJ-AM/FM, Litchfield 62056.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced sales managers and sales persons. Excellent benefits. Please send resume. We are an Equal Opportunity Employer. Contact: Director of Personnel, Marilyn S. Garnett, PO Box 529, Laurinburg, NC 28352, 919-276-5686 or 919-276-2911.

Assistant Sales Manager. Successful person even- tually to take over entire sales operation. Organization and strong sales a must. Pena. 5000 Wife Daytime NBC affiliate. Send resume and earnings to Box A-46.


Unusual sales opportunity if you're only the slightest unhappy with your current job don't hesitate to contact us. All replies will be considered. We're a growing 9 station group that needs self motivated, professional sales reps. on east coast only. We offer good starting training and unheard of earning potential. What have you got to lose? Reply now... Box A-82.

We want another salesperson for our station. You are now an announcer and want to move into sales. You'll need to work. Salary, commissions and car allowance. Mr. Burns, PO Box 749, Las Alamos, NM 87544. EOE.

Sunbelt opportunity for a proven professional radio salesperson. If you'd like to live and work in the sunny south, an aggressive Sw Key Country station has an immediate opening. Phone Homer Mann, GSM, WCCL Jackson, MS 641-928-0385. EOE.

Additional Sales Person needed for dynamite new market. FM AOR. Applicant must be aggressive. Send resume, salary needs to Box A-40.

Immediate Openings for experienced salespeople. Must be aggressive and hard working. Excellent compen- sation and benefits package. Send resume to WLEE Radio, PO Box 8477, Richmond, VA 23226.

Sales Position for experienced, aggressive, streetfighter. Single station market. The person selected should make $20,000 plus in the first year. If you feel that you have outgrown your job or market we offer unlimited growth potential in Western Pennsylvania. Send resumes to Box A-131.

Experienced Radio Salesperson. Salary based on track record. WBRM, Box 219, Marlton, N.J. 83272. EOE.

Florida (Central/Small) 30% commission for right person—station already a winner. Come get your share of the previous sales experience. Contact Royle Johnson, WBBW, 304 State Road 448, Bloomingston, IN. EOE.

Norfolk, VA. WFBO is looking for a fantastic person to train and develop. Put together an impressive pre- sentation on yourself and send it to Pauline Baydus, WFOG, 330 W. Brambleton, Norfolk, VA 23510. An equal opportunity employer.

HELP WANTED ANNOUNCERS

Central Pennsylvania. We are looking for an air personality. Need a communicator. Good voice a must. Experience required. Let us hear from you. E.O.E. Tape, resume, salary needs in first package. To: Manager, WRTA, PO Box 272, Altoona, PA 16603.
HELP WANTED ANNOUNCERS CONTINUED

1st ticket ... light maintenance helpful, but not required. Adult communicator. Personally. For board shift, plus production and some news. Need now. Box A-75.

Full time, experienced, mature and stable D.J. with warm, personable, friendly touch for MOR/Adult cont. format. Immediate need. Must be able to produce schedule and some newscasts. No loafers. Excellent benefits including health insurance and retirement plan. EOE. Resume and recent audio checks to Ed Hunt, WBUT Radio-TV Park, Salisbury, MD 21801. 301-749-1111.

Looking for a one to one communicator and copywriter for small market FM. Automation experience helpful. EOE. Reply to: Box A-81.

Opportunities with growing broadcast group located in the Central Florida area. Immediate opening for experienced Radio Announcer. Excellent benefits. Please send resume and tape. We are an Equal Opportunity Employer. Contact: People at Personnel, Marilyn S. Garrie, PO Box 529, Laurinburg, NC 28352 919-276-8986 or 919-276-2911.

10K Beautiful Music FM, 10K Beautiful Music & Total Information AM in Eastern North Carolina is seeking an Staff Announcer. First ticket is a must. Forward your resume to Reeves Fowler, WNCW Radio, Box 7167, Greeenville, NC 27834. An Equal Opportunity Employer.

Qualified Announcer, news and play by play helpful, advancement opportunity. MF EOE. Jimmy Young, 806-872-2404, KPET, Box 30, Lamesa, TX 79331.

Replacement needed for 20 year institution. Modern country station in beautiful SC coastal area needs morning man. Salary commensurate with talent. All info first party to Park Roberts, WBUE, 3060 Boundary St, Beaufort, SC 29902, EOE.

Medium market FM AOR in Pennsylvania has openings for enthusiastic jocks. Box A-89.


Immediate opening for Announcer. We offer above-average salary and working conditions for our area. Send tape and resume to Buddy Preeter, KPAN, Drawer 1757, Hereford, TX 79045. Phone 806-874-1414.

South Central Michigan ... Brand new Adult-Modern Country station needs top-notch Morning Drive Personality. Person selected will also handle music and programming responsibilities. Good pay and benefits to the right person. Letters and resumes to Box A-111.

Florida — 90 miles from either coast, 72 lakes located. Avon Park- Sebring No. 1 WAPR needs experienced major market sounding jock—big pipes—big morphology. Contact: Call Duke Roberson, 813-453-3139 or send tape and resume to WAPR, PO Box 1390, Avon Park, FL 33825.

Morning personality/talk show host, Midwest Market. Experienced only. An Equal Opportunity Employer. Send resume and salary history to Box A-104.

Great Afternoon Personality wanted for top rated ARB station which wants even higher ratings. If you've got the track record and are tops in production, send your tape and resume to Rick Jacobs, WHHC, PO Box 1045, Conyers, GA 30014. One of the best. No phone calls. Equal Opportu- nity Employer.

Beautiful Central Oregon. AM country needs an- nouncer for any daytime shift. Production exp. helpful. Send tape/resume to Nat Shaw, KPRB, Box 787, Redmond, OR 97756. EEO.

If you're a strong, community oriented communicato- r with at least 3 years experience, this may be your logical step. East Texas Adult MOR Power Station with roots in the community is looking for you with an op- portunity for growth. Excellent salary and benefits. Send resume and time and temp folks need not apply. EOE. Apply. Box A-135.

Professional announcer needed. Must have 3rd phone, and be dependable worker. Adult Contempo- rary. Applicants send tape and resume to Gary Laing, Program Director, WOVV, PO Box 8, Dover, DE 19901.

Females and minorities encouraged to apply. EOE.


North Carolina small market AM/FM adult contem- porary needs communicator with creative production ability. Send tape and resume to: Program Director, WTSAWGGSS, PO Box 393, Lumberton, NC 28358. EOE.

Seeking air personality, news, and PA. Experience helpful, but not required. Good opportunity. EEO. Applicant must tape. Resume, tape to MD, WHRZ, Providence, KY 42450, 502-676-2047.

Immediate opening at area's leading stereo station. Tape, resume, KLS, 1104 South Kansas, Liberal, KS 67861.


Morning Entertainer Personality needed for our coastal Florida paradise 100,000 watt contemporary dominant station. Salary open. Good benefits. Great climate. Send air check, resume and salary needs to Gary Beck, WOVOX TV 192, Fort Pierce, FL 33450 im- mediately.

HELP WANTED TECHNICAL

Chief Engineer wanted for outstanding Midwest AM/FM facilities. Must be experienced in direction- al, automation, FM stereo and station engineering. Send resume and long range goals to General Manager, KEWIT/SW, PO Box 4407, Topeka, KS 66604. An equal opportunity employer.

KW-AM in Salt Lake City, Utah is looking for a full- time chief engineer. No beginners. Call Don Wade 801-972-3449. Must have references.

Chief Engineer for smaller market AM/FM in Oregon Cascades. EOE. Building directional and ready for proof. Exceptional facilities for market size. West Coast applicants preferred. Call Mr. Smith, 503- 882-8833.

Chief Engineer for leading AM/FM in one of the world's most beautiful cities—San Juan, PR. Modern, dynamic, growing company needs a professional. Spanish ability a plus. Send resume and salary history to Radio, Box 1626, San Juan, PR 00903.

Chief Engineer, Immediate opening Northeast AM/FM. Studio and transmitter maintenance experience primary. Send resume, references, and salary require- ments. Box A-104.

Assistant Chief Engineer—WTRY/WWSH, in New York’s Capital District has an immediate full-time opening for an individual with 1-3 years maintenance experience. Five KW directional and AM class B station. Contact Norman Courson, Chief Engineer. WTRY Road, Schenectady, NY 12309.

Chief Engineer for dominant Midwest medium market AM and FM. Must be experienced in DAS, FM, audio, automation, remote control, maintenance, design, construction, proofs, and troubleshooting. Individual must be committed to quality engineering in expanding station group. Excellent compensation/benefit package for a dedicated, highly organized perfectionist. EOE. Resume with references and final application with salary requirements to: Box A-39.

Growing company looking for an aggressive Chief who is experienced in directional antenna work, man- agement capabilities and hard work for 5kw AM sta- tion in Southern Michigan. No facilities have just been constructed. EOE, Box A-50.

Assistant Chief—Major Market Group AM/FM. $15,175. Jeff Gutlick, C.E., WKTI/WSHH, Broadcast Plaza, Crane Avenue, Pittsburgh, PA 15220. 412-531-9900. EOE/FF.


Chief Engineer for construction and operation of new 3Kw FM broadcast station and system of VHIF TV translators in Haines, Alaska. Applicant must have: 1st Class Radiotelephone FCC License, at least 5 years experience in constructing and maintaining FM broad- casting and VHIF TV facilities, a thorough knowledge of FCC rules and regulations, a background in over- seeing the work of others, and the desire to settle in a small, interesting rural Alaskan community whose major- ity industries are fishing, lumbering, and tourism. Sal- ary depending upon experience, together with salary require- ments to: Paul Davis, Engineer, Alaska Public Broad- casts Commission, 400 West Seventh Avenue, An- chordge, AK 99501. Lynn Canal Broadcasting is an equal opportunity employer. Applicants will be ac- cepted for this position through January 31, 1980.

Chief Engineer for new FM Station in New Orleans. Send resume and references to Dr. McLean, PO Box 4409, New Orleans, LA 70189.

Chief Engineer for Class IV group owned AM subur- ban New York station. Applicant must be experienced in all engineering areas, rules, regulations, main- tenance, etc. Excellent salary and benefits. Call Gil David, WQBR Radio, 516-623-1440. EOE.

KC101 and 13/VWZ New haven looking for a radio station with excellent engineering of AM and FM transmitters, solid state, digital, directional antenna systems, STL & RPU. Contact Tom Obenshaw, Chief Engineer, 203-778-6012.

We are seeking a chief engineer for our AM and FM radio stations and background music operation. Automation equipment requires state of the art engineer. A real opportunity in the background music field alone. Some experience in background music would be helpful, but not required. We are lo- cated in beautiful Northwest Arkansas close to ex- cellent schools including college and university. Equal opportunity for the qualified person. An equal op- portunity employer. Box A-123.

Chief Engineer—5 kw DA, 100 kw FM Stereo. Con- struction experience required. Ambitious, hard work- ing pro needed for major group operation in Phoenix. AZ. Box A-125.

WBZA/WNQI-FM, Glenis Falls, NY is looking for Engineering Announcer, Qualifications include au- tomation studio, transmitter, STL, remote, and automation (digital) equipment. Permanent position for person with good voice presence and technical skill. Prefer- able knowledge and skills, and ability to get along with staff. Glenis Falls is located in the foothills of the Adirondack Mountain. If qualified, apply to: Lee Kuhl, Manager, Administrative Assistant, PO Box 928, Glenis Falls, NY 12801 518-792-2151. EOE.
HELP WANTED TECHNICAL CONTINUED

WSM AM/FM is seeking an experienced, energetic Radio Engineer to supervise, improvise and maintain our Radio Studio facilities. This position requires previous years of experience in these areas, as well as knowledge of state-of-the-art equipment and techniques. Supervisor ability is a must. Send resume, references and salary requirements to the Personnel Director, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Chief for AM-FM must be experienced with stereo STL and cart machines. Lowell Jack, KXAM/KMKF, Manhattan, KS 66502

HELP WANTED NEWS

Award winning WCHV & 3WV need an experienced, dynamic news director. Send tape, resume, and writing samples to Ed Owens, Box 5387, Charlottesville, VA 22905. 804—977-5586. EOE/DFM.

We need a news editor/reporter. Broadcast news experience required for a station with a heavy news commitment. Must be a competitor. Good voice an must. Long hours, but it’s a great opportunity. Tape, resume, salary requirements first package, To: Manager WRTA, PO Box 272, Altoona, PA 16603.

Area’s number one and two stations need newspaper immediately for AM-FM newsroom. Rush tape, resume and willing samples to Ron Russell, WHYN, Springdale, MA 01101.

WBDC has a news opening, EOE. Send Tapes and Resume to: Paul Knies, WBDC, PO Box 191, Huntington, IN 47942.

Newsperson: Experienced, good salary, WXBE-FM, Box 357, Grenada, MS 38901. EOE.

WFNC/WQSM Fayetteville, N.C. needs an on-air reporter. Some experience preferred. All applications considered. Minorities and women encouraged. Tapes and resumes to Doug Fellows, News Director, PO Box 35297, Fayetteville, NC 28303. EOE.

Soon: West Coast 50,000 watt going newstalk. Experienced talkhost and newscasters send on cassette unreadable airchecks of your newscasts or talkshows to: Box 167, San Jose, CA 95103. EOE M/F/H/V. All replies confidential.

Good position for news-minded person. Gather, write and air news in a department which has won 30 awards in the past six years. Pro needed who will be creative and aggressive. No beginners. Send tape and resume to Gary Laing, News Director, WDOV, PO Drawer B, Dover, DE 19901. Females and minorities encouraged to apply. EOE.

