NO MATTER HOW REMOTE THE AREA, WE BRING THE NEWS BACK LIVE.
We've got the only antenna dish in town that can pick up live, on-the-scene reports anywhere in our ADI. That's over 10,000 square miles of news. Good news for our viewers. Bad news for our competitors. But then, after all, it's a jungle out there. KPRC TV HOUSTON
One of our on-board computers.

Tony Durpetti. Vice President, Central Division. Plugged into Marketron, Telmar and BCI. With one hand, he can rank stations, figure reach & frequency, compute CPM's, and put together just about any kind of radio mix known to man. But that's not why we have him with us. Tony Durpetti is with us because he's personally committed to the success of all the McGavren Guild client radio stations.

He talks to them. He visits with them. And, he listens.

With Tony's help, our strong stations get even stronger.

McGAVREN GUILD RADIO
People who know the territory.
"The premiere comedy duo on television." — London Evening News

"Morecambe & Wise are assured a regular place high in the ratings."
— Variety

TIME-LIFE TELEVISION

NEW YORK
Chips Barrabee
(212) 841-3052

ATLANTA
Thomas N. Todd
(404) 993-5084

DALLAS
Dennis S. Emerson
(214) 452-3055

ST. LOUIS
Jack G. Garrison
(314) 227-7662

LOS ANGELES
Jack Donahue
(213) 385-8181

TIME & LIFE BUILDING
NEW YORK N.Y. 10020

ALREADY PRE-SOLD
NEW YORK WOR-TV
LOS ANGELES KTLA
CHICAGO WGN-TV
SAN FRANCISCO KTUU
MINNEAPOLIS/KSTP
ST. PAUL WCCO-TV
DENVER KMGH
OKLAHOMA CITY KOKH-TV
TUCSON KOLD-TV
BELLENNAM KVOS

...to be continued.

70 SPARKLING COMEDY/VARIETY HALF-HOURS
The 1600-1X heads a new line of GVG™ 1600 Series post production products featuring the E-MEM Serial Interface for in-depth computer editor control.

**Standard equipment**

in every 1600-1X is a new E-MEM™ II effects memory system with sE-QUENCER capability. Also standard are auto transitions in the mix/effects, flip-flop mix, downstream key insert and fade-to-black.

**Post production options**

include the E-MEM Serial Interface, a new E-DISK floppy disk storage system, and a new E-MEM Audio system.

For further information contact your nearest GVG sales office.
The Week in Brief

A BILL AT LAST Senate Communications Subcommittee members compromise on Communications Act Amendments, mainly common carrier, and agree to drop spectrum-fee provision. Broadcast licenses would go to five years, lottery could be used in comparative proceedings, FCC would be prohibited from regulating cable retransmission. PAGE 27.

THIS IS IT Goldenson tells Hollywood that ABC's no longer going to stand for constant demands for higher program fees. PAGE 28.

AAF LOOKS TO FUTURE One speaker sees in it the demise of one of the networks; another says they'll flourish. PAGE 28.

THE WASHINGTON LAWYERS RADIO BROADCASTING examines the capital city's communications attorneys and how their role has changed over the years, growing in influence and prestige along with the industry they serve. PAGE 32. There's also a list of firms and their major communications clients. PAGE 44.

THE CHANGING FACE OF WESTAR The announcement that the Satellite Program Network will be distributed on it, the Western Union bird looks to become the next major cable satellite. PAGE 56.

EASING UP ON EX PARTE The FCC changes its rule a little so contacts will be prohibited only in rulemaking involving "competing claims to a valuable privilege." PAGE 71.

CBS'S KIDS COMMENTS The network tells the FCC that the study on which the communication staff based its decision was illegal, unconstitutional and factually in error. PAGE 71.

GETTING PRIORITIES IN ORDER FCC Commissioner Anne Jones, speaking before the Federal Communications Bar Association, questions whether the commission has concentrated on socially oriented issues to the neglect of its principal missions. PAGE 73.

ONE FOR ANOTHER The FCC upholds a Broadcast Bureau grant of a commercial FM frequency to a noncommercial applicant in Vermont. PAGE 74.

FAR RANGING FCC Commissioner Quello, in a speech before a New England broadcasters group, predicts the RKO case will reach the Supreme Court, supports radio deregulation efforts and denies Globe column calling him an industry mouthpiece. PAGE 75.

CHILDREN'S HOUR NAB and NATPE sponsor a conference in Washington on children's TV programming. PAGE 76.

THE EYE HAS IT, AGAIN CBS wins the ratings for the week ended June 8 with eight of the top 10 shows. It's the network's fourth win in a row. PAGE 76.

ENCOURAGEMENT FROM MUSKIE The secretary of state indicates he will support free-press efforts at Belgrade UNESCO meeting in September. PAGE 80.

CHANGE OF HEART The government decides to allow satellite transmissions from Cuba after controversy caused by denying CBS feed. PAGE 81.

MOUNTAIN HIDEAWAY Some of the biggest names in television gather in a Colorado resort to put their medium and the world in perspective. PAGE 82.

A GIFT FOR GADGETRY Robert Seidenglanz starts with a good idea and 10 years later has a $30-million company. His idea: putting a television studio in a van. His company: Compact Video Systems. He's not finished; there are more ideas where that one came from. PAGE 113.
Everyone thinks of Baretta as a ladies' man, which is true—particularly when the ladies are 18 to 49:

But the fact is that when Baretta played at 9pm, he delivered 22% more teens and kids than his CBS and NBC competition—combined!**

So, if you're looking for an early fringe or early prime time show with big appeal among kids and teens—as well as extraordinary appeal among women 18-49—you should be buying Baretta!

**During his entire 3½-year prime time network run, Baretta averaged 56% more women 18-49 than his NBC competition and 22% more than his CBS competition. And during the 1976-1977 season he was the 6th highest rated show among women 18-49 in all of TV, beating All In The Family, Barney Miller, The Jeffersons, Mary Tyler Moore, Starsky & Hutch and Welcome Back, Kotter.

** Two seasons: 1975-76 and 1976-77.
Judgment day

White House staff's recommendation to President Carter on filling seat now held by FCC Commissioner James H. Quello is expected in next two weeks. That word began circulating after it was learned that Peter Lopez, Los Angeles attorney, had been invited back to Washington last week for second interview with White House staff. His first interview was in February (Broadcasting, Feb. 18). But recommendation is not locked up. What's more, White House will first have to make decision on whether to reappoint Quello. If decision is negative, recommendations may be made from among four candidates—Lopez; Jay Rodriguez, NBC's West Coast vice president for public affairs; Ernie Sanchez, general counsel, National Public Radio; Brian Moir, legal counsel to House Commerce Committee—though some others are not being ruled out. Meanwhile, National Citizens Committee for Broadcasting is preparing "white paper" criticizing Quello's record at FCC and opposing his reappointment.

Rooms at the top

Reports abounded last week that Maurice R. Valente, who moved into RCA presidency from ITT on Jan. 1, would leave soon. Some accounts said he had already stopped going to office. RCA spokesman said he'd heard reports of departure but denied them, and attributed Valente's absence to his having been visiting offices of RCA subsidiary, CIT Financial Corp. Valente has three-year contract (through Dec. 31, 1982) at $400,000 annually, with another $400,000 to be paid him if he leaves before Jan. 1, 1990.

There were also reports, unrelated, that Jane Cahill Pfeiffer, chairman of RCA's NBC subsidiary, may be leaving that post. It's not first time these reports have surfaced and been denied. Word last week was that they're not true "at this time."

Togetherness

FCC may yield to prodding of several industry groups to form government-industry advisory committee to develop plan for new radio station assignments. National Association of Broadcasters and affiliates of ABC's four radio networks initially made proposal to FCC (Broadcasting, May 19), and they were followed closely by National Radio Broadcasters Association (Broadcasting, June 9). Industry feels comprehensive inquiry into all of commission's maneuvers toward expansion of AM and FM services is necessary to develop sound plan for radio's growth.

FCC, according to several sources, may acquiesce to idea—especially in light of technical studies needed to adopt number of proposals, including those from Region 2 meeting, rulemaking proceeding looking toward new classes of FM stations and Canadian-United States relations.

Defections

NBC-TV, which lost WSB-TV Atlanta to ABC-TV two weeks ago (Broadcasting, June 9), could be in for more bad affiliation news. Reports persisted last week—and were confirmed by both sides—that Hubbard Broadcasting, which switched KSTP-TV Minneapolis from NBC to ABC 19 months ago, has made presentation seeking CBS affiliation for its KOB-TV Albuquerque. N.M., channel 4 station now with NBC. CBS sources expected decision to be made within several weeks. CBS's current Albuquerque outlet is KGGM-TV, channel 17. In addition, there was speculation that New York Times Co.'s KFSM-TV Fort Smith, Ark., NBC affiliate on channel 5, may replace channel 24 KLMN(TV) Fort Smith in CBS line-up of affiliates.

Big deal

It's now learned Cosmos Broadcasting won bidding contest when it bought Orion stations for $110 million (Broadcasting, June 9, see page 94). Deal was arranged by Wall Street firm of Goldman-Sachs. Others that at least took look at Orion: Charter Media, Hearst, L.H., Knight-Ridder, Nationwide and Schering-Plough. At least one thought $80 million would be top figure.

Slow track

If Federal Trade Commission's children's advertising inquiry resumes, chances are it won't be until fall, at earliest. According to reliable source, commission is likely to be circumspect with children's proceeding. If staff develops proposed rule, commission would probably put it out for ample comment. After long hiatus, staff is once again examining monumental record developed during first go-around. But since proceeding was arrested by FTC's clash with Congress, some members of children's staff have left commission, and time required to review record by remaining members is expected to run into months. Further factor may be presidential elections. If Ronald Reagan is elected, FCC Chairman Michael Pertschuk is all but certain to be replaced. Speculation in some quarters is that commission may hold off until election to see what may be in store.

Survival plan

FCC action breaking down clear channels could result in expansion rather than withering of Clear Channel Broadcasting Service. CCBS members feel that commission action last month (Broadcasting, June 2) to reduce 1A stations' nighttime protection to 750 miles — to make room for another 125 stations — may not be agency's last word on subject; there is fear commission may in future consider wiping out nighttime protection entirely. And in that case, 32 1B stations would be affected, along with 25 1A's.

As result, CCBS has set up committee, headed by Elmo Ellis, of WSBAM Atlanta, to consider inviting 1B's to join what would be Class I rather than Class I A association. CCBS and Ellis's committee plan strategy meeting after commission's order in clear channel proceeding is released. That could come this week.

Air rights

Legislation that would make it illegal to pirate television signals off satellites may be introduced soon. Representative Dale Kildee (D-Mich.) has been looking into possibility of such bill, and draft has been worked up.

Bouncing back?

Don Burden, former broadcast owner who lost five-station Star Stations group four years ago in celebrated FCC denial of license renewals, is looking to get back into business. Betting that current commission would not deny his re-entry into field, Burden has been eyeing number of stations around country and is now said to have made choice.

It's reported that he has reached agreement with LDS Corp. to buy KPEN(PM) Los Altos, Calif., for $650,000, almost double what owner Frank DeSmidt paid for station in October 1978. San Francisco area station operates at 97.7 mhz with 3 kw. Attorneys for both parties decline to confirm or deny report, but others say Burden has already been introduced to station staff. DeSmidt is Fremont, Calif., restaurant owner with no other broadcast interests. Deal would require waiver of FCC rule against sale of stations within three years of seller's acquisition.
Barney Miller is tough. Tough enough to get winning numbers.

Tough enough to outperform a long and impressive list of big successes:

Mork & Mindy, Laverne & Shirley,

The Love Boat, Diff'rent Strokes, CHiPs, Vega$, The Waltons, The Incredible Hulk, Quincy, and lots more.

Tough enough to become the highest rated Thursday night show on any network.
Tough enough to survive six really tough seasons. And eager to start its seventh.

Barney Miller. Tough competition in any line-up.

Barney Miller. A Four D Production distributed by

Columbia Pictures Television


Carter Wallace □ Six-week campaign for Nair depilatory product begins June 30 in about 12 markets including San Francisco and Minneapolis. Day and late fringe times. Placed by: Time Buying Services, New York. Target: girls, 12-17; women.


Husky Industries □ Two-week campaign for Royal Oak charcoal begins June 23 in Los Angeles, San Diego, San Francisco and Minneapolis. Day, fringe
IN NOVEMBER...

IN FEBRUARY!

HERE ARE THE FACTS...

HERE ARE THE SHOWS WE REPLACED:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>FORMER PROGRAM IN TIME PERIOD</th>
<th>HOUSE HOLDS</th>
<th>WOMEN 18-49</th>
<th>WOMEN 18-34</th>
<th>MEN 18-49</th>
<th>TEENS</th>
<th>KIDS</th>
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<tr>
<td>New York</td>
<td>Emergency One</td>
<td>UP 75%</td>
<td>UP 162%</td>
<td>UP 135%</td>
<td>UP 70%</td>
<td>UP 101%</td>
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<td>Los Angeles</td>
<td>Superman</td>
<td>UP 98%</td>
<td>UP 469%</td>
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<td>Philadelphia</td>
<td>Hogan's Heroes</td>
<td>UP 87%</td>
<td>UP 196%</td>
<td>UP 181%</td>
<td>UP 54%</td>
<td>UP 163%</td>
<td>UP 118%</td>
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<td>Boston</td>
<td>6 Million $ Man</td>
<td>UP 122%</td>
<td>UP 186%</td>
<td>UP 126%</td>
<td>UP 152%</td>
<td>UP 119%</td>
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<td>Dinah</td>
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<td>UP 112%</td>
<td>UP 174%</td>
<td>UP 578%</td>
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<td>Houston</td>
<td>Andy Griffith</td>
<td>UP 127%</td>
<td>UP 100%</td>
<td>UP 105%</td>
<td>UP 60%</td>
<td>UP 258%</td>
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<tr>
<td>Atlanta</td>
<td>Every Day</td>
<td>UP 92%</td>
<td>UP 88%</td>
<td>UP 120%</td>
<td>UP 280%</td>
<td>UP 513%</td>
<td>UP 1950%</td>
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<tr>
<td>New Orleans</td>
<td>Andy Griffith</td>
<td>UP 89%</td>
<td>UP 141%</td>
<td>UP 129%</td>
<td>UP 37%</td>
<td>UP 211%</td>
<td>UP 175%</td>
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<td>Jacksonville</td>
<td>Bewitched</td>
<td>UP 68%</td>
<td>UP 88%</td>
<td>UP 92%</td>
<td>UP 114%</td>
<td>UP 109%</td>
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<tr>
<td>Huntsville-Decatur</td>
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<td>UP 188%</td>
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<td>UP 250%</td>
<td>UP 700%</td>
<td>UP 100%</td>
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<td>Augusta</td>
<td>Newlywed Game</td>
<td>UP 105%</td>
<td>UP 120%</td>
<td>UP 183%</td>
<td>UP 175%</td>
<td>UP 233%</td>
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<tr>
<td>Montgomery</td>
<td>My 3 Sons</td>
<td>UP 13%</td>
<td>UP 58%</td>
<td>UP 40%</td>
<td>UP 60%</td>
<td>UP 50%</td>
<td>UP 33%</td>
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<tr>
<td>Lafayette, La.</td>
<td>Partridge Family</td>
<td>UP 76%</td>
<td>UP 113%</td>
<td>UP 100%</td>
<td>UP 100%</td>
<td>UP 50%</td>
<td>UP 35%</td>
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<tr>
<td>Columbus, Ga.</td>
<td>Various</td>
<td>UP 71%</td>
<td>UP 95%</td>
<td>UP 92%</td>
<td>UP 53%</td>
<td>UP 78%</td>
<td>UP 146%</td>
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<td>Panama City</td>
<td>Bewitched</td>
<td>UP 57%</td>
<td>UP 193%</td>
<td>UP 164%</td>
<td>UP 48%</td>
<td>UP 71%</td>
<td>UP 30%</td>
</tr>
</tbody>
</table>

*Match Game/Gong Show/Candid Camera/Family Feud/Muppets

HERE'S HOW THE AUDIENCE WENT UP:

The best action comes from The Big FOX TELEVISION
Take advantage of one of the highest rated action-adventure packages available.

PREMIERE 1 deals in themes that are always current in their audience appeal. High adventure and action mixed with romance, fantasy, history, heroism and humor—20 movies that cover virtually all the universal human emotions.

You'll draw big audiences with movies like "Raid on Entebbe"; "Wanted: The Sundance Woman"; "Sherlock Holmes in New York"; and "Swiss Family Robinson."

PREMIERE 1 includes superstar performances by Charles Bronson, Henry Fonda, Shirley MacLaine, Liza Minnelli, Robert Stack, Peter Finch, Jack Warden, Peter O'Toole and many, many more. And viewer potential has barely been tapped by the very limited network exposure.

There are over 1500 titles available from the huge 20th Century-Fox Television library. CENTURY 10 and PREMIERE 1 are just two of our blockbuster action-adventure packages. Call your Fox representative now for immediate availabilities.

Frito-Lay □ Campaign for Cheetos snack food begins July 7 in Norfolk, Richmond and Harrisonburg, all Virginia; Dayton, Ohio; Charlotte and Greenville, both North Carolina; Columbia, Charleston and Florence, all South Carolina. Agency: Young & Rubicam, New York. Target: total teen-agers; women, 18-49.


Pacific Telephone & Telegraph □ Eight-to-11 week campaign begins this week in nine markets including Los Angeles, Fresno and Sacramento, all California. Agency: Foote, Cone & Belding, San Francisco. Target: adults, 18-54.


Barq's □ Four-week campaign for soft drink begins this week in Cincinnati, Phoenix and San Angelo, Tex. Morning drive, daytime and afternoon drive. Agency: Peter A. Mayer Advertising, New Orleans. Target: adults, 18-34.


IT TAKES FIVE TO COMPLETE AN IMPORTANT RADIO DEAL.

Seller, buyer, broker, tax consultant AND A PHILOSOPHY

Our philosophy is to know your goals and objectives thoroughly and to provide the expertise necessary to fulfill them. In addition to over twenty years of experience in radio, you receive the services of the Leonard C. Greene Company, a respected CPA firm experienced in tax consulting and radio. When confidentiality, integrity and experience are important...

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Steve Goldstein joins as Vice President.


The Harris 9003 Program Automation system can be used by everyone in your station—you can even have independent keyboard terminals.

For the news, program and traffic departments: Independent files for each department are integrated automatically by the unique MULTI-FILE™ Program Memory.

For the DJ: Song titles and artists in ordinary English (or Spanish, French, etc.) are displayed on your terminal to make the program schedule understandable to any operator. Count-down time display and capability to display three lines of copy for news bulletins or special commercial tags are also unique features.

For station management: Reduce paperwork and scheduling errors. Achieve better planning. Improve on-air performance. And best of all reduce operating cost for a minimum investment.

For engineering: High reliability, backed up with 24 hour service minimizes down time. Self-test and diagnostic programs make troubleshooting as simple as possible.

For the future: All models in the Harris 9000 series can be expanded in modular form to accommodate your increasing needs and your budget!

For more information contact: Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301, 217-222-8200.
Datebook

This week

June 15-17 – Montana Cable Television Association annual convention. Outlaw Inn, Kalispell, Mont.
June 15-18 – Virginia Association of Broadcasters summer meeting. Cavalier hotel, Virginia Beach.
June 16-22 – National Sisters Communications Service fifth annual seminar on "Communications in Religious Life." Loyola University, Chicago.
June 17-19 – Eurocom 80, second international conference and exhibit for advanced communications. Bella Centre, Copenhagen. Information: Bella Centre, Centre Boulevard, DK-2300, Copenhagen S.
June 18-20 – Maryland, District of Columbia, Delaware Broadcasters Association annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.

Also in June

June 23 – Television Critics Association meeting. Speakers include FCC Commissioner Tyrone Brown, Kathleen Nolan, Corporation for Public Broadcasting board, Nicholas Johnson, president, National Citizens Committee for Broadcasting, Century Plaza hotel, Los Angeles.
June 24 – National Association of Broadcasters EEO compliance seminar, Century Plaza hotel, Los Angeles.
June 24-26 – Armed Forces Communications and Electronics Association's 34th annual convention. Sheraton Washington hotel, Washington.
June 24-27 – Corporation for Public Broadcasting radio development workshops. Crown Center, Kansas City, Mo.
June 25-28 – Florida Association of Broadcasters annual convention. Disney World Contemporary hotel, Orlando.

July

July 8 – National Association of Broadcasters EEO compliance workshop. KMGH-TV, 123 Speer Boulevard, Denver.
July 8-11 – Arbitron Television Advisory Council meeting. Castle Harbour hotel, Bermuda.
July 11-13 – Oklahoma Broadcasters Association annual convention. Sovereign Inn, Shidler, Okla.
July 12-15 – 24th annual Television Programming Conference. Monteleone hotel, New Orleans. Information:
GOOD NEWS FOR SMALL STATIONS.

No matter how small your station or how remote your market area you can offer news and information programming equal to anyone, anywhere.

It's as simple as affiliating with AP Broadcast Services.

Our Radio Wire gives your station all the world's news, fully scripted and ready to air. In addition to National and International news you get regional and state coverage plus special events, sports, Wall Street, politics, Ag reports, the economy and much more.

AP Radio Wire features are produced on a regular schedule, so you can strip program. And, it's all highly saleable to scatter plan or participating advertisers. There are over 1,000 in-program spots and adjacencies each and every week.

Some station owners think their listeners aren't interested in news. They're wrong. An independent survey conducted for the AP by Frank Magid Associates shows clearly that news programming is a very important, very listened-to feature of radio. And, that holds true for all formats—from Rock to Bach—a common thread of listeners of all formats is their interest in news.

Want more information? Send in the coupon and one of our broadcast representatives will show you this important report and how your station can profit from affiliation. We think you'll agree—it's the best news ever for a small station.

Associated Press Broadcast Services
50 Rockefeller Plaza  New York, N.Y. 10020

I want to know more about how radio audiences listen to news programming.

Name ____________________________
Station __________________________
Address __________________________
Phone ____________________________

AP Broadcast Services
INNOVATION for better news programming


July 14 — Beginning of Republican national convention, Cobo Hall, Detroit.

July 14-15 — Society of Cable Television Engineers technical meeting and workshop on "Coaxial Cable or Fiber Optics," Wichita Hilton, Wichita, Kan.

July 15 — National Association of Broadcasters EEO Compliance Workshop, Chamber of Commerce Building, 301 Camp Street, New Orleans.


July 16-19 — Summer convention, Colorado Association of Broadcasters, Keystone Resort, near Dillon.

July 18-20 — Eighth annual National Gospel Radio Seminar, Dunty Dallas hotel, Dallas.

July 24-26 — Louisiana Association of Broadcasters summer convention, Regency hotel, Shreveport.

July 26 — United Press International Broadcasters of Louisiana meeting, Hilton hotel, Baton Rouge.

July 27-29 — California Association of Broadcasters meeting, Del Monte Hyatt House, Monterey.


July 30-31 — Wisconsin Broadcasters Association annual summer meeting, Pioneer Inn, Oshkosh.


July 31-Aug. 1 — Arkansas Association of Broadcasters meeting, the Arlington, Hot Springs.

August

Aug. 3-5 — South Carolina Broadcasters Association meeting. Hyatt on Hilton Head, Hilton Head.

Aug. 3-7 — Cable Television Administration, and Marketing Society annual meeting, St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.

Aug. 10-13 — New York State Cable Television Association meeting, Otesaga hotel, Cooperstown. Information: (518) 463-5676.


Aug. 21-23 — Idaho Association of Broadcasters meeting. Sun Valley Lodge, Sun Valley.

Aug. 21-24 — West Virginia Broadcasters Association 34th annual fall meeting, The Greenbrier, White Sulphur Springs.

Aug. 22 — Kansas Association of Broadcasting annual sports seminar, Royals Stadium, Kansas City.


September


Sept. 1 — Deadline for entries for annual Winslow Women at Work broadcast awards sponsored by National Commission on Working Women for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Deborah Ziska, NOWW, 121 Connecticut Ave., N.W., Suite 310, Washington 20036; (202) 465-6770.

Sept. 5-7 — New Hampshire Association of Broadcasters annual convention, Water Valley Valley Resort, Water Valley.


Sept. 8-9 — Society of Cable Television Engineers, London seminar on testing and test equipment, microwave preventive maintenance and construction techniques. Registration due Aug. 1, Princess Kauiari hotel, Honolulu.


Sept. 15 — Comments due in FCC proposal to revise broadcast financial reporting requirements, Docket 80-190. Replies are due Nov. 14, FCC, Washington.


Sept. 18-19 — 30th annual Broadcast Symposium, Institute of Electrical and Electronics Engineers Broadcast Cable and Consumer Electronics Society, Hotel Washington, Washington.


Sept. 21-24 — Texas Association of Broadcasters annual meeting, San Antonio Marriott hotel.


Sept. 24 — Cable Television Administration and Marketing Society Southeast regional seminar, Atlantic Hilton.

Sept. 24-26 — Tennessee Association of Broadcasters annual meeting, Hyatt Regency, Knoxville.

Sept. 24-28 — Indiana Broadcasters Association fall conference, Executive Inn, Vincennes.

Sept. 25-27 — Southern Cable Television Association annual convention, Atlanta Hilton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2153.


Sept. 30-Oct. 3 — Public Radio in Mid-America annual meeting, End of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48858; (517) 774-3105.

October

Oct. 1 — New deadline for comments on FCC rulemaking proposal to modify FM rules to increase availability of commercial FM services (Docket 80-90) and inquiry to streamline FM rules to expedite processing (Docket 80-130). Replies are due Dec. 1, FCC, Washington.

Oct. 1-2 — National Association of Broadcasters directionals seminar, Cleveland Marriott Airport hotel, Cleveland.

Oct. 2-5 — Women in Communications Inc. 48th annual meeting, San Diego.


Oct. 5-8 — National Radio Broadcasters Association annual convention, Bonaventure hotel, Los Angeles.

Oct. 8-9 — National Association of Broadcasters television conference, Hyatt on Union Square, San Francisco.


Oct. 8-10 — National Association on video disk programming by Denver Cable TV Network, 1915 Lindsay Ln., Boulder, Colo., and Office of Engineering Research, Corporation for Public Broadcasting, University of Nebraska-Lincoln, Information: Chuck Havlicek, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583; (402) 472-2844.


Oct. 9-12 — Missouri Association of Broadcasters meeting, Holiday Inn, Joplin.

Oct. 9-12 — National Black Coalition annual meeting, Mayflower hotel, Washington.

Oct. 11 — Florida Association of Broadcasters meeting, South Seas Plantation, Captiva Island, Fort Myers.


Oct. 14-15 — Advertising Research Foundation's second conference on business advertising research and research fair, Stouffer's Inn on the Square, Cleveland.

Oct. 15-16 — Society of Cable Television Engineers annual fall meeting, "New and Emerging Technologies," Playboy Club Resort and Conference Center, Great Gorge, N.J.


Oct. 15-19 — American Association of Advertising Agencies Western region meeting, Doubletree Inn, Monterey, Cali.


Oct. 28-29 — "Cable and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by National Federation of Local Cable Programmers and University of Wisconsin Extension, Conference Center, Madison, Wis. Information: Dr. Barry Orton, U of W, 610 Madison Street, Madison 53706; (608) 262-3566.

Oct. 28-30 — National Association of Educational Broadcasters 5th annual convention, Las Vegas.

Oct. 27-29 — Mid-America CATV Association 23rd annual meeting and show, Williams Plaza hotel, Tulsa, Okla.

Oct. 28-29 — Ohio Association of Broadcasters fall convention, Carrousel Inn, Columbus.


November

Nov. 2-3 — Cable Television Administration and Marketing Society direct sales seminar, Hotel Colonnade, Boston.
ALICE

and

THE DUKES OF HAZZARD

Two you can bank on

Warner Bros. Television Distribution A Warner Communications Company
THE ARBITRON GUIDE
TO THE BEASTS OF THE
RATINGS JUNGLE

THE UNLISTED LEAPING LIZARDS
ONE OF A SERIES
DESCRIPTION: Those households whose phone numbers can not be obtained using phone directories. Includes those households that choose to have their phone number unlisted and those that have recently moved or changed numbers since the directory was published.

In some markets these households can account for up to 50% of all working numbers.

HABITS: Generally younger, more mobile and includes both upper and lower income households. Can also include a number of minorities.

CAUTIONS: Unless a way is found to account for these households, some survey estimates may not truly represent the marketplace.

HOW TO CAPTURE: Extremely difficult but fortunately is possible. Use of an Expanded Sample Frame (ESF) allows Arbitron to account for the effects of these households by including unlisted households in our sample.

Thus an Expanded Sample Frame better represents the population. And therefore produces better estimates.

For more information on how to account for the effects of Unlisted Leaping Lizards and other beasts in the ratings jungle, contact your Arbitron representative.

ARBITRON
myopic and prejudiced wimps in the TV industry who couldn’t hold a daily-grind job if their family’s lives depended on it. The old joke about knowing you face a bad day when Mike Wallace and his crew are on your porch first thing in the morning isn’t true. I’d have a wonderful day. After punching him in the mouth.—William C. Adams, public relations director, Phillips Petroleum Co., Bartlesville, Okla.

The Independent sort

EDITOR: It seems the AM broadcasters have a real dilemma facing them in regard to the AM stereo decision by the FCC. What broadcaster would support a system that degrades his present capability? Not one, of course.

I was taught at a very young age that to evaluate a given subject, you simply count the pluses and the minuses. It is really quite easy. I don’t know how the commissioners came up with the selection they made, because I could not find one "plus" going for their choice. Boiling it down to basics, out of the five competing stereo systems, only one offers more benefits than just stereo. It is the independent sideband system. It does not degrade their present capability in any way with full 100% negative and 125% positive modulation and with no loss of coverage area.

There are other pluses for the independent sideband stereo system. For instance, once this stereo system is commonplace, the broadcasters could either reduce or eliminate the AM carrier. The results would be twofold. First, there would be a reduction of primary power by the 5,000 AM broadcasters. The use of a reduced or suppressed carrier would constitute a tremendous reduction of primary energy (up to 40% or more). Second, removing the carrier would eliminate the main source of interference throughout the broadcast band.

There has been a recent FCC push to further degrade AM broadcasting by reducing the frequency separation from 10 kHz to 9 kHz. The argument for this action is to allow more spectrum space for more AM broadcasters. Here again, sideband type of AM transmission is a natural. For example, a present daytime-only station could use dual sideband stereo during daylight hours, and at sundown, change to mono with single sideband. Now with geographical separation plus sideband separation (and no carrier), one given frequency will allow more stations without reducing the bandwidth.

These are fundamental techniques presently available. Has the FCC got its head in the sand? This office was founded to protect the airways, not to stand in the way of progress.—Henry S. Mitchell, Seattle.
The oldest S&L eases change to new name

It's not unusual these days for a bank or a savings and loan institution to change its name. But sometimes there are factors present in that change of image that make the campaign and the story behind it worth recounting. We recently helped our client, First Federal S&L Association of Miami, change its name to AmeriFirst Federal. Because the history of this particular S&L is special, and because the creative technique selected was also special, this name-change campaign made a little history of its own.

Some factors were not unusual. S&L's in Florida are allowed to compete across county lines, and with the expansion into outlying cities, "First Federal of Miami" became obsolete as a name. Another primary factor, and one that all financial institutions must cope with as the competition for depositors continues to increase, is that, in almost every market, there is a "First Federal." There are over 40 in Florida alone.

But with First Federal of Miami, the oldest S&L in the United States (and the largest on the Eastern seaboard), there's a crucial difference: First Federal of Miami is, in fact, the first "First Federal" of them all. The founder of the association, Dr. William H. Walker, secured the first federal S&L charter in 1933.

For six months, the agency worked with the client to plan a name-change campaign that would exploit all the opportunities we saw in this unique distinction. Then the six-week multimedia campaign saturated the south Florida market with First Federal's new name, AmeriFirst.

The dramatic new AmeriFirst logo, designed by Landor Associates, lends itself to a dramatic treatment on television. And, of course, the true story of Walker's timing and persistence is the best kind of drama.

We wanted to project the institution's solid reputation, and the fact that the history of federal S&L's in this country began with AmeriFirst—all within an updated modern environment.

It was decided that the public's first exposure to the new name would be a dramatic "flying" logo, with red, white and blue comet trails over distinctive original music, also created by the agency.