Immediate Opening for news person for a news-oriented FM. Great opportunity to work with a 4-person local news team. Send tape and resume to News Director, WBNR, 475 South Avenue, Beacon, NY 12508. EOE.

News Person for Illinois’ most powerful FM and CBS affiliated AM. A real pro needed to join award winning, four person staff. Tape and resume to NDO, WSOY AM/FM, Box 2250, Decatur, IL 62526.

Wanted: Award winning news station looking for solid newscaster both on air and street work. No joking, no commercials—just news and public affairs. EOE/DFM required. Box A-150.

Broadcasting Services: University of Northern Iowa, KUNI/KKIH, Public radio seek Producer/Announcer—Minority Programming. Position is funded in part from Corporation for Public Broadcasting Minority Enhancement Program. Involve on-the-air news, general production in the area of public and cultural affairs. Position incorporates built-in training program directly responsible for producing some local shows, 100 KW KUNI and 10 KW KKHK; dual service public radio stations have new 12,000 sq. ft. facilities, $12,000-14,000 plus liberal fringe benefits. B.A. or equivalent. Broadcast News, control board experience, and good delivery required. Submit application, resume, audition tape (news), and references by February 4, 1980 to: Raymond Harris, Personnel Services, 225 A & B Bdg., University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

Somewhere out there is a news director dedicated to small market local news gathering, editing and reporting. This person may be news director in a tiny market where the position in a medium market ready for a take charge position. Come take over the one person news department of this highly respected CBS affiliate in a college town of 20,000 on Interstate 75. Send tape and resume to: Al Cohen, WTTF, PO Box 968, Titon, GA 31794.


Radio Anchor/Reporter. Experienced applicants only, please. Strong writing skills and delivery a must. We are an adult contemporary station with a serious commitment to news and information. Send tape and resume to Neil Carman, News Director, WSPD Radio, 125 S. Superior, Toledo, OH 43602. An Equal Opportunity Employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Operations Manager. New position for KAKE, Wichita. We’re full-service Adult Contemporary, successful, and planning for continued growth. We’re searching for a person with proven leadership and detail and research. Will need experience in all phases of station operation except sales and news to step into this position. Contact Frank Gurn, Box 1240, Wichita, KS 67201. An EOE.

Program/Music Director for adult contemporary AM in small market. Must have good reference. Resume and salary requirements to Linda Madson, KLZT, Box 671, Glendale, CO 80239. Ph 406—207-8936.

WBDC is accepting applications for a program director and announcer for a country format. EOE. Send tapes and resume to Paul Knies, WBDC, PO Box 191, Huntington, IN 47942.

Program Director for rapidly growing Pennsylvania AM. If you’re a “take charge” type who knows Adult Contemporary, understands research methods and can manage people, this may be your opportunity. An Equal Opportunity Employer-M/F. Send resume, references and salary requirements to Box A-79.

Radio Program Director for AM/FM radio stations in the beautiful Napa Valley, California. Current Time magazine features this wine area and its perfect climate. Position available from San Francisco. Desire promotion minded adminstrator who can do some air work. Contact Tom Young, Box 2250, Napa, CA 94558 707—252-1440.

WINN Louisville, K&W, seeking air personnel. Strong production necessary. PD slot open. Tapes/resumes: WINN Louisville, 860 S. Broadway, 40402, EOE. Hurray!

Successful Midwest Group seeks experienced PO; AM adult contemporary format with heavy emphasis on News and information. Responsibilities to include Drive Jock, Leadership, Music Production, Leaders only—career minded organization. Box A-113.

Top-notch West Central Indiana AM/FM looking for creative self-motivated individual to build local sports department into production. Automation experience, play-by-play helpful. Send tape, resume, WCVL/WLFG, Box 603, Crawfordsville, IN 47933. EOE.

One of America’s premier MOR, Big Band stations is auditioning for morning personality. Must be comfortable with 1930-1950 Music. Bright board with news and personality. Powerhouse facility and top staff. Send resume, audition tape to Paul Berlin, K-QUE, Box 188, Houston, TX 77001.

Owner of two stations, 1 medium market, 1 small market, seeks experienced, mature program operations director, AM and MOR, news and information formatted stations. Must have substantial commercial experience and a good set of pipes. Offering long term future and stability. Individual preferred. Send resume. Box A-144.

Program Director for prestigious medium market adult contemporary station near Boston. Authoritative on air presentation, experience at motivating people, show business background of medium market radio. Salary range $14,500-$18,000 based on experience. Tape, resume and philosophy to Wayne Fuller, 22 Maple Street, Auburn, MA 01501. No phone calls please.

Come to Texas—Direct programming for the top station in a six station market. Must have good references and good judgment to be able to set an example both on the air and in production. Detailed resume. Box A-141.

SITUATIONS WANTED MANAGEMENT

General Manager who excels in programming as well as salaries available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-87.

Looking to burn medium of major market daytimer into profit maker for you. Reply Box A-24.

Station owners, group owners. Gen. Mgr. looking for a real challenge. 15 years experience all in management level, AM-FM and combinations, small, medium, and major markets. A dedicated professional with heavy sales and sales promotions background. Have credentials to back it up. Box A-47.

Extremely qualified General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

Executive Vice President, General Manager—age 35, degreed, 10 years experience in all phases of radio, especially sales and sales management. Top flight record in earnings. Has reached potential in present market. Looking for midwest opportunity with major responsibility in stable organization. Willing to consider investing in small market. Box A-96.

San Francisco General Manager (36) Aggressive. Strong on sales and marketing. Excellent track record, Seven years same station, Seeking new challenge and opportunity. Box A-142.

Experienced General Manager of profitable FM and Clear Channel AM in medium market seeks comparable position in a medium to major market due to sale of stations. Over five years manager for same owner where developed into company controller, one Arbitron rated station and leading profit center. Proficient in sales development, programming, promotion, FCC rules and regulations, budgeting and finance giving large return on investment. B.A. Business Administration. Box A-158.

New Team In. Station sold. Available now for long-term opportunity. Major market (Boston) and medium markets (Charlotte, North Carolina and Jacksonville, Florida) GSM & GM (17 years). Great track record. References and resume request on request. 904—269-3950. Joe McCuskey.

A common sense, thinking manager, married—children—homeowner. Twenty five years experience in all phases of radio and television. Specialty, Sales, Sales Management and General Management. Phone: 414—458-3962 after 5:00 pm. C.S.T.

SITUATIONS WANTED SALES


SITUATIONS WANTED ANNUCERS

Serious minded young black, male, D.J. is pawning the goose because of his talents and energy. Will work within your budget. I will relocate. Ben Shumake 609—387-2095 after 5:00 P.M. 215—922-2530 any time.

Need someone with experience, who is creative, hardworking, and reliable? 3rd endorsed. For air checker! Send resume and references to: Bob Willey, 6:00 p.m. or write Jim Mulvany, 12632 May, Chicago, IL 60643. Within 200 miles of Chicago preferred but not necessary.

Broadcasting Jan 21 1980 78
NORTH AMERICAN TEAM NEWS

NATIONAL HOCKEY LEAGUE

NHL ANNOUNCER SEARCHES


Box A-154

SITUATIONS WANTED

TOP-FLIGHT PD, Morning man needs change and challenge. BA and Ten years experience. Midwest only. Box A-65.

Program Director—Top 100—Recently employed. 15 year track record, Knowledge of adult contemporary and country formats. 18K now—when the talk book is re-launched, the price goes up. Tomorrow has arrived, let’s go for it! Box A-4.

Operations Manager—in top 50 market. Brought present station from 2.2 to 9.9 in last ARB breakup. Knowledge of FCC rules and regs, sales experience. Excellent references. Proven track record, BA and working toward MBA. Experience in all formats. Runs a light ship, ready to build your station. Let’s talk. 216-493-4755.

Colorado Early 90's, PD, MO, 24, 1st Ticket married, good voice, creative production, 5 years experience, stable, ready to move up. Prefer T-40, Contemporary in good small, medium, large market. Currently employed as PD, MD, and CE. Call Rick before 9 AM or after 4 PM. 303-968-7467.

Production Specialist! My spots sell! And are easy to sell. You must have excellent sales skills to be considered. Box A-160.

WANTED PROGRAMING, PRODUCTION, OTHERS


PROGRAM DIRECTOR—Top 100—Recently employed. 15 year track record, Knowledge of adult contemporary and country formats. 18K now—when the talk book is re-launched, the price goes up. Tomorrow has arrived, let’s go for it! Box A-4.

OPERATIONS MANAGER—in top 50 market. Brought present station from 2.2 to 9.9 in last ARB breakup. Knowledge of FCC rules and regs, sales experience. Excellent references. Proven track record, BA and working toward MBA. Experience in all formats. Runs a light ship, ready to build your station. Let’s talk. 216-493-4755.

COLORADO Early 90’s, PD, MO, 24, 1st Ticket married, good voice, creative production, 5 years experience, stable, ready to move up. Prefer T-40, Contemporary in good small, medium, large market. Currently employed as PD, MD, and CE. Call Rick before 9 AM or after 4 PM. 303-968-7467.

Production Specialist! My spots sell! And are easy to sell. You must have excellent sales skills to be considered. Box A-160.

WANTED PROGRAMING, PRODUCTION, OTHERS


Program Director—Top 100—Recently employed. 15 year track record, Knowledge of adult contemporary and country formats. 18K now—when the talk book is re-launched, the price goes up. Tomorrow has arrived, let’s go for it! Box A-4.

Operations Manager—in top 50 market. Brought present station from 2.2 to 9.9 in last ARB breakup. Knowledge of FCC rules and regs, sales experience. Excellent references. Proven track record, BA and working toward MBA. Experience in all formats. Runs a light ship, ready to build your station. Let’s talk. 216-493-4755.

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Production Specialist! My spots sell! And are easy to sell. You must have excellent sales skills to be considered. Box A-160.
HELP WANTED MANAGEMENT CONTINUED

Local Sales Manager: WISH-TV, Indianapolis, Indiana. Must have knowledge of sales and successful experience in the sales field, and apply with resume to: Bill Bendorff, 2 Box 706B, Indianapolis, IN 46207. An equal opportunity employer.

Chief Engineer: for four-station UHF network in New Jersey. Send resume and salary requirements to Gor- don MacInnes, 1573 Parkside Avenue, Trenton, NJ 08693.

HELP WANTED SALES

Salesperson needed to take active list. Must have 1 year minimum broadcast experience. Previous traffic, sales service or promotion background can be helpful. Located in the southeast; our VH-F ABC affiliate offers tremendous opportunity and salary plus fringe benefits. We are an equal opportunity employer.

Chief Engineer: for station. Must have knowledge of electronic equipment. Strong background in engineering and good communication skills. Salary plus fringe benefits. Send resume to Wayne B. Croom, 1175 Polerio Ave., S.E., GA 31410.

Television Technician: experienced in ENG, Master Control operation and remote van, plus). Must have experience in small to medium markets. Good communication skills important. Send resume to: Bob McAvoy, WRC-TV, 201 Humboldt St., Rochester, NY 14610-716-288-8400. EOE.

Television Maintenance Technician/Remote Supervisor: Midwest Production Company seeks full-time broadcast maintenance technician/remote supervisor. Applicant should have three or more years maintenance experience with emphasis on digital technology. Position involves travel and work on large scale remote productions. Excellent salary and benefits package. Reply to: Bob Uhls, Laclede Com- munications Inc., 1345 E. Main, 4th Floor, Industrial Court, St. Louis, MO 63144. 314-961-1414.

Maintenance Engineer: wanted for Louisiana TV station. Must have 3 or more years maintenance experience with good background on digital equipment. All studio maintenance, little or no operations required and good working conditions. Work only with state of the art equipment in a new, built-for-TV building (3C-100A, VHF-12, FX-76, TK76B, computerized HK-312 studio cameras, vitex VX-114 switcher, Vidilon MK4, color raster broadcast Sony ENG with remote van, plus) get away from the crowds and the heat. Located in a small college town. Send resume in block. Chief Engineer: KFLY-TV, Newport Broadcasting Inc., is an EOMF employer.

No Snow Here: Maintenance Engineer to maintain TR-70, TC-100, PC-70, TH-100 and other maintenance equipment. Please contact Tom Hounds, WBBH-TV20, 3719 Central Ave., Fort Myers, FL 33901; Phone: 813-936-0185. EOE.

Assistant Chief Engineer: Group owned Northeast UHF Network Affiliate, Small Market looking for a "Hands on" engineer. UHF transmitter, Antenna, and GE equipment. Excellent entry level management position. First phone required. Box A-110.

TV Studio Technician: Experienced required in Master Control operation and live maintenance. First position, WBTV, PO Box 1548, Mobile, AL 36601. No telephone calls. EOE M/F.


Chief Engineer—New Family UHF Irly looking for a hands-on chief with management ability and a maintenance background plus fringe benefits, commensurate with experience. First Class FCC license a must. Position available March 1, 1980. Contact General Manager, PO Box 549, Poughkeepsie, NY 12602, an Equal Opportunity Employer.


HELP WANTED NEWS

News Anchor: Superb opportunity for mid-career matur- e, successful, anchor person prepared to join a well-equipped and well-staffed news operation. Must have demonstrated experience to market leadership. Cos- mopolitan market. Excellent company, excellent people and excellent working conditions. Salary and fringe benefits based on success. Prior applicants need not reapply. Send resume, references, video tapes and salary require- ments to: WSYR-TV, 199 West James Street, Syracuse, NY 13203. Equal Opportunity Employer.

News Anchor: Sunbelt area, male and female anchor for 8 and 10 PM newscast in medium Western market. An Equal Opportunity Employer. Send resume to Box A-26.

News Reporter: ENG photo and editing experience. Good entry level position. Beautiful location. Send resume and tape to: Bob Nelson, WBBM-TV, Box 1340, Panama City, FL 32401, EOE.

Managing Editor: for expanding West Coast News Department. Be responsible for all phases of daily operation with emphasis on assignment desk. Looking for person with sound news judgment who is capable of thinking creatively and visually. This is a number two position. EOE. M/F. Resume and salary history to Box A-52.

Anchorperson wanted to co-anchor prime newscasts, 2 years minimum experience. Send resume, videocassette and salary requirements to: Don Hickman, News Director, WICS-TV, Springfield, IL 62708, E.O.E.

Reporter/Anchor: Leading network in top 100 market seeks self-starter for bureau anchor role and steno-secretary work. Experience preferred, but will con- sider new, strong J-school grad. ENG shooting/editing skills essential. Good growth opportunity with state's largest broadcast news team. Send good resume, salary requirements, in confidence to J. A. Vanhorn, Black Hawk Broadcasting Co., Waterloo, IA 50703. An Equal Opportunity Employer.

News Anchor—6 and 10PM M-F, small/medium market experience desirable. S.E. Sunbelt location. $15,000 and up depending on qualifications. Reply to Box A-99.

ABC affiliate in top 100 market rebuilding news staff. All ENG. All new, lastest equipment. Openings for reporters, photographers, anchors, sport director, and sporogic producer. Experience preferred, but willing to number one Equal Opportunity Employer. Box A-88.

Producer wanted to mold and shape an interesting and exciting one hour nightly news magazine blending hard news, in-depth features, regular departments, live guests and viewer phone calls. The best of news and magazines in the 23rd market and in California. Send resume and letter of producing philosophy to Tip Kindel, News Director, WICS-TV, 1295 Ridge Rd., Sacramento, CA 95820, an Equal Opportunity Employer.

News Director—familiar with demands of small market news operation. Qualifications: College, ENG & reporting experience, ability to organize, and provide positive leadership for small market news department. Salary $15,000+. S.E. Sunbelt location. EOE. Reply to Box A-101.

Television Sportscaster: 6 & 11 M-F for medium market mid-Atlantic station. Looking for someone who loves sports and news. Experience required. No begin-ners, no readers. If you are interested in a satellite job with big salary, big benefits, forget it. Send resume, salary re-quirements to Box A-108.

Sports Director: Immediate opening in sports market. Excellent opportunity for a talented professional with 10 PM broadcast experience, with packages, some radio play-by-play possible EOMF-M. Send resume and writing samples to Box A-119.

Group-owned VH-F news affiliate with a superior news department seeking anchors and reporters. Send resumes in strict confidence to this eastern medium market winner at Box A-136.

Agribusiness reporting for Midwest, S. Central newspaper group. Farm background helpful. Send resume to Box 758B, WISC-TV, 4801 West Beltline Highway, Madison, WI 53711.

Outstanding news director for outstanding news station. Tell us all about you, in confidence. We'll tell you about our network-affiliate, owned-station. Sun belt location. EOE. Box A-129.

Executive Producer for top 30 station. Duties include overseeing producers and assignment desk, working with reporters, planning for future stories and series. Ideal candidate should have experience as re- porter producer and some desk work. Must be an ag- ressive self-starter who knows that news does not begin and end in city hall, etc. We need a people-oriented producer/assignor. Send resume, salary requirements to: Bob Blute, KOAM-TV, Pittsburg, KS 66762. An Equal Opportunity Employer.

The American University School of Communication in Washington, D.C. offers graduate assistantships with tuition remission and stipend to experienced journalists working towards a Master's Degree in one-year full time program in Journalism and Public Affairs. For information, write Dean, School of Com- munication, American University, Washington D.C. 20016. An Equal Opportunity/Affirmative Action employer.

Weekend Sports Anchor/Reporter for number one Gulf Coast station. TV experience preferred but not necessary. Line producer/sportswriter. Send resume and salary requirements to: Box A-143.

Weather Reporter: To top 20 television station committed to News is expanding Weather Depart. In- dividual must have a minimum of 3 years exp. in com- mercial television weather reporting. Broadcast Com- munications degree preferred. Meteorological back- ground helpful. Please send resume to Mark Pierce, News Director, PO Box 1313-S, Indianapolis, IN 46208. No phone calls, please. An Equal Opportunity/Affirmative Action Employer, M/F.

Newspaper Anchor, Reporter: Central California NBC affiliate, seeks experienced, full-time, reporting position with a proven producer. Position offers a competitive salary with a degree in journalism or equivalent on-the-job experience. Experience must be extensive TV work history including field reporting. Send resume and salary anchoring of news; additional sports experience desirable. 40-hour week, salary negotiable, depending on experience. Excellent benefits, including salary plus fringe benefits. Send complete resume and tape to Bill Murphy, News Director, KMJ- TV, Channel 24, PO Box 1335, Fresno, CA 93727. An Affirmative Action/Equal Opportunity Employer.


Leading Central Indiana company has immediate openings for (1) Anchor producer and 2) weekend assignment producer. Minimum 2 years experience required. Send tape and resumes to: Dick Carr, News Director, KMPH-TV, 2600 South Mooney Blvd, Visalia, CA 93277. EOMF-M.

News Director—For growing NBC affiliate. All ENG with living capability. Send resume to Ken Gerdes, WAF-TV, PO Box 1215, Hastings, NE 68902.

We have an excellent opportunity for a news director. Good salary, fringe benefits and great working conditions. Box A-126.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art Director for Southeast station. Must have TV ex- perience. Send resume and salary requirements to Box A-135.
HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Magazine Producer/Reporter, WHA-TV Madison, Wisconsin. Award winning statewide news magazine seeks producer/reporter for field producing and on-air work. Excellent opportunity to develop a variety of producing and reporting assignments, and be a good on camera communicator. Three years television reporting experience. Salary range: $16,000-$19,995. B.A. preferred. Salary $15,000 negotiable. Excellent fringe benefits. Autonomy in producing and presenting news, magazine, year-round. Strong writing skills a must. Good people skills, a plus. Send resume, salary requirements and 3 letters of recommendation to: Don Lundy, WTOL-TV Box 715, Toledo, OH 43695. Sample tape will be requested later. An Equal Opportunity Employer.

Program Manager: For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and Promotion Departments. Send resume to James A. Armistead, Vice President & General Manager WRDW-TV. Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station, EOE.

Producer/Director: Group broadcaster seeking creative self-starter to replace director who left us for network O & O. Two years solid experience, communications major, college degree. Salary, sales requirements to: Don Lundy, WTOL-TV Box 715, Toledo, OH 43695. Sample tape will be requested later. An Equal Opportunity Employee.

Promotion Manager: Major market group-owned network affiliate needs strong promotion manager for creative director. We’re looking for a creative advertising person who is a writer and a producer both. Person will creative and administrate print, radio, television, and all media. Must be experienced in the activities of our agency. An Equal Opportunity Employer. Send resume to Box A-72.

Director of Promotion and Publicity for three broadcast stations. Supervise staff of three. Responsible for all press contacts, advertising, promotion, magazine advertising, and public relations. Proven track record of good skills in press contacts and management of people needed. Strong writing skills a must. Professional publicity/press relations background essential. Prior public broadcasting experience helpful. Send resume and salary requirements to Director of Development, Office B, WNED-TV, PO Box 1263, Buffalo, NY 14240. WNED-TV/WEBR are equal opportunity employers.

Operations Manager for northeast network affiliate. Person will be responsible for the entire station's scheduling, with liaison responsibilities on sports origination. Responsibilities also include studio production, 1-inch commercial production, film purchases, computer operations and sales of commercial programs. We are looking for a strong, experienced broadcaster. Salary negotiable. Call Mike Fishel, General Manager, WGR-TV, Buffalo, NY 716-886-1414.

Producer: Produces weekly series and other programs focusing on the performing and visual arts. Bachelor’s degree and minimum two years demonstrated full-time successful experience as producer of a broad range of cultural affairs television programs or equivalent combination of education and experience. Demonstrated ability to produce programs of consistently high quality with minimum of direct supervision with full knowledge of the creative process necessary. Demonstrated ability to direct both studio and remote productions. Experience in all formats of videotape recording and editing. Salary range: $16,000-$19,995. B.A. preferred. Salary $15,000 negotiable. Excellent fringe benefits. Autonomy in producing and presenting news, magazine, year-round. Good people skills, a plus. Send resume, salary requirements and 3 letters of recommendation to: Don Lundy, WTOL-TV. Box 715, Toledo, OH 43695. Sample tape will be requested later. An Equal Opportunity Employer.

Producer: Produces programs designed to build public awareness and support of the station’s educational and cultural mission, focusing on a broad range of viewpoints on important and frequently controversial issues. Bachelor's degree and minimum two years demonstrated successful full-time professional experience as producer of issue-oriented broadcast programs or equivalent combination of education and experience with minimum of direct supervision with full knowledge of the creative process necessary. Demonstrated ability to produce programs of consistently high quality with minimum of direct supervision within budget and deadline constraints. Production experience in all formats of videotape recording and editing. Minimum 16mm film highly desirable. Salary Range: $16,007-$19,995. E.O.E. Persons interested in consideration for this position should send the following items, to be received no later than February 15, 1980: (1) a letter of application; (2) a resume detailing education and experience; (3) three professional references with full knowledge of the candidate's work experience and achievements. Applications should refer to position No. CA-2 and should be sent to: Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Contract employment subject to yearly renewal.

Videographer/Editor: On-location and studio work with electronic field cameras, both sound and silent. Responsibilities as an editor both film and tape to prepare completed segments for broadcast. Bachelor’s degree in broadcast communications, film or related field of study and minimum two years demonstrated successful experience as videographer/editor, of equivalent combination of education, training and experience required. Experience in lighting for film and television and in shooting and editing 16mm film for television required. Salary range: $16,007-$19,995. E.O.E. Persons interested in consideration for this position should send the following items, to be received no later than February 15, 1980: (1) a letter of application; (2) a resume detailing education and experience; (3) three professional references with full knowledge of the candidate's work experience and achievements. Applications should refer to position No. CA-3 and should be sent to: Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Contract employment subject to yearly renewal.

Director of Programming: For top-rated network affiliate in highly competitive five-station market. Good staff and equipment. Needs person with organizational and leadership skills, Good pay and outstanding package of company benefits. Send complete resume including salary requirements. Replies will be held confidential. EOE. Box A-121.

Producer/Director for public television station. Requirements: BA, preferably in telecommunications, ENG and editing. Two years broadcast experience preferred. Job includes community programs, conversation programs, public service programming, and promotion. Salary $12,252. Send resumes to Employment Manager, Personnel Department, Texas A&M University College Station, TX 77843. Equal Employment Opportunity Through Affirmative Action.

Susi Boit Televisionsation needs traffic manager. Applicant should be familiar with computer input system, preferably BIAs system. Salary open. Send resume to WTMJ, WPTV, PO Box 510, Palm Beach, FL 33480, EOE.

Creative production person capable of on-air production coordination and production with paint. Must be self-starter. Southwest medium market group-owned network station. EOE. Box A-127.

SITUATIONS WANTED MANAGERS

Looking for a career opportunity? Season TV Manager can solve start up problems or unusual trouble projects station has, solid experience; sales, programming, marketing, business building will travel extensively, will fit your budget. Box A-127.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service installation-maintenance-system design-survey and critique. Individual or firm. Salary $7,000-$15,000, depending on experience. Available for one or more years. Box A-127.


Evening Magazines needs field producer with ENG camera. Experience seeking experience job with major market magazine show or news operation. Box A-157.

Highly motivated idea-person, 6 years experience, Top Ten Market, including producing highly respected daily, live public affairs program. Northeast corridor or Southern city preferred. Box A-162.

Broadcasting Jan 21 1980

81
HELP WANTED TECHNICAL

Director of Engineering: High versatility industry position. Washington, D.C. Excellent opportunity as Director of Engineering for ARTEC’s 72,000 home cable television franchise in Arlington, Virginia across the Potomac River from Washington, D.C. Successful candidate must have extensive working and theoretical knowledge, experience and interrelationship understanding in the following areas: Two-way interactive system design; System aerial and underground construction practices; proof of performance and licensing; formal classroom, interactive multi-media system operation and maintenance; Design, construction, operation of CARS and common carrier microwave; Apartment pre-wire design and construction; Subscribers, installation and service practices; Satellite receiving and transmitting technology and operations; Fiber optics technology and practices. Successful candidate will, in addition, have good interpersonal skills: To manage engineering department personnel and subcontractors; To effectively communicate and operate within a results oriented, high achievement expanding corporate environment; To assist in representing the National industry to regulatory legislative, industry international and local groups interested in and learning about cable television; To assist with technical presentations of franchise applications. Excellent compensation package with position John O Evans Vice President and Chief Operating Officer; ARTEC Electronics, 2707 Wilson Boulevard, Arlington, VA 22201, An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Engineers and Technicians - Wilkinson Electronics Inc., near Phila., Pa needs AM, FM, RF and Audio Technicians for test and sales of all equipment. Excellent potential for advancement. Positions are entry-level. Must have valid driving license. Salary: entry-level $12,000 to $15,000. Address applications to Mr. A. W. Chisholm, 1142 Walnut St., Philadelphia, PA 19107.