Several things made this particular logo treatment unique. When we began discussing the technique with Carl M. Kesser of Kesser Post-Productions, Miami, we described how our concept included the flying logo that would zoom out over a live scene at three different times during the TV commercial. Kesser told us this had never been done before.

"In addition to the innovative technique of having the tubular scan title travel over a live scene," explained Kesser, "things were complicated further by having a red, white and blue trail. So we had three things to put together: the traveling mat of the title, the traveling mat of the tubular tail, the traveling mats of each of the three colors. All the elements had to be combined to be in perfect registration. It took 12 tests to get it to our satisfaction. There were a few other elements that made the AmeriFirst flying title distinctive. For example, the agency didn't want to have a straight zoom; the title had to curve, and recede in a translucent shadow—to give it an accordion effect, one that you can see through."

The flying title with comet trail, a computerized animation technique that had been used in other advertising, but the title was always displayed against an "outer-space" black background, often with twinkling stars.

The campaign, launched in mid-September, was a combination of daily newspapers, magazines, radio and television. Selected editions of national magazines including Time (Miami edition), Newsweek (Miami Metro), and U.S. News & World Report (Miami/Fort Lauderdale) were the basis of that buy. On radio, we were able to specialize, using a total of 25 stations in Miami, Fort Lauderdale and Orlando to reach our target market, including Spanish-speaking Miami residents. The radio commercials for the name-change campaign aired in these time periods: 6-10 a.m., 10 a.m. to 3 p.m., and 3-7 p.m. For the television portion of the buy, four stations in Miami and three in Orlando were selected; the spots aired during early and late news, prime time and prime access.

The dramatic treatment of the logo for television was the high point of a very successful campaign; at the mid-point of the six-week blitz, it was clear to both agency and client that "AmeriFirst" had replaced "First Federal of Miami"—and a good deal of impressive history had been communicated with it.

The history of AmeriFirst was a true advantage. This name-change campaign was an opportunity to publicize that story. From a marketing standpoint, "oldest" and "largest" are concepts that do have meaning for the consumers looking to invest their savings.

The best thing about the campaign is that it worked. The AmeriFirst name has been firmly implemented to further enrich the institution's standard of excellence. The image renewal has transformed it to a completely up-to-date financial institution that has retained its historic solidity and leadership. AmeriFirst Federal has 35 offices in central and south Florida and will expand into the first of several new markets, Tampa/St. Petersburg (Clearwater), this year.
WUAB-TV
CLEVELAND
Home of the Indians.
Young adult leader in the nation’s 8th largest DMA.

WTVA
TAMPA/ST. PETERSBURG
Home of the Buccaneers.
Number 1 by a mile in America’s 18th ranked DMA.

WVTV
MILWAUKEE
Home of the Bucks.
The station on the move in the country’s number 27 DMA.
These three outstanding GAYLORD BROADCASTING stations join Gaylord-owned KTVT Dallas/Ft. Worth, KHTV Houston, KSTW-TV Seattle and WVUE New Orleans on TeleRep's select list of client stations. TeleRep is honored to be selected as Gaylord's exclusive television representative.
Weekdays at 5, 6 and 10 p.m., Chicagoans respond to Channel 2's straightforward news reports.

With Bill Kurtis and Walter Jacobson, John Coughlin, Johnny Morris, Harry Porterfield, Harry Volkman and the rest of the Channel 2 News team.

During recent weeks, Chicagoans have seen Bill Kurtis report firsthand from Iran, John Quiñones in Mariel Harbor, Cuba, Susan Anderson's exposé on unjust Evictions, Mike Parker's series on Personal Use of Government Cars by City and County Workers, and many other timely, special reports.

Such excellence in news and programming is not only reflected in ratings, but has helped WBBM-TV earn 54 awards during the past year alone!

Chicagoans' response strengthens our commitment to continue the outstanding television reporting they expect.

*Based on average NSI/Arbitron metered household ratings reported during May, 1980 (Arbitron: 4/30-5/27, NSI: 5/1-5/28). Subject to qualifications available on request.

CHICAGO'S Most Watched News Team!

CHANNEL 2 NEWS AT 5, 6 AND 10!

Wherever the news breaks. Whatever it takes.

WBBM-TV CHICAGO 2

CBS
Rewrite bill emerges in the Senate

Hollings subcommittee works out internal differences and legislation is introduced; spectrum fee is out, five-year licenses, lotteries are in; FCC would be restricted in regulating cable retransmission

After months of discussion, the Senate Communications Subcommittee last week reached a compromise on legislation that would significantly amend the Communications Act.

The bill, S. 2827, was introduced late Thursday evening by subcommittee Chairman Ernest Hollings (D-S.C.). Signing on as co-sponsors of the legislation were Senators Howard Cannon (D-Nev.), Barry Goldwater (R-Ariz.), Bob Packwood (R-Ore.) and Harrison Schmitt (R-N.M.).

The "Communications Act Amendments of 1980" emerged after six months of meetings by Democrats and Republicans, who worked to find common ground on provisions in their bills introduced last year, S. 611 and S. 622. A mark-up of the legislation has been scheduled for June 24.

Although the bill focuses extensively on common carriers, it also contains a significant number of broadcast and cable sections. As of Friday, the bill had not been printed, but staff summaries outlined the major provisions.

Absent from the bill is a spectrum fee, which Hollings had favored in S. 611, and which was said to be a major sticking point holding up introduction of a revised bill. The new legislation, however, directs the FCC to study the idea of license fees and report its findings to Congress within nine months. The commission would be required to identify each type of licensee deriving economic benefit from use of the spectrum, and further identify a method for placing a value on that benefit in excess of the costs of regulation.

One area of potential concern for broadcasters deals with cable carriage of broadcast signals. Under the bill's provisions, the FCC would be empowered to regulate the retransmission of distant signals when a broadcaster could demonstrate that the restrictions are necessary to protect the public interest. This would put the burden on the broadcaster to prove harm to local programming efforts.

The bill also extends the license terms for radio and television from three to five years, and authorizes the FCC to use a random selection system, such as a lottery, to choose among qualified competing applicants for broadcast licenses. For comparative renewal cases, the commission would be directed to develop hearing procedures that are different from comparative initial licensing cases. This would eliminate the requirement to hold hearings in every comparative renewal case.

The commission would also be required to move toward deregulation of radio by eliminating rules concerning news and public affairs requirements, number and frequency of commercials, and maintenance of program logs. In addition, the commission would be barred from making decisions involving radio program formats, and its ascertainment policies requiring procedural formalities would be eliminated.

Further deregulation of radio and TV would be encouraged as competition develops, with a deregulation progress report to go to Congress in five years. The commission would also be required to encourage wider and more effective use of the electromagnetic spectrum, as it is in the existing Communications Act.

Section 315 of the Communications Act would be amended to exempt presidential and vice-presidential debates from the equal-time rule if the debates are not arranged by a broadcaster.

In cable, the FCC would be authorized to limit multiple system ownerships and crossownership with other media. Collocated telephone company crossownership is prohibited except when it can be demonstrated that additional media diversity will occur. In addition, AT&T would be prohibited from providing cable TV service, except perhaps in sparsely populated areas.

No state or government agency could require or prohibit any programming on a cable system. Except in areas of poor over-the-air broadcast service, state or local basic subscriber rate regulation would be prohibited, and no regulation of pay cable subscriber rates is allowed. Where a state or local government regulates basic service rates, in areas of inferior over-the-air reception, a cable system could pass along the costs of a franchise fee to its subscribers.

The bill also deals with amateur and other radio services, as well as rural telecommunications.

The heart of the telecommunications provisions is similar to the House's version, and that may clear the way for action before the end of this Congress—a likelihood that no one expected was possible as late as one month ago.

Time, however, is crucial. Congress will receive for two weeks in July and for two more weeks in August for the political conventions. Adjournment is targeted for Oct. 3, which means that any stumbling blocks thrown in the way of either the House or Senate bills could foreclose the possibility of legislation being enacted until next year.

In a statement on the Senate floor, Hollings called the legislation "a major step forward in our effort to reshape telecommunications policy . . . As is the case with any compromise, there are parts of this bill
Goldenson draws the line on increases in program costs

In Hollywood speech, ABC chairman says network will be taking much tougher stance on renegotiation of contracts with producers, concedes that broadcasters helped push up prices in the battle for ratings.

A warning that the television production community may be pushing costs toward the edge of ruin was issued last Wednesday by Leonard H. Goldenson, chairman of ABC Inc.

Facing the lions in their own den, he told the Hollywood Radio and Television Society that "only those with short memories do not shudder at the recollection of the so-called "Cleopatra era," when oversized budgets brought the production community close to the brink of financial disaster.

"The circumstances are somewhat different today, but the basic situation is not: Runaway costs are a clear and present danger."

Goldenson cited as one symptom an "unprecedented number of people lined up at our doors requesting renegotiation of contracts," suggesting both "a growing lack of professionalism" and "the feeling that there's no limit to the gold at the end of the network rainbow."

The answer to calls for contract renegotiation, he said, is "obvious—a much more forceful insistence on our part that contracts must be honored." If commitments are unmet, he said, "the word contract ceases to have very much meaning, and the risks of doing business become that much greater for us all."

Budgets "for almost everything produced in Hollywood, and elsewhere in this country," Goldenson said, are soaring—"even in a time of high inflation"—at rates "twice the rate of inflation, or more."

The cost increases of the last few years have been bearable, he said, because they coincided with "a record-breaking growth in the demand for television advertising."

But now the country is entering a recession of unknowable length and depth, and in any event broadcasting "cannot always grow at a much more rapid rate than the economy."

The net result, Goldenson said, is that "we cannot—and will not—accept for long, cost increases of the magnitude we have recently experienced."

More than that, he added, pay television's use of theatrical movies will eventually reduce their audience—and value—on network TV and may lead to greater use of made-for-TV movies and other program forms in their place.

Among other forms that have already proved their popularity, he noted, are magazine shows—both on the networks and as locally produced replacements for syndicated fare—and others exemplified by That's Incredible!, Real People and Those Amazing Animals.

"The costs of these programs are to a large degree controllable," he said. "That is the point: We will never select an inferior program because it's cheaper. But when we choose between programs of comparable audience appeal, our confidence in their future cost levels will be a determining factor."

Goldenson conceded broadcasters had a hand in the budget escalation, spending aggressively to get the best available programming and "sometimes penalizing earnings in the process."

He said the stress now must be "on discipline—in the maintenance of existing agreements and in the selection of new programs," with the battle for audience based on creativity, not dollars.

He called upon the production community to "bring us the ideas that most excite them," rather than—as he said happens too often—"what they think we want to buy."

The new decade, he said, brings greater challenges to creativity: "The audience of the 80's will not be identical to the audience of the 70's. It will be older and grouped in smaller families and living units. It will be more diverse in its lifestyles and its working habits. It will face new problems [and] need to learn new skills. In entertainment it will, as always, seek the laughter that comedy provides and the escape that adventure offers. But even those forms will require adaptation to changing tastes and needs; even those will require innovation if they are to arrest the viewers' attention."

The new technologies, Goldenson said, "offer opportunities for all participants in the communications and entertainment industry," although he also thought their promise "may take longer to realize than some optimists predict," and said "it is still not clear which technologies will prevail, or in what form."

To be in a position to take advantage of the opportunities, Goldenson said, ABC set up a division "to manage our entry into selective areas of this emerging field," but does not believe "that the essential role of broadcasting will be changed by these new developments."

Audiences, he said, will still rely on broadcasting as their basic source of information and entertainment, advertisers will still rely on it as their major medium of mass marketing, and producers will still find it their biggest customer. "Unless creativity diminishes or costs get out of hand," he added, "that demand should remain very high."

Cassandra among the prophets at AAF convention

JWT Entertainment's Secunda says one TV networks will go under; Mulholland says they'll do fine; Bailey says FTC is alive and well.

If ABC Chairman Leonard Goldenson's words for the Hollywood community last week were tough (see this page), a top executive at one of the top advertising agencies had tougher words for the ad industry.
and for television in particular. "In the not-too-distant future," said Eugene Secunda, senior vice president and director of J. Walter Thompson's Entertainment Division. "We will see the demise of one of the three major networks."

Secunda's sober warning was delivered before the annual convention of the American Advertising Federation, meeting in Dallas.

Secunda's rationale was that with the advent of "so much" satellite-delivered programming and the move of "so many" experienced broadcast programmers into new technologies, the viewers' time and advertisers' money "just can't be fragmented enough to allow everyone to survive."

He said he wouldn't venture a guess as to which network eventually will redirect its programming efforts entirely into cable and other satellite outlets, but pointed out that all three have started to become involved in new media forms.

The blossoming of satellite delivery, according to Secunda, will have applications for the delivery of syndicated programming and television commercials. Satellites, he said, will tend to accelerate the growth of independent stations and to strengthen the Public Broadcasting Service, which already has a satellite network.

"But Secunda cautioned his audience that the key to winning the communications sweepstakes is programming. He said it will take programming "of a high order" to convert the new communications into popular media.

For advertisers to co-exist in the new environment, he continued, they will have to employ new and imaginative advertising forms. He said JWT has been experimenting with commercials that run up to 10 minutes and more and is exploring the possibilities of integrating advertising into pay TV programming, at the end of each film or show.

Secunda ventured that the new systems could be advertiser-supported to varying degrees but would require ingenuity to create advertising in new forms. He felt the biggest impediment is the lack of an adequate measurement service for cable systems, but pointed out that both Nielsen and Arbitron are working in this sector.

He said advertising for cable should not be considered another form of television advertising. Secunda believes that cable TV will compete directly against direct mail, newspapers, magazines and radio.

Secunda wasn't the only AAF speaker to address himself to the new technologies. Also speaking to the more than 500 delegates was Robert Mulholland, president of NBC-TV, who zeroed in on the future in his Tuesday luncheon speech. Unlike Secunda, however, he predicted the commercial TV networks would remain in a strong, competitive position.

The growth of the new technologies, he said, will depend on the software they can offer, and the critical factor will be how much money they can invest in programming. NBC projections, he added, assume the investments will fall far short of the few billion dollars necessary to provide the programming, although pay TV could possibly siphon off from network TV "some blockbuster events" in the hope to speed up its acceptance.

"But the up-front cost would be severe," Mulholland said. "And this is the crucial question of whether that part of the public not on a special service would stand for seeing programs and championship sports events they once had for free go only to those with the ability to pay. It is not self-evident that there is any social benefit in depriving the general public of something they are now getting for nothing."

Mulholland took a swipe at both the cable industry and the federal government - the former for freely retransmitting TV signals and the latter for allowing it to happen. "I find it extraordinary that cable operators can pick off other people's programs without consent and transmit them to cable's own paying customers - often doing real economic harm to the owner of the rights to those programs," he said.

Mulholland rejected the claim that retransmission consent would bring cable growth to a standstill. "The cable opera-

General Electric has formally thrown in the towel, told FCC Chairman Charles Ferris in letter last week that merger with Cox Broadcasting "apparently will not be consummated." 7 KTVT-TV Los Angeles won bidding war for that ITC's 'Muppet Show.' will pay more than $65,000 per episode for 120 reruns. Earlier this month, WCBS-TV won rights at $60,000 per.

Securities and Exchange Commission has issued subpoenas for information on ABC bookkeeping practices in investigation of charges of payroll fraud involving Spelling/Goldberg's Charlie's Angels (Broadcasting, May 5). Network says it will cooperate. 7 NBC's Saturday Night Live will be back next season, but without creator-producer Lorne Michaels, who's negotiating long-term contract for program projects with network, and without what remains of original cast. In what's seen as precedent move, CBS-TV is an appointing "director of engineering and development in Europe, to work in liaison with broadcasters and manufacturers there and with international standards organizations, and to keep tabs on leading-edge figures in technological development. Named to post (effective September): Paolo Zaccarian, chief engineer with Italy's RAI. 7 Former FCC Commissioner Margita White has been nominated to board of Taft Broadcasting, election scheduled for stockholder meeting July 22.

Dallas police, working with Warner Amex, last week arrested Texas accountant, Gary Annis, accused of seeking $250,000 from cable company in exchange for purported influence he could bring to bear in city franchise contest. Warner cooperated with police in pay-off set-up. Two key figures in NBC Entertainment advertising and promotion reportedly resigned last week after new vice president was hired to be in charge of, among other things, advertising and promotion, but NBC spokesman said Friday they had reconsidered and were remaining. They were W. Watts Biggers, vice president, advertising and special services, and Mike Mohamed, vice president. New vice president: Bob Sutton, vice president and general manager of NBC-TV's Mobile, Ala., affiliate, WALA-TV, and sources said his responsibilities were to have included advertising and promotion, children's programming and East Coast programming. Spokesman who said they were remaining also said Sutton's assignments were being re-evaluated. 7 Named to new NAB Radio Allocations Task Force: Arnold Lerner, WlNAMI-WISPShine Lowell, Mass. (chairman); Ralph Green, CBS Radio; Eugene Jackson, National Black Network; Bruce Johnson, Shamrock Broadcasting; Michael Laveau, WOON-AM-FM Grand Rapids, Mich.; Jerry Lee, WVOW-FM Philadelphia; Walter May, WKEUP-AM Pikeville, Ky.; Charles Wright, WBYS-AM-FM Canton, Ill. They'll oversee studies on efforts to create space for new radio stations.
tors champion free competitive enterprise when it suits them,” he said. “But when it is not to their advantage, they reject it and demand subsidy at the expense of those who really finance, create and purchase program properties.”

No matter what type of services the new technologies offer, he added, he doubted they would diminish free TV’s basic appeal. He noted, for example, information services such as Cable News Network. “But none of these services can do the job we do,” he said. “If anything, they will help expand public desire for a sharper focus on world and national news, and that is to the advantage of the commercial networks.”

“We welcome the new technologies and we’ll be watching their performance,” Mulholland concluded. “But viewers will continue to give most of their time to it. It’s going to be a very good decade—for your industry and mine.”

Patricia Bailey, the newest member of the Federal Trade Commission, addressed the commission Monday, and assured the AAF that the commission would not turn into a do-nothing agency because of its recent problems with Congress.

“It would be highly misleading,” Bailey said, “for anyone to think that we shall now begin to operate warily, peering over our shoulders at the Congress, frightened of our own shadows. That is ludicrous; and it is insulting. What I dislike contemplating, frankly, is that we will nevertheless be accused of doing so. Those who take that view will do so out of ignorance of the way the commission has operated in the past.”

Bailey said the commission is aware that the American people are outraged by unnecessary governmental intrusion into their lives, but it is also aware that when people need assistance they ask the government for help and criticize it for inaction.

“We are aware, because the Congress which created us in 1914 has made it very clear that some of our activities in form or substance need attention and revision and we are acting accordingly,” Bailey said. “But I can assure you, less there should be any doubt, that the Federal Trade Commission will continue its active and I hope effective enforcement of the laws the Congress has instructed us to enforce—all 27 of them.”

Monday’s keynote speaker, D. Wayne Calloway, president and chief executive officer of Frito-Lay Inc., took a dim view of excessive government regulation, although he did not single out any particular agency.

“I believe that you, as professional communicators, have the power and ability to stop the wanton and destructive growth of the federal government and the poisoned economic environment that it has engendered,...

“It’s important to recognize that there is nothing fundamentally wrong with business relations with the free enterprise system that can’t be fixed,” he said. “There is, however, something wrong with the perception of business as viewed from Capitol Hill, or viewed from the perspective of the general public.”

The business community’s goal for the 1980’s, Calloway said, must be the education of the public to the realities of the free enterprise system, and the advertising community could play a major role in providing that education.

Alan Jacobs, executive committee chairman, Bozell & Jacobs Inc., Newport Beach, Calif., was elected 1980-81 AAF national chairman, succeeding Chester Green of Kraft Inc.

Patricia Martin, director of creative services for Warner-Lambert Co., was elected senior vice chairman.

On Sunday, the AAF presented its annual Addy Awards for excellence in advertising. The winners in the broadcast categories were:

**Radio**

WRAL(FM) Raleigh, N.C. □ For Raleigh Office Supply

Cranfill Advertising Agency, Indianapolis □ For Rock Island Retinery, Indianapolis.

George, Gibbs, Hammerman & Myers Advertising, St. Louis □ For Chapman's Ice Cream, St. Louis.

Lewis Advertising, Rocky Mount, N.C. □ For Bodie-Neale Enterprises, Rocky Mount.

Marvin H. Frank & Co., Chicago □ For Chicago Tribune.

Kelly, Zahrnt & Kelly Inc., St. Louis □ For United Van Lines, Fenton, Mo.

**Television**

Bozell & Jacobs, Houston □ For El Paso Electric Co., Houston.


Mike Sloan, Inc., Miami □ For Florida Division of Tourism, Tallahassee.


Needham, Harper & Steers, Chicago □ For McDonald’s Corp, Oak Brook, Ill.

Rives Smith, Baldwin &Carlberg, Houston □ For Houston Natural Gas (Zeigler Coalgas, Houston.

Wolring/Kowalski & Co., Chicago □ For WGN Broadcasting, Chicago.

Ogilvy & Mather Inc., San Francisco □ For Blitz-Weinhard, Portland, Ore.

**BPA urged to work for all of broadcasting**

Duffy says promoters should look beyond their stations to the wider needs of the industry

Broadcasting promotion executives were told: “You’ve come a long way, but you’ve still got a long way to go.” The compliment-admonition was delivered last week in Montreal by James E. Duffy, president of ABC Television Network, keynote speaker at the Broadcaster Promotion Association-Broadcasting Designer Association seminar.

He told nearly 900 delegates that the role of promotion people has changed drastically since he served ABC in that capacity “back in the dark ages” of the 1950’s.

“We’re entering an era of new dimensions in community relations and public service as well as new competitive challenges in broadcasting.” Duffy declared.

He said that while TV has become tremendously popular, it paradoxically has become a “lightning rod” for criticism and social grievances. However, he said, the virtue of this is that it provides important feedback that helps broadcasters improve their performance. The most important need is for broadcasters to initiate positive steps to build awareness of the values inherent in their services, particularly with opinion groups that are organized nationally and with local chapters, Duffy said.

He also underscored the need to defend a free, advertising-supported system of broadcasting. He charged that government regulatory policy has tilted away from the free system toward promotion of pay cable and other alternatives. He said those alternatives could result in the bypassing of local stations as they are known today.

He emphasized the bidding power of pay services, for example. Duffy said that when ABC successfully won rights to the 1984 summer Olympics in Los Angeles with a bid in excess of $200 million, the closest competitor was a company that would have put the games in theaters and on pay-cable systems.

Duffy announced that ABC will make available for the BPA all the information it prepares about the advertiser-supported system of broadcasting.

He suggested that BPA adopt its own program in that area and serve as a clearinghouse for the adaptation and dissemination of nationally prepared materials on the subject for all the networks, the National Association of Broadcasters, Television Bureau of Advertising, Television Information Office and others.

Canada’s objectives in broadcasting were outlined Thursday at the BPA-BDA luncheon by Robert Gourd, chairman of the Canadian Communications and Cultural Committee. Gourd appeared when an emergency meeting canceled the scheduled address of Francis Fox, Canada’s minister of communications.

Gourd said Canada’s telecommunications problems were compounded by its French-English cultural split and by Canada’s proximity to the U.S. and the latter’s influence on Canadian audiences.

Nevertheless, he said, Canada is seeking to develop a true “cultural industry” that embraces the public and private sectors. He said government should encourage the free play of the marketplace by supporting private sector initiatives and by responding to expressed needs rather than by substituting for them.
We told KSD/KCFM that we could outsell any Rep.

Now we’re proving it!

Torbet Radio is now the national voice of KSD/KCFM

serving the St. Louis Market.
The Washington lawyer: Power behind the powers that be

"The first thing we do, let's kill all the lawyers."
Henry VI (Part 2), Act IV, Scene 2.

In an increasingly litigious society, that sentiment is rarely far below the surface: it seems to offer a solution to many complexities of life, to say nothing of the expenses. But given the involvement of law and its practitioners in the American scheme of things, it seems an impractical idea—nowhere more so, perhaps, than in communications. There, Washington lawyers have truly become an industry’s indispensable auxiliary.

Their services are across the board. They shepherd applications for renewal or transfer of broadcast licenses through the labyrinths of the FCC. In the name of clients, they file tons of paper supporting or opposing (usually opposing) commission proposals. They defend clients and their interests (in the name of the public interest) before the commission and the courts, and lobby members of Congress and the commission. They are accused, sometimes with reason, of tying anchors to the ship of progress. They are credited, again sometimes with reason, with helping to pioneer new fields of telecommunications service. They are business consultants. They are, occasionally, a client’s psychiatric social worker. And, at times, they do public relations jobs. Probably no one lawyer provides all of those services, but some law firms do. And all in all, they are—given the sweeping changes that telecommunications is making in American life—part of a bar some think is beginning to approach in influence and wealth some of the older, more established specialties—anti-trust, for instance, or tax.

Nor is that all. Given the nature of their practice before the FCC, an agency that is part judicial and part legislative, communications lawyers have an opportunity, which some have eagerly seized, to affect government policy in telecommunications.

It’s not been very long that the communications bar has enjoyed its present prominence. W. Theodore Pierson Sr., of Pierson, Ball & Dowd, recalls how things were 40 years ago, when he began his practice. At a meeting of the Washington, D.C., bar that he attended with a view to joining, a lawyer asked his field. When Pierson said he was in communications, the inquiring lawyer sniffed: "That’s not practicing law."

Over time, that attitude, which was directed at the practice of administrative law generally, has changed. Administrative proceedings became increasingly formal (hearing examiners are now administrative law judges, the only federal judges whose appointments are made strictly on merit) and structured (some would say rigidly). The emergence of television as a major force in American life beginning in the 1950’s invested everyone associated with it with a degree of importance, even celebrity, and greatly expanded the practice. "(The kinds of resources at stake in television and the impact of the medium required a greater degree of lawyering and a different kind," says Ernest Jennes, of Covington & Burling.) And some communications lawyers have won reputations as among the most skillful who practice before the federal courts.

As is true of any bar, the quality of the communications bar is mixed. Chief Judge J. Skelly Wright of the U.S. Court of Appeals in Washington, which hears most of the appeals from FCC decisions, says the performance of the communications lawyers whose work he has seen is "excellent." But then, the appeals court generally sees only the best of the bar. And Wright also takes some of the shine off his compliment when he says that lawyers who specialize should be good. "The specialized practice of law is the easiest," he said in an interview. "Law is most challenging when you are faced with a basically new problem in an area you haven’t seen before."

Members of the bar themselves say it contains marginal types. And past and present commission lawyers shake their heads over some lawyers who, they say, do their clients positive harm, in filing pleadings so harsh in tone regarding the commission that they antagonize commissioners, or in filing court appeals that, if successful, could lead the commission into actions adverse to their clients’ interests. One unsettling observation made by lawyers in and out of government is that, as in the case of doctors, those who rely on them can’t distinguish between the good and the bad.

One FCC attorney, who has served with other government agencies, offered a sour comment when asked his feelings regarding the communications bar: "For the most part, it stinks." There are quality people in it, he says; the networks and
You buy the earth station
we'll help foot the bill

UPI presents a very logical alternative to the free-use receiving dish offered by another news service.

The key is control; we believe that—for the good of the industry as a whole and for each of us individually—control of the individual receiving dish must remain in the hands of the individual station or newspaper.

UPI has developed a plan that keeps this control firmly in your hands:

You purchase the receiving dish from the maker at a discount price arranged by UPI. We'll then credit your UPI account up to $1,200 a year (providing your rate meets national policy standards) for five years.

You buy the earth station, we help foot the bill.

It's your earth station... so you get all the investment tax credit and tax benefits from day one. It's your earth station... so you can use it for any other available satellite-delivered services, any time you wish.

UPI has been the leader in satellite news delivery since 1977 when the first field experiments started. Now we're continuing to maintain that lead by offering a system that keeps your expenses to a minimum while keeping your control at the maximum.

There's a lot more you'll want to learn about this offer. Ask your local UPI representative for the details.

United Press International
220 East 42 Street, New York, NY 10017
W. Theodore Pierson Sr. (left), of Pierson, Ball & Dow, who is mentioned by virtually every communications lawyer who is asked to name the top 10 lawyers in the Federal Communications Bar Association, is one of those exemplars of the American dream. The senior partner in one of Washington's leading firms began his career, as did many of his colleagues, at the FCC. But he started in August 1934, shortly after the commission was established, and his first job was a file clerk. After gaining a law degree from George Washington University and serving as a lawyer at the commission for six months, he resigned, in December 1938, and started his practice.

William P. Sims Jr., of Dow, Lohnes & Albertson, is a West Texas boy (Fluvanna, Tex., pop. 250) who has become a polished and successful communications lawyer, adviser as well as legal counsel to some of the major companies in the field. But he arrived in Washington after service in the Air Force in World War II to work on the staff of then-Representative George Mahon (D- Tex.), who later became and remained for many years chairman of the House Appropriations Committee. But Sims went to Georgetown Law School, and after graduating in 1948, went to work for Dow, Lohnes, then as now one of the leading firms in communications law.

A&T, for instance, are well served, and the quality of work in the D.C. Court of Appeals is high. But he is plainly disappointed with most of the private practitioners' work that crosses his desk. "And," he adds, "it says something about the bar."

The criticism is delivered not so much in sorrow as in anger. And there's a reason.

Poor legal work at the commission level makes the commission lawyer's job in preparing for court more difficult, says that FCC attorney. "Many times, we find cases where a good counsel would anticipate the way we can get to where we decided we want to go. But instead, they do a lousy job: they don't work that hard." Then he added an odd confession: "They leave it to us, and we screw it up, and lose in court. The lawyers don't give us what we need."

The same lawyer also expressed a sense of bafflement. Sometimes, he says, the quality of work within a firm, even in connection with the same case, varies considerably. "When I compare the work that is filed with the commission and in court—the quality of argument and the persuasiveness—I say, 'What's going on?'" Does it, he wonders, reflect simply "contempt" for the commission or a lack of time in preparing the material submitted to the agency?

One communications lawyer who tends to agree with the criticism said the commission itself bears responsibility for the quality of the work it receives. "The commission will have to reject the junk in no uncertain terms before it can ever hope to be respected like a court," he said. "The awful state of the communications bar is a reflection of the flabbiness of the agency."

Such indictments, however, seem to go against the tide. The prestige of the bar is rising, and so are the rewards for its members. Senior partners in major communications law firms are said to earn $150,000—some who can offer clients skills in corporate, tax and other fields, as well as communications law, earn as much as $250,000. Even starting salaries are eye-popping. For top graduates of the premiere law schools, Washington's major communications law firms are prepared to compete with Wall Street firms that are offering $37,000, which includes such fringe benefits as bonuses and rental assistance. Not that the Washington firms match the figure; they will offer over $30,000 and throw in as an added inducement the psychic value of practicing and living in Washington as against New York.

All of which helps explain the high fees charged by some firms—$150 an hour for a senior partner's time is common; in some cases, special circumstances have led firms—Cohn & Marks and Pierson, to name two—to charge as much as $225 or $250 an hour. ("Let's say it's a renewal or revocation case, where $5 million or $10 million is involved," says Marcus Cohn, "You work on weekends and nights to prepare as you should, and you prevail, and save the entire fortune of this guy, and you bill on the basis of $250 an hour. Isn't that fair?"") Pierson's top figure seems aimed at persuading clients who come in saying (figuratively), "Get me Pierson!" to accept the day-to-day representation of a less senior partner.

For all of that, the communications bar is not a major factor in the lawyer boom in Washington. While the number of lawyers in the city is said to have doubled to 40,000 (including those in government and public interest law) in the last 10 years, the number of communications lawyers there has grown only from 115 in 1941 to some 600 last year. The number of Federal Communications Bar Association members scatters in cities other than Washington has about doubled from some 160 to about 300 in the same period.

Indeed, it would appear that the bar is developing as a kind of closed society as far as blue-chip broadcasting clients are concerned. Perhaps no more than eight or 10 firms, including such major ones as Covington & Burling (200 lawyers) and Wilmer & Pickering (120 lawyers) that have extensive practice in a number of fields, are dominant. But there is an ebb and flow among those firms. For instance, Kirkland & Ellis has recently lost several major clients—WGN Inc., as the result of an infrainfrum bloodletting; Rust Craft and its 17 stations, which were sold to Ziff-Davis, a McKenna, Wilkinson & Kittner client, and Rahall Communications, licensee of seven stations, which merged with Gulf United Corp., which is represented by Arnold & Porter.