AM/FM Transmitter Design Engineer: Rapidly expanding broadcast equipment manufacturer in Philadelphia area seeks RF Design Engineer experienced in AM/FM audio and broadcast transmission technology. Salary open commensurate with qualifications. Position in strict confidence to Box A-156.

HELP WANTED TECHNICAL

FOR SALE EQUIPMENT


Amplex TASSB UHF Transmitter - 55 kw, Good condition, $15000.

GT T22A 35kw VHF Transmitter - Low band, fair, $12000. (No phone call).

GE PE-400 Color Cameras - Pedestals, Racks, like new, $14000.

GE PE-550 Color Cameras - All accessories, good condition, $5000. (No phone call).

GE PE-240 Film Camera - Automatic Gain & Blanking, $5800.

JVC 500 Color Camera - Lens, cables, encodes, $6000.

RCA TK-27A Film Camera - Good Conditions, TP 15 Available, $12000.

Eastman 285 Projectors - Reverse, good condition, $6000.

RCA TVM-1 Microwave - 7GHZ, Audio Channel, $10000.

RCA Hi-Band refurb. head - RCA Warranty, $35000.

AMPEX VR 7000 VTR’s - 1st Format, 3 available, $10000.

Norelco PC-70 Color Camera - 16X 2000M Lens, $18000.

Norelco PCP-7 Color Camera - Portable or Studio Use $15000.

Norelco PC-60 Color Camera - Updated to PC-70, new tubes, $12000.

Norelco PC-60 Color Camera - Updated to PC-70, new tubes, $12000.

Audio Carousels: 5 Sonomag model 250-25-25-25R and 1 Sonomag model 24R, 5 positions, all on the air and playing also. Also, 2 Houston-Faerie color panic head, priced right for fast sale. Contact: Director Engineering, Donnell Media Group, PO Box 550, Las Vegas, NV 89205 or phone 702-385-2421.

1 KW AM - 24-35-1T Early 60’s current proof, complete set, $350.

1 KW AM RCA BTA-1R, 1962, on air, excellent condition, $350.

10 KW FM Collins 830-F18, 3102 exciter, stereo, 5000 watts, on air Call Mr. Cooper, (215) 379-6585, for information.


1-kegami HL-77’s, 1-Ampex 1200-B, 1-Sony BVE-500 Edit System, 1-CBS-516, 1-Qantel D1500, 3 Tektronix equipments, and more. Call Mr. Chetrick 616-774-8338.
FOR SALE EQUIPMENT
CONTINUED

Major Market TV station closing out entire inventory of 16mm film equipment, CP 16 As. B&H 70 Drs, meters, editing equipment, and processors/spar parts. Inquiries to: WOXT-TV, Miami, FL 305-751-6692 Dave Segel.

Remote Control? Ask Broadcast Systems, Inc. for a complete Remote Control package for your transmitter. Call 800-531-5232 or 512-836-6014.


COMEDY

Free sample of radio’s most popular humor services! O’LINERS. 1446-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy 5804-B Twinning, Dallas, TX 75227.

Phantastic Funnies—400 introductory topical one-liners ... $2.00!! 1343 Bala Cynwyd Plaza, Bala Cynwyd, Pa. 19004.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (or letterhead) for sample: Galaxy Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312—844-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215—525-9873.


The Beatles. A rare and special radio promotion at no cost to you. Call for details: R. M. Rund & Co. 212—988-6810.

RADIO PROGRAMMING

Bill’s Car Care. Remarkable, concise. Daily Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

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 welcome.


The REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 12 and March 25. Student rooms at the school. 61 N. Pineapple Ave, Sarasota, FL 33577, 813—955-8922, 2402 Tidewater Trail, Frederickburg, VA 22401, 703—373-1441.


SOUTHERN CALIFORNIA

MORNING PERSON—IMMEDIATE OPENING

KWIZ—Orange County, Disneyland, Newport Beach Area

Send tapes to Bill Weaver:
KLOK PO. Box 21248, San Jose, Calif. 95151

WMGK-FM in Philadelphia is looking for the best morning personality it can find. You must be creative as well as relate, talk, and entertain people listening to an adult-contemporary format. Send tape and resume to:
Bob Craig
Program Director
WMGK-FM
1 Bala Cynwyd Plaza
Bala Cynwyd, Pa. 19004

Help Wanted Announcers

Chief Engineer

For excellent facility in Denver, Colorado. Comprehensive knowledge of all phases of radio station technical systems and FCC regulations required. Send resume and salary requirements to A-109.

An equal opportunity employer

Help Wanted News

NEWS DIRECTOR

One of Northeast’s most prestigious adult stations. Legit credentials essential. Know how to tap into community awareness, bring to audience blend of must know and want to know info. Firm knowledge of Commission requirements. Likely to do some air, Resume, tape, pertinent credentials. Equal Opportunity Employer. Send to Personnel Dept, Major Market Radio, 415 Madison Avenue, New York, NY 10017.

Help Wanted Technical

Chief Engineer

First Class for First Class AM/FM stereo operation. Must be experienced, responsible, hands on type engineer with an ear for only the best quality broadcasting. Send resume to Bill Dutcher, General Mgr., WHBA Radio, Box 22000, St. Petersburg, Fla. 33742.

CHIEF ENGINEER

First Class

for Exterior AM/FM stereo operation. Must be experienced, responsible, hands on type engineer with an ear for only the best quality broadcasting. Send resume to Bill Dutcher, General Mgr., WHBA Radio, Box 22000, St. Petersburg, Fla. 33742.

Situations Wanted News

EXPERIENCED IN SPORTS

Award winning S&D looking for excellent opportunity. Reporting, sportscasts, talk and top notch exciting PHP Major Market experience. Knows how to talk with athletes and management. Will work behind the scenes for the right sports conscious operation. Box A-60

TALK/ONE ON ONE/MUSIC

Excerpts of a letter written by a now-retired CBS Vice President (and ‘pre-Cox’ VP and G.M. of KFI/Los Angeles) TO the chief operating head of a major market network O&O:

"... for whatever it’s worth, Rennie is as good or better than any talk show host I’ve heard in L.A. or New York—a couple of us were interested in buying the station—Carson was responsible for the lion’s share of the bidding (on the station)—I hope you can use him."

Ed Bunker
Ponte Vedra Beach, Fl. 12/18/79

Seeking an opportunity and association with a professional and financially solvent organization. Additional material, tape(s), resume, etc. upon request; all the references will be ‘positive’ except one.

CARSON RENNIE
1383 Seminole Road, Atlantic Beach, Fl. 32233

(904) 249-7204
Situations

PROGRAM DIRECTOR
Successful program director available for challenging position with growing or dominant facility. Bottom line conscious. Fifteen year pro; seven years as pd of present station. Heavy on promotion, community involvement, staff motivation, sales, EOE/AA, FCC, engineering, annual budgeting. All markets considered, including small markets with equity arrangement. Box A-48.

TALK SHOW HOST
There is an election year coming. Be prepared. I understand the issues and can bring them to your audience in an entertaining way. Currently working full time in Top Ten Market. Seeking new challenge. B.S. & M.A. in Broadcast Journalism. I can help you in these complicated times put together the best talk format possible.

Box A-108

TONY STONE
(206) 778-6177
Successfully programmed KYXX-FM, Seattle is available for major market contemporary programming position. Promotinally creative, research oriented, group motivator.

Situations Wanted Management

SEEKS PRESIDENCY/GENERAL MANAGERSHIP
OF A GROUP OR A MAJOR RADIO PROPERTY

Jack Magan
Unparalleled credentials: "Jack Magan has to be the hardest-working station promoter/General Manager in the Southwest" (BILLBOARD Magazine, August 16, 1979); one of only twelve broadcasters from across the nation—and the only one from the Southwest—featured in BROADCASTING Magazine's special Radio/TV edition (September 10, 1979).
3830 Parkdale, San Antonio, Texas 78229. 512-699-0079

TELEVISION
Help Wanted Technical

Broadcasting

Electronics Engineers and Technicians
Mechanical & Electrical Engineers

Why endure winter when you can enjoy an ideal climate all year round in South Africa?

The South African Broadcasting Corporation uses the most sophisticated television equipment in the world and makes extensive use of video techniques. They have stimulating career opportunities available.

Electronics Engineers & Technicians
Experience in a broadcasting environment will be an advantage. Duties will encompass the planning, installation and maintenance of studio and transmitter equipment for our second television network due to commence shortly.

Mechanical & Electrical Engineers
A knowledge of air conditioning, ventilation, acoustic requirements, electricity distribution, electrical generation and illumination of studios, transmitter buildings and offices.

The SABC offers permanent appointments but two or three year contracts would also be considered.

The salaries are competitive, air fares and the shipping of household effects will be paid and the fringe benefits, including a housing-loan scheme, are excellent, whilst the lifestyle is second to none.

Don't delay!
Send your detailed resume to:

Interviews will be conducted in the USA when wives will be welcome to attend.

SABC

UNION OF SOUTH AFRICA

TELEVISION

TELEVISION TECHNICIAN
Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:
Chief Engineer
WMAR-TV
6400 York Rd.
Baltimore, Maryland 21212
E.O.E. M/F

TV TRANSMITTER TECHNICIAN
Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license, and experience necessary. Please send resume to Personnel Department.

RKO General Building
Government Center
Boston, Mass. 02114

WNAC-TV BOSTON
A CBS AFFILIATE
An Equal Opportunity Employer M/F/His/Navs

Broadcasting Jan 21 1980 84
Help Wanted Technical Continued

**SYSTEMS/PROJECT ENGINEER**

Golden West Broadcasters has an opportunity for a Systems/Project Engineer on the corporate staff. Responsibilities include system design of new TV and radio (audio & transmitter) facilities, supervision of installation by vendors and contractors, and estimating & controlling costs. Will be responsible for systems designed by GWB staff.

Requirements include 4 years broadcast audio and video engineering experience. A BS in engineering is desired.

Please send resume with salary history, in confidence: to Dept. SPE

**GOLDEN WEST BROADCASTERS**
6000 Sunset Blvd.
Los Angeles, CA 90028
Equal Opportunity Employer M/F

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Help Wanted News

**NATIONAL SALES MANAGER**

Major market CBS television station seeking individual to coordinate national sales.

College degree with marketing major preferred. Requires 2-3 years national TV experience either at station level or with major market representative.

Experience should include sales development, marketing, retail, corporate and direct marketing.

Send resume to:
Nancy Fields,
WMAR-TV
6400 York Road
Baltimore, Maryland 21212
E.O.E. M/F

Help Wanted Sales

**KHOU-TV CBS in Houston**

has an opening for an experienced Traffic Manager with a strong emphasis on inventory control. Responsibilities include supervision of the Traffic/Operations department, the BIAS computer system, and assisting the Sales Service Director.

Send resume and salary history to: Dan Meadows, Sales Service Director, KHOU-TV, PO. Box 14, Houston, Texas 77001. An Equal Opportunity Employer M/F.

Help Wanted Programing, Production, Others

**BROADCAST MARKETING PROFESSIONALS**

Major TV station group is looking for creative services directors, promotion mgrs., P.R. mgrs., and on-air advertising writers/ producers. If you have broadcast or related experience in any of these areas and if you are confident in your ability, send your resume to:

P.O. Box 2125
Grande Central Station
N.Y., N.Y. 10017
E.O.E. M/F

**COMMERCIAL PRODUCTION MANAGER**

WMAR-TV
BALTIMORE

Creative individual experienced in the use of the finest "state-of-the-art" equipment to produce on-location and studio commercials for major market station.

Must be able to manage, produce/direct, and create commercial productions. Minimum 5 years experience. College graduate in film and tape production preferred.

Send Resume to: Nancy Fields, WMAR-TV, 6400 York Rd., Baltimore, Maryland 21212. E.O.E. M/F

**NEWS ANCHOR**

Superb opportunity for mid-career, mature, successful anchor person prepared to join a well-equipped and well-staffed news operation absolutely committed to market leadership. Cosmopolitan market. Excellent company, excellent people and excellent working conditions. Salary rewards based on success. Prior applicants need not reapply. Send resume, references, video tapes and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203.

Equal Opportunity Employer
Situations Wanted Programming, Production, Others

PRODUCER
Outstandingly successful Bureau Chief in major overseas news center. Experienced every phase film & video. From operating camera to 6-figure budget control. Competitive, creative award winner. Seek news exec., magazine show, any challenging opportunity, anywhere. Box M-175.

OPERATIONS/NEWS DIRECTOR

ALLIED FILEDS
Help Wanted Sales

SALES SERVICE REPRESENTATIVE
ATLANTA OFFICE
Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. Radio station experience would be helpful as well as sales aptitude. Duties will include extensive telephone contact and correspondence with clients. Promotional opportunities are available. If you are qualified and have the initiative to work your way up, send a resume with salary requirements to:

THE ARBITRON COMPANY
a research service of
CONTROL DATA CORPORATION
5775 Peachtree Road, N.E.
Atlanta, GA 30326
An Equal Opportunity Employer MF

National Accounts Executive
For Growing TVB
Contact national advertisers to create or increase television budgets. Use TVB research, creative and videotape facilities to show advertisers how to use television more effectively. Must have sales experience and knowledge of national advertisers and the media they use. Send resume to: Richard Seaverence, Television Bureau of Advertising, 1345 Avenue of the Americas, New York, N.Y. 10019.