But there's plenty of business to go around. Forty years ago, those 275-odd lawyers drew their practice largely from a pool of 900 radio stations. Today, there are 9,000 AM and FM outlets, as well as 1,000 television stations. And those are just for openers. For the practice is changing.

Technological changes and FCC policies over the past 10 years have been opening doors to a vast array of new services:

Cable television is regarded by lawyers as having had a significant impact on their practice. There was and remains the continuing war—with both sides represented by lawyers—over cable's proper role in the telecommunications scheme of things. There are also the related issues of copyright and program supply.

Covington & Burling's Jennes speaks of the emerging teletext technology. "We're looking at the legal and business implications for a client," he says. "What are the rules likely to be? . . . What kind of business is it likely to be?" Commission activities in common carrier and satellite communications matters, lawyers say, are matched by the work of members of the bar in those areas. "The two biggest things that came out of the commission last month," says J. Roger Wollenberg, Wilmer & Pickering's leading communications lawyer, "were the report to Congress on the structure and activities of Comsat [the report deals with the consequences of the increasing diversification of the Communications Satellite Corp.'s activities] and the final decision in Computer Inquiry Number 2 [which permits
Gary Collins, host of "Hour Magazine" premiering September 8

There are important reasons why so many stations are climbing aboard the "Hour Magazine" bandwagon for fall. It's innovative. It's dedicated to the research-proven proposition that daytime audiences want more information entertainingly presented. And panel after panel confirms: Host Gary Collins has what it takes — "warmth," "believability," "knowledgeability," and "versatility" — to deliver what "Hour Magazine" offers. You can feel good about trusting one of your choice daily hours to him — and to his skilled traveling cohost, Pat Mitchell; a variety of specialists and guest stars; and a superb production staff.

"HOUR MAGAZINE" already bought by 60 stations

GROUP W PRODUCTIONS
WESTINGHOUSE BROADCASTING COMPANY
The Sweet Sound of Success

FACE THE MUSIC is the selling-est game strip in syndication—already sold... and second season production committed...for 33 of the Top 50 markets and a total of 49!

Albany       Eugene       Oklahoma City
Alpena       Ft. Smith       Orlando
Bakersfield   Greensboro      Phoenix
Baltimore     Harrisburg      Pittsburgh
Battle Creek/Grand Rapids    Hartford      Portland, Ore.
Boston       Indianapolis      Providence
Bristol       Kansas City    St. Louis
Buffalo       La Crosse       St. Petersburg
Charleston, S.C.       Las Vegas    Salt Lake City
Charleston, W.V.       Lexington    San Diego
Cincinnati     Louisville     San Francisco
Columbus       Los Angeles    Seattle/Tacoma
Dallas        Miami         Tucson
Davenport/Rock Island     New Orleans    Washington, D.C.
Dayton        New York       Yakima
Denver        Youngstown
Detroit

No surprise to those in the know! FACE THE MUSIC, the only musical game show strip in town has those wonderful built-in factors that equal success:

• the fastest growing game strip in syndication
• a super game, that's all-family, and all-involving
• solid entertainment, with great play-along qualities for the audience
• the unmatched magnetism of Ron Ely, host... star... the new MC of the Miss America Pageant
• gee-whiz appeal to young adult females... the No. 1 game strip with 50% women 18-49 according to both ARB and NSI

There's still time to join the roster of station winners who have ordered FACE THE MUSIC for next season. Put FACE THE MUSIC on your schedule, and you, too, will hear the sweet sound of success!

Don't waste a quarter-note. Pick up the phone and call us today!
Remember, we're the folks who deliver!

Exclusive worldwide distribution by:

SANDY FRANK TELEVISION DISTRIBUTORS, INC.
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AT&T and General Telephone & Electric to engage in unregulated enhanced telecommunications services, although through separate subsidiaries]."

James McKenna, of McKenna, Wilkinson & Kittner, predicts that in the next 10 years growth in common carrier and related fields will outstrip that in broadcasting—a prediction with which not many in the communications field would quarrel. The firm, which got its start as counsel to ABC at its birth, in 1952, seems to be positioning itself for the future McKenna foresees: It is counsel for the computer industry's trade association—the Communications Business Equipment Manufacturers Association. And it is increasingly active in common carrier matters, representing groups and organizations that are customers of the carriers. It has, for instance, represented the three networks in AT&T rate proceedings. And it is said to have one of the ablest common carrier lawyers in Washington in Joseph Kittner.

One sign of the times is the training programs being offered communications lawyers. The FCBA's continuing legal education seminar two months ago offered a two-session course in "nuts and bolts" of common carrier law. And last month, the National Association of Broadcasters presented a series of six two- and-a-half hour seminars for its legal staff and outside attorneys on law and economics as they apply to the communications industry and government regulation. Both were keynote to FCC Chairman Charles D. Ferris's observation, in a speech in March, that it is becoming increasingly difficult for lawyers "to tell the difference between broadcast, common carrier or private radio issues."

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, sees "the blurring of technologies and the greater emphasis on economics" as bringing about the major change in the practice of communications lawyers. They require "much more sophistication" in doing their job now than they did before that "blurring of lines," he says.

If the changes in technology and commission policies are reshaping the substance of the practice of communications law, there is also a change in the atmosphere in which the practice is conducted. It has been transformed by extra-parties rules and the sunshine law, as well as by the increase in the size of the industry involved. The practice is much more formal; the leading members of the bar speak wishfully of the days when they could discuss matters privately with commissioners in a perfectly lawful and proper manner, to their mutual advantage. (Such contacts were curtailed in 1977, after the U.S. Court of Appeals in Washington directed the commission to apply its extra-parties rules to rulemaking proceedings as well as to adjudicatory cases.)

Indeed, it seems to be a lawyer's greatest fear—sometimes justified—that commissioners will not read even the stuff summary of hundreds of pages of pleadings in a case in which the lawyer is involved, let alone read the lawyer's individual pleading. "How do you get your story told?" That, says Bernard Koeleen, of Koeleen & Burt, is a question constantly nagging communications lawyers. They don't know what to say or what impact they'll have. Of course, lawyers can call on commissioners in rulemaking proceedings, provided summaries of the discussion are placed in the commission file in the proceeding. And Koeleen and other lawyers have stalked the corridors of the FCC, carrying their message to commissioners and staff. (One technique some lawyers have used over the years is to "file" their pleadings, as one of them put it, with Broadcasting magazine, in the hope they don't get picked up.)

Still, it's not the same (even with the minor changes the commission made in the extra-parties rules last week [see page 71]).

In the 1940's and 1950's, when broadcasting and the bar were both younger and more manageable in size—one of the year's major social and, in a sense, business affairs was the annual FCBA outing held on a Saturday in October at the Vienne, Va., farm of the late Horace Lohnes, of Dow, Lohnes & Albertson. It attracted members of the commission and its staff, principals of major broadcast companies and large contingents from the networks, and is fondly remembered as a day awash in good liquor and fellowship. William Sims is now a senior partner in the firm but in the early 1950's was a young associate whose duties included making arrangements for the festivities and later taking care of those unable to care for themselves. "I won't tell you some of the prominent people I had to haul out of there," Sims said.

A lawyer who is now a senior member of the communications bar recalls an outing at the Lohnes farm as the first social event he attended after moving over to the commission staff from the staff of the Justice Department, in the early 1950's. "All the commissioners were there and given paper Uncle Sam hats to wear to the ballyhoo; the guests could loaf them or socialize with them, without having to look all over. They zeroed in on commissioners as though they were beautiful damsels at a bachelor party. That was shocking to me. I hadn't had that kind of experience."

Although, in time, the sense of shock
TODAY MORE THAN EVER, THE BEST IDEAS ARE THE ONES THAT PRODUCE CHANGE.

There's an aggressive new kind of consumer reporting on television these days, and it's working to produce change. Change in product safety requirements. Change in the laws that affect labeling and credit. Change in buying habits. And change in the pockets and pocketbooks of people all over America.

We're the Flagship Stations of NBC, five television stations working to satisfy this growing demand for information in our communities. Like other broadcasters, we've made a big commitment to consumer reporting.

The difference is, we did it seven years ago in Los Angeles, with daily coverage of consumer news. Today, all of our Flagship Stations have regularly scheduled reports prepared by qualified experts, including the former Executive Director of the state's Consumer Protection Board in New York. And in three of our markets we produce full half-hour programs devoted exclusively to consumer affairs.

We think that kind of all-out effort says something about the times we live in. And something about us, too. We expect our Flagship Stations to provide just this kind of leadership. In fact, we demand it.

And that's one policy that isn't likely to change.

THE FLAGSHIP STATIONS OF NBC

WRC-TV 
WASHINGTON, D.C. WMAQ-TV 
CHICAGO WNBC-TV 
NEW YORK WKYC-TV 
CLEVELAND KNBC 
LOS ANGELES
A revolutionary concept in broadcast traffic operations.

Available from Blairsat starting October 1st.

Blairsat's new satellite delivery service provides instant distribution of commercials and traffic instructions to the top 31 television markets. It's a dramatic new application of space technology—and a significant breakthrough in solving the problems of distribution.

Only one tape dupe needed.
Here's how you can use the Blairsat delivery system. Simply give us one tape dupe of each of your commercials, a list of markets and stations, related traffic instructions and your required delivery date. After quick confirmation of that date, you need only send the material to Blairsat Control no later than 5:00PM the night before your indicated delivery date. That's all. Next morning, your tape and traffic will be sent to your markets at a transmission speed of ½ of a second! All the stations you've ordered will have delivery that same day! Guaranteed!

The complete, streamlined delivery system.
All commercials are transmitted in a computer-determined sequence so each Blairsat Tapecenter receives and
COMMERCIAL
BY SATELLITE

records on a one-inch multi-reel only the commercials ordered for its market. Simultaneously, all related traffic instructions are transmitted in similar sequence and reproduced exactly by each Tapecenter's high-speed facsimile recorder. Tape multi-reels and traffic instructions are duplicated and the complete package is delivered to each designated station in the market.

Guaranteed same day delivery.
Point to multi-point satellite transmission enables Blairsat to know exactly when and where commercials and traffic are received. Signed station receipts for each local delivery certifies Blairsat's guarantee of total delivery in each market. That day.

Superior quality.
The use of one-inch helical scan videotapes for both uplink transmission and downlink reception renders an almost "transparent" recording, in terms of video noise or degradation.

Total traffic control.
Every transmission schedule with subsequent local delivery is stored in Blairsat's computer by parent company, brand, ISCI Code, length, markets, stations and date. We can access the information at any time to know the status of your commercial distribution. Your tape dupes are returned after delivery while the multi-reels are stored at Blairsat Uplink in New York.

Flexibility for last minute moves.
Blairsat's instant transmission capabilities allow you extraordinary leeway for last-minute deliveries or changes. Blairsat will be transmitting every Monday, Wednesday and Friday—virtually every weekday—at 6:00AM. That means you have until 5:00PM, every Tuesday, Thursday and Friday, to get us your material to have it in your selected Blairsat markets and at your designated stations on those confirmed days.

BLAIRSAT TAPE CENTER OPERATION

1 INCH VIDEO TAPE RECEPTION
COMMERCIALS RECEIVED
IN SEQUENCE
DETERMINED BY COMPUTER

DUPLICATION

DISTRIBUTION

DUPLICATION

STATION A

STATION B

STATION C

FACSIMILE RECEPTION
INDEX OF COMMERCIALS
ASSEMBLED ON 1" TAPE

Surprisingly reasonable rates.
Is Blairsat's spectacular new distribution service priced sky high? No, it's not. Basic rates range from $18 to $15 per commercial per station. Compare these costs—for commercials and traffic instantly delivered—with your present costs for duplication and distribution.

And, if you need to send revised traffic instructions alone, Blairsat will deliver them for you for only a dollar per station. It's a vital additional plus when you have those crucial changes you need to make now.

Blairsat's satellite delivery system will be operational in the top 31 television markets starting October 1, 1980. It's the system that will change the face of broadcast distribution. For more information, contact Blairsat President, Jack Bray, at (212) 752-0400, or write him at Blairsat, 717 Fifth Avenue, New York, NY 10022.

BLAIRSAT
A SUBSIDIARY OF JOHN BLAIR & COMPANY
SEND IT BY SATELLITE
We need more laughs earned them their respect. That's helpful to know. Not all firms seem to agree. Some, like McKenna, Wilkinson & Kittner, do not pursue such relationships outside business hours. "I don't know if it's a productive use of time," McKenna said the other day.

From time to time, communications lawyers are seen escorting clients on visits to commissioners and staff members. The purpose of some visits might be described as educational: "If a new client is getting into business, particularly if he's going to be a major client, he feels he'd like to have the commissioners know him and see what kind of a person he is," says McKenna. "I think that's called for, as long as the client doesn't have anything pending before the commission. And I think it helps the client understand the people over there."

To most communications law firms in Washington, the commission staff is of supreme importance, and not simply because of clues staff members might provide to future policy or even because of the power they have to impose or recommend punishments for rule infractions. Some lawyers earn handsome livelihoods making sure applications move smoothly through the commission's sometimes balky machinery.

A communications lawyer who boasts a Harvard law degree but who insists he does not really practice much law before the commission explained what this skill can mean. He had filed an application for a client selling a radio station and had stopped in at the commission transfer section office to check on the application's progress. "The staffer handling the matter told me, 'You didn't fill in all the stockholders of the company buying the firm,' so I prepared the list, got the necessary amendment from the client, and filed it. If [the staff member] had written a letter, it would have taken six weeks instead of two."

A couple of weeks later, he learned in another visit the staff needed the names of the stockholders in the selling firm. "Now, the information is in the commission's files, but in the ownership section," the lawyer said. "That means another four to six weeks. So I go to my files, prepare another amendment, and submit it. A letter would have consumed another four to six weeks. A couple of weeks ago I was granted the formal notice would not be issued for a week or two, so I called my client and told him, 'Close if you want to.'"

"Now, none of that is law. But it's a lot of what goes on." (Sometimes, fortuitous visits and phone calls made according to a calendar telling a lawyer an application is moving more slowly than it should are not enough. At times, phone calls are not returned and an application appears hopelessly mired. That's when a lawyer will, as Koteen says, "push." He will move up the line to a branch or even a division chief. If the application remains stuck, he will call a commissioner's legal assistant and say, "I have a right to be heard.")

It isn't only the commission and the courts that command the attention of all communications lawyers. Some firms spend a considerable amount of time on Capitol Hill—Pierson, Ball & Dowd, for instance. Pierson regards Congress as one of three forums—along with the administrative agency involved and the courts—where a client can get relief. And Pierson, Ball & Dowd, which has diversified into noncommunications fields to such a degree that communications now accounts for no more than 30% of the firm's practice, maintains a legislative unit of five lawyers, including former FCC Chairman Dean Burch. It has been actively engaged in the work of the Senate and House Communications Subcommittees on the Communications Act legislation, actively supporting deregulation of the broadcasting and common carrier industries (provided there are, in the latter, "safeguards to guard against AT&T dominance," in Pierson's words.) Twenty years ago, the firm worked to remove legislative barriers to the introduction of subscription television, whose cause it was defending for the

Ernest Jennes, leading communications lawyer in Washington's largest (200 lawyers) law firm, Covington & Burling, is regarded by his peers as able, intense, a fierce competitor. "Everybody knows now Jennes will react," a colleague said the other day, in discussing the characteristics of lawyers one learns in dealing with them over the years: "tough." Jennes (accent on the second syllable) has been practicing law for 36 years, all of it at Covington & Burling, which he joined after service with the Department of Justice and the Foreign Economic Administration.
Radio is our only business. That's why we’re better at radio news than anyone else.

News is the heartbeat of Mutual. That's why we're at the heart of the news, Washington, D.C. Mutual is the only commercial radio network headquartered in the Nation's Capital, and that makes a big difference in getting the news and getting it out faster.

And we get the news in faster. With 950 affiliates, we have 950 news sources, literally covering the nation. Add to that our resident correspondents in every major world capital and the big news is that Mutual is the largest single radio news network.

Because radio is our only business, our network reporters and correspondents are a special breed of journalists. Radio-only journalists. They are strictly in the news business, not show business. They deliver meaningful news in a meaningful way, the way a radio audience wants it.

This summer Mutual will also be broadcasting the news being made at the two political conventions. No other radio network will bring the conventions back to the grass roots like Mutual. We'll be on the convention floors as the only commercial radio network providing gavel-to-gavel coverage every evening. Along with overview reports throughout the day.

Because radio is our only business, Mutual is the first and last word in radio news.
The lawyer-client connections

There is no scorecard showing each client of every communications law firm. Indeed, such client lists are jealously guarded, even though a record can be assembled from the filings lawyers make on behalf of their clients. Broadcasting has pieced together the following list from various sources. It is not a "census" of the field, but rather a list of major broadcast, cable and common carrier clients and the firms that handle them. The editors acknowledge the list to be incomplete, but believe it to be accurate.

Arent, Fox, Kintner, Plotkin & Kahn
Affiliated Publications
Associated Communications (partial)
Black Hawk Broadcasting
Bluegrass Broadcasting
Broadcast Enterprises National Inc.
Gross Telecasting
Hall Communications
Binney Imes Jr. Stations
Midwest Video
National Radio Broadcasters Association
Pacific
Public Broadcasting Service
Sondering
Times Mirror (cable)
Viacom
Arnold & Porter
Gull Broadcast Group
Harte-Hanks
Baker & Hostetler
Malrite (partial)
Scripps-Howard (partial)
UPI
Baraff, Koerner & Olender
Tele-Communications (partial)
Barovick, Konecky, Braun, Schwartz & Kay
National Association of Television Program Executives
Brown & Bernstein
Bahakel Broadcasting
Maclean-Hunter Cable
National UHF Broadcasters Association
Cohn & Marks
American Society of Newspaper Editors
Booth American Co
Eagle Communications
ESPN
Hariscope Broadcasting
Manship Stations
Media General
Mutual Broadcasting System
New York Port Authority
Rust Communications Group
Straus Comm. [WMCA] New York
Susquehanna Broadcasting
Wometco Enterprises
Cole, Raywid & Braverman
Daniels & Associates
UA-Columbia Cablevision
United Cable TV Corp.
Covington & Burling
Association of Maximum Service Telecasters
John Blair
Corinthian Broadcasting
Midwest Television Inc.
Onon
Post-Newsweek Stations
Daley, Joyce & Borsari
Allegheny Mtn. Stations
Anderson Stations
Fritts Broadcasting Group

Kupper Stations
Malhus Stations
Dempsey & Koplovitz
Belo Broadcast Group
California-Oregon Broadcasting Inc.
Communications Properties Inc.
Hearst Stations
Scripps-Howard (partial)
Dow, Lohnes & Alberson
Butord Television
Comcast
Cosmos Broadcasting
Cox Broadcasting and Cox Cable
Eugene Television Inc.
Federated Media
Fetzer Stations
First Media
Guy Gannett Broadcasting Services
Golden West Broadcasters
Harris Enterprises
Inslee
International Cable

Newsweek Television

Local advertising is booming and Newsweek wants you to get your share of the dollars. That's why we've created Sponsor Showcases, television mini-programs tailored especially for local sponsorship.

Sponsor Showcases take just minutes and feature one of a kind personalities sharing inside information on everything from fashion to football. Zesty and imaginative, they'll give your viewers lots of practical information while adding spark to your programming.

Sponsor Showcases have the drawing power to attract new advertisers to your station and transform current spot advertisers into long-term sponsors. It's a great way for you to systematize your sales, move more inventory faster and stay on top of the local advertising dollar.

For more information and a demonstration cassette contact: Mike Klein, NEWSWEEK, 444 Madison Avenue, New York,
special programming for special sponsors.

Each Sponsor Showcase is custom-tailored to one segment of your business community and offers them the unique opportunity to go “big time” by sponsoring a whole series of shows—complete with billboard.

Newsweek backs each series with a full range of free support marketing services including a viewer response system and in-store promotion. Most importantly, your local sponsor is able to receive co-op advertising support from a host of national manufacturers provided by Newsweek.

Take advantage of the money that’s pouring into television. Newsweek. We’ll make the most of your minute.
“Environmental activists? At Bethlehem Steel, about 1,000 of them help clean up the air and water.”

Dr. David M. Anderson, Corporate Director, Environmental Affairs

“The thousand people I’m talking about actively work at improving the environment. About four hundred of them—scientists, engineers and technicians—develop, design and operate Bethlehem Steel’s environmental control program. And about six hundred of them—in our plants, mines and shipyards—monitor, maintain and repair the hundreds of pollution control facilities Bethlehem has installed.

We’re proud of our accomplishments in cleaning up the air and water.

We’ve come a long way since 1946, when Bethlehem began its formal environmental control program. Today we’re removing about 90 percent of the pollutants from our air emissions and water discharges.

Innovative technology and a lot of money help.

The equipment you see behind me is typical of the innovative technology needed to satisfy today’s environmental standards.

It’s called a ‘one-spot’ coke pushing emission control car. And right now it’s helping to solve a pollution-control problem that’s plagued us for years: capturing and cleaning the emissions produced when coke is pushed from a coke oven.

Our Bethlehem, Pa., plant was the first steel mill to operate this system. We’re installing similar units at our coke ovens in Lackawanna, N.Y., and Sparrows Point, Md. Each of these units costs us more than $5 million.”

Bethlehem’s commitment: to do what is necessary to protect public health.

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Koteen & Burt
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Amalto
Grayson Enterprises
Kansas State Network
LIN Broadcasting
McGraw-Hill Broadcasting
NBC (partial)
New York Times
RCA Globocom
Swanson Broadcasting
Taft Broadcasting

Lovett, Ford & Hennessey
Mid Atlantic Network
Service Electric Cable TV

Marmet Professional Corp.
Cowies Communications
Forum Publishing Co.
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Pilizer Publishing Co.

McKenna, Wilkinson & Kittner
ABC
Balaban Stations
Computer Business Equipment
Manufacturers Association
Forward Communications
General Electric
Group One Broadcasting
Park Broadcasting Inc.
Shamrock Broadcasting Co.

Spanish International Communications
ZAF-Daws Broadcasting

Miller & Fields
Crawford Broadcasting
Malak-Bailey Broadcasting (partial)

Pierson, Ball & Dowd
Association of Independent
Television Stations
Charter Media
Evening News Association
Gannett (Combined Communications)
Gaylord Broadcasting
Lee Enterprises
Radio-Television News
Directors Association
RKO General
Satellite Business Systems
Time Inc.

Renouf & Polivy
National Association of Independent
Television Producers and Distributors
United Church of Christ

Schnader, Harrison, Segal & Lewis
American Family Corp.
Gray Communications (partial)
NBC (partial)
RCA (partial)
Schneider Broadcasting
Ten Eighty Corp.

WGN Continental Broadcasting
WPIX Inc.

Schwartz, Woods & Miller
Eastern Broadcasting
Greater Media

Shrinsky & Eisen
Allis Landrain Broadcast Stations
Arbitron Advisory Council
Billboard Broadcasting Co.
Burkhart/Abrams & Assoc.
Heli Broadcasting
Marvin Josephson Assoc.
(Renaissance Communications)
Katz Agency
Metropolis Communications
Park City Communications
RAM Broadcasting Corp.
San Juan Racing Communications
Suntell Communications

Sidley & Austin
Field Communications
Hillage Communications
Louisville Courier Journal

Smith & Pepper
Galatea Broadcasting
Rollins Inc.
Roundtable Radio Enterprises
Tunber Communications

Stein, Halpert & Miller
Springfield TV Corp.

Verner, Lithgow
Bernhard & McPherson
Albritton Communications
C-Span
Corporation for Public Broadcasting
Hughes Aircraft
National Public Radio

Wilkinson, Cragnon & Barker
Association of Data Processing
Service Organizations
Bonneville International
Independent Data Communications
Manufacturers Association
Tymnet
State of Hawaii

Wilmer & Pickering
Capital Cities Communications
CBS
Comsat (partial)
IBM
Kraft Foods
LIN Broadcasting (nonbroadcast)
Times Mirror (broadcast)

Winer & Scheiner
American TV and Communications
Gateway Communications
Futur Communications

Continued from page 42

sake of Zenith’s pay system.
And last month, Pierson and Harold Cohen, the partner in the firm who has been most involved in the representation of RKO General Inc., met with Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, for what was described as a “general discussion of the disaster RKO faces at the FCC in the possible loss of 16 radio and television licenses. ‘They gave the [chairman] a review of what had happened,’ said Edwina Dowell, a member of the subcommittee staff who was present. ‘They outlined RKO’s participation in the industry, and they got into the background of the industry... It was general information for Van, not a hard sell for RKO.’” She said no legislative proposal was offered.

But one may be. ‘If we don’t get what we want through litigation,’ Pierson says, ‘we will have to go to the Hill.’”

Like every other communications lawyer, Pierson says that integrity and ability constitute the main source of any magic on which practitioners can draw to help a client. They say the ranks of the communications lawyers contain no legendary types—no Clark Cliffords, say—who can make things happen through the force of personality and wealth of contacts. (If nothing else, the ex parte rules would cramp a Clifford’s style.) But some believe that personal contacts count.

“They’re all human beings,” Pierson says of those in government with whom lawyers deal. “If they know somebody and have respect for him as a lawyer and as a person, sure it’s an advantage. That’s what reputation is all about. A person with a

Harry M. Plotkin (left), as the leading communications lawyer at Arent, Fox, Kinnder, Plotkin & Kahn, spends much of his time representing clients in opposition to the governmental regulatory power that he did so much to enhance as a top staff member of the FCC in the 1940’s. But Plotkin is comfortable in his role of private advocate, and a colleague in the bar last week called him "one of the greats.” He is also probably the only FCC staff member who was the target of an act of Congress—legislation passed in 1952 to bar the FCC’s General Counsel’s Office from advising the commission in adjudicatory matters. That was the extent of the power that lawyers of the bar in those days thought Plotkin wielded. However, by time of the bill’s enactment, Plotkin was himself a member of the FCBA.

To some in the Federal Communications Bar, Marcus Cohn, of Cohn & Marks, is its leading intellectual. For 13 years until 1978, he has taught courses in communications as a public policy matter at George Washington University Law Center, still travels extensively as a lecturer and as a participant in symposia on communications, and has written a number of articles for consumer periodicals as well as law journals. He was also responsible for the Federal Communications Bar Association’s adoption of an annual seminar program, in which members are off to a spot (usually comfortable) distant from Washington for discussions of issues of legal and social significance. Cohn & Marks, which he established with Leonard Marks in 1944, now includes 27 lawyers.
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good reputation is better off than a person without one.

Edgar Holtz, of Hogan & Harison, who is blunter in his speech than most lawyers, speaks of the edge to which some aspirants almost as a kind of high. "No one in his right mind is going to say, 'I have clout.' But down deep in their gut, they know they have it. They assume they have it, even if they don't like to articulate it."

How do they show it? "Confidence. Confidence in dealing with the staff and the commissioners. And there is a reciprocal feeling that they sense, that the staff and the commissioners highly regard them."

But there are limits to what even the most highly regarded lawyer or client can ask. In a legislative matter, for instance, Pierson says, "'You can't ask a legislator to commit political suicide. Even if he's your closest friend. What you have to try to do is make the case for your client on grounds that justify what he wants. That is a lawyer's function—and to keep him away if his case has no merit, on the ground he only hurts himself...."

"'We can't be insensitive to the open sesame of success" Pierson says—"namely, that we made the case in terms of the public interest.'

Of course, the definition of the public interest is—as lawyers and legislators and FCC commissioners have demonstrated over the years—conveniently elastic. Van Deerlin castigated Washington's communications lawyers along with their clients—in an address to the Federal Bar Association in March—for ignoring what he saw as the public interest in favor of pursuing the narrow private interests of their clients, to what he said was their clients' ultimate disadvantage (BROADCASTING, March 31). He was referring, among other things, to broadcasters' and others' opposition to the Communications Act rewrite—legislation, he said, that would result in "a bigger pie" for all to share. "If you hold, high-priced Washington counsel, at least partly responsible" for that failure of vision, said Van Deerlin.

Lawyers generally regard Van Deerlin's position as unrealistic. "Those lawyers who opposed the bill weren't lobbying in behalf of themselves, but in a representative capacity, after talking to their clients," Cohn says. Or, as Harry Plotkin, of Arent, Fox, Kintner, Plotkin & Kahn, said, a few years ago, in a different context (he was responding to an opposing counsel who was praising the virtues of his clients and denouncing the character of Plotkin's), "'We're their lawyers, not their rabbis.'"

As lawyers, they feel their primary function as the peculiarities of the broadcasting business, is to help their clients hold on to their licenses. Thus, many practice what Holtz calls "prophylactic law." They attempt to train their clients in the skills needed to stay out of trouble. Hogan & Harison, for instance, audits its clients' stations, asking tough questions about the manner in which they are operated. Those

"First-hand knowledge. James A. McKenna is not only a lawyer for broadcasters, he is a broadcaster himself. In fact, he is a group owner, with three AM's and three FM's in his portfolio—KORE-AM Golden Valley, Minn.; WSBM/AM and WSBMM/FM Harrisburg, Pa., and WWMM/AM Madison and WWMM/FM Middleton, both Wisconsin. And McKenna isn't alone among communications lawyers with interests in stations. Vincent Patrick Smith, of Smith & Pepper, of New York City, owns 72% of WLOL Louisville, Ky., and Benito Gagliardi owns 45% of KBWAM/Edna, Tex. Jason Shrinsky, of Shrinsky & Eisen, is assistant secretary and director of Manistee Radio Corp., licensed WNTC/FM Manistee, Mich., but owns no stock in the company.

Owners who "pass" can, presumably, greet a surprise visitor from the FCC without a tremor.

Most of the major firms, at least, also send clients a steady stream of correspondence advising them of actions at the FCC and elsewhere in Washington likely to affect their business, as well as of events indicating developing trends. The commission decision in February to decide whether it has jurisdiction over the networks in equal employment opportunity matters and to increase the EEO requirements now shouldered by stations (BROADCASTING, Feb. 18) led McKenna, Wilkinson & Kittner to produce a 40-page memo for its clients. (One point to be remembered, however, is that McKenna, Wilkinson & Kittner and Hogan & Harison are not typical communications law firms. Those that are cannot always provide the same degree of service, for, as one lawyer pointed out in a discussion of legal services, "Most lawyers are dealing with small businessmen. If I sent a client letter to all of my clients and charged a modest amount—$50 for two or three letters—on FCC actions, 25% of the people would complain. I got a letter from a client asking for a breakdown of a $25 bill.")

But the dynamism of the broadcasting business produces problems that do not allow lawyers the luxury of time for reflection. Investigative reporting, for instance, raises a mother load of questions concerning the rights of privacy, libel, the personal attack rules, the fairness doctrine and the First Amendment, "You'll get a call at 4 p.m. from a client," Jensen says, and he'll say, "Look, we're doing a last run-through of something we want to put on at 7 o'clock. Are there any problems?" Lawyers with partners and associates can pick their brains for quick judgments. They can—if it's that kind of question—call the commission staff for help. But occasionally, as Holtz concedes, "you blow one."

Some communications lawyers, as they
gain experience, develop into business advisers to their clients. Indeed, in McKenna's view, being a good communications lawyer begins with being a good lawyer but doesn't end there. "You have to know the business," he says. "Really know the business... I must read 20 hours a week of trade publications... You're called on as a business adviser. They assume you have the legal knowledge. It's knowing and understanding the business, projecting where it's going. That's important!"

Sims, senior partner in a firm that, with almost 60 lawyers, is the largest in Washington specializing in communications (particularly broadcasting) and related corporate and tax matters, takes a similar view: "I would hope that after 30 years and having been a partner to an awful lot of acquisitions, I have a substantial capacity to give a combination of legal-business input toward the ultimate decision as to a course of action, whether it be an acquisition or a borrowing or a diversification project, or whatever... I feel as much satisfaction in helping a company grow, expand and prosper as in the skillful handling of a legal project, if not more."

The irony, of course, is that McKenna, for General Electric, and Sims, for Cox Broadcasting Corp., are counsel for the parties to the historic merger that, because of the parties' inability to renegotiate a new price for the Cox stock, came apart. (However, although both McKenna and Sims have played a major role in setting the price for other broadcast transactions, each said that was not the case in the GE-Cox merger.)

Despite that outcome, the GE-Cox proposal provides an example of the kind of expertise on which clients depend in advancing their private business interests. Essentially, it is expressed in development of strategy that is based at least as much on political awareness as on knowledge of the law.

McKenna recalls receiving a call from a GE official in late August of 1978, asking whether a merger with Cox was a reasonable prospect for FCC approval. "I answered, 'Yes.' Over Labor Day weekend, we gave them an extensive memo. We laid out what we felt had to be done. Obviously, the divestitures were required." That raised the question of buyers for the 11 stations that would be spun off to meet FCC rules. The decision then was to find buyers "attractive to the commission," in McKenna's words. So the search was begun for minorities and for local groups whose members would participate in management of the stations.

The strategy—which included an agreement with the National Black Media Coalition that assured a substantial public dividend in terms of a $9 million foundation to aid minorities interested in entering broadcasting as a career—was well executed. NBMC's Pluria Marshall became a major booster. And although petitions to deny were filed by three citizen groups and a cable company with a complaint against Cox, the commission vote to approve was unanimous. "We never thought it would be a 7-0 vote," McKenna said. "We thought there would be some dissent but we thought that in the atmosphere that then existed, the commission would approve it."

"In retrospect," he added wryly, recalling the efforts to hold the merger together after Cox announced its decision to abort, "the 7-0 vote was the easiest part."

The strategy of the GE-Cox merger reflects a major change in the approach of broadcast companies to the realities of the citizen movement. A dozen years ago, some broadcasters, at least, resented efforts of citizen groups to play a role in the renewal and transfer process. And their lawyers seemed to reflect that attitude. One former FCC official says that if Lamar Life Broadcasting Co., then represented by the late Paul Porter, of Arnold & Porter, had been willing to negotiate with Dr. Everett Parker of the United Church of Christ, which had filed the precedent-setting petition to deny the renewal of WLBT(TV) Jackson, Miss., it might not have lost the license. (Porter, a former FCC chairman who cut a wide swath in political and social circles in Washington, was hired by Lamar in 1965, after the church appealed the FCC's decision to renew the license.)

Today, lawyers have become sensitized to the need for flexibility. Ignoring or trying to brush aside citizen-group demands, Sims says, will only purchase trouble. "A lawyer has to be a pragmatist," he says. "As long as government policy is to encourage and invite and respond to petitions to deny, you have to provide input for a decision, and a client must decide to what degree he is prepared to respond. And most broadcasters are responsible; they recognize in some degree these legitimate aspirations."

Dow, Lohnes & Albertson demonstrated that pragmatism in helping Ganter Co. to acquire Combined Communications Corp. That proposal, too, was complicated and seemed to offer a target for anyone concerned about bigness; the resulting company would own 80 newspapers and 19 radio and television stations.

Thomas Wall, a partner in the firm, played a major role in planning the
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strategy that proved successful when the commission, last June, approved the merger on a 5-1 vote (.Broadcasting. June 11, 1979). And as he explains it, the key decision was in disposing of Gannett's WHC-TV Rochester, N.Y.

The spin-off of a VHF was essential, since the two companies owned a total of six VHF's, one more than permitted by commission rules. WHC-TV was picked because Gannett owns a newspaper there.

"So that's one [commission] policy taken care of— one aimed at breaking up broadcast-newspaper crossownership," said Wall. "There's a second policy: Show blacks you're good guys, so we sold to blacks"—BENI Broadcasting of Rochester Inc., whose principal stockholder is Ragan Henry, the black entrepreneur who is becoming an important factor in the broadcasting industry. Wall cited one other decision he regarded as significant in easing the merger's path through the FCC: Gannett's adoption of a statement governing EEO activities at the newspapers. It was adopted in response to a request from the National Black Media Coalition's Marshall. Wall said the policy already had been in effect but that the statement "spelled it out."

The need to "read" the commission— to anticipate its attitudes and play to its policy preferences—is not limited to mergers and transfers. It is evident in the commission's approach to proposals growing out of the advances in telecommunications technology. Former FCC Chairman Richel E. Wiley, now managing partner in the Washington office of Kirkland & Ellis, demonstrated that in persuading the commission to issue a notice of rulemaking in connection with Xerox's XTEN proposal.

The proposal, aimed at eliminating reliance on AT&T for business communications, involves a web of satellites, earth stations and microwave towers that would handle the voice, data, video, facsimile and teleconferencing of most business in a community. As fashioned by Xerox, with strategy worked out by Wiley, the XTEN proposal seeks a piece of the spectrum—10 ghz—that is sparsely populated by some experimental operations. What's more, the proposal would provide spectrum space not only for XTEN but for up to nine other companies, thus permitting competition in the nationwide electronic message service. It is not a coincidence that the FCC under Chairman Charles D. Ferris favors not only the introduction of new technology but also competition.

As Wiley puts it, "What lawyers bring to the party are a knowledge of the process and the players, and an appreciation of how best to structure arguments, based on past precedent and on what the commission is likely to do."

Although it is only three years since he left the commission, Wiley is making his mark in private practice. One commissioner, noting Wiley's representation of Xerox, both in the XTEN matter and in connec-

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Ministering to a client’s legal and business needs evidently does not exhaust the services sometimes required of a communications lawyer. Marcus Cohn speaks of clients who drop by to talk, who use him as a kind of therapist through whom they try to work out problems.

He recalls the client whose home was 2,000 miles from Washington who had asked him to set aside a morning for a visit, without specifying the reason, other than to say he had a problem. “He sat there talking to me, I didn’t say anything, except maybe to ask a small question,” Cohn says. “I couldn’t figure out what the hell he had traveled 2,000 miles for.” Finally, he used a phrase that triggered a question from Cohn that, in turn, helped the client to understand what had been troubling him. It involved his business and his family, with some FCC matters mixed in. “Once he knew the problem, the answer was simple,” Cohn said. Cohn, who did not say what the answer was, described the incident as “a dramatic illustration of my concept of what a lawyer ought to be.”

Although the ranks of the communications bar are saturated with former FCC lawyers—McKenna says firms look at the FCC “the way the NFL looks at colleges”—there are some dedicated government careerists who apparently could not be tempted to accept a draft. One commission lawyer said the routine work—applying for a construction permit, for instance—“can deaden the mind.” And he seems to regard the personal contacts some lawyers engage in at the FCC as, at best, inappropriate. “I believe anyone who has a point can make it on a piece of paper,” he says.

Henry Geller, the former FCC general

port and order on cable television, in 1966, a document that served to keep cable in a freeze, at least in major markets, for six years, until the industry was given some relief in the next revision of the commission’s cable rules.

Koeten (whose firm did not prosper from that representation, incidentally) he estimates that in view of the work done by the firm and NAB’s “tight” budget, Koeten & Burt made “about half a cent an hour”) and the NAB were not alone, of course, in attempting to block cable’s growth. Over the years, communications lawyers in division strength have warned the commission of the threat to a free television system that cable television represents.

But, while such critics as Van Deerrin might not see it that way, the argument has been made that such defenders of the status quo serve a higher interest than that of their clients. Plotkin, who represents a number of cable systems, says that, “in the tension, the conflict that exists between the lawyers on both sides of an argument, you get a system that works—that works better than any other system where you have a dictator who says, ‘It has to be this way.’”

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SPECIAL REPORT

counsel who now heads the National Telecommunications and Information Administration, has dueted, and worked, with private attorneys for 30 years, and he would not think of going private, even though he has many close friends among the bar ("Some of my best friends . . .").
He acknowledges that the bar has its share of bright and able practitioners, some of whom do "fascinating" work. But he has said that representing a client in a comparative hearing, while a necessary function, is not something grown men should do. Nor would he enjoy the "wheeling and dealing" in which lawyers engage to get an assignment application past a hostile citizen group. And in government, he says, lawyers have "the luxury" of arguing for a position they feel is correct. "In private practice, the client's position is the only one that's important."

But for some members of the bar, it's the wheat and not the chaff that they focus on. Even in those who have been in practice for 30 years or more, the adrenaline seems to flow when they talk about their work.
Koteen, for instance, feels that because his practice is in communications, the work he does, in First Amendment, libel and other areas, has a direct effect on the American public. "You're on the leading edge of something more dynamic than is true of other fields," he says.
Jennes looks at the new developments in technology and the issues they raise—cable television, teletext, communications satellites (including direct broadcast satellites, which "will raise a host of legal questions"), and sees them not so much as effecting changes in the practice as parts of a continuum of change. "The practice has always been changing," he says. "If there weren't new challenges in the communications field," he says, "most of us wouldn't be practicing communications law."

And Plotkin, a former assistant general counsel at the FCC who over the years has maintained his liberal credentials in good order, is not only comfortable in his role of private advocate, he is not modest in describing the service he feels he and his fellow communications lawyers perform: "We're the architects of the system." Lawyers don't launch satellites, but they help clear the obstacles to launch, he says. And when the buyer and seller of a station finally sit down to sign the papers, "it's because we were able to chart the road for them and to get the authorizations they need. In a complicated society, that's what lawyers do."

And in engaging in the conflict out of which accommodation on policy emerges, he says, lawyers "perform a social service. We're not just hired guns." Of course, lawyers are paid, and paid well, but he sees nothing wrong in that. "A writer who writes a good play is paid well, and deserves it. Pavarotti is paid a lot of money, and he deserves it. We're not Pavarotti. But we're helping the system work."
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*Arbitron: April/May, 1979
M-F 6:00 AM - 7:00 PM

MUSIC IS BPI
A grocery store in a metropolitan area of the northeast had been losing money for two and a half years—$8,700 in the last six months alone. Then suddenly, on January 8, 1978, fire broke out.

The fire marshal arrived on the scene immediately and noticed substantial gaps on the shelves where merchandise should have been. He found no evidence of forced entry. More significantly, he discovered the presence of flammable liquids in an area above the ceiling.

Was this fire just an accident? Or was it arson?

In “Fraud Fire Workshops” conducted by the American Insurance Association, insurance adjusters discuss cases just like this one. They study the facts and then decide what should have been done.

Naturally, those who attend these sessions are already familiar with fire investigation procedures. The workshops serve to remind them of investigative steps that may have been omitted and to alert them to new procedures that are now available.

As a major group of property-casualty insurance companies, we know that investigating arson is one of the toughest jobs around. Yet, in the past several years, with the encouragement of local and federal authorities and with the initiative of community groups, gains have been made.
Training programs for adjusters is just one of them.
Many promising actions against arson have been taken by a joint industry group called the Insurance Committee for Arson Control. The Committee has supported the re-classification of arson as a serious crime in the FBI Uniform Crime Reports. This will produce more accurate statistics and greater awareness of the severity of the crime.

The Committee has helped draft a Model Arson Criminal Code. It has also helped develop 27 State Arson Task Forces to improve cooperation between police and firemen in arson detection.

The many FAIR Plans across the country (where companies pool their resources to insure high risk properties) are improving their arson fighting capabilities. For example, increasingly they are denying claims for fires of a suspicious nature. They are now initiating civil suits in cases where arson is suspected. They are requiring that property owners clean up unsafe conditions or lose their coverage. In short, FAIR Plans are making it harder and harder for arsonists to prosper.

Even more encouraging is the Property Insurance Loss Register, a new computer bank that gives insurance adjusters immediate access to crucial investigative information. This computer system alerts adjusters when suspicious claims are filed, when duplicate claims are being applied to the same loss, when a person or place has a history of fire involvement. This increases the speed and efficiency with which arson is identified and probed.

Finding a solution to arson is not easy. However, through improved training, the strengthening of arson laws, coalitions like the Committee for Arson Control and the Property Insurance Loss Register, the insurance industry is working to bring this serious crime under control.

Regarding the grocery store fire: on the basis of the suspicious circumstances and its own investigation, the FAIR Plan had enough evidence to deny the owner's insurance claim on the grounds that the fire was set for the purpose of obtaining fire insurance proceeds. A unanimous jury verdict sustained this denial.

If you would like more information about what our industry is doing about arson, or want to meet with one of our specialists to discuss insurance issues, write to Ronald A. Krauss, V.P. Communications, American Insurance Association, 85 John Street, New York, N.Y. 10038.

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Westar III: Is it changing into a cable bird?

SSS move, including installation of earth stations, may mean conversion of WU satellite

With Satellite Syndicated Systems' announcement that it would use Westar III to distribute its Satellite Program Network to cable systems, the emergence of Western Union's 12-transponder satellite as the next cable satellite became a real possibility (BROADCASTING, June 2).

Prior to the SSS move, the Westars were considered the broadcasting satellites, and the Satcoms—the communications satellites of RCA Americom—were considered the satellites of cablecasters. That may all change if SSS is successful and if other owners of full transponders on Westar III decide to use it for the distribution of cable programming.

According to James Ragan, vice president of broadcasting services for Western Union, the line-up on Western Union is currently being shuffled, but by the end of the month it should be set (see chart).

In addition to Spanish International Network, which has been sending Spanish-language programming to broadcasters and cablecasters alike, and SSS, which along with VCI Satellite will begin distribution of the Satellite Program Network on July 18, there is a strong likelihood that CBS will use Westar III for cable television distribution. And it has been suggested that others—ABC, Hughes and the Cable News Network—might also.

As for now, however, Westar III is essentially a broadcasting satellite. Transponders one and four have been dedicated and leased to various radio networks. The Hughes, ABC and CBS transponders are used to service their own individual production needs. And, Ragan said, room on the satellite is being sought for another broadcasting producer and carrier, the Robert Wold Co.

Transponder three was leased to Intelsat two weeks ago to satisfy SIN's need to pick up programming from Telesis, the major television network in Mexico City, and bring it into SIN's San Antonio, Tex., headquarters where it's mixed into the SIN program package.

The Intelsat transponder will also be used by Telecomex, Mexico's telecommunications agency, to transmit Televisa programming to remote parts of Mexico.

Although Ragan is not going to turn away any business from cable programmers, and even suggested the occasional transponders might be used for special cable programming as well as broadcasters, he isn't sure that Westar III will usurp the role of Comsat II, the satellite leased from AT&T by RCA to accommodate the transponder needs of 10 cable programmers, as the next cable satellite.

He said that that would depend on which way the earth stations fell, facing toward Comsat II or Westar III, and that that would, in turn, depend on the "strength of the programing" on the two birds.

To ensure that there is an audience for its programing on Westar III, SSS announced at the National Cable Television Association convention last month that it had plans to install earth stations at 100

Family dishes. Another company looking to create and serve market for low-cost satellite earth stations. American Value has rented booth at Consumer Electronic Show in Chicago this week to sell earth stations for use by apartment buildings, motels and hotels, hospitals and private dwellings at prices ranging from $3,000 to $50,000.

Signed up for 400. Despite controversy surrounding feasibility and availability of equipment, Falcon Communications of Los Angeles has ordered 54-channel (400 mhz) system from Scientific-Atlanta. Order totaling $1.6 million includes 15,000 set-top terminals and 4.6-meter satellite earth station. In prepared statement, Falcon President Marc Nathanson said S-A system would be first 400 mhz system installed in California. It would serve Los Angeles suburbs of Montebello and Monterey Park.

Also at S-A. Wtvr in New Britain, Conn., has become latest television broadcaster to look skyward. Viacom-owned station bought seven-meter receive-only earth station from Scientific-Atlanta. Wtv hopes to use it to bring in news feeds from Republican national convention in Detroit this summer and commercials to be distributed by Blairsat, new satellite distribution service of John Blair & Co.

Olympian TV for some. Attendees of Satellite Private Terminal Seminar scheduled for July 4-6 in San Jose, Calif., will get briefing from Bob Cooper on how he and his firm, Satellite Television Technology, picked up video signals (in black and white) from Russian Molnya satellites using 11-foot dish in Oklahoma. Cooper said prospect of watching Olympics that are to be carried on Russian satellites has caused much excitement in U.S.

PPV possible. TeleMine, New York, is offering M.C., set-top pay television descrambler that is controlled by magnetic stripe on credit card. Monthly subscription card is purchased in advance and when inserted into box descrambles pay programming for month. Magnetic stripe on card can also be encoded with date and times of up to four pay-per-view events. At time of special PPV programming, subscriber who has paid for programming has only to slide card in and out.

Get better. Field Communications Corp., largest UHF broadcaster in U.S., says it is essential that UHF broadcasters avail themselves of technological improvements that will reduce power costs and conserve energy. In comments filed in FCC's study of new technical opportunities for UHF television transmitters (BROADCASTING, March 10), Field supported proposal to permit reduction of minimum aural power to 5% because of potential cost savings. Moreover, Field said it sees no reason to continue permitting maximum aural power of 20% but recommended reduction of maximum to 10%. Field felt that improvements in efficiency of UHF transmitters that can be expected to develop in next decade cannot be viewed as "cure-all solution" to UHF handicap. Field comments essentially agreed with those filed by National Association of Broadcasters. NAB also felt that FCC should address reception problems rather than concentrate on transmitter (BROADCASTING, May 5).

Europe moves on DBS. Contract valued at close to $500 million has been let by France and Germany for construction of direct-to-home broadcast satellites. Consortium of two German and two French companies was awarded pact for satellites to be launched starting in 1983.
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selected cable systems.

Details of those plans were released by SSS last week. According to Selman Kramer, vice president, SSS will begin delivery of the earth stations on June 30, and two or three will be installed every working day thereafter until they're all in place.

SSS will pay for the 10-foot Prodelin dishes and Amplica LNAs, but the cable system receiving the earth station will have to pay freight, insurance and installation costs. Kramer said the dish and LNA package would cost less than $3,000.

Other cable programers, Kramer said, who want to downlink their signal on the dishes will have to share in the cost. Cable systems will be able to buy the earth stations at any time from SSS for the unamortized costs.

The line-up on Westar III

Transponder  Lease
1  Radio broadcasters
2  Hughes Television Network
3  Intelsat
4  Radio broadcasters
5  Occasional service
6  CBS
7  Western Union message traffic
8  Spanish International Network
9  VCI/Satellite-Satellite Syndicated Systems
10  ABC
11  Cable News Network
12  Occasional service

Latest videodisk entrant

General Electric, Matsushita Electric Indus-
trial, Victor Company of Japan and
Thorn EMI have been discussing possibil-
ity of forming three joint venture compa-
rines to assure a solid foundation for
the introduction of the Video High Den-
sity (VHD) videodisk system in the
United States ("In Brief," June 9).

The VHD system was developed by
JVC, a member of the Matsushita group.
The VHD player, featuring fast and slow
motion, freeze frame and stereo audio,
uses a 10-inch disk which plays one hour
on each side.

The three proposed joint ventures would
produce everything necessary to support
the system. GE, EMI and JVC would form
a hardware manufacturing company, and
all four companies would form a software
title and artistic production company and
a software manufacturing company.

Details on the joint venture are still
being negotiated, GE said that it expects
the VHD system to be introduced in the
United States by late 1981.

According to GE, all joint venture plans
are subject to governmental agency
approvals in the United States, Japan and
England. (Matsushita and JVC are based
in Japan and Thorn EMI is based in
England.)

NASA pushing for next generation of satellites

Agency funds development of high-capacity, Ka-band birds; projected launch date is 1986

While the satellite carriers are clamoring
for orbital slots for C-band (4/6 ghz) and
Ku-band (12/14 ghz) satellites, the Na-
tional Aeronautics and Space Administra-
tion, in cooperation with a number of
those same carriers, is moving ahead with
plans to implement an advanced com-
munications satellite system that would
render existing and currently proposed
satellites primitive by comparison.

Spurred by NASA-commissioned
studies that concluded that the demand for
satellite time would spiral upward during
the next two decades, the agency has
awarded contracts to TRW's Space and
Defense Group Systems and Hughes
Aircraft to design an advanced communica-
tions satellite system that would dra-
maically increase satellite capacity
("Broadcasting," June 9) and, according
to one NASA official, satisfy commercial
satellite needs "into the next century.

The contracts will develop in detail
the satellite system conceived and outlined
by Ford Aerospace and Hughes Aircraft,
derunder NASA contracts, last fall.

Satellites envisioned for the system
would operate in the Ka-band (20 ghz
downlink and 30 ghz uplink) and have a
transmission capacity of approximately
one gigabit per second.

According to Joe Sivo, chief of the com-
munications and applications division of
the Lewis Research Center, the NASA
branch in charge of the project, the
transmission capacity for the new satellites
would be 10 to 12 times greater than that
for the most sophisticated, proposed C-
band satellite. He said the advanced
satellite would have the digital equiva-
 lent of around 250 transponders, made pos-
sible by wider bandwidths of the Ka-band
and the re-use of frequencies.

Sivo also said that satellites using the
Ka-band would make better use of the
orbital arc. He said that "theoretically"
space in the Ka-band would be only one-
third of the four degrees necessary for C-
band satellites.

When the TRW and Hughes design for
the system is ready, Sivo said NASA would
procure contracts for the actual construc-
tion of two advanced satellites and ground
stations. Sivo said NASA hopes to launch
the satellites in 1986 and 1988. The
launches would be followed by four-year
experimental periods during which car-
rriers would apply for access to the
satellites, conduct their own tests and
make their conclusion as to commercial
feasibility. Sivo said.

Once the tests are completed, Sivo said,
the technology developed through the pro-
ject would be available to the industry. It is
NASA's hope the 10-year project, which
Sivo said could cost well over $200
million, will induce the industry to adopt
the technology and incorporate it into
future generations of communications
satellites.

Sivo said it's not practical for the indus-
try to undertake the "risk taking" of the
technology because of the enormous cost.

"We are in more bear to moderate the risks and ... push people to go to these advanced
technologies," he said.

To ensure that the system that evolves
from the project is practical, nine common
carriers are participating in the project, ad-
vising and educating the system planners
on the needs of the marketplace. The car-
rriers are AT&T, ITT, Western Union,
Comsat, Satellite Business Systems,
Hughes Communications, GTE Satellite,
RCA Americom and American Satellite.

According to Steve Stevenson, an aero-
space engineer at the Lewis center, repre-
sentatives of the nine carriers have been
meeting about every six weeks to discuss
the project and make their recommenda-
tions.

Sivo compared the project with an
earlier NASA initiative in the 1960's. He
said that after NASA successfully
launched and flew Syncom 1, the first
geosationary satellite, the industry
followed. Like Syncom 1, he said the Ka-
band satellite opens up a "whole new era
in communications implementation," and
NASA is once again doing "the ground
breaking." The one problem of using the high frequencies that will have to be overcome is rain
attenuation—rain and mist weakening the
signal on its way to and from the satellite. The problem is particularly acute with the
uplinking signals, which use frequencies in
the 30 ghz range.

The primary reason that advanced
satellites should be so much more efficient is that the spectrum available is five times wider. Downlinking
frequencies, Sivo said, range from 17.7
ghz to 20.2 ghz for a total bandwidth of
2,500 mhz. That compares to the 500 mhz
bandwidth available for downlinking in the
C-band.

The satellites will also be able to re-use
the same frequencies, perhaps several
times on the same satellite, Sivo said. In-
stead of laying down one broad beam
covering the entire United States as do
most C-band satellites, the advanced
satellites will radiate at least 10 spot
beams, which, Sivo said, would cover the
United States in a kind of mosaic.

Since the beams will be narrow, Sivo said
that the same frequency could be used
for 10 or more beams if their footprint—the
areas their beams cover with a strong
signal on the earth—are not adjacent.

Sivo said studies of future satellite usage
were conducted by Western Union and a
subsidiary of ITT. It was their conclusion
that by the early 1990's the nation's exist-
ing domestic satellite capacity in the C-
band and Ku-band will be saturated.

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FCC eases up a little on ex parte

It formalizes interim policy covering informal rulemakings; where contacts are allowed, rules of procedure have been simplified

The FCC last week adopted procedures for ex parte communications in informal rulemakings that the commission feels not only will streamline its present procedures and encourage more public contact with the commission, but will also give the courts an indication that the commission does follow a structural approach in its decision-making procedures.

The new procedures are essentially the same as interim procedures adopted in June 1978. (Those procedures were adopted as part of a rulemaking proceeding looking into the FCC's ex parte policies.) Under the system, the commission will retain its prohibition of ex parte contacts after issuance of a notice of proposed rulemaking only in those cases that involve "competing claims to a valuable privilege"—for example, in FM and TV channel assignment cases.

However, in all other rulemakings, contact is permitted. The present rules require that the individual or group making the contact must present a written explanation of their presentation. The commissioner receiving the presentation must submit a memo for the file. Under the new system, the commissioner must only log the name of the visitor and the nature of the visit; if the subject matter discussed is material that has already been presented to the commission in the form of comments, other meetings, etc. If the subject matter is new, a memo must be submitted to the procedural file, both at the staff and at the commissioner level. The staff otherwise need not note a visit; the FCC reasons that the staff is already inundated by phone calls and presentations and that noting each one would only increase paperwork and use valuable staff time.

Commissioners Anne Jones and Abbott Washburn, who dissented from the item, engaged in spirited debate with the General Counsel's Office which recommended the new policy. Jones said she felt that access to the commission should not be restricted to anyone who is "the more detail or rules, the more attackable or open to review" will the commission's decisions be.

General Counsel Bob Bruce said: "Not to do it would put us on a collision course with the D.C. circuit—is that worthwhile? We need detail or it will impair the court's review."

Washburn suggested that the FCC, since it is "less timid" than most agencies in conducting these procedures, should rid itself of all ex parte rules in informal rulemakings. "They are offensive and so contrary to the public interest," he said, "that we should be able to take a risk on this."

Bruce countered, saying that he "would prefer litigating a case where the commission is shown to have engaged in reasoned decision-making—it will give the courts confidence in looking at our cases."

Jones answered that she "does not think 'reasonable' can be applied to anything that slows down the process and creates more red tape."

Chairman Charles Ferris said: "It's very important that the perception of how this agency does business has the appearance of regularity. What this recommendation does is to permit those who prefer oral presentations to do so, and it goes beyond that by putting a structure on our procedures. There's a notion abounding that regulatory agencies are doing a lot of things they shouldn't be doing."

Washburn countered again, saying: "Let's do something in the public interest; you've tried to do something in response to a court that's in disarray—let's face it."

CBS's salvo on kids' TV

Network contends that study on which FCC staff based conclusion that there may be need for mandatory program requirements was flawed; such regulation, it also argues, is unconstitutional

CBS told the FCC last week that some of the commission's children's television proposals were illegal, unconstitutional and based on studies that are just plain wrong. In its 145-page comments, CBS also accused the staff of trying to engage in "social engineering."

Targets of the CBS attack were the staff recommendations that the commission specify, either in rules or as license-

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renewal guidelines, that broadcasters carry at least five hours a week of educational or instructional programming for children aged 2 to 5, and two-and-a-half hours of such programming for children 6 to 12, all between 8 a.m. and 8 p.m. on weekdays.

By attempting to require specific amounts of specific types of programming, CBS maintains, the proposals violate both the intent of the Communications Act and the First Amendment itself.

More than that, the brief asserts, the two premises on which the staff based its proposals—that broadcasters have failed to comply with the guidelines of the FCC’s 1974 report on children’s TV and that there has been “a marketplace failure” to satisfy consumer demand for more educational programming for children—are both wrong.

What it all boils down to, CBS contends, is “an attempt to impose, by government fiat, the staff’s own views as to what would be socially desirable in the area of children’s television,” in violation of the First Amendment.

“In an era of widespread disenchantment with the notion that government regulation is the answer to everything that is perceived to be a social problem—and at a time when this commission itself is increasingly espousing a philosophy of deregulation—it borders on the bizarre for the staff to propose a type of regulation which would, in the words of the U.S. Court of Appeals in National Black Media Coalition vs. FCC, ‘do more to subvert the editorial independence of broadcasters and impose greater restrictions on broadcasting than any duties or guidelines presently imposed by the commission.’

CBS, which had to invoke the Freedom of Information Act to get access to some of the studies that the staff relied on, contends the basic studies were “fundamentally flawed.” In the so-called Fontes study, for example, the brief notes, programs were categorized as “entertainment,” “instructional” or “don’t know” by vote of a panel of five experts working from a list provided by the staff, with three votes out of five prevailing in each case.

“Not surprisingly,” CBS says, “this procedure resulted in an extraordinary amount of disagreement among the experts. To begin with, 25% of all programs were classified as ‘don’t know’ by the panel.” An additional 14% were classified as either “entertainment” or “instructional” by a 3-2 vote, the brief continues, and in several instances programs commonly regarded by educators and others as educational were classified entertainment by the panel.

The Fontes study, the brief asserts, also excluded all locally produced children’s programs from its count, on the grounds that the panel wasn’t familiar with them. This exclusion alone “totally undercuts the conclusions of the Fontes study as to the number of hours of informational children’s programming presented by the average licensee,” according to CBS.

“Even if the findings of these studies are accepted at face value,” CBS tells the commission, “they provide no support for the conclusion that broadcasters are not presenting a ‘reasonable amount’ of children’s educational programming.”

As for “unsatisfied consumer demand” for more children’s educational programs, the brief adds that ratings data indicate that “comparatively few youngsters watch the amount that’s available now.”

“Moreover,” the brief continues, “it is difficult to comprehend how the staff can, on the one hand, assume an unsatisfied consumer demand for educational and informational-type programs and, on the other, completely exclude from its analysis the many programs of this kind which are presented on public television (and also focus exclusively on the minimal amount of children’s programming broadcast by the ‘average’ commercial station rather than attempting to assess the actual choices which are available to children in particular television markets, taken as a whole, at any given time.

“The staff’s commission in this regard can only lead to the conclusion that it is less concerned with the actual availability of educational and other children’s programs to young viewers than with molding a record to justify the unprecedented programming requirement which it would have the commission impose.”

CBS also challenges the staff’s definition of children’s programming as that which was “originally produced and broadcast primarily for children 12 years
old and under. It prefers FCC Commissioner Abbott Washburn's definition: "programs contributing to the learning experience of young people 17 years old and below."

With the provision that pure entertainment is as legitimate a part of programming for children as for adults, CBS says, "Commissioner Washburn's approach would have the significant advantage of recognizing the responsibility of broadcasters to serve a significant audience group, but doing so in the manner consistent with the First Amendment and previous commission policy."

First things first—Jones

FCC commissioner questions whether FCC's socially oriented policies result in neglect of agency's proper mission

FCC Commissioner Anne Jones cautioned last week that the FCC—in light of a tremendous workload and limited resources—should get its priorities in order.

Speaking before the Federal Communications Bar Association, Jones expressed her reservations about some of the FCC's activities and counseled that because of its limitations, "the FCC must always keep firmly in mind just what its responsibilities are."

Jones said that during her 14 months with the commission, she has been "impressed" with how well the FCC does much of its job; however, it "could be even better and more prompt if the commission focused its efforts and resources on its own statutory mandate."

She took issue first with the FCC's equal employment opportunity and minority ownership policies. "As to relevance, it seems to me that the notion that greater participation in broadcasting by women and minorities will lead to more programming responsive to their needs of wants is largely a hope, rather than a rational expectation," she said. "Nevertheless, despite scant evidence and questionable logic, the commission presses forward with its EEO and minority ownership programs." Jones questioned whether the FCC should devote a substantial portion of its resources to activities more "directly within the purview of other agencies," when those resources "could well be employed in those areas to reduce backlogs which are both embarrassing to the commission and contrary to the public interest."

Jones also questioned whether the commission, rather than instituting "guidelines" for EEO hiring, is really establishing "quotas" for broadcast licensees. "And if they are quotas," she added, "I believe that we should call them by their right name and think hard about whether they are useful and proper."

Jones then touched on the commis-

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sion's action taken that morning to streamline its ex parte rules (page 71), which she feels should be revoked entirely.

In speaking about the commission's decision to adopt a single system—Magnavox—for AM stereo broadcasting, Jones said she dissented on the ground that "I believe selection of a winning system in this proceeding is not a proper function of the commission." "In my view," she stated, "consumers are at least as competent to judge sound quality as the commission or its staff, and it is neither necessary nor desirable for the commission to protect broadcasters or consumers from the inconvenience and risks of having to make a marketplace decision."

Jones said she discussed issues which she feels draw a fine line between "matters which are properly of concern to the FCC and others which are not." She believes that "it is very much in the public interest" for the FCC "to stay on the right line" of a case.

"If the commission's resources were greater, or its workload were less, it would perhaps not be necessary to question the relevance to its mandate of otherwise desirable programs, or ask whether policies designed to enhance fairness impede wise rulemaking," she concluded. But because of its limitations, "we should not forget what we are supposed to be trying to do."