SALES MANAGER
TELEVISION EQUIPMENT
I am seeking an experienced, self-motivated sales professional with prior success selling equipment to television stations. The individual we hire will have full responsibility to introduce, market and sell a high technology RF product line to broadcasters. Please send detailed reply to President, Box A-115.

CABLE
Help Wanted News

NEWS PRODUCERS
Great opportunity for young aggressive TV news broadcast producers and writers. Must have experience. Those hired will work with top news professionals inaugurating first all news television network. Send resume, news broadcast tape, and script to Cable News Network, 1018 West Peachtree St., Atlanta, GA 30309.

Help Wanted Technical

VIDEO SYSTEMS MAINTENANCE SPECIALIST
XEROX GET IN THE PICTURE

Xerox Corporation has an immediate opening at its International Center for Training and Management Development for a Video Systems Maintenance Specialist.

You will have major responsibilities for video systems engineering, maintenance and production support within a large scale industrial color TV production facility. A minimum of 5 years recent experience with studio and ENG/EFP production equipment maintenance, SMPTE timecode editing systems and large color production switching and distribution systems is required. Experience with production support activities including camera shading, VTR and film chain operation, audio mix and unsupervised video tape editing is also helpful.

Our training center is part of The General Services Division of the Xerox Corporation and our location can't be beat. Just 5 miles east of Leesburg, Virginia on Route 7.

We offer an excellent salary, profit sharing, and an exceptional benefits package. For immediate consideration, please respond in writing or call: Larry Allen, Personnel Department, (703) 777-8000. XEROX CORPORATION, PO. Box 2000, Leesburg, VA 22075. Xerox is an affirmative action employer (male/female).
HELP WANTED
TECHNICAL CONTINUED

TELEVISION CAMERAS QUALITY AUDITOR

Ampex, the world leader in professional audio-video recording equipment, has an immediate opening for an individual thoroughly knowledgeable in the field of Broadcast Television Cameras.

You'll become involved in the final quality audit of Ampex cameras. Other work includes some traveling into the field and customer interface.

Ampex's television camera operations are located in Cupertino, California on the lower, beautiful San Francisco Peninsula.

We offer a highly competitive salary and benefits program.

For further information please write or send a resume to D.M. Channing, 10435 North Tantau Avenue, Cupertino, California 95014. (408) 255-4800. An equal opportunity employer m/f/h.

AMPEX

Engineering Manager
SHOWTIME
MICROWAVE/SATELLITE/CATV

Our rapidly-expanding pay-TV company has need of a Manager of Engineering to supervise a staff of engineers servicing our affiliates nationwide.

MICROWAVE and SATELLITE EARTH STATION experience should include: (1) system design, (2) equipment selection, (3) installation.

CATV SYSTEM experience should include: (1) cassettes, (2) security devices.

Candidate should have supervisory and administrative experience.

Exciting opportunity in fast-paced organization; medium travel. Please send resume with salary requirements in confidence to: DEPT S

SHOWTIME ENTERTAINMENT
1211 Ave of the Americas • New York, N.Y. 10036
An Equal Opportunity Employer M/F

MAJOR MIDWEST VIDEOTAPE COMMERCIAL PRODUCTION FACILITY IS EXPANDING.

Looking for outstanding personnel in the following areas:

Videotape Editor—experience in computer operation, creative skills-client oriented.

Audio Technician—Experienced in facility design and multi track mixing operations.

Film to Tape Transfer Technician—Experienced in 35 and 16mm Transfer Techniques.


MULTI-MEDIA

Computer company in Rockville needs person with AV background, video tape editing experience, good resonant voice for radio spots. Must have stable work record. Salary negotiable. Call Gene 301—468-6355 for interview.

Employment Service

BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service $40.00
Call 812—889-2907
R2, Box 25-A, Lexington, Indiana 47138

Miscellaneous

DIGITAL VIDEO PRODUCTIONS HAS MORE TO OFFER THAN TOP QUALITY TAPE AND FILM PRODUCTION!

WE CAN PROVIDE YOU WITH:

• 192 minutes of new 3-M 400 video recording tape for $520.00. The tape is on 4-48 minute split hubs. There are four hubs per carton.

AVOID PRICE INCREASES ... CALL OR WRITE TODAY!

Phone: (717) 824-1161
62 South Franklin Street
Wilkes-Barre, Pa. 18703
Help Wanted Management

THE SPOT FOR A HOT SYNDICATED SALES EXECUTIVE!

WHO ARE WE? The leading, independent, syndicated television program distributor—New York headquartered.
WHAT DON’T WE WANT? A radio-only experienced person... nor a know-it-all, old-line syndicated salesman who “pitches” by rote and hopes to take orders. No, our need is for a media-oriented, and program-savvy sales person, with a strong background in the rep. station or buying service fields.

OUR PROPERTIES ARE GREAT. THE OPPORTUNITY IS EVEN GREATER. THE OPENING IS NOW.

Write today, in complete confidence. Give complete details: your specific experience... your references... your key station contacts... your near and long-term career goals... and your compensation goals.

Box A-162

Television Programing

TV BARTER FISHING SHOW
Nation’s Number One Half Hour Fishing Show
Contact Fritz Lisec
Lisec Productions, Inc.
225 Gateway Two
Kansas City, Kansas 66101
913/281-5600

Broadcasting Jan 2 1980

Radio Programing

BRING SUNDAY MORNINGS BACK TO LIFE

Stereo Religious Communications, Inc.
Box 10323 Atlanta, GA 30319

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio... VARIETY - DRAMA - COMEDY - WESTERNS - SCIENCE FICTION... included in each series

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884

LUM and ABNER 5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Public Notice

TOWN OF SWAMPSCOTT CABLE TV BIDDERS

Amended and additional applications for the community antenna television license for the Town of Swampscott, Massachusetts, will be received by the Board of Selectmen, Elihu Thomson Administration Building, Monument Avenue, Swampscott, Massachusetts 01907. Applications should be filed with the Massachusetts C.A.T.V. Commission Form 100. All responses shall be filed not later than 4:30 p.m. February 20, 1980. At least eight copies of the application must be filed with the Board of Selectmen. A copy shall also be filed with the Massachusetts C.A.T.V. Commission. The issuing authority report is available upon request to the Board of Selectmen.

On February 21, 1980, responses and applications shall be opened and thereafter copies made available for public inspection in the Town Clerk’s office during regular business hours and by reproduction at a reasonable fee.

SWAMPSCOTT BOARD OF SELECTMEN

INVIATION TO APPLY FOR CABLE TELEVISION FRANCHISE

As provided in City-County General Ordinance No. 125, 1979, notice is hereby given that the Consolidated City of Indianapolis has determined that applications for cable television franchises for portions of the Consolidated City will be accepted. Applications may be submitted to the Clerk of the City-County Council, Room 241, City-County Building, Indianapolis, Indiana 46204, on or before April 7, 1980. Persons or firms wishing to apply must obtain the prescribed application forms from the Clerk.

Beverly S. Rippy
Clerk of the City-County Council
Indianapolis, Marion County, Indiana

February 7, 1980, Public Broadcasting Service Board of Directors meeting. O’Hare Hilton Hotel, Chicago, Illinois. Meeting begins at 8:00 p.m., on February 7 and reconvenes at 9:00 a.m. on February 8. Recommendations on development of multiple program services, status of Board-contract negotiations, PBS response to CPB Minority Task Force recommendations, audited FY 79 financial statement.

Help Wanted Programing, Production, Others

DO YOU HAVE IDEAS THAT SELL?

Television Programing

TELEVISION STUDIO MANAGER

Central NJ community college has immediate opening for Studio Manager to be responsible for scheduling, and operations of full color TV and audio production facilities. Position requires experience with TV cameras, including ENG units, knowledge of lighting, set construction, audio production techniques, plus 2 years in TV station or production house AA in TV production or related field; BA preferred. Salary range $8000-153136. Respond in writing with resume by Jan 25, 1980 to: Mercer County Community College, Personnel Services, Dept DK, PO Box B, Trenton, NJ 08690. Equal Opportunity/ Affirmative Action Employer

Radio Programing

BRING SUNDAY MORNINGS BACK TO LIFE

Stereo Religious Communications, Inc.
Box 10323 Atlanta, GA 30319

The MEMORABLE Days of Radio
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PUBLIC NOTICE

AM/FM-CATV-TV CURRENT INVENTORY
SHERMAN and BROWN ASSOC. MEDIA BROKER SPECIALISTS
(305) 371-9335 (904) 734-9355
GORDON SHERMAN ROBERT BROWN
1110 Brickell Ave. Suite 430
Miami, Fla. 33131 Deland, Fla. 32720

▪ Fulltimer, Coastal city in Southeast. $500,000.
▪ Daytimer, Northeast Texas. $850,000.
▪ Powerful educational FM in Wichita. $350,000.
▪ AM/FM Fulltimer, Class B Big Town in Maryland. $840,000.
▪ FM covering large Tennessee city. $350,000.
▪ Fulltimer in large North Carolina city. $1,500,000.
▪ Ethnic station in large Michigan city. $1,900,000.
▪ Fulltimer large metro area Georgia. $925,000, Terms. Will sacrifice.
▪ Daytimer in East Tennessee small town. $195,000.
▪ Good facility near Anchorage, Alaska. $1,200,000.
▪ South Alaska, includes Real Estate. $200,000, Terms.
▪ Fulltimer, Large metro area, R.E. Indiana. $3,000,000, Terms.
▪ FM in Western Oklahoma. $280,000.
▪ Fulltimer, N.W. Coastal. $400,000.
▪ Daytimer, Mass.; Large Metro. $650,000.
▪ Fulltime, Dominant. Metro. TX $1,200,000.
▪ Daytimer, Million + Pop. in coverage area. $1,000,000, Terms.
▪ 1 kw AM in Southern Ga. Real Estate. $250,000, Good terms.
▪ Southern Arizona. Fulltimer. Good county population. $390,000, Terms.

MID-ATLANTIC FM
Stereo station. Well-known resort area. Good year round population; huge summer influx. Excellent potential. Beautiful facility; building and land included. $350,000 cash. Box A-114.

The Technology Committee of National Public Radio will meet on February 12-13, 1980, at Birmingham, Alabama. The meeting will be held in Room 101 at the Sheraton Mountain Brook Inn, 2800 U.S. Highway 280, Birmingham, from 9:00 a.m. on February 12 and 9-3 p.m. on February 13. The primary item of business will be the operational and technical planning for the public radio satellite system.

The Long-Range Planning/Legislation Committee of National Public Radio will meet on February 14, 1980, in Santa Barbara, California, at the Sheraton Santa Barbara, 1111 E. Cabrillo Blvd. The meeting will be held in the Fiesta Room from 11 a.m. to 6 p.m.

The purpose of the meeting is to discuss planning activities for public radio. For further information concerning these meetings, please contact: Ernest C. Sanchez, NPR General Counsel, at (202) 785-5369.

NOTICE OF AVAILABILITY
OF AN INVITATION FOR APPLICATION
FOR A CABLE COMMUNICATIONS FRANCHISE
The City of Appleton and the portion of the Township of Appleton within one-half mile of the city limits, County of Outagamie, State of Wisconsin, is seeking applications for a cable communications franchise. A standard application form shall be completed and submitted in accordance with the system design and services as specified in the "Invitation for Applications" both of which are available from the undersigned. Applications will be accepted until March 27, 1980. All applications received will be available for public inspection during normal business hours at the City Clerk's office, Appleton, Wisconsin. Each such application shall be accompanied by a $250.00 non-refundable filing fee payable to the Clerk of Appleton, Wisconsin.

Appleton, Wisconsin
Selected
City Clerk
332 W. Schuylkill Ave.
Appleton, WI 54915
(920) 735-2993

PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION LICENSE
NORTH ATTLEBOROUGH, MASS.
Pursuant to 207 CMR 3.01(A)(a) and (b)
The town of North Attleborough, Mass., will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. on March 31, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a $100.00 non-refundable filing fee, payable to the Town of North Attleborough. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioners.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed.

NORTH ATTLEBOROUGH BOARD OF SELECTMEN
Hugh L. Donnelly Chairman
John L. Drury
Robert F. Norelli
Address: Office of Selectmen
Town Hall
43 South Washington St.
North Attleborough, Mass. 02760

Business Opportunity

BROADCAST EQUIPMENT MFG.
Very skilled broadcast engineer seeks investors with $10,000 min. for startup. 100% solid state AM transmitters, consoles, and amps. Also needs an excellent design engineer. Box A-117 or (415) 751-1974 Mr. Gottesman (PST).

WANTED TO BUY EQUIPMENT

USED TOWER WANTED
Top dollar for heavy duty 1,000 foot (or more) television tower. Needed immediately. Box A-42.

TELEVISION STATION
Great opportunity in top 100 market
Box A-155

For Sale Stations

THE KEITH W. HORTON COMPANY, INC.
P.O. Box 948
Elmira, NY 14902
(607) 733-7138

Brokers and Consultants in the Communications Industry

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/328-0385
Suite 214
11811 San Vicente Blvd.
Los Angeles, CA 90049
Washington, D.C. 20036

TOP 50 MARKET
Maximum power Stereo FM with excellent ratings, $1.1 million plus in revenue, and $450,000 plus in operating cash flow. Available for $4,000,000 cash. Include financial references in first letter. Box A-51.

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

MAJOR MARKET
Mid Atlantic States. AAA equipment. Top management will stay 5 times cash flow, $1 million cash. Send financial qualifications. Box A-134.