FCC OK's educational use of commercial FM

Commission upholds Broadcast Bureau grant of 107.9 mhz in Burlington, Vt., to Vermont Public Radio network

For the first time, the FCC has granted an application to reserve a commercial FM channel for noncommercial educational use in a situation where no interference to television reception is involved.

The FCC upheld an April 1979 Broadcast Bureau decision to realign 107.9 mhz from Newport to Burlington, both Vermont, and grant the application of Vermont Public Radio Inc. which plans to use that channel along with its wvpr-fm Windsor, Vt., to form a statewide educational FM service.

Normally, the commission would consider noncommercial applications for commercial stations only when there was a threat of interference to television channel 6 reception. And, according to an FCC estimate, it has granted almost 40 of those requests, pending the outcome of a rulemaking proceeding on the matter.

However, the FCC, as part of its spectrum policy, had reserved three commercial channels—92.1 mhz Muncie, Ind., 103.7 mhz Bloomington, Ind. and 107.1 mhz Waco, Tex. for noncommercial use because television channel 6 interference would have precluded the use of noncommercial frequencies there.

In granting VPR's request for the frequency, the FCC said a first noncommercial educational FM service would be provided to 285,866 potential listeners in an area of 7,774 square miles, 81% of Vermont's total area. The FCC noted that while the use of a noncommercial channel is not precluded because of television interference in that area, "due primarily to the preclusion impact of Canadian assignments, no allocation possibilities other than the 107.9 mhz assignment existed to serve this large unserved area."

Newport Broadcasting Corp. had filed an application for the Newport allocation three months before Vermont Public Radio, in February 1977. When the Broadcast Bureau ruled in favor of VPR, Newport argued that the bureau's comparison between the need for a noncommercial educational service and commercial service in northern Vermont was improper and meaningless, since only the needs of Newport for a wide-coverage sta-
Ferris urges more state-federal cooperation in regulation

FCC Chairman Charles Ferris feels that open lines of communications between state and federal regulating authorities are the key to a successful transition into the new telecommunications era.

Speaking before the 33rd annual symposium of the New England Conference of Public Utilities Commissioners in Boston last Monday, Ferris said “a first principle that guides us is that the technological changes driving the process are incorporated into networks falling under both state and federal jurisdictions. What we do and what you do are inextricably related.”

Ferris said that the FCC is re-examining some of its policies to see how best to meet the changing nature of the communications market—but there must be a cooperative spirit with state agencies to ensure orderly transition.

“We are all moving through uncharted waters,” he said, “where we come to depend on the communications tides to each other. We need to explain our different views of the issues that are before us.”

Ferris noted that the “current view of the commission, of the federal sector as a whole, and I believe of most state regulatory bodies as well, is that where effective competition exists, such competition—and not governmental imposed rules and constraints—should be relied upon to promote efficiency and to protect the public interest. Regulation may be a surrogate for competition but there is no substitute for the real thing. This is particularly true for interstate services.”

He added that “changes in the structure of telecommunications markets ... have created a good deal of stress on existing institutional arrangements that have served the industry for many years now.” Particularly, Ferris noted that the separations procedures, which govern the division of the telephone industry’s rate base and revenue for providing long distance service, were “obviously created for quieter times.”
Programing

Washington becomes children's town
NAB-NATPE-sponsored conference on programming for youngsters will offer idea exchange

During this week and next Washington will find broadcasters focusing on children's television programming—filing their comments due today (June 16) in the FCC's children's TV proceeding and at the fourth Children's Television Programming Conference beginning next Monday.

The National Association of Broadcasters has traditionally sponsored this biennial affair. This year, however, NAB is doing it in concert with the National Association of Television Program Executives.

The conference, which begins June 25 at the Key Bridge Marriott in Rosslyn, Va., and runs for three days, is a place where stations can share information and ideas on children's programming.

Jane Cohen, vice president of NAB's television department, pointed out that the conference is not to "sell wares, not for syndicators to make their pitch," but a place where local broadcasters can come to "see how to better children's programming in their market—-a forum for ideas."

On the opening day of the conference, Wednesday, broadcasters will be able to tour four separate screening rooms that will be showing a new children's show every half hour. The shows will be tapes of local programming brought by conference attendees. And each broadcaster will make a presentation with the tape to describe production details, target audience and costs.

There will be a VIP reception Wednesday night.

On Thursday the conference opens at 8:30 a.m. with remarks by FCC Chairman Charles Ferris, Lon Swanson, chairman of NAB's children's committee and vice president and general manager of WIC/Tv Pittsburgh, and Ron Gold, a member of the board of directors of NATPE and program manager of WTAF/Tv Philadelphia.

The remarks will be followed by a general session. Some highlights include: "What Does Washington Really Think About Children's TV?" with Senator John Heinz (R-Pa.), Representative Timothy Wirth (D-Colo.) and FCC Commissioner Abbott Washburn as panelists; "The Buddy System: Broadcasters and Educators," with Ellen Rodman, director of children's projects for NBC; Nick Van Dyke, executive director of the National Council for Children and Television; Debby Lipowsky, curriculum design director for critical television viewing projects for WNET/Tv New York, and Michael McAndrew, director of educative service for Capital Cities Communications talking about the growing partnership of broadcasters and educators eager to produce good children's programming. Broadcasters will also be able to get economic hints on successful programming at a session on "Successful Local Children's Programs" for different market sizes—1-25, 26-75 and 76+. Panelists will discuss the various technologies and techniques their stations employ to control costs in producing programming.

Thursday afternoon will feature a session on "What the Critics Want" with Dr. Bernard Solomon, of the Philadelphia public schools, Peggy Charren, president of Action for Children's Television and Richard Maynard, of Scholastic Magazine.

The final day of the conference will feature a session on regional production—another workshop intended to clue broadcasters into sharing ideas with local groups and learn about workable alternatives to successful children's programming.

That session will be followed by a workshop on the advertisers' role—where panelists from Madison Avenue will tell local advertisers the best ways of presenting ideas to them. Panelists include Wes Dubin of Needham, Harper & Steers, Ave Butensky of Ed Libov Associates Inc. and Bob Gillespie of General Foods.

The local broadcasters will then be shown what the networks are doing, with Squire Rushnell of ABC, Faith Heath of CBS, Mary Alice Dwyer of NBC and Bill Reed of PBS—all heads of their network's children's programming units—showing their wares.

The conference will wind up with a general session, "Kids Talk About Television," during which local children will discuss what they see as important issues. Michael Young, host of ABC's Kids Are People Too, will moderate the roundtable discussion.

Every conference attendee will receive a resource book—called "Kids Stuff"—which will include, among other things, NAB's code regulations, the legal aspects of children's programming, examples of programming and outreach projects.

Once again it's CBS

With eight of the top 10 shows, the network captures prime time for week ended June 8; ABC is pleased with performance of news

With eight of the top-10 shows, led by 60 Minutes, CBS-1VII scored another prime-time victory for the week ended June 8. It
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The SK-100 comes with your choice of tubes. You can have our new 1\(^{\text{st}}\) (25mm) low-lag Saticon (no tube in the world has greater resolution: 65% depth of modulation @ 400 TV lines) or a 30mm Plumbicon\(^{\text{a}}\) or a 25mm diode gun tube. Choose the Saticon with its pin-lead target design, and you also get the highest S/N ratio of any camera to date: 56 dB! There’s an Automatic Beam Optimizer that gives you a wider dynamic range—four f/stops more light-handling capability. A full linear matrix masking amplifier lets you make fine adjustments of hue and color saturation. Other built-in features include a VIT color bar generator, automatic detail circuit, and high performance G/R contour corrector. The camera can be driven by discrete pulses or genlock.

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The most advanced camera ever, with or without a computer.

We made extensive use of LSI processing circuitry for stability and reliability. And modular construction makes serviceability tops. There’s plenty of special effects capability, including the ability to switchably invert horizontal or vertical deflection, individually or together, and to invert the RGB signal polarity. The DCU/triax option allows you to remote control the SK-100 from up to a mile away.

The computer
This is a zero-reference computer that gives you a dramatic reduction in set-up time, yet requires no technical skill. Just push a button and green, red, and blue channels are set up so you can be air-ready in moments. There’s complete fault diagnosis displayed on the picture monitor, and even an optional printout. You get six built-in memories for lens distortion correction. Plus a full remote control panel for painting and contrast adjustment.

Just as important, unlike some computer cameras, you can take over full manual control of the SK-100. Or select a single set-up function and bypass the others for fast custom adjustments after initial set-up. The SK-100 computer gives you the best of all possible worlds.

We’re proud of the genius in our family. We’re so sure that we have the most advanced computer and the most advanced camera ever, that we invite you to compare them—feature for feature, capability for capability—with anything in the world. And the SK-100 is available for immediate delivery. From Hitachi... who else?

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was CBS's fourth consecutive win. The averages gave CBS a 14.9 rating and 28.5 share to ABC-TV's 14.3/27.3 and NBC-TV's 12.9/24.7.

During the week, ABC took Tuesday, Thursday and Saturday; CBS won Friday and Sunday, and for NBC, victory came on Monday and Wednesday.

News programming showed up at both the top and the bottom of the ratings. CBS's 60 Minutes brought in the highest score with a 22.6/48 while an NBC Reports: Is There a Better Way fell deepest into the basement, earning a meager 4.8/10 for 67th place.

After 60 Minutes, others in the top 10 were CBS's M*A*S*H (21.9/38) and Alice (21.5/37); NBC's Monday movie: Secrets of Three Hungry Housewives (20.6/35); CBS's Duces of Hazzard (20.5/41) and Dallas (19.8/39); ABC's Three's Company (19.5/34) and CBS's House Calls (19.0/32), Tony Awards special (18.2/32) and Phyl and Micky (18.0/33).

While ABC likely isn't thrilled with second place in prime time, it was braving about second place in evening news, having taken over the NBC Nightly News for the sixth consecutive week—bearing NBC by 1 in ratings and coming within 60 of CBS. For the week, it was the CBS Evening News with Walter Cronkite at 11.6/27; ABC's World News Tonight at 11.0/25 and the NBC Nightly News at 9.9/23.

The six-week average, according to ABC, was CBS 13.0/29; ABC 11.3/25, and NBC 10.6/24.

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**Listener's countdown.** Drake Chenault Inc. plans to unveil results of its listener's survey of all-time favorite records on weekend of July 4. Since April 19, syndicator has been asking listeners of its Weekly Top 30 program to send in entry listing their top three favorite records and radio stations on which they were heard. Top five records in that survey were: Stairway to Heaven by Led Zeppelin, Mandy by Barry Manilow, Call Me by Blondie, Hey Jude by the Beatles, and Another Brick in the Wall by Pink Floyd. Also being released by Drake Chenault this summer is updated version of its Golden Years of Country. Hosted by Bob Kingsley who produces and hosts company's "Great American Country" syndicated formal, program runs 25 hours and will be available on disk or tape.

**Song of the Bard.** National Radio Theatre, Chicago, has begun producing 13-hour serialization of Homer's Odyssey. Yuri Rasovsky, originator of NRT's Chicago Radio Theater series, wrote radio adaptation and is producing and directing dramatization. Irene Worth, Sheppard Strudwick, Barry Morse and John Glover have lead roles while 11 Chicago-based performers are handling the other parts among them. NRT hopes to distribute series to public and commercial radio stations and is looking for national sponsor. Odyssey is to be first in new series of dramatization from NRT entitled Imagine, series will deal with fantasy, science fiction and ghost stories. It was originally funded by grants from Markle Foundation and National Endowment for Humanities.

**First Five.** The top five records in contemporary radio airplay, as reported by Broadcasters' Playlists: (1) Coming Up by Wings on Columbia; (2) Biggest Part Of Me by Ambrosia on Warner Bros.; (3) Against The Wind by Bob Seeger on Capitol; (4) It's Still Rock 'n' Roll To Me by Billy Joel on Columbia; (5) The Rose by Bette Midler on Atlantic. The top five in country radio airplay: (1) You Win Again by Charley Pride on RCA; (2) Blue Side Of Me by Crystal Gayle on Columbia; (3) He Stopped Loving Her Today by George Jones on Epic; (4) Bar Room Buddies by Merle Haggard and Clint Eastwood on Elektra; (5) Friday Night Blues by John Conley on MCA.

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Broadcasting Jun 16 1980 78
INN is in business

WPIX-originated news service for independents opens for business with 27 stations and potential for 36.5-million homes

In New York, nothing much looked different. The WPIX news set was the same as it has been for the past couple of years. And at the anchor desk were the familiar faces of Pat Harper, Bill Jorgensen and Steve Bosh.

Behind the scenes, however, things were tenser than usual. Cosmetically, it may have seemed just another show, but in content and concept, it was considerably different.

The stories covered weren't local but rather national and international, and the viewing audience extended well beyond the New York metropolitan area. From its New York studios last Monday (June 9), WPIX launched Independent Network News, a half-hour barter newscast carried by 27 stations with a potential household reach of 36.5 million (BROADCASTING, May 5). Unlike veteran network competitors, this Monday-Friday half-hour is intended for prime time.

It was the second new news network to emerge this month, the first being Ted Turner's Cable News Network emanating from Atlanta. Given the differences in scope between launching 24 hours a day of CNN and 30 minutes of INN, it's no surprise that the latter hasn't come close to attracting the attention of the former, even though INN's household reach is some 18 times that of CNN.

Charter affiliates of INN, which last week began airing the Westar satellite-transmitted feed from WPIX, were KCOP Los Angeles; WGN-TV Chicago; WJAR-TV Philadelphia; WSBK-TV Boston; WDCB-TV Washington; KXTV-TV Dallas; KMOV-TV St. Louis; WAXN-TV Atlanta; KSTW Seattle-Tacoma; KCMN-TV Denver; KPTV Portland, Ore.; WVTM Milwaukee; KBSA-TV Kansas City, Mo.; WUTV Buffalo, N.Y.; WFTV-TV Memphis; KGMC Oklahoma City; WOFI Orlando, Fla.; WDRB-TV Louisville, Ky.; WYAH-TV Norfolk-Portsmouth, Va.; KSTU Salt Lake City; KMPT Fresno-Tulare, Calif.; KAZN Tucson-Nogales, Ariz.; WFFT-TV Fort Wayne, Ind.; WQRF-TV Rockford, Ill.; KADC Lafayette, La.; and KVVU-TV Las Vegas-Henderson.

At the close of INN's premiere newscast, each affiliated station was welcomed to the fold, with the three anchors reading off call letters on a map. WPIX was treated as just another affiliate, and if a casual viewer did not notice a WPIX copyright signature at the end of the broadcast, the WPIX/INN connection may not have been made.

The report itself was geared for a national audience, leading off with President Carter in Miami and followed by other stories on subjects ranging from Iran to Israel. A broad-appeal sports feature came from INN (and WPIX) sports editor Jerry Girard. When anchor Harper gave the weather, it was in terms of region, with a rundown of the forecast for selected cities.

A business report also was included. The launch wasn't without its snafus—but nothing the viewers hadn't seen before. This time, it was instability in the tape of a report by INN senior Washington correspondent Ford Rowan, formerly of NBC. Rowan is part of a 10-15-person Washington bureau being set up by INN and led by Elvera Ruby.

In addition to the Washington staff and...
those at WPIX itself, INN is relying on international suppliers UPITN, Visnews, UPI and AP. Affiliated stations also are contributing.

INN's first-year budget has been planned at $6 million—a figure WPIX expects to earn back if all six 30-second national advertising positions are sold. By last week's launch, the network newscast was sold out to Dean Witter and Block Drug (through BBDO), Lever Bros. (Young & Rubicam), General Foods (J. Walter Thompson), Mobil (in house) and Bristol-Myers (in house). WPIX asked advertisers for a one-year commitment costing $1 million, or a little less than $4,000 for a 30 each evening. Advertiser response, according to WPIX Inc. President Leavitt J. Pope, has been strong enough to think about going to seven nights a week before the end of the year.

John Corporan, WPIX vice president, news and INN chief, acknowledged that $6 million doesn't come close to the budget of ABC, CBS and NBC but maintained that a network service still can be provided. The competitive key factor, he added, is that INN is providing network news "when nobody else is"—in prime time.

The INN feed via Westar satellite is transmitted at 9:30 p.m. (NYT), with most stations delaying it a half-hour and many following with a half-hour of local news. Last week only KXTX-TV Dallas took the INN feed live.

In the coincidental ratings measured for premiere broadcast, WPIX received a 2.2; KCOP a 4.8 and WON-TV an 8.2. In New York, WPIX faced a competitive problem from what normally had been one of the stations' best ratings friends: the New York Yankees. Although WPIX holds the Yankee rights, last Monday was one of those evenings when a network, this time ABC, carried the game nationally.

**Encouragement from Muskie**

He indicates he can support free-press efforts at UNESCO meeting in Belgrade; he also says he'll run 'open' shop

A group of newspaper publishers and broadcast industry executives came away from a meeting with Secretary of State Edmund Muskie last week heartened over his response to a request that the U.S. support free-press issues at a UNESCO meeting in Belgrade, Yugoslavia, in September. But he was unable to give any assurance regarding the degree to which the United States will be prepared to meet commitments made in November 1978 to help Third World countries improve their communications systems.

The news executives did receive a pledge from the new secretary of state, however. He said he would run an "open" State Department, one sensitive to the feeling that a politician, like himself, can bring to the job—that political acts should be made in the public view.

The group, headed by Howard Andersen, publisher of the *Omaha World-Herald* and chairman of the World Press Freedom Committee, which arranged the meeting, stressed that, as Andersen said, American media organizations are prepared "to help the Third World and developing countries" develop their communications capabilities and train their journalists in ways that are "consistent with the principle of freedom of access [to sources] and the free flow of information."

But the group expressed concerns about the MacBride Commission report on the study of communications problems, which will be on the agenda at Belgrade. George Beebe, of the *Miami Herald*, said the report contains a number of conclusions American journalists support. But he also said it includes recommendations that U.S. media representatives feel run counter to U.S. traditions under the First Amendment.

A group in the State Department last week began studying the report with a view to developing the U.S. draft comments by early August. The report will also have the attention of an interagency group that has not yet been established.

Muskie's readiness to meet with the group was itself taken as an indication of support. He also said the agenda the news executives submitted "ought to be within our reach." And he was clear in his espousal of First Amendment principles. All of which led Andersen to tell reporters later that Muskie's response "was very positive."

However, the only item on the group's agenda that seemed to offer no problem for the State Department was the naming of a media representative to the five-member delegation that will represent the U.S. in Belgrade. Andersen had said the group supported Elie Abel, the former NBC News correspondent and dean of the Columbia School of Journalism now on the faculty of Stanford University, whose name was reported to be under consideration ("Closed Circuit," June 9). "Abel is no problem; that's the easiest," Muskie said.

He also said the State Department would "try" to be prompt in naming the delegation, which will be backed by seven alternates and a number of back-up personnel. The only other person State is believed ready to name is John Fobes, a State Department official who has been on loan to the UNESCO staff in Paris.

The commitments concerning aid to developing nations' communications systems that were discussed with Muskie had been made by John E. Reinhardt, director of the U.S. International Communications Agency, at a UNESCO general meeting in Paris (Broadcasting, Nov. 6, 1978). He spoke of a program to help developing countries apply the benefits of satellite technology to economic and social needs in their rural areas—a six-year, $24-million program—and of a plan to set up regional training centers for Third World journalists.

It would be "helpful" to have a report on "Reinhardt's commitments" for pre-
The controversy erupted over the U.S. government's refusal to permit CBS to transmit a news story from Cuba by satellite. The decision, announced by the White House, was an abrupt reversal of previous policy. The White House statement said that because of "the growing media interest in television transmissions by satellite from Cuba to the U.S." the government would revise regulations forbidding trade and financial transactions with that country. Satellite transmission of television news and programs will be permitted, the statement said.

The controversy was a consequence of the trade embargo imposed against Cuba in 1963. The embargo bars all trade with that country as well as any upgrading of existing links, including telecommunications facilities. But when Cuba established its own earth station to hook up with the international communications satellite network in September 1979, the government said it would permit the media to use Comsat to transmit news stories from Cuba by U.S. media organizations.

CBS News President William Leonard had an opportunity last week to thank Muskie personally. Leonard was part of a group of news executives who met with the secretary on the upcoming UNESCO general conference in Belgrade, Yugoslavia, in September (see page 80).

"We were happy about your decision reversing a stand that seemed to block the free flow of news," Leonard said. "We appreciate the consideration and thoughtfulness with which you responded."

"That was easy for me," Muskie said. "I was glad to be involved in that."

U.S. throws out policy on Cuban earth station

Ruckus raised after CBS was not allowed access prompts decision to permit transmissions

The controversy that erupted over the U.S. government's refusal to permit CBS to transmit a news story from Cuba by satellite has resulted in abandonment of the policy that led to the refusal. The decision, announced by the White House, was one in which Secretary of State Edmund S. Muskie had a personal hand.

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TV executives view larger picture at Keystone

On-the-quiet conference in mountains of Colorado gives high-level types chance to put their medium in perspective

Add Keystone to the list that already includes The Greenbrier, Wye, Lake Geneva and the other rural, secluded resorts where corporate presidents like to gather to hear, as they did last week, the latest about Iran or the economy or the Soviet Union. If a bomb had been dropped on that little Colorado town last week, a large part of American television would have been wiped out.

Among the 60 or so top executives gathered at the Keystone Lodge last week were: Fred Silverman, president of NBC; Jim Rosenfield, president of the CBS Television Network; Dick Wald, senior vice president of ABC News; Bill Small, president of NBC News; Jonathan Axelrod, vice president for dramatic development, ABC Entertainment; Grant Tinker, president of MTM Enterprises; Alan Shayne, president of Warner Bros. Television; Ragan Henry, president of Broadcast Enterprises Inc.; Dick Block, an independent consultant and former president of Kaiser Broadcasting; Edwin Newman, NBC News correspondent; Alan Horn, president of Tandem Productions/TAT Communications; Mary Milton, a program officer with the Markle Foundation; Ed Bleier, president of Warner Bros. Television Distribution; Sheila Mahony, former executive director of the Carnegie Commission on the Future of Public Broadcasting; Gary Nardino, president of Paramount Television; Austin Furst, president of Time-Life Television; Alan Courtney of Youngstreet Productions, and Herman Land, president of the Association of Independent Television Stations (INTV) who, with Gene Accas of Leo Burnett Co., was a principal organizer of the very off-the-record conference.

Keystone is one of those posh ski resorts that dot the mountains of Colorado. It's an hour up the road from Vail and about three hours from Aspen. It's 70 miles west of Denver at the 9,100-foot level. Rooms go for $100 a day during the season, and a six-bedroom condominium there recently sold for $250,000.

For the last few years, it has been the site of an annual conference sponsored by the nonprofit Television Conference Foundation Inc., of which very little is known and about which the organizers will say less. This year's meeting, according to the logos on the white windbreakers worn by participants and the blue shoulder bags they sported, was called TCFI '80 Broadcast Conference. Materials for the four days of meetings were contained in blue loose-leaf folders, also bearing the logo.

The meeting is closed to the press, and a Broadcasting reporter taking lunch at the lodge on Sunday (June 8), was greeted more than once with "I'm not supposed to talk to you."

Several participants did, however, and, although they chose to speak in only the most vague of generalities, it became apparent that the conference was not so much about television as about events in the world that television portrays. Among the 15 speakers were some foreign journalists, Ambassador Malcolm Toon, who represents the U.S. in Moscow, and others of the international community. It was said that later in the week there were to be more specific discussions about television.

International relations dominated last week's conference, however, in large part because they have dominated much of the news in the past year. Participants said that earlier meetings had other topics as the
Every major Nielsen since May '79 has rated KMSP-TV as the Number One Independent in the top 20 markets.*

We think this demonstrates a consistency some people might envy a little.

*Based on DMA share of households, sign-on to sign-off (Monday-Sunday, 7:00 am to 1:00 am). Nielsen Station Indexes: May '79, July '79, Oct. '79, Nov. '79, Jan. '80 and Feb. '80 Special Report. Audience measurement data are estimates only and subject to the qualifications set forth in the reports.
central issues.

Most of the executives attending appeared to be doing so with their wives, and there were even some children on hand. One participant described the annual conference, which began in the mid-sixties in Aspen, as a time for the leaders of the medium to get together without commercial or business pressures. It was acknowledged, however, that some business inevitably must go on—but contrary to the design or the desires of the foundation.

"It's an opportunity for them to let their hair down and talk about things they wouldn't get a chance to otherwise," one person said.

Approximately 125 persons in all attended the conference. It was the largest gathering in the history of the invitation-only meetings.

**FM growth continues**

FM is moving to clinch supremacy in all radio day parts, according to CBS Radio's analysis of the just-released RADAR 21 (fall 1979/spring 1980) survey.

Eli W. Kaufman, vice president and general manager of CBS-FM National Sales, said FM's lowest share by day part is Monday-Friday morning drive time, 46%, which itself is a gain over the 43.9% morning drive-time share FM showed in RADAR 20. And he stressed that "even this segment of FM listenership is nearing 50%.

Over-all, FM's share of radio listening (Monday-Sunday, 24 hours, average-quarter-hour, persons 12+) is now 55%, up from 52.4%. The strongest day part for FM is the Saturday 7 p.m.-12 midnight slot, when it captures 63.7% of all listeners. A close second is the same time period on Sunday nights, when FM scores a 63.5% share. In RADAR 20, FM's share in those two periods were, respectively, 61.9% and 60.1%.

Kaufman adds: "The trend to FM is even more apparent when you take into consideration that the 7 p.m. to midnight figures top a 60% share level throughout the entire week. That includes Monday-Sunday and Monday-Friday, in addition to Saturday and Sunday."

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**Changing Hands**

**PROPOSED**

- WIEF-AM Evansville, Ind.; WMT-AM-FM Cedar Rapids, Iowa; WAVE-AM-FM Louisville, Ky.; WWRV-TV Green Bay, Wis., and its satellite, WMNT-TV Escanaba, Mich.; Sold by Orion Broadcasting Inc. to Cosmos Broadcasting Corp. for $110 million (broadcasting, June 9). Seller is owned principally by estate of George W. Norton and family. Norton's nephew, T. Ballard Morton, is president and will continue in that role after completion of deal, expected some time in 1981. Buyer is subsidiary of The Liberty Corp., Greenville, S.C.-based publicly traded holding company with interests in insurance, broadcasting and banking. Largest block is owned by Francis N. Hipp, brother, Herman, and son, W. Hayne, and families. Francis Hipp is chairman of Liberty. Charles A. Baisden is chairman of Cosmos, which currently owns WSFA-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla.; WDSU-TV New Orleans; WTOI-TV Toledo, Ohio, and WISAM-TV Columbia, S.C. To be spun off are: WAVE(AM), WMT-AM-FM and WMNT-TV. WIEF-AM is NBC affiliate on channel 14 with 2,203 kw visual, 331 kw aural and antenna 1,022 feet above average terrain. WMT(AM) is on 600 khz with 5 kw full time. WMNT-FM is 96.5 mhz with 50 kw and antenna 50 feet above average terrain. WMT-TV is CBS affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 1,450 feet above average terrain. WAVE(AM) is on 970 khz with 5 kw full time. WAVE-TV is NBC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 910 feet above average terrain. WFRV-TV is NBC affiliate on channel 5 with 93.3 kw visual, 18.6 kw aural and antenna 1,120 feet above average terrain. WMNT-TV is NBC affiliate on channel 5 with 100 kw visual, 20 kw aural and antenna 1,192 feet above average terrain.

- KOUVO-FM Brownsville, Tex.: Sold by Media Properties Inc. to John Horn Broadcasting Co. for $850,000. Seller is owned by Paul Veale and G.E. Roney (37.5% each) and Ron Whitoock (25%). They also own KITE-FM Portland, Tex. Buyer is owned by John J. Horn, Macomb, Ill., investor with no other broadcast interests. KOUVO is on 100.3 mhz with 100 kw and antenna 500 feet above average terrain.

- KNOJ(FM) Thousand Oaks, Calif.; Sold by Alan Fischer (72%) and John H. Poole (28%) to Thousand Oaks Radio Corp. for $750,000. Fischer and Poole have no other broadcast interests. Buyer is owned by Palomar Broadcasters Corp., which is owned principally by Arthur B. Hagan and John D. Feldmann, partners in Encino, Calif., media brokerage firm. Palomar is licensee of KOWN-AM-FM Escondido, Calif., and owns 47.5% of KMZ(AM)-KRFD(FM) Marysville, Calif. Hogan and Feldmann also own 45% each of KRKC(AM) King City, Calif., and 31% each of KCXM(A)-KK(KF) Ashland, Ore. Licensee of KRKC has application pending for new FM in King City. KNOJ is on 92.7 mhz with 560 w with antenna 630 feet above average terrain.

- WGL(AM) Fort Wayne, Ind.: Sold by News-Sentinel Broadcasting Co. to Patten
Communications Corp. for $675,000. Seller, co-owned with Fort Wayne News-Sentinel, is owned by Helene R. Foellinger who has no other broadcast interests. Buyer is owned by its chairman, Myron P. Patten (54.38%), and 24 others. Patten, based in Southfield, Mich., owns WDOQ(FM) Daytona Beach, Fla.; WMPX(AM) Midland, Mich.; WKNM(FM) Joliet, Ill.; KLNT(AM) Kansas City, Mo.; KMCE(AM) Cudahy, Wis.; WNYJ(FM) Riviera Beach, Fla., and KARO(AM) Vancouver, Wash., and outdoor advertising firm. WGL is on 1250 kw with 1 kw full time.

- KXEM(AM) Merced, Calif.: Sold by Kwik Broadcasting Inc. to Cal Central Broadcasting Inc. for $500,000. Seller is owned by Ron Smith and wife, Nancy, who also own KXEM(AM) McFarland and KXAS(AM) Salinas, both California. Buyer is owned by Dennis L. Cresswell (46%), Robert L. Dochterman (18%), James C. Diaz (17%), Tom Briseno (16%), and Anthony A. Rossi (3%). Cresswell is Palo Alto, Calif., public relations representative. Dochterman is broadcasting instructor at Cheboygan College, Hayward, Calif. Diaz is Pacific Telephone Co. executive, San Francisco. Briseno is announcer for KTVU(AM) San Jose. Rossi is sales manager for Cudahy Foods, Hayward. KXEM is 1 kw daytimer on 1580 khz. Broker: W. John Grandy.

- WEBS(AM) Calhoun, Ga.: Sold by Emma Jo Stocks and family to Tom Pledger and Sanford Orkin (41% each), Kenyon Payne (16%) and his brother, Morgan Payne (2%) for $395,000. Stocks family holds cable franchise for Calhoun. They have no other broadcast interests. Pledger is former chairman of Bynum & Sims, Fort Lauderdale, Fla., diversified company that includes cable holdings. He is currently chairman of Palm Beach county, Fla., construction company. Orkin is Atlanta investor and member of Orkin Exterminator Co. family, whose firm has been sold to Rollins Inc., Atlanta. Kenyon Payne is former general manager of WQXIE(AM) Rome, Ga. Morgan Payne is president of Cypress Corp., Atlanta investment company owned by group broadcaster J.B. Fuqua. They have no other broadcast interests. WEBS is on 1110 khz with 250 w day. Broker: The MacMillan Co.

- KQED(AM)-FM Dewitt, Ark.: Sold by Dewitt Broadcasting Inc. to James Moore and John Green (35% each), Willie R. Harris and Lowell Jumper (15% each) for $253,773. Seller is owned by Edward Moore (45%), his wife, Ruth (4%), Everett C. Colt (25%), Kay Buford and Ruby Mushrush (13% each). They have no other broadcast interests. Moore is England Ark., dentist. Green is salesman for drug company in England. Harris is England physician. Jumper is weatherman for KARK-TV Little Rock, Ark., appearing as Ron Sherman. Harris and Jumper have purchased KCLI(AM) Paris, Ark. (see “For the Record” page 89). Harris owns 30% and Jumper 51% of KCLI(AM) England, Ark. KQED(AM)-FM is on 1470 khz with 500 w day. KQED(AM)-FM is on 96.7 mhz with 3 kw and antenna 145 feet above average terrain. Broker: Milton Q. Ford & Associates.

- Other proposed station sale is KMEM(FM) Emmett, Idaho (see “For the Record,” page 88).

- WBGF(AM)-FM Detroit: Sold by Trinity Broadcasting to Doubleday Broadcasting Co. for $8.25 million. Seller is owned by Joseph Ninowski (90%) and his brother, Daniel (10%). Ninowskis have application pending for new TV on channel 38 in Warren, Mich., in Detroit market. They have no other broadcast interests. Buyer is wholly owned subsidiary of Doubleday Publishing Co. New York. John Sargent is chairman. Gary Stevens is president of Doubleday Broadcasting, which is group owner of three AM’s and three FM’s. WBGF is on 98.7 mhz with 50 kw and antenna 480 feet above average terrain.

- KEYN(AM)-FM Wichita, Kan.: Sold by Mr. D’s Radio Inc. to Charley Pride and Jim Long for $3.5 million. Seller is owned by Bob Freeman, Frank Carney, Lloyd Dennison and Gary Dick, who also own KOEM(FM) Oklahoma City. Pride is country-music singer. Long is former president of TM Productions, Dallas, producer of syndicated programing and creative ser-

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June 1980

John J. Lannan (21.3%); last's cousin, J. Patrick Lannan (27.5%); and Lincoln Dellar (14.1%). Dellar is seller of KARM (Fresno). None of others has any other broadcast interests. Buyer is also buying KARM (see above). KFIG is on 101.1 mhz with 50 kw and antenna 310 feet above average terrain.

**WKFJ-FM** Austin, Tex.: Sold by Mid-Texas Broadcasting Inc. to Central Texas Broadcasting for $1.5 million. Seller is owned by LIN Broadcasting Corp. John C. Pels is chairman and president of LIN. Buyer is owned by Robert L. Clark and D. Kent Anderson (32.5%); John F. Oppenheimer and Harvin C. Moore Jr. (10% each). Joe F. Lynch, Paul W. Pique and Investment Management Enterprises (5% each). Clarke is Houston attorney. Anderson is principal owner of Houston investment brokerage firm. Oppenheimer is president, director and one-third owner of WKFJ-FM Austin. Moore is 50% owner of Houston real estate and water supply companies. He is also one-third owner of Houston oil field supply company. Lynch is president and director of Houston mortgage company. Pique is president of Houston gas and oil production company and owns Beaumont, Tex., oil field equipment rental company. Clarke and Anderson each own 20% of KIVA-TV Farmington and 16.66% of KKYN-FM Grants, both New Mexico; 33% of KIXLAM Austin and 25% of KBFM-FM Edinburg, Tex. Investment Management Enterprises is Houston real estate development firm owned equally by Martin Perlman, Noel Grauberi and Harris Weingarten, who have no other broadcast interests. KFJF-FM is on 98.3 mhz with 1.3 kw and antenna 420 feet above average terrain.

**WXLL-AM-FM** Concord, N.H.: Sold by Frank B. Estes to seven station employes for $1.5 million. Estes also owns 80% of WXKR-AM-FM Exeter, N.H. Buyers are Richard Osborn and wife, Jessie (28% jointly), Donald Shapiro and wife, Sandra (28.2% jointly), Patrick Chaloux and wife, Jean Marie (28.2% jointly), James Rivers and wife, Deborah (6.7% jointly), Donald Dunklee Jr. and wife, Patricia (3.3% jointly), Gardner F. Hill (3.3%) and Daniel L. Colgan (2.1%). Osborn is general manager of WXLL-AM-FM; Shapiro and Chaloux, salesmen; Rivers, announcer and music director; Dunklee, announcer; Hill, traffic manager, and Colgan, production manager. Wives are all housewives. They have no other broadcast interests. WXLLAM is on 1450 khz with 1 kw day and 250 w night. WXLL-FM is on 102.3 mhz with 3 kw and antenna 285 feet above average terrain.

**WTMC-AM** Ocala, Fla.: Sold by Hunter-Arnette Broadcasting Corp. to WTMC Radio Broadcasting Co. for $1.1 million. Seller is owned by William Hunter (40%), Vernon and Sara Arnette, husband and wife (40%), and five others. Hunter owns...
WTRS(FM) each) kw feet above average
WKCQ(FM) MacDonald, Apena,ing Co.
Moss by Tri-County
WDAT(AM) (50% each).
WMBN-AM proudlv
WMBM(FM) is
1340 mhz with
13,328, or 11.7% for 1979.
WTRB(AM) daytimer
WTTB(AM) on 102.3
WMBN-AM is
102.3 mhz with 3 kw and antenna 300 feet above average terrain.

What the Hecht. Norman S. Hecht, who resigned as vice president and general manager of Arbitron Television to open his own broadcast audience research consulting firm (Broadcasting, March 24), has formed Information & Analysis Inc., Hicksville, N.Y., and has signed the Post-Newsweek stations to a three-year contract. He will provide research and analytical support services for the group, its four stations and its Top Market Television rep firm. Other I & A clients have included wxur-tv Sarasota, Fia.; whbo-tv Memphis, kztv-tv Bend, Ore., and wwe-tv Hanover, N.H. I & A's address: 80 North Broadway, Hicksville, N.Y. 11801. Telephone (516) 822-7878.

Employment figures. Women and minorities made slight gains in over-all broadcast industry employment figures for 1979. Women made up 53,667 of 169,248 total industry positions in 1979 (31.7%), up 1.6% from 1978 when out of 164,726 positions, they held 49,656. Minorities held 24,960 positions in 1979, 1.4% of total, up 0.1% from 1978 figure of 23,537. Percentage figures for both groups were lower for higher paying jobs in industry—officials and managers, professionals, technicians and salespersons—which accounted for 114,213 of total. Of high pay group, women held 23,944 positions or 21%, and minorities held 13,328, or 11.7% for 1979.

Movement. Satellite Syndicated Systems has announced that Satellite Program Network II would begin service on Westar III transponder nine, on July 18. SPN II will repeat programming of SPN I, Satcom I programing service. Hole left in prime time of SPN I because of subleased two-hours to Home Theatre Network will be filled on SPN II by new programing service, The Women's Channel. SSS plans to install 100 10-foot earth stations at selected cable systems to insure audience for SPN II.

Stay the same. Attempt to turn part of West Germany's regional broadcasting network into country's first commercial radio system has failed because of court decision. Conservative politicians attempted to bring in commercial operators to change what they considered "one-sided programs ruled by monotonous Marxists." But German court ruling said three state governments in question must continue to support current radio and television system, which is part of country's third network.

The American Chiropractic Association proudly announces the winners of The 1979 Journalism Awards Competition

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**Special Interest**

Gold Award (First Place) Richard Locher
Chicago Tribune

Radio

Gold Award (First Place) Jack Franks
WOR Radio
New York, N.Y.

Bronze Award (Runner-Up) Herb Denenberg
WCAU Radio
Radnor, Pennsylvania

Television

Gold Award (First Place) Geraldo Rivera
ABC 20/20
New York, N.Y.

Gold Award (First Place) Edna LeShan
Lynn Ahrens
ABC, New York, N.Y.

Consumer Magazine

Gold Award (First Place) Gloria Hochman
The Philadelphia Inquirer

Bronze Award (Runner-Up) Robert McSherry
The Philadelphia Inquirer

Bronze Award (Runner-Up) Trish Hall
Connecticut Magazine

Newspaper

Gold Award (First Place) Herb Denenberg
Philadelphia Daily News

Bronze Award (Runner-Up) Marsha Kay Seff
San Jose Mercury-News

Bronze Award (Runner-Up) Margaret Eastman
Times Magazine
For the Record

As compiled by Broadcasting June 2 through June 6 and based on filings, authorizations and other FCC actions.

Abbreviations: APC—Antenna For Communications, ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, adj.—adjourned, auc.—usual, aux.—auxiliary, CH—critical hours, CP—construction permit, D—daytime, DA—directional antenna, Doc.—Docket, ERP—effective radiated power, HAAT—height of antenna above average terrain, kHz—kilohertz, kw—kilowatts, m—meters, MEO—maximum expected operation value, mhz—megahertz, mod.—modification, N—night, PSA—presumed service authority, S—S-Scientific Atlanta, SH—specified hours, SL—studio location, trn.—transmitter, TL—transmitter location, TPO—transmitter power output, U—unlimited hours, vis.—visual, w.—watts, *—noncommercial.

New Stations

AM application


FM applications


- Deerfield, Mass.—Truces of Deerfield Academy seeks 91.7 MHz, 12 kw, HAAT: 364 ft, Address: Main St., Deerfield, 01342. Estimated construction cost: $11,000; first year operating cost: $1,000; revenue: $14,000. Format: Educational. Principal: Private, non-profit educational institution. Peter T. East is dean of faculty. Ann. May 29.


AM action


TV actions


dress: 666 Lake Shore Dr., Chicago 60611. Estimated construction cost: $1,163,547; first year operating cost: $455,555. Legal counsel: James A. Wegner, Washington; consulting engineer: BCI, Fort Worth, Tex. Principals: Helenene Investments Inc. (25%), Manny Gutierrez (33.34%), Arnold and Diane Golden (12.5% each) and others. Helenene Investments is associated with Doman Investments, household items manufacturer and distributor of which Manny Gutierrez is president and 66% owner. Golden is real estate investor. Diane is housewife. Action April 23.

Start

- Berlin, N.H.—New FM on 103.7 MHz.

FM Licenses

- KBAB-FM Burlington, Colo.
- WQAQ Grasonville, Md.
- WWYN Carthage, Miss.
- WEEZ Heidelberg, Miss.
- WKNI Union, N.J.

Ownership Changes

- KEMC(AM) Merced, Calif. (FM: 1580 kHz, 1 kw-D) Seeks assignment of license from KWIP Broadcasting Inc. to Cal Central Broadcasting Inc. for $500,000. Seller: Ron Smith and wife Nancy who also own WXEM(AM) McFarland and KXES(AM) Salinas, both California, Buyer: Dennis L. Cresswell (46%), Robert L. Dochterman (18%), James C. Diaz (17%), Claude Borso (11%) and Anthony A. Rossi (10%). Cresswell is in Palo Alto, Calif., public relations executive, Dochterman is broadcasting instructor with Cebon College, Hayward, Calif. Diaz is in Pacific Telephone Co. executive, San Francisco. Borso is an announcee for KLVIA(M) San Jose, Calif. Ross is sales manager for Cudby Foods, Hayward.

- KJNO(AM) Thousand Oaks, Calif. (FM: 92.7 MHz, 500 w) Seeks transfer of control of KJNO, Inc. from John H. Poole and Alan Fischer (100% before; none after) to Thousand Oaks Radio Corp. (none before; 100% after). Consideration: $750,000. Principals: Poole (28%) and Fischer (72%) have no other broadcast interests. Buyer: Palomar Broadcasters Corp. (100%), which is owned principally by Arthur B. Logan and John H. Condon, Encino, Calif., media brokers. Palomar is licensee of KOWN-FM-AM Escondido, Calif., and owns 47.5% of KMYC(AM)-KEND(FM) Glendora, Calif., owns 45% of each of KRRR(AM)-KCIK(FM) Ashland, Ore. License of KRRR is pending application for new FM in King City, Calif. Ann. June 2.

- KMFE(AM) Emmett, Idaho (FM: 101.7 MHz, 790 w) Seeks assignment of license from Wegner-Vieter Broadcasting Inc. to Emmett Valley Broadcasters Inc. Consideration: Assignor will be relieved of obligations under contract from which it purchased station. Assignor will also pay assignee $10,000, Seller: Glen E. Wegner, wife Evelyn, Mark B. Vieter and Elliot H. Stein. They have no other broadcast interests. They purchased station last fall from assignees. Floyd and Evelyn Brown (married) who have no other broadcast interests. Ann. June 2.

- WGL(AM) Fort Wayne, Ind. (AM: 1250 kHz, 1 kw-U, DA-2) Seeks assignment of license from News-Sentinel Broadcasting Co. to Paisen Communications Corp. for $275,000, Seller: Paisen, who has no other broadcast interests. Buyer: Myron P. Paisen (54.38%) and 24 others. He is chairman of assignee. Southfield, Mich., outdoor advertising agency which owns WWFD(AM) Dayton, Fla., WMXP(AM) Midland, Mich.: WKHM(AM)-WJXJ(FM) Jackson, Mich.; KLNT(AM)-KLQJ(FM) Clinton, Iowa; WMAD(FM) Sun Prairie, Wis.; WNJJ(FM) Riviera Beach, Fla.; and

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Broadcasting June 16 1980 88
  KDUV-FM Brownsville, Tex. (FM: 100.3 mhz, 100 kW)—Seeks assignment of license from Medi Properties Inc. to John Horn Broadcasting Co. for $850,000. Seller: Paul Viele and C.E. Roney (7.5% each) and Ron Whiting (25%). They also own KITE-FM Portland, Tex. Buyer: John J. Horn who is Macomb, Ill., business investor, with no other broadcast interests. Ann. June 2.

Actions
  KSTM(FM) Apache Junction, Ariz. (FM: 107.1 mhz, 3 kW)—Granted assignment of license from Harold Harkins to Beta Communications for $285,000. Seller: Harkins has no other broadcast interests. Buyer: F. F. T. Nuncio (50.1%). Edward Knights (12.5%), Walter A. Barker (9.9%), John Hansen and Charles Kane (3.9% each). Nugenti is Paradise Valley, Ariz. broadcast consultant. Knight is president of Los Angeles vending company. Barker is general manager of Quincy, Ill. newspaper. Hansen is La Grange, Ill., technical writer. Kane is Mesa, Ariz. electronics technician. They have no other broadcast interests. Action May 29.


  KARM(AM) Fresno, Calif. (AM: 1430 kHz, 5 kW)—Granted assignment of license from KACY Inc. to Davis & Weaver Broadcasting for $1.5 million. Seller is owned by Lincoln Dellar and his wife, Sylvia. They also own KMENT(AM) San Bernardino and KGGI(FM) formerly KBBL) Riverside, both California. Lincoln Dellar is also 14% owner of KFGR(FM) Fresno, which is being sold to same buyer (see below). Buyer is owned by Philip C. Davis and family and William Weaver. They also own KIWI(FM) Santa Ana, Calif. and KLQX(AM) San Jose, both California. Action May 29.

  KFGI(FM) Fresno, Calif. (FM: 101.1 mhz, 50 kW)—Seeks assignment of license from Kadota Wireless Co. to Davis & Weaver Broadcasting for $1.5 million. Seller is owned by James M. Bennett (30%), G. W. Shively (25%), and Mike Skelly. They also own KMEN(AM) and KBQI(FM) in Fresno. Seller: Horn has no other broadcast interests. Buyer is also KARM (see above). Action Oct. 17.

  KDZA(AM)-KLZQ(AM) Pueblo, Colo. (AM: 1290 kHz, 1 kW; FM: 107.7 mhz, 100 kW)—Granted transfer of control of Gates Broadcasting Co. from Michael M. Gall (81% before; none after) to United Communications Inc. (98% before; 100% after). Consideration: $360,000. Gall is 90% owner of M.G.M. Broadcasting, applicant for new FM in Durango, Colo. He has no other broadcast interests. Buyer is owned by Anthony J. Spicola who is sales manager and 19% owner of KDZA-KLZQ. He has real estate interests in Pueblo and also has 5% interest in MSG. Action May 29.

  WTRS-FM Danellola, Fla. (AM: 920 kHz, 500 watt; FM: 102.3 mhz, 3 kW)—Granted assignment of license from Tri-County Broadcasters Inc. to Citrus Broadcasters for $500,000. Seller: David Arthurs and Gary Manning (50 each). They have no other broadcast interests. Buyer: Edward McLaughlin and Robert Kusch (47.5% each) and George Moss (5%). McLaughlin is investor, Kusch and Moss are attorneys all of Vero Beach. Fla. They also own WTBV(AM) Vero Beach. Action May 27.

  WTMC(AM) Ocala, Fla. (AM: 1290 kHz, 5 kilowatt; FM: 98.1 mhz, 1 kW)—Granted assignment of license from Hunter-Amitee Broadcasting to WMIC Radio Broadcasting Inc. for $1.1 million. Seller: Richard Hunter (40%), Verne Amitee and wife, Vera (40% jointly) and five others. Hunter owns WDOT(AM) Burlington, Vt. and 42% of WDAT(AM) Daytona Beach, Fla. Resi have no other broadcast interests. Buyer: Charlie Jackson, Birmingham, Ala., CPA who has no other broadcast interests. Action May 23.

  WYND(AM) Sarasota, Fla. (AM: 1280 kHz, 500 watt, FM: 101.1 mhz, 1 kW)—Granted assignment of license from Robert W. Frueh (receiver) to Unlimited Broadcasting Co. for $750,000. Seller: Frueh has no other broadcast interests. Buyer: Miles Berger and brother Ronald (27.5% each). Ann W. Sherwood (10%). Leonard Worzek, Joel E. Zemanski and Herbert S. Laufman (5% each). Bergers are Chicago realtors. Sherwood is housewife. Beri is vice president and general manager of WYND(AM) Chicago. Frueh is associated with ladies' apparel retail firm. Worzek is Chicago realtor. Zemans also a Chicago banker. Laufman owns chemical manufacturing co. in Stokie, Ill. They have no other broadcast interests. Action May 29.

  WGRI(AM) Griffin, Ga. (AM: 1410 kHz, 1 kw)—Granted transfer of control of WGRI Radio Inc. from Federal Deposit Insurance Corp. as trustee of The Hamilton Bank and Trust Co. to Clarion Broadcasting Co. for $1.5 million. Principals: Clifford L. Hornsby (51%), Russell W. Spangler (49%). Station was pledged to Hamilton Bank, securing certain indebtedness owed by licensee to bank. John L. Hatfield is principal and president of Clarion. He is George barker with no other broadcast interests. Action May 19.

  WXLW(AM) Savannah, Ga. (FM: 97.13 mhz)—Granted assignment of license from WXLW Inc. to Tri-County Broadcasters for $135,000. Seller: Leonard Monroon (100%). He has no other broadcast interests. Buyer: WLOX Broadcasting Co. (100%). They own James Love III, Mary Love McMillan and Jo Love Surf (30% each) and John Hash (19%). WLOX Broadcasting is licensee of WLOX-AM-TV Biloxi, Miss. and 51% owner of WTXY-FM and WWXI-AM both Jackson, Miss. Love, Little and McMillan own (one-third each) Jackson, Miss. cemetery. Love is consultant to Reinhimer and Nonberg, New York research and data analyst firm. Has is president of WLOX Broadcasting. Action May 20.

  KEYN-FM Wichita, Kan. (AM: 1410 kHz, FM: 103.7 mhz)—Granted transfer of control of Mr. D's

Selcom really watches out for all of us at KZAP-FM, Sacramento.

"We promised Sacramento's Best Rock and we delivered... we asked Selcom for unprecedented sales results and they delivered."
Radio Inc. from stockholders (100% before; none after) to Long-Pride Broadcasting (none before; 100% after). Consideration: $3.5 million. Sellers are Robert D. Long, William P. Young, Louis M. Thorsen, and Gary L. Dick. They have also sold KOFM(FM) Oklahoma City. Buyer is joint venture of Jim Long, Charlie Pride and Joe. L. Lattelier, Pride and Long are part owners of KOFG(FM) San Francisco. Long owns 25.1% of group that has purchased KLRA(AM) Little Rock. Lattelier is in Nashville and Dallas music publisher and concert promoter. He has no other broadcast interests. Action May 27.

- WBFG(FM) Denver, Mich. (FM: 98.7 mhz, 50 kw); Assignment of license from Trinity Broadcasting to Doubleday Broadcasting Co. for $8.25 million. Seller is owned by Joseph Novinsky (90%) and his wife Debra (10%). They are selling FM because they have application pending in same market for new TV ch. 38 Warren, Mich., and must comply with FCC one-to-one-market rule. They have no other broadcast interests. Buyer is wholly owned subsidiary of Doubleday Publishing Co., New York. John Sargent is chairman. Gary Stevens is president of Doubleday Broadcasting, which is group owner of three AM's and three FM's. Purchase is first step by Doubleday of assertive effort to double size of its broadcast holdings, aiming at top ten network. Action May 29.

- WMBN(AM) Cadillac, Mich. (AM: 1340 kHz, 1 kw; FM: 96.7 mhz, 1 kw Cadillaci AM: 1240 kHz, 1 kw) - Granted transfer of control of Original Broadcasting Co. from raw material firm (100% before; none after) to Phoenix Media Group Inc. (none before; 100% after). Consideration: $450,000. Sellers: Robert Marshall (50%); Jack E. Kaufman (37.5%) and Gene C. Flowers (12.5%). Kaufman owns 40% of Doubleday Broadcasting. William Kiker and Gertrude Zerle (16.25%) each and Drew Clay (15%). They also own WTVK(C) WATC(C) Gaylord, all Michigan. Buyer: Kenneth MacDonald, veteran broadcaster who also owns WSAM(AM)-WQQC(FM) Saginaw, Mich. Action May 21.

- WBRM(AM)-WBRM(FM) West Branch, Mich. (AM: 1050 kHz, 1 kw; FM: 105.3 mhz, 3 kw) - Granted transfer of control of Original Broadcasting Co. from raw material business (100% before; none after) to Phoenix Media Group Inc. (none before; 100% after). Consideration: $450,000. Sellers: Robert Marshall (50%); Jack E. Kaufman (37.5%) and Gene C. Flowers (12.5%). Kaufman owns 40% of Doubleday Broadcasting. William Kiker and Gertrude Zerle (16.25%) each and Drew Clay (15%). They also own WTVK(C) WATC(C) Gaylord, all Michigan. Buyer: Kenneth MacDonald, veteran broadcaster who also owns WSAM(AM)-WQQC(FM) Saginaw, Mich. Action May 21.

- WMB(A)-WMB(FM) Cincinnati, Ohio (AM: 1500 kHz, 1 kw; FM: 104.3 mhz, 1 kw) - Granted transfer of control of Original Broadcasting Co. from raw material business to Tollye et al (100% before; none after) to Phoenix Media Group Inc. (none before; 100% after). Consideration: $450,000. Sellers: Robert Marshall (50%); Jack E. Kaufman (37.5%) and Gene C. Flowers (12.5%). Kaufman owns 40% of Doubleday Broadcasting. William Kiker and Gertrude Zerle (16.25%) each and Drew Clay (15%). They also own WTVK(C) WATC(C) Gaylord, all Michigan. Buyer: Kenneth MacDonald, veteran broadcaster who also owns WSAM(AM)-WQQC(FM) Saginaw, Mich. Action May 21.

- WSAT(AM) Knoxville, Tenn. (AM: 1050 kHz, 5 kw; FM: 91.7 mhz, 1 kw) - Granted transfer of control of Original Broadcasting Co. from raw material business to Tollye et al (100% before; none after) to Phoenix Media Group Inc. (none before; 100% after). Consideration: $450,000. Sellers: Robert Marshall (50%); Jack E. Kaufman (37.5%) and Gene C. Flowers (12.5%). Kaufman owns 40% of Doubleday Broadcasting. William Kiker and Gertrude Zerle (16.25%) each and Drew Clay (15%). They also own WTVK(C) WATC(C) Gaylord, all Michigan. Buyer: Kenneth MacDonald, veteran broadcaster who also owns WSAM(AM)-WQQC(FM) Saginaw, Mich. Action May 21.

- WBBG(FM) DeNolli, Mich. (FM: 98.7 mhz, 50 kw); Assignment of license from Trinity Broadcasting to Doubleday Broadcasting Co. for $8.25 million. Seller is owned by Joseph Novinsky (90%) and his wife Debra (10%). They are selling FM because they have application pending in same market for new TV ch. 38 Warren, Mich., and must comply with FCC one-to-one-market rule. They have no other broadcast interests. Buyer is wholly owned subsidiary of Doubleday Publishing Co., New York. John Sargent is chairman. Gary Stevens is president of Doubleday Broadcasting, which is group owner of three AM's and three FM's. Purchase is first step by Doubleday of assertive effort to double size of its broadcast holdings, aiming at top ten network. Action May 29.

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- WBRM(AM)-WBRM(FM) West Branch, Mich. (AM: 1050 kHz, 1 kw; FM: 105.3 mhz, 3 kw) - Granted transfer of control of Original Broadcasting Co. from raw material business (100% before; none after) to Phoenix Media Group Inc. (none before; 100% after). Consideration: $450,000. Sellers: Robert Marshall (50%); Jack E. Kaufman (37.5%) and Gene C. Flowers (12.5%). Kaufman owns 40% of Doubleday Broadcasting. William Kiker and Gertrude Zerle (16.25%) each and Drew Clay (15%). They also own WTVK(C) WATC(C) Gaylord, all Michigan. Buyer: Kenneth MacDonald, veteran broadcaster who also owns WSAM(AM)-WQQC(FM) Saginaw, Mich. Action May 21.

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kw aut.) Granted assignment of CP from Gary L. Ackcr to Richard A. Ingram for $62,000. Seller: Ackcr. Buyer: Ingram. 50% or $31,000 to divest himself of KWSAF/M Amariol before KJYT could go on air. Ackcr has been unsuccessful in attempts to sell KWSAF and has asked for waiver of three-year rule to sell KJYTV. Ackcr also owns 80% of KJAKF/M San Antonio, 25% of KLEJ/AM Spiegel, 25% of SEF/AM Shaw. Subject to FCC approval, 50% of KEPW/AM Shreveport, La. (BROADCASTING, May 7, 1979) and 100% of WQIK/AM Jacksonville, Fla. (BROADCASTING, May 7). Ackcr is also applicant for new FM in Laredo, Tex. Buyer: Ingram owns 75% of KIOY/AM Lebanon, Ore. Ackcr also owns Fresno Broadcasting consulting firm and has various real estate interests there. Action May 22.

KHPF-FM Austin. Tex. (FM: 98.3 mhz, 1.3 kw) Granted assignment of license from Mid-Texas Broadcasting Inc. to Central Texas Broadcasting for $1.5 million. Seller: Lin Broadcasting Corp. (100%) which is New York-based publicly traded group owner of four AM's, four FM's and four TV's. Transfer of control was granted of KHPF-FM and KTUV(TV) Austin, Tex., last May (BROADCASTING, May 7, 1979) on condition that it divest itself of one or other within one year. Dr. Adolph P. Popp and partners, buyer: Robert L. Clarke and D. Kent Anderson (35% each). Richard E. Opperheimer and Harvino C. Moore, Jr. (10% each). Joe J. Lynch, Paul W. Pique and Investment Management Enterprises (35% each). Clarke is Houston, Tex., attorney. Anderson is principle owner of Houston investment brokerage firm. Opperheimer is president, director and one-third owner of KXIL/AM Austin. Moore is president of Houston real estate and water supply companies. He is also one-third owner of Houston oil field supplies company. Lynch is president and director of Houston mortgage co. Pique is president of Houston gas and oil production company and owns Beaumont, Tex., oil field equipment rental co. Clarke and Anderson each own 20% of KIVA-TV Fort Worth, Fort Worth, Tex, 33.3% of KXIL/AM Austin, Tex., 25% of KBFH(AM) Edinburg, Tex., and 16.66% of KXN(AM) Grants, N.M. Investment Management Enterprises is Houston real estate development firm owned equally by Martin Perini. Noel Grubert and Harry Neogarten, who have no other broadcast interests. Action May 29.

WTXW-AM-FM Appomatox, Va. (AM: 1280 kHz, 1 kw-D, FM: 107.1 mhz, 3 kw) Granted assignment of license from TTX Radio Inc. to H.T.B. Corp. for $250,000. Seller is owned by Ted J. Gray, Jr., who also owns WKDE-AM-FM Allentown, Va., and WRFJ/AM Rock Hill, S.C. He recently sold WBN(AM)-WRBK(AM) New Bern, N.C. (See BROADCASTING, Oct. 22, 1979). Buyer is owned by Phyllis B. Giles (50%); husband Roy (47%). Bluebell L. Reece (2%). Terry Giles (1%). Phyllis Giles is in wholesale distribution business. Roy Giles is sales executive. Reece is investor and Terry Giles is student. (All West Palm Beach). They have no other broadcast interests. Action May 21.

WSWW-AM-FM Pennington Gap, Va. (AM: 1570 kHz, 1 kw-D, FM: 105.5 mhz, 3 kw) Granted assignment of license from Lee County Broadcasting to Big Stone Broadcasting Corp. for $225,000. Seller: Susan Gabriel (50%). Caswell Walker and wife, Virginia (25 each). They have no other broadcast interests. Buyer: J.D. Nicewonder (15%) and Gary Rakes (25%), who have sold subject to FCC approval. WLSD-AM-FM Big Stone Gap, Va. Action May 27.

WXCF(AM) Clifton Forge, Va. (AM: 1230 kHz, 1 kw-D, 250 kw-N) Granted assignment of license from Allegheny Highlands Broadcasting Inc. for $175,000. Seller: T. David Luther (28%), Calvin P. Wright, William T. Wilson and Herbert N. Suter (17% each). Estate of G. Newman Haynes (15%) and John C. Singleton (14%). Luther owns 1.66% of WBTM(AM)-WAKG-FM Danville, Va. Remaining sellers have no other broadcast interests. Buyer: Michael R. Kelly and Gary A. Henderson (50% each). They are applicants for new FM in Clifton Forge (see above). Action May 23.

KAPA(AM) Raymond, Wash. (AM: 1340 kHz, 1 kw-D, 250 w-N) Granted assignment of license from Robert F. Claunch and John W. Beavley (50% each) to Benjamin J. Corp. for $320,000. Sellers have no other broadcast interests. Buyer: Ben Tracy who owns Beavley Ore., radio production company. He has no other broadcast interests. Action May 22.

WSGB(AM) Sutton, W. Va. (AM: 1490 kHz, 1 kw-D, 250 w-N, DA-1) Granted assignment of license from Centersonic Broadcasting Corp. to Miliken Investment Corp. for $180,000. Seller William P. Becker, who also owns 57% of WVOW-AM-FM Logan, W. Va. Buyer: Jack C. Miliken, sons James and John and nephew Ronald (25% each). Miliken is vice president sales of Wellston, Ohio firm that designs and builds industrial plants which process raw materials. James Miliken is station manager of WVOW. John Miliken is vice president marketing and distribution for Columbus, Ohio publishing co. Ronald Miliken is sales engineer for Danville, Pa. firm which manufactures equipment for processing raw materials. They have no other broadcast interests. Action May 22.

Facilities Changes

FM applications

KXT(CFM) Glendale, Ariz. - Seeks CP to increase


KMR(AM-FM) Dumas, Tex. - Seeks CP to increase

Selcom really watches out for all of us at WJAX-AM/FM, Jacksonville, Fla.

"Selcom's done everything they promised us...and more."
REQUEST FOR PROPOSAL

The Social Security Administration is soliciting proposals for the concept and production of four (weekly) radio series. Each series shall consist of 52 programs. Three of the series shall consist of 5-minute programs. The programs in the fourth series should be 15 minutes in length. In addition, the request for proposal will include six (English and three (Spanish) language spot announcement platters. Written requests for RFP No. SSA-RFP-B0-0281 should be sent to the Social Security Administration, Division of Contracts and Grants Management, Attention: Mr. J. Edward Roberts, PO. Box 7696—Gwynn Oak Station, Baltimore, Maryland 21207. Telephone No. 301/594-3043.

In Context

Broadcasting Jun 18 1980

92

Requisitions


WSAY/AM Rochester and WNAIA(AM) Cheektowaga, both New York—FCC has granted petition by Rochester Black Media Coalition (RBMC) to withdraw its petition for reconsideration of FCC’s Jan. 29 renewal of licenses of WSAY and WNAI and granted petition by RBMC and one of its counsel Citizens
Allocations

Actions

- FCC granted motions by The Association for Broadcast Engineering Standards Inc. and National Association of Broadcasters and extended to Oct. 1 and Dec. 1 time for filing comments and replies, respectively, in matters of mod. of FM broadcast station rules to increase availability of commercial FM broadcast assignments, according to statements and procedures for amending FM table of assignments (BC Doc. 80-90, 80-130). Action May 22.

- Grover City, Calif.—In response to petition by Four Dimensional Radio Co., proposed assigning either 105.7 mhz or 94.3 mhz to Grover City as its first FM assignment; comments due July 21, replies Aug. 11 (BC Doc. 80-240; RM-3432). Action May 21.

- Orchard, Neb.—In response to petition by Jerry L. Miller, proposed assigning 105.3 mhz to Orchard as its first FM assignment, comments due July 21, replies Aug. 11 (BC Doc. 80-239; RM-3473). Action May 21.