MEDIA BROKERS APPRAISERS
435 NORTH MICHIGAN - CHICAGO 60611
312 467 0040

Broadcasting Jan 21 1980 59
For Sale Stations Continued

**CHAPMAN ASSOCIATES**
media brokerage service

**STATIONS**

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<th>State</th>
<th>Market</th>
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To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

**REGGIE MARTIN & ASSOCIATES**

VA very profitable AM/FM comb $1.5mm terms.

Tidewater 1K daytimer. Only sta $175 terms.

Scenic area hi profit AM/FM comb.

S.05mm terms.

Fla resort area AM/FM comb. Profitable $1.2mm terms.

Dominant FT Am coastal $750 terms.

3 coastal daytimers $350 to $750 terms.

Fla.-Reggie Martin Va.-Ron Jones
(305) 361-2181 (804) 758-4214

**“UNDERADIOED” MIDWEST MEDIUM MARKET**

Fulltime class TV in a Top 75 market with 1979 revenue of $425,000. Owner leaving business. Asking $500,000 but want serious, qualified buyer, Box A-71.

**H.B. La Rue, Media Broker**

**SELECT MEDIA BROKERS**

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912-883-4917
PO Box 5, Albany, Ga. 31702

**ILLINESS—MUST SELL**

2-Profitable AM's plus 14 yr. income note. Both have FM allocations plus new eq. 

1-Class A ............ 1-Class C 

Total Price $550,000 and new long term debt assumption of $230,000. 

No brokers please. Box 75B, Gatesville, Tx. 76528.

**BROADCASTING’S CLASSIFIED RATES**

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

When placing an ad, indicate the exact category desired: Television, Radio, Cable or Allied Fields. Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday’s issue. Orders and cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Reprints to ads with Blind Box Numbers should be addressed to: Box 5, 1835 Savoy Dr., N.E., Atlanta, Ga. 30334.

Advertisers using Blind Box Numbers cannot request audio tapes, video tapes, transcripts, films, or VTR's to be forwarded to BROADCASTING. 1735 DeSales St., N.W., Washington, DC 20036.

Advertisements using Blind Box Numbers cannot request audio tapes, video tapes, transcripts, films or VTR’s to be forwarded to BROADCASTING. Audio tapes, video tapes, transcriptions, films and VTR’s are not forwarded and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 75¢ per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. $5.00 weekly minimum. All other classifications: 80¢ per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display. Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $80.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $, %, MM, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

$5 MILLION CASH

Available for right AM or FM. I am a principle. Replies in confidence. Wayne Overland (714) 481-6627

Broadcasting Jan 21 1980 90
Fates & Fortunes

**Media**

**George T. Herrrech**, 77, chairman of board of Heneich Broadcasting Stations, Fort Smith, Ark., retired Jan. 5. **Robert Bernstein**, president and chief executive officer, named to succeed his father as chairman. **Derrell Cunningham**, VP-general manager of Heneich's KAIT-TV Jonesboro, Ark., assumes additional duties as president and chief operating officer of company, responsible for its two other TV stations, its two AM and one FM, all in Arkansas.


**Thomas F. Hartman**, VP-general manager of WMRT-TV Flint, Mich., and VP of licensee, Knight-Ridder Broadcasting, named president of WMRT-TV.

**William E. Wuerch**, VP-general manager of WPRV-TV Providence, R.I., named president.

**James M. Keeler**, news director, WAVE-TV Louisville, Ky., named president and general manager. He succeeds H. Lee Brown, who has been named VP of licensee, Orion Broadcasting. Browning will have corporate responsibility of news, programing, operations, research and personnel recruitment.

**Bob Zippa**, former Casper, Wyo., chief of police, named executive VP-general manager of KCWY-TV Casper, scheduled to go on air May 1. **Larry Pavillion**, former station manager for KTLV-TV Medford, Ore., named station manager and operations manager for KCWY-TV.

**Bill Williams**, general manager of WREC-FM Memphis, elected VP of licensee, Summit Communications of Tennessee.

**Donald R. Hodges**, general sales manager, KEMC-FM Oklahoma City, named general manager.

**George R. Francis Jr.**, VP-general manager of Multimedia's WAKY(AM) Louisville, Ky., assumes additional duties as manager of WAVE(FM) there, recently purchased by Multimedia.

**Dan Leonard**, assistant general manager of KDON-AM-FM Salinas, Calif., named general manager. He will also act as group VP of Forrest Broadcasting, owner of stations. **Scott Brody**, assistant general manager of Forrest's KBBQ(AM)-KBXY(FM) Ventura, Calif., named general manager and group VP of Forrest.

**Beth McTigue**, manager, special projects for Viacom and Teleprompter's joint venture, Showtime, named associate director, international administration for Viacom in New York.


**Diana C. Brainerd**, director of corporate and financial communications, Metromedia, Secaucus, N.J., assumes additional duties as assistant treasurer.

**Chuck Bushong**, account executive, KOKX-AM-FM Las Vegas, named station manager of co-owned KPSX(AM) Fort Smith, Ark.

**George Wyner**, VP-managing news editor, WING(AM)-WHAF-FM Dayton, Ohio, named VP-operations manager, responsible for on-air activities including air personalities, news staff and supporting activities.


**Advertising**


**Wilma Epstein** and **Tony Nacinovich**, VP's and associate media directors, and **Alice Greenberg**, VP and associate broadcast director, Ogilvy & Mather, New York, named senior VP's.


**Henry Kornhauser**, president of Clyne Co., New York, and **John Calene**, executive VP of firm, have resigned, effective April 30, at which time they will form their own agency, Kornhauser & Calene Inc., New York.

**Preston D. Huston**, chairman and chief executive officer of Associated Advertising Agency, Wichita, Kan., renamed president of agency, following departure of **Jon Pickrell**. Huston served as president of company from 1957 to 1975 when Pickrell became president.


Surely in a class by herself.

Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC.  
527 MADISON AVENUE  
NEW YORK CITY, 10022  
(212) 355-2672
York, and Ed Harrildoff, associate executive art director in New York.

Michael Koszewicz, senior art director, Botsford-Ketchum, San Francisco, joins Grey Advertising there in same capacity.


Pattie Moreland Meis, VP-media, Lowe Runkle Co., Oklahoma City, joins Strong/Hill Advertising there as associate and VP-media director.

James Werbel, from Lord, Sullivan & Yoder, Marion, Ohio, joins Fahigren & Ferriss, Parkersburg, W. Va., office, as account manager.

Robert Wallace, media director, Russell T. Gray Advertising, Chicago, joins Grant/Jacoby there in same capacity.

Laura Tourin, from Est-Hoover Advertising, Newport Beach, Calif., joins Greg Smith & Associates Advertising/Public Relations in Santa Ana, Calif., as production manager.

Carolyn Randels, production assistant, John M. Rose & Co., Knoxville, Tenn., advertising agency, named production manager.

Dennis Paul, assistant VP and production manager, Maxwell Sorg Co., Chicago, joins Kobs & Brady Advertising there as production supervisor.

Patricia Bryan, VP and office manager of Kossack Advertising, Tucson, Ariz., and past president of Tucson Advertising Club, named director, Western region services for American Advertising Federation.

Robert Dahl Jr., sales planner, CBS Television Network Sales, New York, named manager, news and late night sales proposals. Peter Storer Jr., manager of computer development, named manager of daytime sales proposals.

Christine Thriftm, sales planning analyst, named manager of sports sales proposals.

Claude Hulet, account executive, Tenison Envelope, Los Angeles, named CBS-FM National Sales account executive there.

John P. Fendley, VP-sales manager, WGN-TV Chicago, named executive VP and director of sports sales-special projects for WGN Continental Sales Co. Skip Moore, VP-national sales manager for WGN-TV, succeeds Fendley as sales manager.

Robert A. Illjes, with Turner Television Sales, New York, named VP.

Donald Cote, general sales manager, WPBN-TV Traverse City, Mich., joins Adam Young Inc. as manager of Chicago office. He succeeds Joan Barron, who has been named account executive in New York office. Rich Schwartz, account executive for Adam Young in New York, transferred to Chicago office in same capacity.

Gerard J. Ferri, account executive with Katz Agency in Los Angeles, appointed account executive in RKO Radio Sales office there.

Ron Peil, national sales manager of WORC-AM-FM Hartford, Conn., joins Buckley Radio Sales as New England regional manager, based in Bloomfield, Conn. He succeeds Ron Wayland (see page 91).

Susan Egan, executive secretary to Jack Fritz, president of John Blair & Co., New York, named to new post of administrative assistant to president of company.


Tom Arnost, account executive for Petry Television, New York, joins KTAL-TV Los Angeles as national sales manager. He will be based in New York.

Deborah Sinay, account executive, WCVB-TV Boston, named national sales manager.

Homer Griffith, independent sales and management consultant, joins WMEE-TV San Francisco as sales manager.

Carl Tillmanns, CBS-TV VP, West Coast sales, took early retirement effective Jan. 1 after 20 years with CBS, including 15 years as VP and general sales manager of network. Tillmanns, 57, plans to open sales consultancy. Charles Martin, account executive in West Coast sales, will succeed him as VP, West Coast sales.

Ron Jones, assistant general sales manager, WMEE-TV Raleigh, N.C., named general sales manager.

Robert Krieghoff Jr., from WYTL-TV Saginaw, Mich., joins WRESS-TV Rochester, N.Y., as general sales manager.

David Elmore, account executive, WRLA-TV Baltimore, named local sales manager.

Dwight Gregory, former account executive for office products division of IBM Corp., named general sales manager for KCMY-TV Casper, Wyo., scheduled to go on air May 1.

Milt Ledet, local sales manager, WVEO-TV Naples, Fla., named general sales manager.

Mark Prather, account executive, KQVTV and KQW-TV St. Joseph, Mo., named local sales manager.

Earl Walde, account executive for regional accounts, WFLA-TV Tampa, Fla., named local sales manager. Thomas B. Watson, former VP-general manager of WLCY-AM Tampa, joins WFLA-TV as account executive.

Jim Moore, account executive, WFIE-TV Evansville, Ind., named national sales manager.

Peter Lauer, national sales manager, KNX-FM Los Angeles, named to newly created post of local sales manager.

Sharon Peterson, marketing officer for South Bend, Ind., American National Bank, joins WSBT-AM-FM and co-owned WWYF-FM there as director of co-op advertising.

Skip Stow, local sales representative, KYBC-FM Oklahoma City, named assistant sales manager.

Robert Dahlstrom, VP of Forest Broadcasting, Ventura, Calif., named VP of Forest's KDNN-AM-FM Salinas, Calif., and director of national sales for KDON and co-owned KBQQ-AM-KKBV-FM Ventura.

Cuppy Manos, assistant sales manager, WINGAM-WWAM-FM Dayton, Ohio, named VP.

Charlie Hoskins, general sales manager of KGOG-FM Tulare, Calif., assumes additional duties as general sales manager of co-owned KCKK-FM there.

Deborah Shay, account executive, WQOC-TV Charlotte, N.C., joins WTAI-FM Pittsburgh in same capacity.

Sharon Wenkmann, from WWQM-AM-AM Madison, Wis., joins WISE-AM there as sales representative.

Tricia Ziegarelli, from WEZK-AM Fairfax, Va., joins WRQX-AM Washington as account executive.


Jack Calvo, general manager, KVNT-AM-KNVY-FM Tacoma, Wash., joins sales staff of KPLZ-FM Seattle, handling both agency and
direct business responsibilities.

Nancy Challie, from advertising agency in Charlotte, N.C., Gary Smith, from marketing positions with McDonalds and Burger King, and John Cullen, former marketing manager for Mutual Savings and Loan in Charlotte, join WSOt-AM-FM Charlotte as account executives.


George Yokas, in sales position with WQUA(AM) Moline, Ill., named senior sales consultant.

Programming


Al Rabin, one of directors of NBC-TV's daytime series. Days Of Our Lives, named executive producer.

Jay Walkingshaw, VP of corporate development for Home Box Office, subsidiary of Time Inc., New York, named VP of Time-Life Films and general manager of video division. Kate Bonnwell, circulation director of Time's Money magazine, named VP of Time-Life Films and director of consumer marketing for video division.

Andy Coscia, VP and director of sales strategy for Adam Young Inc., New York, joins United Artists Television there as VP-marketing.

Arnold Huberman, VP-film programming, Home Box Office, New York, resigns to become partner in independent film production company. Successor has not yet been named.

Stan Greeson, president of Harlem Globetrotters, comic basketball team wholly owned by Metropolitan Inc., has resigned to open independent television and film production firm, Portal Productions Inc.

Meredith Lisbon, research director, KYW(AM) Los Angeles, named executive producer, Wreedco Corp., radio syndicator there.

Dave Tucker, district manager for Broadcast Division of Cete Corp., Minneapolis, joins Concept Productions, Sacramento, Calif., as director of marketing.

William Kelley II, production manager, KXAS-TV Fort Worth, named operations director. Alice Kelly, in programming department of KXAS-TV, named program administrator.

Robert J. Miller, former production manager with WTLV-TV Toledo, Ohio, joins WRC-TV Rochester, N.Y., as program manager.

Meyer Davis, program manager, WTLV-TV Altona, Pa., joins WXXT(AM) Winston-Salem, N.C., as program director.

Henry Urlick, program manager, WIRT-TV Flint, Mich., named director of operations, responsible for programming, production, promotion and news.

Michael Williams, production manager, WJHL-TV Johnson City, Tenn., joins WRCB-TV Chattanooga as operations manager.