- Granbury and Burntmei, both Texas—In response to comments by Firm Heritage Broadcasting Co. and Ted Hill, assigned 106.7 mhz to Granbury and 104.7 mhz to Burntmei, effective July 11 (BC Doc. 79-178; RM-3166; 3157). Action May 23.

Translators

VHF application

- Ruby, Alaska—City of Ruby seeks CP for new UHF translator on ch. 9 (TPO: 10w; HAAT: 15 ft.) to rebroadcast indirectly KUA-C TV Funchans, KYUK-TV Bethel, KTOO-TV Juneau, all Alaska, and KAKM(MT), KIMO(TV), KTV(NA), KENI-TV all Anchorage, Alaska. Ann. June 5.

UHF applications

- Ocala, Fla.—Channel 9 of Orlando seeks CP for new UHF translator on ch. 94 (TPO: 10w; HAAT: 25 ft.) to rebroadcast directly WFTV-TV Orlando. Ann. June 5.


- Byson City, N.C.—Univ. of North Carolina seeks CP for new UHF translator on ch. 67 (TPO: 100w; HAAT: 68 ft.) to rebroadcast indirectly WUNC-TV Linville, N.C. Ann. June 5.


Highlands, N.C.—Univ. of North Carolina seeks CP for new UHF translator on ch. 62 (TPO: 100w; HAAT: 20 ft.) to rebroadcast indirectly KUED-TV Salt Lake City, N.C. Ann. June 5.

- Brian Head, Utah—Brian Head Town seeks CP for new UHF translator on ch. 32 (TPO: 20w; HAAT: 30 ft.) to rebroadcast indirectly KUED-TV Salt Lake City. Ann. June 5.

- Brian Head, Utah—Brian Head Town seeks CP for new UHF translator on ch. 34 (TPO: 20w; HAAT: 60 ft.) to rebroadcast indirectly KSL(TV) Salt Lake City. Ann. June 5.

- Brian Head, Utah—Brian Head Town seeks CP for new UHF translator on ch. 36 (TPO: 20w; HAAT: 30 ft.) to rebroadcast indirectly KTVXTV Salt Lake City. Ann. June 5.

- Brian Head, Utah—Brian Head Town seeks CP for new UHF translator on ch. 38 (TPO: 20w; HAAT: 30 ft.) to rebroadcast indirectly KUTV(TV) Salt Lake City. Ann. June 5.

- Riverside, Wash.—TV Reception Dist. No. 1 of Okanogan County seeks CP for new UHF translator on ch. 57 (TPO: 100w; HAAT: 35 ft.) to rebroadcast indirectly KSPS(TV) Spokane Wash. Ann. June 5.

Satellites

- There are approximately 3,330 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Earth station applications

- Talladega, Ala.—Cheaha Cablevision Inc. (14.6m; S-A: E2311).
- Lake Elsinore, Calif.—King Video Co. (5m; S-A: E2189).
- Orange, Calif.—American Television and Communications Corp. (7m: APC: E2187).
- Fallon, Nev.—American Television and Communications Corp. (5m; APC: E2188).
- Gastonia, N.C.—Cable Systems Inc. (5m; S-A: E2310).
- Kent, Ohio—Northeastern Educational Television of Ohio Inc. (10m; Collins Radio Group; WD92).
- Memphis, Tenn.—CYLIZ Communications Network Inc. (10m; E2312; this application is for central earth station for planned network of more than one hundred 4.6m alt. earth stations and contains indirect satellite interference analysis for such antennas.1.

Earth station grants

- Sholdon, Iowa—Northwest Iowa Cable TV Inc. (K293).
- Sibley, Iowa—Northwest Iowa Cable TV Inc. (K294).
- Lancaster, N.H.—Warner Ames Cable Communications (E2051).
- Castludia, N.J.—American Satellite Corp. (E2066).
- Beavers, Okla.—Beaver Cable TV Systems (E2039).
- Horsetex.—Southwest Cablevision Inc. (E2052).
- Sweeny, Tex.—Mid-Coast Cable Television Inc. (E2046).

Cable

- The following cable service registraions have been filed:

  - Harold E. Christian for McCormick, Taylorsville and Hasfield Bonom, all West Virginia (WV0227, 443, 4) new system.
  - Packard Cablevision Inc. for Parkland, Fla. (FL0466) new system.
  - Rock Valley Cablevision Ltd. et al for Oregon, Ill. (1L0234) add signal.
  - Warner Ames Cable Communications Inc. for Farmers Branch, Tex. (TX0624) new system.
  - Morehead State University for same (KY0339) new system.
  - Tele-Communications for Lavista, Ralston, Papillion and Douglas, all Nebraska (NE0065-68) new system.
  - American Television and Communications Corp. for Milan, Tenn. (TN0063) add signal.
  - Eastbank Cable TV Inc. for Kenner and Harahan, both Louisiana (LA0076, 79) add signal.
  - Harbour Cable Inc. foranne Arundel, Md. (MD0135) new system.
  - Dieks TV Cable Co. for Dierks, Ark. (AR1900) new system.
  - Caribou Communications Corp. for St. Thomas, V.T. (VI0100) add signal.
  - Summit Communications Inc. for Stone George, Utah (UT0032) add signal.
  - General Television Inc. for Camden, Dover, Smyrna, Wilmington, Kent and Dover AFB, all Delaware (DE001, 2, 3, 21, 34, 37) add signal.
  - Whitmore Cable TV Inc. for Albany, Ohio (OH0752) new system.
  - Shell TV Co. for Princess Anne, Pooomokee, and Snow Hill, all Maryland (MD0030, 113, 0031, 0111, 1, 32) add signal.

We Are Looking For All Cherubs

Northwestern University is attempting to locate everyone who has participated in one of the programs of the National High School Institute. The Institute, the Cherub Program, will celebrate its 50th Anniversary this summer and University leaders are planning a large reunion and celebration. All Cherubs are urged to come and share—once again—the fellowship of this extraordinary human experience.

The reunion will be held on Northwestern's Evanston campus on July 25 and 26, 1980. For details write: 50th-year Celebration, National High School Institute, Northwestern University, Evanston, Ill. (Please include the year you were in the program.)

You may call, toll free: (800) 972-1966, ext. 6075 (for Illinois residents). If you live elsewhere, your toll-free number is (800) 621-1466, ext. 6075.

If you can't attend, we still want to know who you are and where you are.

NORTHERN UNIVERSITY
EVANSTON, ILL. 60201
West Palm Beach, Fla.—FCC has granted petition by Leadership Cablevision Associates Ltd. to add independent WBTV(TV) Atlanta, to its cable systems serving Delray Beach, Gulfstream and unincorporated areas of Palm Beach County, all located within West Palm Beach, smaller TV market. Leadership presently carries Miami independent WCIX-TV. Leadership estimated that even if FCC were to authorize carriage of WBTV signal by every cable TV system operating within, in 35 miles of two stations licensed to West Palm Beach market—WPTV(TV) and WPCTV(TV)—impact would be minimal. (FCC 80-100) Action May 29.

Monmouth County, N.J.—FCC has authorized Monmouth Cablevision Associates to carry signals of three Philadelphia network TV stations on its cable system serving New Jersey communities in New York, Linden-Paron-Newark, N.J., major television market. Monmouth requested waiver of signal carriage rules to enable it to carry KYW-TV, WCAU-TV and WPTV-TV in communities of Avon-by-the-Sea, Belmar, Bradley Beach, Neptune City, Neptune Township, Spring Lake, South Belmar, Spring Lake Heights and Wall Township, all New Jersey. In support of request, Monmouth submitted impact analysis predicting that if every cable system in New York area were authorized to request signals, overall cumulative impact on local commercial broadcasting stations would be minimal. It also pointed out that communities involved lie only within Linden, N.J., 35-mile zone of New York market. (FCC 80-299) Action May 29.

Helm Township, Pa.—FCC has denied waiver of its rules to permit H.C. Oisier Cable Television Inc., an operator of cable TV system serving Helm Township, Pa., to continue carriage of WCAU-TV at Philadelphia and WKBVS-TV at Burlington, N.J. Having less than 50 subscribers, Helms Township is part of Oisier's technically integrated system also serving Wrightsville and other York County communities, all of which are within Harrisburg-Lancaster-York major TV market. In anticipation of serving 150 subscribers. Oisier seeks to continue carriage of WCAU-TV and WKBVS-TV. Since subscribers within Wrightsville are authorized to receive these signals. The FCC's Cable Television Bureau previously had denied similar request by Oisier because it concluded that another cable system could provide consistent signals carriage complemented, to unserved territory of Helms Township. (FCC 80-301) Action May 29.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Info</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ATLANTIC RESEARCH CORP.</strong></td>
<td>Jansky &amp; Bailey, Telemcommunications Consulting, 5390 Cherokee Avenue, Alexandria, VA 22314, (703) 642-4184</td>
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<tr>
<td><strong>EDWARD F. LORENTZ &amp; ASSOCIATES</strong></td>
<td>Edward F. Lorentz, P.E., 1334 G St. N.W., Suite 500, Washington, D.C. 20005, (202) 347-1319, Member AFCCE</td>
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<tr>
<td><strong>A.D. RING &amp; ASSOCIATES</strong></td>
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<td>David L. Steel, Sr., PE, 301 299-3900, Member AFCCE</td>
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<td><strong>CARR &amp; ASSOCIATES</strong></td>
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<tr>
<td><strong>JOHN H. MULLANEY</strong></td>
<td>Consulting Radio Engineers, 9616 Pinney Court, Potomac, Maryland 20854, (301) 299-3900, Member AFCCE</td>
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<tr>
<td><strong>HATFIELD &amp; DAWSON</strong></td>
<td>Consulting Engineers, Broadcast and Communications, 3525 Stone Way N., Seattle, Washington 98103, (206) 633-2885, Member AFCCE</td>
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<tr>
<td><strong>MATTHEW J. VLISSIDES, P.E.</strong></td>
<td>STRUCTURAL CONSULTANT, TOWERS, ANTENNAS, STRUCTURES, 7501 BURFORD DRIVE MCLEAN, VA 22102, Tel (703) 399-9004, Member AFCCE</td>
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<tr>
<td><strong>C. P. CROSSNO &amp; ASSOCIATES</strong></td>
<td>Consulting Engineers, P.O. BOX 18312, DALLAS, TEXAS 75218, Computer Aided, Design &amp; Association Studies Field Engineering, (214) 321-9140, Member AFCCE</td>
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<tr>
<td><strong>RADIO ENGINEERING CO.</strong></td>
<td>Box 4399 RR 1, Santa Ynez, CA 93460, Consulting Consultants, ALLOCATIONS, INSTALLATIONS, FIELD TOWER &amp; TYPE ACCEPTANCE MEASUREMENTS, NORWOOD J. PATTERSON, (805) 688-2333, Serving Broadcasters over 35 years</td>
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<tr>
<td><strong>JOHN F.X. BROWNE &amp; ASSOCIATES, INC.</strong></td>
<td>Consulting Engineers, 1901 Pennsylvania Ave., NW Washington, D.C. 20006, 525 Woodward Avenue, Bloomfield Hills, MI 48013, Tel: (313) 642-4226, (202) 293-2620, Member AFCCE</td>
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**Consulting Engineer to Education and Industry specializing in institutional and broadcast television, cable distribution, sound reinforcement, to meet short and long range needs of engineering and the objectives of management.**

**POHTS ENGINEERING**

201 South Allen St. - Suite 301 State College, PA 16801 814-234-9090

**Contact**

Broadcasting Magazine, 1735 DeSales St. N.W., Washington, D.C. 20036

for availability

Phone: (202) 538-1022
HELP WANTED MANAGEMENT

Major broadcast group seeks experienced General Manager. Mgt for dominant S.E. AM/FM operation. All applications should include extensive resume, salary history and compensation requirements. A rare opportunity with an outstanding organization. Equal opportunity employer. Please reply to Box F-95.

Radio Station Manager or Manager/Engineer: Network and/or independent radio stations seeks a manager or Manager/Engineer combination. Successful applicant will implement NTIA grant, oversee all phases of construction and pre-operational planning, and be in charge of operational station. Requirements: At least three years experience in broadcast management, including supervision of personnel. Familiarity with FCC and NTIA rules. Good track record of administrative ability. Personal flexibility allowing to adapt to rural Alaskan life-style. Ability to provide leadership to both technical and business operations. Later, Sand Point Broadcasting, Inc. is a line of businesses owned by Sand Point Broadcasting, Inc. and willingness to carry out its policies. Engineering applicant should have First Phone license and good engineering background. Location: Sand Point, Alaska. Shumagin Island area. Send resume, discussing the manner in which you can meet each requirement, to: Alaska Public Broadcasting Commission, 400 Gambell St., Suite 302, Anchorage, AK 99501. Attn: Michael F. Pioroco, Executive Director. Include at least three work references. Sand Point Broadcasting is an equal opportunity employer. Applications must be received by June 27, 1980.

Sales Manager, experienced, qualified, to recruit, train and implement sales programs. Major market. Good salary and benefits. Box F-97.

Growing broadcast group located in the Sunbelt seeking experienced station managers and sales managers. Excellent benefits. EOE. Contact: Marilyn S. Garnes, PO Box 529, Laurinburg, NC 28352, 911-276-2911.

Stout-hearted street warrior—Answer this call to lead our sales staff into battle. Join ranks of a first class operation cleverly plotting from palatial studio at the summit of an enchanted western kingdom. Here, the finest AOR spun in the land bears the standard of excellence, and thus, a golden opportunity to win a king's ransom. Only true and seasoned veterans need apply Box F-106.

Sales Manager: Coastal area AM-FM seeks top professional ready for sales manager. Must have ability to handle top list plus supervise local sales staff. Contact Michael B. Wagers, WWWW/WSOA 302-856-2567 for personal interview.

Successful California AM plus FM with untapped potential. Losing Manager after fourteen years. Beautiful area and working conditions. Profit participation. Possible equity. EOE. Box F-116.

Station Manager position open to sharp experienced Manager 1000 w. daytimer competitive market. Call Tommy Gibson, WDDI, Greenville, MS 601-332-0526.

HELP WANTED SALES

WEVE AM/FM, the No. 1 adult contemporary station on Minnesota's Iron Range, has immediate opening for sales manager with opportunity to advance to station manager. We are looking for experienced salesperson who wants to make a permanent home in northern Minnesota! Must carry his own account! 2 as well as train and supervise sales department. Station is co-owned with WAXX AM/FM, Duluth, MN. Midwest applicants only. Resume with references to: Lew Latto, WAXX, Duluth, MN 55802.

We're looking for an aggressive, experienced sales manager to help new owners in the Ulica-Rome-Herkimar market. If you're willing to pay to get it, WYUT FM and WRVU AM have just been taken over by the management of Long Island's No. 1 young adult station. Send resumes to or call Elton Slater or Zim Barstein, WLIR, 175 Fulton Avenue, Hempstead, NY 11550. 516-485-9200.

California—Beautiful, growth market. Full time MOR. Excellent opportunity for aggressive self-starter with successful track record. $1,000 per month vs 20% on collections. EOE. Greenbriar Broadcasting, Box 68, Moraga, CA 94556.

Ambitious salesperson needed for separately programed AM/FM in the beautiful Finger Lakes area of New York State. Must be an aggressive self-starter with AM/FM experience. Resume to George Kimble, WGCQ/WFLC, PO Box 155, Canandaigua, NY 14424.

HELP WANTED ANNOUNCERS

KLMR AM-FM requires immediate experienced first phone announcer. Resume and tape to Russ Baldwin, KLMR, PO Box 890, Lamar, CO 80152.

Morning Personality for suburban Washington, D.C. station. Experienced personal ready to grow. Tape and resume to J. Long, WPRX, Box 1460, Middletown, VA 22110 EOE.

Immediate opening for all-night air personality leading Adult Contemporary Top 40 heavy emphasis on oldies. Experienced preferred. Monotones are encouraged to apply. Send tape, resume, and salary requirements to Bill Craig, WITW, Box 142, Danville, VA 24541. EOE M/F.

Unique individual to complement unique station in America's finest resort community. We seek a mature, well rounded, fully experienced person to fill a demanding position. Quality and versatility a must. Complete resume, tape and references to WHHR, Box 5683, Hilton Head Island, SC 29928.

Looking for young, bright replacement for "Queen of the Night" at 5KW, No. 1 rated country station. Send tape and resume: Station Manager, WGGI, 115 South Jefferson Street, Green Bay, WI 54301, EOE.

AM-Late-night Announcer with minimum two years experience and knowledge of country music must a music. Tapes and resume to Personnel Director Broadcasting, Box 100, Nashville, TN 37202. Equal Opportunity Employer.

Morning announcer for central Virginia daytime country music station. Salary commensurate abilities. Send resume, air tape, requirements to Box 8, Crozet, VA 22932.

Are you a witty, mature and creative morning announcer? Do you have the ability to be one? If so, KELI AM-FM has the opportunity for you. Send a recent aircheck tape to J.R. Greeley, KEWI Radio, PO Box 4407, Topkea, KS 66604. Even if you're happy in your present position, call 913-272-2122. KEWI is an equal opportunity employer.

Top ten market Beautiful music station looking for a great personality to give it a boost. Call 1-713-477-3611 or send tape to KYND, 1001 East Southmore, Pasadena, TX 77502. Equal Opportunity Employer.

Modern Country WJJK, Eau Claire, WI is searching for a country lovin' female, or male, for 8 PM-Midnight shift and overnight work. Will consider low experience-high potential applicants. Dave Shannon, PD, 715-835-5111.

WTRC is still looking for a good one on one commentator who can talk to a listener. We are MOR/AC with emphasis on personality. So talk to us on your tape. Send your warm, friendly one on one conversation to Allen Strike, PO Box 699, Elkhart, IN 46515. EOE.

Growing broadcast group located in the Sunbelt seeking experienced announcers. Excellent benefits. EOE. Contact: Marilyn S. Garnes, PO Box 529, Laurinburg, NC 28352, 911-276-2911.

You may qualify to join the staff of ARB No. 1 station in Watertown, N.Y. We're looking for an experienced A/C personality with broad production skills. Top pay and benefits. Must be available immediately. Tape and resume to Donald Alexander, Manager: 790 Communications, 120 Arcade St., Watertown, NY EOE.

Our afternoon lady has left us, and we need to replace her. Successful applicant has experience, talent, knows MOR and loves hard work. Pay and benefits above average. Summer in the Upper Midwest is beautiful! EOE. Box F-86.

Northeast medium market would like to hear from the top 4 air and creative people in the market. Will consider those with broadcast radio talent. Ability to communicate with adults and gifted production required. Those are the basics, now look for the marketing talent you want to attract and a market that will support a market with top prospects. Send tape and resume to: Steven Apel, WCAM, Sixth & Market, Camden, NJ 08101.

HELP WANTED TECHNICAL

Chief Engineer, FMBB/WBFO Public Radio, Buffalo. Good stable position. Send resume and salary requirements to General Manager, WBFO, 3435 Main Street, Buffalo, NY 14214. EOE.

Chief Engineer, 2 tower directional AM, Class C FM group stations in midwest. Prefer combo with first ticket for minimum announcing line on our religious variety stations. Equal opportunity employer. Send resume, references and air check, if applicable, to Gary Hetz. KFNW, Fargo, ND 58108.

Assistant Chief Engineer for modern 5KW AM DA and 50 KW FM-Stereo facility. Must have first class license and must be comfortable with solid-state and digital circuitry and have maintenance experience. Contact Lew Owens WAP AM-FM, PO Box 11670, Lexington, KY 40577. EOE. 606-293-0565.

Chief Engineer—for the leading AM/FM facility in one of the most attractive medium markets of the Pacific Northwest. Directional 10KW AM, Class C automated FM with transmitter on ski resort. Need permanent, hard working individual with good track record and good ears. This is a super opportunity with an excellent group organization. Send resume and salary requirements to Jeff Hatch, Communications Information Group, 312 East South Temple, Salt Lake City, UT 84111.

Chief Engineer for AM/FM in large Midwest City DA hands-on experience and state-of-the-art experience necessary. Must be able to take charge of engineering department and staff. Excellent opportunity and employee benefits. Resume to Box F-15.

Production Engineer—San Francisco—must be creative, talented. To work in state-of-the-art 4 and 8 track studios. Relevant experience helpful. Voice talent not required. Good growth potential. Resumes and samples to Kenneth M. Marx, KITV Director of Engineering, 300 Broadway, San Francisco, CA 94133. EOE/ME.


HELP WANTED TECHNICAL CONTINUED

Broadcast Technician needed — AM/FM Hi Pows. 1st position filled. Experience desired but willingness to learn most important. Resume to C.E. KIOA/KMKG 215 Keo. Suite 312, Des Moines, IA 50309 EOE.

HELP WANTED NEWS

Newspapers, anchors, reporters, writers, for expanding staff at Northeast newstalk station. Heavily equipped, solid commitment, top 50 market. Box F-14.

Beyond rip-and-read and rewriting newspaper stories, then our Northeast medium market would like to hear from you. Ability to write, deliver, gather and produce your own news. Those with good, solid writing skills, now tell us how you surpass them, and why you should be a part of our organization. Send tape, resume and writing sample to: Steven Apel, WCAM, Sixth & Market, Camden, NJ 08101.

News Director for growing public radio station. Will do newscasts, supervise students, and produce public affairs programs. Solid experience essential. Salary negotiable. Resume to David Anderson, KWGS, 600 S. College, Tulsa, OK 74104 EOE.

Watertown, N.Y. No. 1 radio news department needs experienced production directors. Good salary and benefits. Resume and tape to News Director, 790 Communications, 120 Arcade St., Watertown, NY EOE.

Growing broadcast group located in the Sunbelt seeking experienced News Directors. Excellent benefits. EOE. Contact: Marty S. Game, PO Box 529, Laurinburg, NC 28352, 919-276-2911.


WHAS Radio needs a person for a key anchorman/ reporter position. If you're good, and can prove it, and want to work for a clear channel station with a long-standing commitment to news, let us know. Send resume, references, salary information, writing samples and air check cassette to: Brian Rublein, News Director, WHAS Radio, PO Box 1084, Louisville, KY 40201 EOE.

Broadcast Journalist needed for dominant midwest station. 3 years experience, strong on air voice and interviewing experience required. Send tape and resume to News Director, KEKBSA, 104 N. Emprise, Wichita, KS 67202 Equal Opportunity Employer.

Medium Market. Strong news emphasis, Long hours. Hard work. Must have experience and a good voice. EOE. Box F-88.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS


Copywriter for Eastern small market radio stations within 45 miles two major cities: person desired should be able to paper mill copy as well as some creative design copy; good typing required; salary open, EOE; Send resume to Box F-88.

Successful AM-FM station in the west needs experienced production director of superior creative ability. Reply Box F-87.

Program Director for award-winning AM/FM combination. Must pull sign-on on FM. Send resume and tape to: Bob Thorton, PO Box 569, Cannonia, CT 06017, An Equal Opportunity Employer.

Medium Market Super Power automated rocker needs experienced production for an Operations Manager familiar with the Schaeffer 500 series. Must have good pipes for production. Up to $10K. Resume to Box F-117.

HELP WANTED TECHNICAL

SITUATIONS WANTED MANAGEMENT

General Manager: Highly experienced, responsible, success and growth. Twenty eight years FM experience in small market. Top choice for General Manager position. Box E-45.

General Manager, sales pro with excellent credentials, desires top market, middle market Virginia, East Tenn. 919-633-4736.

Successful Salesmanager currently breaking sales records looking for GM position with buy in, heavy programming experience and 1st phone. Prefer Texas or South. Reply Box F-60.

Hard working individual with nine years of broadcast experience in small and medium market radio. Seeking management position as General Manager/Station Manager in small market. Martin Garbus 213-842-3364.

Station/operations manager looking for a challenge. Solid experience, strong administrator, team player who knows importance of bottom line and shares. Box F-91.

Promotion Director—Formerly of Bernie Mann's WKIX-WVYD(FM), Raleigh, NC available immediately. Strong references. Please call Dan Smigrod at WKIX at 919-851-2711 or at home at 919-867-1789 or write 4230 The Lakes Drive, Raleigh, NC 27609.

Sales Manager wants challenge General Manager. Save Money! Will do two positions well, middle age, sober, First-phone. Box F-115.

SITUATIONS WANTED SALES


SITUATIONS WANTED ANNOUNCERS

Professional stable, creative communicator with good track record and four years experience working for driving/morning/production in medium market MOR or adult contemporary Box F-64.

Broadcast graduate with first phone seeks news/announcer position in Northern California. Call Bob 415-626-8906 evenings.


Top notch announcer with production, traffic skills. Versatile, dependable, energetic. Peter Bernard 213-385-0101.

Young, dependable, energetic announcer, 9 months experience, seeking position in Southeastern Wisconsin. 414-782-1142, ask for Mitt.

Expert pbp sportscaster, with commercial background available now. Skilled music production, sales, will relocate Mitch 212-376-4664.

Available now! Experienced jock/KD looking for medium market position. Will relocate. 513-631-4657 nights.

Hungarian Combo Man, 12 years experience, single. Minimum salary Available at once. Address: Edwin Szugy, Dura Dakovics 102, 24430 Acta Yugoslavia.

Interested in Small Market—Young, talented go getter ready to pay his dues. News seller, DJ show moves listeners. Steve Moss 305-979-0239 evenings.

Competitive, aggressive grad with 7 months pro experience seeks position in up-tempo, contemporary competitive small market. Creative copy 100% attendance, strong voice. Best offer Gary Brown 1-712-792-4321 6-11 pm CDST.

Reliable broadcaster, Good news and production, Top 40, AOR. Will Travel. Call Mike 303-346-7772.

Experienced DJ, 3rd ticket, tight board, seeking Top 40 position in Midwest. Any shift. Box F-107.

Cookin Top 40 personality, Creative, dependable, hard working, afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2918. Jon Conlon, 264 Sharon Dr., Brighton, IL 60110.

Nice guy with vibrant personality is ready Am creative, hard working; reliable; 3rd seeking any format, also good sports; news: willing to relocate. Tape resume available. Call Pete 312-746-1350; 2204 Ave., Zion, IL 60099.

Popular small town Morning Announcer seeks larger city Four years experience. Box F-113.

Four years board experience, one year P.B.P. know "modern country" some rock; southern Rockies or West Coast preferred. TW McGowan 307-672-7965 weekdays 7-11 (MDT)

Air Talent top 40, AOR, MOR. Hard working and dependable. Will relocate immediately. Midwest prefers. All inquiries welcomed. 3rd, tape and resume. Call Kevin, anytime 414-437-0566.

SITUATIONS WANTED TECHNICAL

370 per mo gets you retiree experienced EE CE DJ PI AM FM DR STL W KW West coast preferred others considered. Box F-93.

SITUATIONS WANTED NEWS

Experienced Chicago/Sportscaster seeks college play by play position in medium to major market. Box F-35.

News and Sports Reporter seeking position in large or medium market. Am young, dedicated. 6 years commercial experience. Box F-56.

Sports Producer/Reporter—Reporting or production position desired in major or medium market. Excellent interviewer and writer. Produces MB & NBA audio services. College grad with remote engineering experience. Contact Stu Millers; PO Box 1145; Union, NJ 07083-201-372-9285.

Anchor, Reporter, network experience, Fast, Smart, BA Call 914-753-2534 Eves or Box F-59.

Major College or pro football/basketball play-by-play Available now. Currently own sports production company originating college football and basketball. M.S. Communications, 7 years experience. 316-231-9200.

Goodbye Japan, Hello America, Returning American after 19 years in Japan. Presently new editor; announcer for NHK. Journalism BA, Proven creative commercial writer. Available for interview anytime in July. Minimum $20,000. Prefer West Coast; for tape and resume, please phone or write: John Leinfelder, 745 Pinta Lane. Foster City, CA 94404. Tel. 415-574-2861.

News Director, 16 years experience, top business and personal references: Mike McKay, 608-755-2988.

Female major market Pro. Editor/producer/reporter with No. 1 rated N.E. newstalk station. Seeks DC market employment. Box F-90.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Director. Station seeks available P.D. O.M. Solid experience includes motivation, budgeting, coordination, community involvement. Attn Fon No. 1, engineering, A.A., dedication. Box E-19.

Need a darn good Country program director? 13 years in Country radio. 5 years with Metromedia, KLAC, Los Angeles, and KNEW, San Francisco. A hard worker with many promotional ideas. Box F-89.

TELEVISION

HELP WANTED MANAGEMENT

General Manager, Midwest UAEH independent with strong financial background. Computer literate. Needs someone to build and operate new station facility. Unlimited opportunity for aggressive self starter leading to equity position. Box F-83.

Broadcasting Jun 15 1980

97
Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony Phillips Equipment. Contact: Jim Robinson/WECA-TV 904—893-3127.

Maintenance technicians needed immediately for the Space Shuttle program. Experience desired in CCTV systems, monochrome and color cameras, microwave, audio, digital electronics. Broadcast background preferable. Salary to $23,000 per annum. Call 713—488-1629 for appointment.

Maintenance Engineer, Lansing/Jackson, MI. Experience with sales and service. Excellent compensation negotiable. RCA cassette, 2-inch VTR’s, Sony ENG equipment, etc. Equal Opportunity Employer. Write: Personnel, WILX-TV, PO Box 30386, Lansing, MI 48905.

Maintenance Engineer needed for modern well equipped ABC affiliated local in southern New England. Experience and first class license required. Contact T. Arthur Bone, WPRI TV, East Providence, RI 02914, Phone 401—438-7206, an EOE.

Technical Ops. Coordinator: Four-State Station TV network has an opening for an engineer with extensive TV studio supervisory design and maintenance experience. Position involves complete supervision of all studio/field technical operations and will report to Director of Engineering. Please send resume, including salary requirements to the Personnel Office, NJ Public Television, 1573 Parkside Ave. Trenton, NJ 08636: (EOE).

Competitive UHF CB station in Atlanta, Ga. has openings for an ENG/Editor, ABC affiliated local in southern New England. Experience and first class license required. Contact T. Arthur Bone, WPRI TV, East Providence, RI 02914, Phone 401—438-7206, an EOE.

TV Maintenance Supervisor for network VHF station. Experience with RCA and Ampex equipment required. New studio facilities and constructing new transmitter and antenna. Send resume to WLS-TV, PO Box 2161, Roanoke, VA 24009, or call Bob Teets collect at 703—981-9111.

HELP WANTED TECHNICAL

CMX Editor—Progressive public television station seeking right person to be trained as CMX Editor. Minimum 2 years experience in video tape operations plus some knowledge in tape editing. First Class FCC license required. Good benefit package and long-term growth in a beautiful south Florida environment. Salary range up to $19,760 depending on experience and experience. Deadline for completed applications July 7, 1980. For complete position description and formal application write to Richard Hines, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Employment Opportunity Employer.

Chief Engineer, a south Florida major group television station is seeking an experienced, aggressive and sharpsighted engineer to be a part of expanding and personnel development. EEO Employer. Send complete resume to Box F-90.

HELP WANTED SALES

Need pro with at least 2 years experience in local sales for growing S.E. market. Send resume to Sales Manager, PO Box 4328, Macon, GA 31208. E.O.E.

HELP WANTED MANAGEMENT CONTINUED

Major market television station seeks top level production managers. Person must be experienced in management and administration in all phases of program and sales promotion, publicity art, station image, etc. Person must be creative and conceptual, well-organized and detail-minded, with ability to train and motivate others. Salary commensurate with experience. An Equal Opportunity Employer if you're ready for a new challenge write Box F-10.

Executive Director, Friends of Channel 21, Inc. Corporation seeking full time Executive Director for WHA-TV. Friends of Channel 21 is a non-profit educational foundation dedicated to the promotion and support of public television in Wisconsin seeking full-time Executive Director. Primary responsibilities are administration of Friends' office and staff, coordination and support for Board and committees, membership drives and an auction, development of individual and corporate memberships, public information functions, liaison functions with government and other public general public relations, coordination and development of an effective local underwriting program. Bachelor's degree in communications, business administration of related field, and three years full-time demonstrated experience in community relations, volunteer leadership and program coordination required, five years preferred. Demonstrated knowledge and experience in fiscal program and personnel planning, and administration essential. Flexible work schedule required. Salary range $21,000 to $25,000 depending on qualifications and experience. Deadline for completed applications July 7, 1980. For complete position description and formal application write to Richard Hines, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Employment Opportunity Employer.