Dan McGrath, operations consultant, KKICTV El Paso, Tex., joins KTSP-TV San Francisco as production manager.

Gene Chrusciel, morning air personality, KYND(AM) Houston, named operations director.

Ken Warren, music and programming director, WING(AM)-WAFHFM Dayton, Ohio, named VP-program manager.

Bill Bowman, audience promotion manager, KYW-TV Philadelphia, named field producer for Evening Magazine on KYW-TV.

Craig Cornell, director, WTVQ-TV Lexington, Ky., named assistant production manager.

Larry Gebert, reporter, KFBF-TV Great Falls, Mont., named sports director.

Khambril Marshall, sports reporter and anchor, WDIV(AM) Detroit, named sports reporter for co-owned WPSB-TV Harford, Conn.

Brant Miller, producer and weekend air personality, WLSAM Chicago, named night air personality.

News and Public Affairs


Jeff Rosser, news manager (assistant news director), WNBC-TV New York, joins WJZ(AM) Baltimore as news director. Jennifer McGowan, anchor and reporter, WHOD(AM) Boston, joins WZIR as reporter.

Jim Schultz, news director, WTVG(AM) Washington, joins Cable News Network, Atlanta, as assistant bureau chief in Washington.

John Hambrick, anchor, KNX-TV San Francisco, and former anchor with KABC-TV Los Angeles, joins WJW-TV New York as weekend co-anchor with Carol Jenkins.

Mike Parker, general assignment and investigative reporter and anchor for CBS-owned KNX(AM) Los Angeles, named weekend anchor and reporter for CBS's WBBM-TV Chicago.

Bob Palmer, producer, WYTV(AM) Columbus, Ohio, joins WSJ-TV Savannah, Ga., as news director. Ralph Price, 11 p.m. anchor on WTOC-TV Savannah, joins WSJ-TV as managing editor.

Mary McCarthy, news director, WIFR-TV Freeport (Rockford), Ill., joins WBBM-TV Green- ville, S.C., in same capacity.

Mark May, assignment editor, KBBF(AM) Great Falls, Mont., named news director. Duane Burgess, reporter, KFBF(AM), named city editor.

Paul Rasmussen, from KENTAM Great Falls, and Sally Nittt, from Montana Air National Guard in Great Falls, join KFBF-TV as reporters.


Bruce Hodgen, night supervisor for Associated Press Broadcast, New York, named deputy broadcast editor for AP. He succeeds Charles Monza, who transferred to AP's foreign desk.

Merrilee Cox, reporter with WPI's audio bureau in Washington, named bureau manager. Royal Brightbill, Baton Rouge bureau manager for WPI, named regional executive for Louisiana.

Steve Rondinaro, from WRC-TV Rochester, N.Y., joins WXTV(AM) Miami as Broward, Fla., news anchor.

Paula Drew, reporter, assignment editor, and producer for WNBT(AM) Toledo, Ohio, joins KXAS-TV Fort Worth as reporter. Rhonda Glenn, formerly with WAVY-TV Portsmouth, Va., and who recently has been freelancing with LPGA golf commentary for ABC-TV, joins KXAS-TV as sports reporter.

Don Schrack, news director, KFB(AM) Los Angeles, named to same post with KXAS(AM) San Jose, Calif.

Rica Duffus, anchor and reporter, non-commercial WHHY-VT-WImington, Del., joins KYW(AM) Philadelphia as education and urban affairs reporter.

Cynthia Heath, former reporter for KQOV(AM) San Diego, joins KOB(AM) there as anchor.

Dave Schnuckel, producer-director, KTVB(AM) Boise, Idaho, joins KOMO-AM Seattle as director, primarily responsible for weeknight newscasts.

David Parrett, reporter, KFBE(AM) Oklahoma City, named assistant news director.

Namiye Oshima, producer of Midday program on WCCO-FM Minneapolis, named associate director of community affairs.

Art Barrett, news editor, WING(AM)-WAFHFM Dayton, Ohio, named managing news editor.

Gerald Casbolt, public information specialist, U.S. Department of Agriculture, joins WQTM(AM)-WQX(AM) Horseheads (Elmira), N.Y., as reporter and morning anchor.

Susan McLean, former reporter with KIML(AM) Gillette, Wyo., joins WKEW(AM) Keene, N.H., in same capacity.


Ann Marie Grecza, from WRFD(AM) Columbus, Ohio, joins noncommercial WOUF-AM-FM Athens, Ohio, as producer-reporter.

Chris Dudley, public affairs producer for non-commercial WSPR-AM Grandview, W. Va., joins noncommercial WMFE-TV Orlando, Fla., in same capacity.

Promotion and PR

Ron Nessen, press secretary to former President Gerald Ford, and former NBC News corres-pondent, joins Marston and Rothenberg Public Affairs, Washington, as senior VP. He will also be senior associate of New York-based
Robert Marston and Associates, public relations firm.


Dennis Mollenkamp, manager of public affairs for Metropolitan Atlanta Rapid Transit Authority, joins Cox Cable Communications there as director of public relations.

Kathlene McGarry, publicity editor in promotion department of WJWS-TV Buffalo, N.Y., named promotion coordinator.

Helene Wanchick, executive secretary, WCXM(AM) Detroit, named advertising and promotion assistant.

Frank Griffis, operations manager of Dallas office of Carl Byor & Associates, joins Povey & Fischel Advertising there as manager of public relations.

Technology

Gordon Batten, assistant director, finance, network transmission facilities, CBS-TV, New York, named director of network transmission facilities. He succeeds Charles Gadey, who retired.

John Swanson, director of broadcast engineering for Buford Television Inc., Tyler, Tex., named VP, responsible for BTI's four television stations.

George Tokar, chief engineer with XHJ(AM) Los Angeles since 1967, retired at the end of December. Earlier he worked for XHJ(AM) there, which he joined in 1935.


Mike D'Amore, Midwest region sales manager for Hitachi, joins Ampex Corp.'s audio-video systems division as Midwest region sales manager, based in Elkhorn, Ill.

Harold Rabinowitz, engineering and quality assurance manager, McMartin Industries, joins Spintronic Corp., Lionville, Pa., as director of operations, responsible for manufacturing and industrial engineering.


Randy Weiser, former national CATV sales manager with MSL Television in Salt Lake City, joins Computer Video Systems there as director of marketing.

John Paulbick, fiber optic project engineer with Central Telephone Co. of Nevada, Las Vegas, joins Valteck Corp., West Boylston, Mass., as application engineer for its Communication Fiber optics. Marguerite Shapella, project manager and writer with Nigberg Corp., Framingham, Mass., joins Valteck as marketing services coordinator.

Rocco Lupo, project engineer with Welch Allen, named supervisor of quality assurance for Magnavox CATV Systems, Manlius, N.Y.

Anthony Orsicchio, Northeast regional sales manager for Microform Data Systems, Sunnyvale, Calif., joins Dranetz Engineering Laboratories, South Plainfield, N.J., in same capacity.

Jane Rudden, from association management firm of Smith-Bucklin & Associates, joins Society of Cable Television Engineers, Washington, as director of meetings, sites and services.

Susan Queene, director of communications for TIME Magazine, joins Washington association management firm, joins SCTE as director of publications and publicity.

Allied Fields


Reno M. Pachetti of RAI Corp. and Ralph C. Franklin of MCA TV reelected council chairman and vice chairman respectively. James Shaw, ABC-TV, named treasurer, and George Movshen, Publicity and Visual Services, reelection secretary.

National Association of Broadcasters' President Vincent Wastlewski has appointed Art Gillam, president, WLOK(AM) Memphis and WDR(AM) Jacksonville, Fla., to fill one of five seats held by NAB on Broadcast Rating Council. NAB's other four members are: Pete Kizer, broadcast division of Detroit's Evening News; Steve Ball, WTVK(AM) Boston; Dan Kopa, Kops-Monahan Communications, New Haven, Conn.; and Fred Paxton, WPDT(AM) Paducah, Ky. Dr. Russell McKenennan, assistant to VP and director of research, National Association of Broadcasters, Washington, named director of quantitative research.

Edward Kosner, former editor of Newsweek magazine, New York, joins CBS, consumer publishing division, as VP-editorial planning and development, newly created position.

Bill Boyce, in sales area with Daia Communications Corp., Memphis-based information processing firm, named general manager of sales and services. Dewey Hemphill, regional manager, named sales manager, filling in for Boyce and Dorothy Simon, who has been named regional manager from assistant regional manager. Skip Sawyer, manager of general services and marketing for DCC's Broadcast Division (formerly known as BLAS), named director of product development for newly formed division, corporate marketing. Sawyer will work with Dwight Drinkard, marketing services manager.

Stan Raymond, VP and head of radio division of Broadcast Enterprises National Inc., based in Atlanta, has resigned to form radio-TV consulting and brokerage firm there. BENI's radio properties are: WLOK(AM) Airsville; WOAI(AM) Abilene; WOKF(AM) Cleveland; WGLM(AM) Charlotte, N.C.; WPLO(AM) Jacksonville-Myrtle Beach, Fla., and WTANI-WOKF(AM) Clearwater, Fla.

Lawrence Baskerville, issue coordinator for Mickey Leland (D-Tex.) Campaign Committee, joins National Cable Television Association, Washington, as assistant director of field operations. He will be involved in keeping cable television operators informed of legislative and regulatory developments in Washington.

Joe Dine, former director of information for Corporation for Public Broadcasting, Washington, who retired last year, joins 1980 Census Promotion Office there as consultant. He will work with public television and radio stations and networks to promote participation in 1980 census by viewers and listeners.

Sally Buffum, system director with A.C. Nielsen's NTI Methods department, New York, moves to Nielsen Station Index as member of station marketing staff.


Dick Springfield, research assistant, The Research Group, San Luis Obispo, Calif., audience development firm, named research associate.

Deaths

Walter Kaitz, 63, executive secretary, general counsel, chief lobbyist for California Community Television Association and widely known spokesman for industry in Sacramento as well as Washington, died Dec. 29, 1979, in Oakland after long illness. He had prolonged heart condition. At Western Cable Show last December—two weeks before his death—Kaitz was guest of honor at closing banquet and received lengthy standing ovation. He is survived by his wife, three daughters and son, Spencer, assistant executive secretary and general counsel of CCTA. Walter Kaitz Foundation has been established as nonprofit organization to provide internship in Sacramento for work with state legislative and to study communications policy in California.

John J. Boyle, 77, first manager of WJAR-TV Providence, R.I., died at his home in Warwick, R.I., Nov. 20. During '30's and '40's, he was manager of WJAR(AM) Providence, before WJAR-TV went on air in 1949. He retired in 1967 after 43 years with Outlet Co., licensee of WJAR. Survivors include his wife and daughter.


Raymond M. Beem, 78, founder of number of radio stations in Southwest, including noncommercial KSUC(FM) Keene, Tex., died Dec. 28 in Malvern, Ark. He received his broadcast license in 1924, three years before Federal Radio Commission (predecessor to FCC) was voted into existence. Survivors include his wife, Anna, of Malvern.

Stanley Wiegoldinski, 27, announcer and air personality for WBR(FM) South Bend, Ind., died Jan. 16 at University of Chicago Billings hospital, of kidney and heart failure. Survivors include his parents and sister.
**Stock by Index**

<table>
<thead>
<tr>
<th>Exchange</th>
<th>Closing Wed. Jan 16</th>
<th>Closing Wed. Jan 9</th>
<th>Net Change in We</th>
<th>Market Capitalization (000,000)</th>
</tr>
</thead>
</table>

**BROADCASTING**

- **NABC**
- **Capital Cities**
- **CBS**
- **Nexstar**
- **Cox**
- **Gross Telecasting**
- **Lin**
- **Metro-Goldwyn-Mayer**
- **Moon**
- **O Scripps-Howard**
- **Storer**
- **Taft**

**BROADCASTING WITH OTHER MAJOR INTERESTS**

- **Adams-Russell**
- **Affiliated Pub.**
- **American Family**
- **John Blair**
- **Chart Co.**
- **Chronicle**
- **Coles New York**
- **Coxes**
- **Dun & Bradstreet**
- **Fairchild Ind.**
- **Figee**
- **Gannett Co.**
- **General Tire**
- **General Comm.**
- **Harte-Hanks, Inc.**
- **Heritage Comm.**
- **Jennings Joseph**
- **Kansas State Net.**
- **Knight-Ridder**
- **Lee Enterprises**
- **Liberty**
- **McGraw-Hill**
- **Media General**
- **Meredith**
- **Multimedia**
- **New York Times Co.**
- **Outlet Co.**
- **Post Corp.**
- **Reese Telecom.**
- **Richill**
- **San Juan Racial**
- **Scherling-Plough**
- **Shandwick**
- **Tech Operations**
- **Times Mirror Co.**
- **Turner Broadcasting**
- **Warren Post**
- **Wometco**

**CABLECASTING**

- **Acton Corp.**
- **Ameco**
- **Athens Comm.**
- **Burnup & Sims**
- **Cab Cables**
- **Comcast**
- **Entron**
- **General Instrument**
- **Geneva Corp.**
- **Tele-Communications**
- **Teleprompter**
- **Time Inc.**
- **Toll**
- **UA-Columbia Cable**
- **United Cable TV**
- **Viacom**

**PROGRAMMING**

- **Amer. Int'l Pics.**
- **Chuck Barrie Prods.**
- **Cinema 5 Ltd.**
- **Columbia Pictures**
- **Disney**
- **Indimex**
- **Four Star**
- **Gulf & Western**
- **MCA**
- **Media General**
- **Meredith**
- **N Video Corp. of Amer.**
- **Warner**
- **Wether**

**SERVICE**

- **BBDO Inc.**
- **Banco Cent.**
- **Comast**
- **Donnell Bernbach**
- **Foot Coone & Belden**
- **Greeley Publishing**
- **Interpublic Group**
- **MCI Communications**
- **Movietel**
- **MPO Video**
- **N. C. Nielsen**
- **Ogilvy & Mather**
- **Telemedia**
- **TPC Communications**
- **Walter Thomson**
- **Western Union**

**ELECTRONICS/MANUFACTURING**

- **AEL Industries**
- **Amphen**
- **Arrin Industries**
- **CCA Electronics**
- **Cel**
- **Cohn**
- **Conrac**
- **EASTMAN KODAK**
- **Elc Miele**
- **Fairin**
- **Gener Electric**
- **Graflex**
- **Herbel Industries**
- **Intl. Video Corp.**
- **Micromedia**
- **M/A Com. Inc.**
- **3M**
- **Motorola**
- **National Philips**
- **Oak Industries**
- **Ororo Corp**
- **RCA**
- **Rockwell Intl.**
- **RSR Industries**
- **Scientific-Atlanta**
- **Sony Corp.**
- **Tekttronix**
- **Texas**
- **Vaelte**
- **Varian Associates**
- **Westinghouse**
- **Zenith**

**Industrial Average**

<table>
<thead>
<tr>
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<th>Closing Wed. Jan 16</th>
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</tr>
</thead>
</table>

Notes: A-American Stock Exchange, B-Boasom, M-Midwest, N-New York, P-Pacific, Q-over the counter bid price shown, Supplied by Shearson, Hayden Stone, Washington. P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figure are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day; price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. ****Price as of Jan. 15. +Stock traded at less than 12.5 cents.
You get a
TOWER OF STRENGTH
When you buy
Utility

Better engineering, better construction,
better installation — you get all
these when you buy Utility.
Utility Towers are easier to tune,
easier to maintain.
And these money-saving extras cost
you no more from Utility.
There are Utility Towers in every
state in the nation . . . in Canada,
South America, Puerto Rico, Europe
and Korea.
Choose Utility — known the world over
as the "Tops in Towers."
Al Swift: keeping up the consciousness level on telecommunications

Al Swift has a problem. The freshman congressman, who drew an assignment on the Communications Subcommittee, worked long and hard last year to make his mark—which he did. So what's the trouble? "I've played a key role in telecommunications legislation," Swift says, "and I can't even figure out how to write a press release to tell my constituents about it."

But if the folks back home in the state of Washington don't know the difference between a common carrier and a Common Cause, a lot of people around Washington, D.C., do, and the 44-year-old Democrat has given them notice that he'll be actively involved in that area for some time to come.

Telecommunications is not a new area of interest for Swift; he lists 25 years of broadcasting industry experience. His last assignment before taking up residence in the Longworth Office Building was as director of news and public affairs at KVOS-TV Bellingham, Wash. But if broadcasting is where Swift's past lies, he sees those common carrier issues—at least while he remains in Congress—creeping more and more into his future.

He admits it's been a difficult learning process: a new vocabulary, a new technology and a whole set of... industry concerns. But heading into mark-up of Representative Lionel Van Deerein's (D-Calif.) common carrier bill, Swift thought he had gained the upper hand. It was, in fact, at his urging, that Van Deerein held a series of briefings on common carrier matters last November, and Swift thinks those three days of discussions not only helped educate subcommittee members, but also helped to breathe new life into an issue in which his colleagues were rapidly losing interest.

Still, even with the time spent in this area, Swift realizes that it may not score any points with his constituents. He believes you can get a high profile focusing on fairness doctrine matters or on children's television, but working in the trenches on industrywide telecommunications regulations—well, "it's not a sexy issue," he says.

And although he knows the voters are more concerned with inflation and energy prices than with core networks and value-added carriers, in time, he says, these matters will also be of recognized importance.

Similarly, Swift believes, most of the population has little interest in nitty-gritty broadcast legislation, but it's an area he knows, and one where he can make some difference. "I think it's a place I can make a real contribution," he says. "Whether radio stations should renew their licenses every three or five years doesn't matter to [the voters], but in the long run, it will affect them."

And knowing his work will make a difference, he adds, makes it enjoyable.

Communications issues aside, Swift gives the impression that the entire job is enjoyable. Even with a hectic schedule, he looks relaxed, seemingly enjoying the wheeling, dealing and constant running.

And if he feels comfortable in this role, it is one he expects to stay with for a while. Exactly how long, however, is still uncertain. "I don't believe in 10-year plans," he says. "I'd rather look at a two-year plan."

The next two-year plan—if all goes as planned—is actually a three-year plan; with a year left to this term, it's time to begin thinking about re-election, and Swift has hopes of joining the sophomore class. As yet, there is no opposition, but he's sure there will be. He anticipates his chances for re-election will be good, but he's not taking anything for granted. "I'm keeping my nose to the grindstone," he says.

Even as a freshman, however, Swift is no newcomer to Washington. He first went there in 1965, putting in four years as former Representative Lloyd Meeds's (D-Wash.) administrative assistant.

But if the political seeds had been planted, the broadcasting roots had already long since taken hold. While attending college, he began his broadcasting career, working part time at KUJ(AM) Walla Walla, Wash., and then full time at KXLL(AM) Ellensburg, Wash. So it was no surprise when he left Meeds's employ and headed back cross country to the KVOS stations where he had worked immediately following his graduation from college, to take on the position of public affairs and news director.

This time around, however, Swift had a chance to pursue both broadcasting and, at least periodically, political work.

His job led to a number of awards, including an Emmy for a show on the communications gap between generations. He also managed to stay on the political fringes with activity in community affairs, working to help rewrite Bellingham's city charter, chairing the citizen advisory committee to the city's schools, and serving on the Bellingham Housing Authority.

He again went back to work for Meeds, but Meeds announced his retirement, leaving a vacant seat in Washington's second congressional district. Swift threw his hat into the ring and, after winning the Democratic primary, went on to carry the general election.

With his broadcasting background, Swift hopes to take the lead on legislation that would affect the industry. He expects to survey members early this year on what sorts of broadcasting provisions they want to see, and he plans to put together some sort of comprehensive broadcast package.

But for all of the rewards politics can offer, Swift admits that radio is his first love. He speaks with enthusiasm about his record collection—which, now numbers about 2,000—and he says that with his stereo system and cassette deck he still enjoys playing disk jockey.

At times, the quieter life of broadcasting obviously seems attractive. When asked how he'd spend a free month, he takes a long time to answer, as if he can't get work off his mind. He finally replies that he enjoys traveling, but what he'd really like is to go back to his home town and spend a week with friends, sit down and have a drink with them, talk peacefully, "without having to be on the run."

Just how long Swift plans to remain in Congress is still uncertain, but he seems to know exactly what he'd like to do when he leaves Washington for good. "When I retire I'll buy a little radio station in Sun City and play Frank Sinatra records."
Olympic gamesmanship

The increasingly unsettled question of American participation in the 1980 summer Olympics is reviving all the old and high-blown references to athletic purity, political insulation and virginal quarantines from commercialism. Whatever the ultimate decision about this year's games, everyone ought to realize by now that the old talk has for years been irrelevant.

Since the introduction of satellite transmission capability, during the Mexico City games of 1968, the Olympics have developed into a television event of unparalleled dimensions. ABC paid $13.5 million for rights to the 1972 summer games in Munich and $25 million (a little of it later rebated) for rights to the 1976 summer games in Montreal. NBC won frantic bidding for rights to this year's games in Moscow with a guarantee of $87 million. ABC in the fall of 1979 committed $225 million for rights to the 1984 games in Los Angeles. Somewhere along that line, the Olympic organizers lost their amateur standing.

The evolution of television technology has also sharpened some nations' perceptions of the propaganda value of the games. The vigor of preparations that have been going on in Moscow bespeaks the Russians' avid desire to come off screens around the world as proprietors of the supreme society. The model is the Nazi propaganda coup of 1936 but exponentially magnified by international television coverage.

All the disparate ambitions for these and future games are now subject to amendment. Indeed the winter games to be held at Lake Placid, N.Y., next month are not beyond the range of fallout from a dislocation of the Moscow games next summer. ABC-TV's stake in Lake Placid, however, is smaller than NBC-TV's in Moscow. More than a year ago it reported its 50½ hours of winter Olympic programing sold out for a total of some $48 million. It paid $15.5 million for the television rights. NBC plans 152½ hours of summer Olympics for its $87 million in rights. It has said its advertising time was 96% sold for more than $150 million. To the rights figures in both cases must be added the large expense of producing all that programing.

The networks and their affiliates will, of course, be innocent victims if the values of their Olympic properties are diminished by action of the U.S. government or retaliation by Russia or its satellites. They may take some consolation in the knowledge that if the U.S. and others boycott the games, the Russians brought it on themselves and have even more to lose.

The rising opposition

In the past couple of months the professional citizen groups that profit most from intercession in FCC affairs have succeeded in spreading an alarm about the FCC's hesitant ventures toward radio deregulation. The shopworn cast of regulars, Ralph Nader, Nick Johnson, the good Dr. Everett C. Parker, Pluria Marshall, to name four, has recruited larger resources than it usually commands. As reported here a week ago, the National Catholic Conference is stirring up a nationwide propaganda campaign, and already the faithful are writing the FCC to protest a fear of godless broadcasters let loose.

The commission is feeling the heat. In response to petitions by the United Church of Christ and American Civil Liberties Union, it has released staff documents that were previously withheld and extended by two months the time for preparation of comments. This is escalating into the sort of case that weakens knees around the FCC. Not that all the knees were sturdy at the outset of a rulemaking that was voted with stated misgivings or objections of most commissioners.

Both the purpose and probable effect of the modest deregulation that the FCC has proposed are being grossly distorted. The Catholic warning to parishioners, for example, asserts that "much religious broadcasting will be discontinued" if the FCC goes through with this, and not only that, "the public will lose its control over radio." Advertisers, it is said, will dominate broadcasting policy.

Such fanciful forecasts are made in ignorance or disregard of facts. The FCC's own survey of station operations found that standards now are generally higher than the FCC requires. There is every indication that a relaxation of government controls would encourage innovation, diversity and closer interreactions between broadcasters and the public.

Broadcasters may expect the propaganda to get worse. It is up to them to make a case strong enough to counteract it.

Vindication

The decision by Iranian authorities to expel the whole American journalism corps is no more bizarre than other eccentricities emerging from that troubled country since the seizing of the U.S. embassy. We are left to the word of foreign journalists to find out what is going on in the murky councils of Iran.

It is, of course, an unintentional testimonial to the professionalism of the Americans that they are now kicked out. They were invited there to show the world the Iranian image that Khomeini's followers see. That was not the image that was transmitted in undistorted pictures and dispatches. In frustration that the American people were not drawn to Khomeini's cause, his minions have dismissed the reporters who disappointed them.

Last week's expulsion is also a reflection of criticism, heard in some councils in the U.S., that television was manipulated to the advantage of the Islamic revolutionaries. Such criticism implies a fear that knowledge distributed to a witless public will unnecessarily disturb the national tranquility. Exactly that same thinking was reflected last week in the remarks of some Iranian officials who complained that the "slanted" American coverage was getting back to Iranians who might be susceptible to foreign influence.

Once again, this time by satellite from Tehran, the American public has been proved intelligent enough to understand what it sees and hears in its free media. Score another point for the First Amendment.
WHAT A SWITCH!

WTVK-CHANNEL 26 GAINS BIG AS NEW NBC AFFILIATE!

<table>
<thead>
<tr>
<th>Time</th>
<th>1978* w/ABC</th>
<th>1979** w/N</th>
<th>% of change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon-Fri 7-9 AM</td>
<td>7</td>
<td>20</td>
<td>up 185%</td>
</tr>
<tr>
<td>Mon-Fri 10-12 N</td>
<td>8</td>
<td>22</td>
<td>up 175%</td>
</tr>
<tr>
<td>Mon-Fri 12-4 PM</td>
<td>6</td>
<td>27</td>
<td>up 350%</td>
</tr>
<tr>
<td>Mon-Fri 4-5 PM</td>
<td>14</td>
<td>20</td>
<td>up 43%</td>
</tr>
<tr>
<td>Mon-Fri 5-6 PM</td>
<td>9</td>
<td>16</td>
<td>up 78%</td>
</tr>
<tr>
<td>Mon-Fri 6-6:30 PM</td>
<td>3</td>
<td>8</td>
<td>up 166%</td>
</tr>
<tr>
<td>Mon-Fri 6:30-7 PM</td>
<td>3</td>
<td>10</td>
<td>up 233%</td>
</tr>
<tr>
<td>Mon-Fri 11-11:30 PM</td>
<td>8</td>
<td>10</td>
<td>up 25%</td>
</tr>
<tr>
<td>Mon-Fri 11:30-1 AM</td>
<td>11</td>
<td>19</td>
<td>up 73%</td>
</tr>
<tr>
<td>Sun-Sat 8-11 PM</td>
<td>18</td>
<td>18</td>
<td>EVEN!</td>
</tr>
<tr>
<td>Mon-Sun Sign-on/Sign-off</td>
<td>12</td>
<td>17</td>
<td>up 42%</td>
</tr>
</tbody>
</table>

TALK ABOUT BEING PROUD!

*Nov. 1978 ARB    **Nov. 1979 ARB — ADI Shares
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