Chief Engineer, a south Florida major group television station is seeking an experienced, aggressive and sharpsighted engineer to be a part of expanding and personnel development. EEO Employer. Send complete resume to Box F-90.

HELP WANTED NEWS

Photographer/ENG Editor: All ENG group owned station. Heavy commitment to news with large staff and live microwave. The right person has excellent opportunity for advancement. Box F-119.

Executive Producer: Responsible for producing two nightly news casts. We're looking for an energetic person strong in writing and ENG production who can step in and take charge of putting out a fast-moving, contemporary newscast. No beginners. Send resume to News Director, WGR-TV, PO Box 37202, Buffalo, NY 14208. No phone calls, please. An EOE, affirmative action employer.

Meteorologist/Weathercaster: group owned medium market station with strong commitment to news and weather. Color radar, microwave, and large staff. Excellent pay benefits and future for the right person. No beginners, please. Box F-66.

Experienced, innovative, creative producer to help lead a news department with a strong staff and equipment ranging from color radar to live ENG. EOE, Box F-120.

Ambitious News Director needed for Northeast Radio-TV. Stations. Must be experienced, aggressive and a true leader! Excellent opportunity with expanding group. EOE. Box F-38.

News Director/Anchor: For small market television station, Sacramento, CA. General Manager, WAEC-TV, Ridgepaler, WI 54501. Equal opportunity employer.

Reporter/Anchor: For general assignment and feature work—possibly weekend anchor—must be experienced. Send resume and tape to News Director, KLRR-TV, 4935 S.W. 25th Street, Miami 21, FL 33027.

Producer—Top thirty market leader looking for aggressive, creative, people oriented leader to produce a fast paced newscast. Send tape and resume to Steve Ridge, WKBW-TV, 7 Broadcasting Plaza, Buffalo, NY 14202, EOE.

Assistant Weatherperson/Booth Announcer with two years experience to go to Personnel Director, WSM-TV, PO Box 100, Nashville, TN 37202, An Equal Opportunity Employer.

TV Anchor/Reporter for small to medium market. Experience preferred. Tape or resume to: News Director, KMID-TV, PO Drawer B, Midland TX 79701 or call 915—563-2222, EOE.

Top market news leader seeks dedicated Regional Reporter. Send VCR & resume to Bob Bruner, News Director, KMID-TV, 17000 E. Winding, Huntington, W. Va 25721, Equal Opportunity Employer.

TV Sports Anchor/Reporter for small to medium market. Experience preferred in on-air and off-air ENG. Tape or resume to: News Director, KMID-TV, PO Drawer B, Midland, TX 79701 or call 915—563-2222, EOE.

Do you see the world through different eyes than the rest of us? Can you see behind the usual news and crack- ers where most of us pass by and see nothing? If you've got a glint in your eye, and a spark in your lethargy, we want you. Tape and resume to Jim Willim. News Director, WGR-TV, 25 Delaware Avenue, Buffalo, NY 14202. We also need a Photographer skilled in ENG and film shooting and editing. An Equal Opportunity Employer. No phone calls.

Sports Director: Seeks qualified, aggressive individual with experience in sports reporting, writing, producing, editing, on air presentation, and coordinating sports department activities for progressive television station; must be willing to relocate, salary $18-20,000; submit resume and tape to Linda Im- boden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. Equal opportunity employer/male/female.

Chief Photographer: Don't apply unless you're long on ambition. Ambitious and experienced in color radar and tape to news Director, WGR-TV, PO Box 37202, Buffalo, NY 14208. No phone calls. EOE, affirmative action employer.

Sports Anchor/Reporter. Excellent position opening for talented, personable sports anchor/reporter. Must have anchor experience with bright, energetic delivery. Must have some background in local sports material. Must be experienced with ENG reporting procedures. Sports conscious community wide focus for right person. Send resume and tape and salary requirements to Don Edwards, Program Direc- tor, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Group owned company with 7 midwestern TV and radio outlets in the market for top-notch air people... applications accepted for anchors, reporters, TV and radio sports... equal opportunity employer, excellent fringe benefits and salary structure plus chance to advance. MIF Box F-122.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

PM Magazine Co-hosts: Bright and energetic people (2) to co-host PM Magazine. On-air experience or willingness to learn backtalk. Be able to communicate to viewer a must. If you want to work for the best TV station in the South, send tape and resume to Production Manager, WRAL-TV, PO Box 12000, Raleigh, NC 27605, EOE.

Producer/Director—Beautiful Gulf coast of Florida, and fastest growing area in the nation. Must have 5 years directing experience and/or education, and be highly knowledgeable in news and public affairs TV pro- duction. Must have good technical knowledge of all the equipment necessary to perform duties of this position. Strong leadership qualities and experience are an absolute must. Good company benefits. No phone calls. Send resume and salary requirements to Clarence Mosesley, WINK-TV, PO Box 13080, Fort Myers, FL 33901. Equal opportunity employer. Qualified applicants need apply Equal Opportunity Employer.

Women's Director position at Great Lakes area VHF station. Applicants must be skilled at interviewing children and adults for two daily shows. Must be interested in community affairs and have strong sense of public relations. Resume, references, EOE. Box F-43.

Program Manager: For medium market CBS Affili- ate. Must be experienced in television programming and able to administer Production and Promotion Depart- ments. Send resume to James N. Arminstead, Vice President and General Manager, REO-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station, EOE.

Assistant Director ready to move up to Director. Send resume and tape to Herb Gold, WJKS-TV, Box 17000, Jacksonville, FL 32218.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED


Senior Producer/Director. The Mississippi Authority for Educational Television is seeking an individual to assume the producer/director responsibilities for an ITVS series to be distributed nationally. Applicants must have a minimum of 5 years' experience in television production and management. The ability to operate as a creative member of a production team is imperative. Minimum requirements are a degree in RTVF related field, and prior experience in TV production. An equal opportunity/Affirmative action employer. Women and minorities encouraged to apply. Carolyn Barlow, Personnel Manager, PO Drawer 1101, Jackson, MS 39205, 601-982-6277.

Producer/Director, Television. Description: Under the direct supervision of the KVIE Executive Producer, is responsible for the production of all on-air fundraising drives, the annual on-air auction, and other special events programs. Produces/directs all on-air promotions. Requirements: Demonstrated ability to write, budget, direct and produce television programs; 2 years' experience; 5 years' experience in on-air fundraising experience. Send sample scripts and demo tape to: KVIE, PO Box 8, Sacramento, CA 95810. Salary range: $5,000-$20,000. Available: July 15, 1980, Application period: Through June 30, 1980 EOE/AA.

Senior Producer/Anchor—Organizes and supervises field and studio production for at least two weekly local public affairs broadcasts. As managing editor, has program content responsibility. As studio anchor, is principal on-air journalist in public affairs unit. Bachelor's degree and three years demonstrated successful fulfillment of program and supervisory responsibilities in broadcasting. Knowledge of related field or equivalent combination of education and experience required. Demonstrated ability to design and produce effective public affairs programs with high visibility and quality production, technical and journalistic values. Demonstrated success as on-air interviewer, reporter and moderator. Demonstrated success as writer and editor of broadcast copy. Thorough understanding of state-of-the-art production techniques required. First-hand experience with 3/4-inch and 1-inch videotape equipment and editing facilities required. Excellent writing, editing, and writing skills. Salary range: $5,000-$10,000. Available: June 30, 1980. EOE.

TV Director: Rapidly expanding television station seeking individual to be responsible for video/ tape/editive studio or remote production and the techniques involved using equipment, talent, station personnel, with high visibility and directing responsibilities. Three years experience in television production to include lighting, art, audio, camera, live shoots, storytelling and writing. Minimum salary: $22,000. Reply to Box 103, Columbia, SC 29203.

For Fast Action Use BROADCASTING's Classified Advertising
HELP WANTED TECHNICAL

Unusual Opportunity—Washington, D.C. consulting firm seeks versatile broadcast engineer for station appraisals and real estate work. FCC first phone, 3-5 years experience and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202-968-3196.

HELP WANTED TECHNICAL

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**MISCELLANEOUS**


Commecials... Promos... by major market talent... impressions, female voices; more! As low as $4.50. Low cost consultations. B.B.C., 15008 Canons Mill Road, E.L.O., 43920, 216-385-1397.

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

Artist Bio Information, daily calendars, more! Personalization b-weekly service. Write (on letterhead) for samples: Galaxy Box 20053-B, Long Beach, CA 90801. 213-438-0508.

Records wanted—Have format changes left you with unneeded records? Top dollar paid for all types LPs. We'll travel for quantity Nuggets—Boston 817-536-0679.

Five volume production library jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit $1.00 (refundable): L.A. Air Force, Box 944-B, Long Beach, CA 90801.

Writers/Readers Guide. Time is money... save it! Topics in 500 magazines reported monthly for quick reference. Media Research, Box 773, Arlington Heights, IL 60004.

SuperSpots help you sell more radio time! New commercial production package. For demos: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234 214-661-8201.

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

**RADIO PROGRAMING**

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry Wide Wide Bingo—PO, Box 2311, Lititz, PA 17543-795-3288.


**INSTRUCTION**

Free booklets on job assistance, 1st Class FCC license and DJ—Newscaster training. A.T.S., 152 W. 42nd St., No.Y.C., Phone 212-221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 17 and September 2. Student rooms at the School, 11 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

Annoucners: Get a better job. My publication tells how. Send ST7. 2355 Ala Way, Suite 206, Honolulu, HI.

Cassette recorded First Phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our th Mr. Reha! FCC license courses, Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.


**OPERATIONS DIRECTOR**

High Quality Contemporary Class C in top 100 Sunbelt market. Expert in Automation & Production (also must be low) $18,000 - ph. 214-386-5302

**Help Wanted Management**

**GENERAL MANAGERS—PROGRAM DIRECTORS—SALES MANAGERS**

We are seeking aggressive, bright management personnel to join our expanding company. Our stations are located in medium sized Sunbelt and Midwestern cities and we will continue to expand in these two areas. You will be expected to work hard, be eager to learn, to be effective and committed to winning fairly and honesty. In turn we will give you the tools you need to work with, all the growth opportunities you can handle and make market renumeration and benefits. Box F-16.

**Help Wanted Announcers**

**MAJOR GROUP TALENT SEARCH**

Susquehanna Broadcasting continues growth with strong communicators. Music personalities, talk personalities and news people, send your tapes and resume to: Bob Shipley, Susquehanna Broadcasting Co., Radio Division 140 East Market Street York, PA 17401 Equal Opportunity Employer

**MORNING RADIO ANCHOR**

One of the great radio stations seeks a highly creative morning news anchor. Personality, authoritative delivery and talent are all musts. Send detailed resume, references and air check to: Bob Barry, News Director, WBAP, 3900 Barnett, Ft. Worth, TX. 76103, Equal opportunity employer.
Situations Wanted News

14 YRS. NFL AWARD WINNING PLAY BY PLAY
Loss of station team bcst rights makes me available this fall for NFL or major college football play by play. Free lance. Box F-82.

Don’t Settle For Second Best!
Heavyweight award-winning talk-show host/newscaster seeks radio & TV slot in top 5 market!
Others 10 years solid news/talk experience, plus background as creator of syndicated cable TV program, writer-editor-lecturer, and contributor to 2 best-selling books!
If you seek excellence and a proven ratings record, call:
Gene Steinberg, (212) 631-8290

Situations Wanted Programming, Production, Others

Free-lance In N.Y. Area
Experienced young pro. employed by major syndicator, seeks additional challenges in radio production. Excellent editing, mixing, and writing skills, combined with “great ears” and ability to “follow through”. Box F-73.

A RADIO STATION IS A TERRIBLE THING TO WASTE!
Not getting a fair return from your investment? PD more interested in lunch than in your sound? Price gone from your call letter? Former PD with top 40, A/ C, solid gold, personality background in Phila., market available to assume your PD/OM position. Currently reaching broadcasting but ready to talk.
Box 475, Philadelphia, PA 19105

SPOTS THAT COOK!
Award-winning. Production/Copy/Announcer. Six-year pro wants to move up. Rock format and East Coast preferred. You’ll be glad you looked into Box F-98.

HELP WANTED ADMINISTRATOR

A New York based position responsible for the purchasing of broadcasting electronic equipment. This position requires knowledge of the technical requirements of broadcasting as gained through specific, professional engineering experience or prior purchasing experience in an electronics industry, preferably broadcasting.

Send resume and salary history to: Tom Huban, Personnel Manager, American Broadcasting Companies, Inc., 40 West 86 Street, Main Floor, New York, New York 10023

Men and women of all races are encouraged to apply
American Broadcasting Companies, Inc.

Help Wanted Programming, Production, Others

Georgia Educational Television Network
Director of Public Programming

The Georgia Educational Television Network, an equal opportunity employer, is seeking applications for the position of Director of Public Programming.

Duties include: Setting goals and directions for public television in Georgia, selecting program material for broadcast, administering budget and preparing grant applications. This position supervises a staff of thirty professional people. A minimum of two years of supervising or consultative experience in educational or commercial television production, promotion or programming is required.

Salary range $20,000 to $28,000. Liberal fringe benefits. Application deadline is June 30, 1980 and must be submitted by June 29. To obtain the Merit System Form and more information please contact: Frank Bugg, Director of Operations, Georgia ETV Network, 1540 Stewart Ave., NW, Atlanta, Georgia 30310. Phone: (404) 656-9943.

Help Wanted Programming, Production, Others

Help Wanted News

TELEVISION

Help Wanted Management

PROMOTION MANAGER

Group owned VHF network creates and sells channel 50 and several smaller market stations. Seeking a person to specialize in creating station promotional vehicles for broadcast and print. Some experience required in copywriting, advertising and graphic values. Send resume to Jack Rosenthal, Harlequin Broadcast Corporation, Box 3920. Casper, Wyoming 82602.

PUBLIC AFFAIRS ASSISTANT

Experience preferred. Must be capable of writing and delivering speeches, producing public affairs announcements and programming; office work includes filing, FCC record keeping and preparing letters. Knowledge of Tulsa market beneficial. Send applications and/or resumes to KTUL-TV, Attn: Gary Rickels, Operations Manager, PO Box 8, Tulsa, OK 74101. No phone calls, please. EEO/ME.

SPORTS ANCHOR/REPORTER

Excellent position opening for talented, personable sports anchor/reporter. Must have anchor experience with bright, energetic delivery. Must have ability to dig out interesting local sports material. Must be experienced with ENG reporting procedures. Sports conscious community wide open for right person.
Send resume, video tape and salary requirements to Don Edwards, Program Director, WSTM-TV, 1030 James Street, Syracuse, N.Y. 13203. WSTM-TV is an Equal Opportunity Employer.

No. 1 rated PM Magazine is seeking a minicam operator with experience & producing skills in 3/4” field production techniques. Send resume, tape and salary requirement to Gary Brasher, WCMH-TV, PO. Box 4, Columbus, Ohio, 43216. EEO.

Help Wanted Programming, Production, Others

Help Wanted News

Broadcasting Jun 16 1980
HELP WANTED NEWS
Continued

SITUATIONS

Are you looking
for host of daytime interview and feature show? I'm your man with experience in all phases of on air work plus news management. Box F-84.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS
Continued

MARKET DEVELOPMENT MANAGER
I would like to establish and manage a Market Development Department in your sales organization.
I currently operate an advertising agency with a broad list of clients, all of which I have developed into heavy users of television.
I am familiar with television station operation, having held Production and Promotion management positions with several television stations before starting my agency.
If your market is like most, there is likely a great deal of opportunity for additional station billing from clients in many areas, by use of comprehensive research, conceptual selling, direct client upper management contact and knowledge of clients needs and aspirations.
If you are a G.M. or G.S.M. of medium to large market television station prepared to commit and stick with a market development approach, let's talk.
Box F-109

SITUATIONS WANTED NEWS

NEWS DIRECTOR
Top 25 California market seeking experienced TV news professional with proven administrative ability. Responsible for 2 hours of news daily in an ENG operation. Please send resume to Box F-74. An Equal Opportunity Affirmative Action Employer, M/F.

SPORTSCASTER
To join growing staff in pro sports top 20 market. Must have the ability to do exciting highlights and action-packed sportscast. Looking for winning personality with unique production skills. Send reply and resume to Box F-75. Equal Opportunity Employer

TELEVISION NEWS PRODUCER
California sunbelt market, top 25, seeking experienced TV news producer. Experience in news/production should include writing, editing and ENG production both tape and live. Ability to work well with people a must. Send resume to Box F-76. An Equal Opportunity Affirmative Action Employer

TROUBLE SHOOTER REPORTER
Must have the desire and ability to solve other peoples problems. Be fair but firm with rip-off artists and present a story which is interesting and well produced. East Coast net affiliate. If you have proven skills as a problem solver, send resume to Box E-78. Equal Opportunity Employer

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

TV TALK SHOW HOST
Top TV talk show host now looking. Totally committed to community involvement. Vibrant one on one interviewer. Studio and field production experience with film and ENG pieces. Successful track record with 8 years major market experience. Tape and resume available. Reply on confidence to: Box F-112.

New York's finest Video Tape Production Company
has immediate openings for video tape editors experienced with:
1. CMX 340 expanded keyboard interfaced with VPR-2's & a CDL-CD 480 switcher, & Squeezzoom
2. Ampex 2000's with editec editing
Salary commensurate with experience. Call or write Susan Litman, TULCHIN/CENTREX Productions, 240 East 45th Street, NY, NY, 10017, 212-966-8270.

MANAGEMENT
in search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcast Promotional Association Employment Bureau, c/o Box 0-45.

ALLIED FIELDS
Help Wanted Technical

New York's finest Video Tape Production Company
has immediate openings for video tape editors experienced with:
1. CMX 340 expanded keyboard interfaced with VPR-2's & a CDL-CD 480 switcher, & Squeezzoom
2. Ampex 2000's with editec editing
Salary commensurate with experience. Call or write Susan Litman, TULCHIN/CENTREX Productions, 240 East 45th Street, NY, NY, 10017, 212-966-8270.

SITUATIONS WANTED MANAGEMENT

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 R3, Box 84, Lexington, Indiana 47138

ENGINEERING POSITIONS
We specialize in the placement of TV and Radio Engineers with Broadcast Stations, Manufacturers, Industrial TV, Production Facilities and Dealers: all levels, positions and locations nationwide. Professional, confidential no fee. Best Industrial Reputation to over 100 client contacts. To discuss your employment possibilities please call Alan Kornish at (717) 287-9635 or send your resume now.

NEW BRIDGE CENTER, KINGSTON, PA. 17942

KEY systems

Employment Service

Continued

TV TALK SHOW HOST
Top TV talk show host now looking. Totally committed to community involvement. Vibrant one on one interviewer. Studio and field production experience with film and ENG pieces. Successful track record with 8 years major market experience. Tape and resume available. Reply on confidence to: Box F-112.
CUSTOMER SERVICE ENGINEER

Radio Automation

If you enjoy working with program automation equipment and have a technical background with a good command of digital electronics, you could be the person for this challenging position.

Broadcast Electronics is located in a pleasant, small midwestern town. We have a good team and are enthusiastic about our future. The overwhelming success of our "Control 16" Program Control System has resulted in an opening for a Customer Service Engineer. Get in on the ground floor with a growing company. We offer excellent working conditions and benefits.

If you're experienced in the technical operation of program automation equipment and interested in a challenging career position, please send resume, including salary history in confidence to:

Dow Jones
Manager, Automation Service
Broadcast Electronics, Inc.
4100 North 24th Street
Quincy, IL 62301

Public Notice

FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Tuesday, July 1, 1980 at 9 a.m. in the Carlyle Room of the Doubletree Inn of Old Town, Alexandria, Virginia. Subject to amendments, the agenda includes: Chairman's Report, President's Report, reports from board committees, Development, Finance/Audit/Compensation, Long Range Planning/Legislation, Membership, Public Information, Programming and Technology/Distribution. The board committees will meet on Monday, June 30, 1980 at the Holiday Inn.

For further information concerning these meetings, please contact Estelle T. Sanchez, NPR General Counsel at (202) 785-5309.

Services

MANAGEMENT SERVICES COMPANY
Specializing in Individual & Corporate VIDEOTAPE INVESTMENT
Representing over 500 Clients & 1,100 Episodes
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Open Letter to Small Market Radio Station Owners and Managers:

I'm a radio sales specialist with a successful background which will interest you. Fact is, you'll be very interested. I can apply my success formula to your station... and you will enjoy a dramatic and permanent increase in sales. After a visit with you, I will supply a 12 month blueprint for sales, entirely customized for your station. Costs are very low and results are guaranteed.

Write Co Pinnacle Radio Sales Consultants
Box 90
Orange, MA 01364

Open Letter to Small Market Radio Station Owners and Managers:

I'm a radio sales specialist with a successful background which will interest you. Fact is, you'll be very interested. I can apply my success formula to your station... and you will enjoy a dramatic and permanent increase in sales. After a visit with you, I will supply a 12 month blueprint for sales, entirely customized for your station. Costs are very low and results are guaranteed.

Write Co Pinnacle Radio Sales Consultants
Box 90
Orange, MA 01364
WANT TO BUY STATIONS

Dan Hayslett
11311 N. Central Expressway Dallas, Texas
Media Brokers
 RADIO, TV, and CATV
(214) 691-2017

Ralph E. Meador
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

Bill-David Associates
Brokers-Consultants
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

FOR SALE:
AM-FM combination. $400,000. Terms. Also, single market full-time AM. $200,000. Call Boyd Kelley (817) 692-7722.

For Sale Stations

H.B. La Rue, Media Broker
West Coast:
44 Montgomery Street, 5th Floor San Francisco, California 94104
(415)434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021
212/289-0737

Milton Q. Ford & Associates
Media Brokers/Appraisers
"Specializing in Sunbelt Broadcast Properties"
5550 Poplar - Suite 816 - Memphis, TN 38117

901/767-7980

AM Daytimer
Northeastern PA area (real estate lease to suit your needs).
Box E-81

THE KEITH W. HORTON COMPANY, INC.
P.O. Box 948
Elmira, NY 14902
(607) 733-7128
Brokers and Consultants to the Communications Industry

FLORIDA
Dandy little fulltimer in single station market. Tri-County coverage with over 60,000 population. History of profitability under absentee ownership. Real estate included. FM possibility. Priced at 1.8 x billings ... $275,000. Good terms.

Larson/Walker & Company
Brokers, Consultants & Appraisers
212/395-0385
Suite 214
1161 San Vicenta Blvd.
Los Angeles, CA 90049

For Sale
Southwest Florida full time AM station Immokales, Florida one station market priced for immediate sale $125,000. Terms negotiable, 29% down. Contact: Jan Kantor 813-334-8135.
For Sale Stations Continued

CHAPMAN ASSOCIATES
nationwide service

COMPANY
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GA
NC
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For Fast Action Use BROADCASTING's Classified Advertising

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only
(Billing charge to stations and firms $2 00)

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. No telephone orders and/or cancellations will be accepted.

Replies to ads with Blind Box numbers should be addressed to box number c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarded, and are returned to the sender.

Rates: Classified listings (not-display) Help Wanted 70c per word $1.00 weekly minimum Situations Wanted (personal ads) 40c per word $5.00 weekly minimum All other classifications $6.00 per inch For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space Agency Commission only on display space.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mn, COD, PD, etc., count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Inside ABC
American Broadcasting Company's Rise to Power
by Sterling "Red" Quinlan
Here's the complete story of the American Broadcasting Company's spectacular climb to leadership after more than 25 years of continual third place network position. Sterling "Red" Quinlan, former Vice President and General Manager of ABC's Chicago station, candidly tells of the people and events that have shaped the highly individualistic style of the network and made it the innovative force it is today. Based on extensive research including interviews with numerous past and present ABC employees, previously unpublished information from company files and the author's own experiences, INSIDE ABC offers a unique look into the executive suites of the broadcast industry. 320 pages, 39 photographs, bibliography, index. $12.95

Broadcasting Book Division
1735 DeSales Street, N.W.
Washington, D.C. 20036

Please send _______ copy(ies) of INSIDE ABC @ $12.95 each.

Payment must accompany your order.

Name ___________________________
Address _________________________
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R.D. HANNA
COMPANY
BROKERS • APPRAISERS • CONSULTANTS

For Sale Stations Continued

STATIONS

MW AM Small $160K Terms
E AM Small $180K 29%
NW AM Small $215K $62K
S AM Small $375K Terms
MW AM/FM Small $625K $89K
SE Fulltime Medium $560K $162K

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

2 FMs FOR SALE-SE


SELECT MEDIA BROKERS

MIL Daytime AM 370K Small
NC Daytime AM 165K Small
MO Daytime AM 225K Small
WY Fulltime AM 235K Small
MS Daytime AM 295K Medium
KS Non-Commercial
FM 350K Metro
GA Daytime AM 400K Medium
MA Daytime AM 650K Major
SC Daytime AM 150K Small
FL Fulltime AM 340K Medium
SC Daytime AM 375K Medium
VA Daytime AM 180K Small
GA Daytime AM 385K Small
NC Fulltime AM 750K Medium
IN Daytime AM 1.25 M Major
CO Fulltime FM 300K Small
SE Fulltime FM 500K Metro

912-883-4917
PO Box 5, Albany, GA 31708

R.D. HANNA COMPANY
BROKERS • APPRAISERS • CONSULTANTS

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8340 E. Princeton Ave, Denver, Co. 80237 • 303-371-7875
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inside abc
Media

Robert T. Howard, VP-general manager of NBC-owned WNBC-TV New York, named VP-television projects for NBC Television Stations Division. Al Jerome, station manager at NBC's WMJQ-TV Chicago, succeeds Howard.

Kenneth Hatch, executive VP of KIRO Inc., and general manager of its KIRO-TV Seattle, named chief executive officer of KIRO Inc.

Ken Elkins, general manager of Pullizer Broadcast Stations' KETV-AM Omaha, named general manager of co-owned KSDKTV St. Louis, succeeding Michael Duffy, who resigned.

Gary Bolton, general manager of Park Broadcasting's WUTV-AM Utica, N.Y., named general manager of co-owned WDEF-TV Chattanooga.

Larry Campbell, station manager of King Broadcasting's KOWAMI Portland, Ore., named general manager of King's KQIAM Seattle, succeeding Keith Lollis (see page 108). Jim Woodyard, general sales manager of KGW and co-owned KINK-FM there, named general manager of KGW.

Stephen Wrath, VP-sales, KMKO-AM-FM Phoenix, named general manager.

Irwin Polinsky, general manager of Cablevision Systems Development Company's Long Island, N.Y., division, named president of division, based in Woodbury, N.Y.

O.R. Bob Bobbitt, president of Angelo Broadcasting Corp., licensee of KEOIAM-KWLF-FM San Angelo, Tex., assumes additional duties as general manager of KELL-AM Fairfay, Va., and president of license of station, Northern Virginia Radio Corp. Bobbitt was formerly with LBJ Corp., Austin, Tex., parent company of Northern Virginia Radio Corp.

Richard Holcomb, general manager, KQXAM-AM Albuquerque, N.M., assumes additional duties as general manager of co-owned KZXX-FM there.


Glenn Buxton, sales manager, program director and music director of Etoah Broadcasters' WAAK-AM Gadsden, Ala., named VP of Etoah and president-general manager of WAAK.

Paul Lindsay, formerly with WACKIAM Newark, N.Y., WLAP-AM-FM Lexington, Ky., and with Group W in Fort Wayne, Ind., and Chicago, named VP/general manager, WOHN-AM Herndon, Va.

Richard Feindel, general manager of WWGPIAM-WFJFM-FM Sanford, N.C., named VP, secretary and general manager.

Pedro Santos, formerly with KPVT-AM Hanford, Calif., joins KGSTAM Fresno, Calif., as assistant general manager.

Jane Coward, network traffic supervisor, Christian Broadcasting Network, Virginia Beach, Va., joins WTVZTV Norfolk, Va., as director of operations.

Phil Kouwe, program director, WHERIAM Indianapolis, joins KUXIAM Minneapolis-St. Paul as operations manager.

John Murray, formerly with KFIX-AM-FM Kansas City, Mo., joins KCMWAM Fairway, Kan., as operations manager.

Gerald Swearingen, VP-general manager of KOGOAM San Diego, joins Mutual Broadcasting System as regional manager, station relations, for Western region, based in Los Angeles.

Robert Stare, assistant controller, Group W Productions, Los Angeles, named human resources manager. Leo Jacob, accounting supervisor, named assistant controller.

Patti Hoth, promotion manager for Pikes Peak Broadcasting's KRDG-AM-FM-TV Colorado Springs, named assistant manager-station relations manager for co-owned KCTV Grand Junction, Colo.


Ronald Mazuk, assistant tax director, Dayco Corp., Dayton, Ohio, joins Tafi Broadcasting Co., Cincinnati, as manager of federal and international taxes.

Lila Gilmore, from KSAT-AM San Antonio, Tex., joins KVOAMI Sacramento, Calif., as assistant business manager.


S. James Coppersmith, VP-general manager of WNEW-TV New York, received Honorary doctor of laws degree from Iowa's William Penn College May 11.

Advertising

Eugene P. Beard, VP and chief financial officer, Arlen Realty and Development Corp. New York, appointed executive VP, finance and chief financial officer of Interpublic Group of Companies Inc., succeeding Charles C. Townsend, who continues as member of board of directors of company and as consultant on special projects.

Elected senior VP's-creative managers of Doyle Dane Bernbach. New York: Mike Lawlor and Jack Mariucci, VP's and art supervisors, and Diane Rothschild, VP-copy supervisor.

Kenneth M. DeCesare and Cynthia J. Perry, account supervisors in corporate communications division, J. Walter Thompson Co., New York, named VP's.

Elected VP's at Young & Rubicam. New York: George H. Watts, senior copywriter; Joan Perrella, manager of daytime network television; James Cunningham Jr., manager of nighttime network TV, and Edward Dittus, associate director of communications information services.

Jack Jadick, assistant media director, and Barbara Fagan, creative supervisor, Grey Advertising, New York, named VP's.

Frederick Dixon, VP-account supervisor, Creamer Inc., New York, named senior VP.

Dave Falcon, formerly with Falcon/Shapiro, Hicks & Greist and Altmann Stieler Weiss, all New York, joins Creamer as VP-creative group head.


She's Sherlee Barish. And television news people are her specialty. Call her.

Broadcast Personnel, Inc.
527 Madison Avenue, N.Y. 10022
(212) 355-2672

*The Wall Street Journal, 1977*
Programing

John McMahon, president of Rastar Television, Los Angeles, and former senior VP-program and talent, West Coast, NBC-TV, named president of Carson Productions, Johnny Carson's new television production company in Los Angeles, effective June 23.

Peter Grad, VP-development, Columbia Pictures Television, Los Angeles, named to same position for 20th Century-Fox Television. Tony Spinner, writer-producer, named VP-creative affairs. Chuck Simon, director of programming and development, Paramount Televisiion, Los Angeles, has signed with 20th Century-Fox Television as producer and packager to develop prime-time and syndicated programming.

Michael Jay Solomon, president and chief executive officer of Telepictures Corp., New York, named chairman of board in addition to CEO. Michael Garin, executive VP and chief operating officer, named president while retaining chief operating officer post. Herbert Pearlman, director, named chairman of executive committee.


Peter Hughes, general manager of MCA TV Canada in Toronto and Montreal, named VP of MCA TV International and VP of MCA Canada. Jules Stein, founder of MCA Inc. and holder of MD degree, received honorary doctor of humane letters from Johns Hopkins University, Baltimore.

Steve Goldstein, regional manager, affiliate relations. NBC Radio, joins Robert O. Malm, New York, as VP responsible for international marketing of radio specials produced by RKO Radio and other companies.


Ken Livesay, associate producer of KCRT-TV's AM Los Angeles, appointed program development associate of Post-Newswest Productions, Los Angeles.

Daniel McCarthy, general sales manager, KHOU-TV Houston, joins Peters Productions, San Diego, as regional manager-television.

Russ Barnett, former program director of KMPC/AM Los Angeles and operations director of Don Martin Communications, joins O'Connor Creative Services. Los Angeles, as executive producer of syndicated programming.

Eric Jones, creative services director for Group W's PM Magazine, joins Hillier Productions, Sausalito. Calif., as managing producer of syndicated show, The World of People.

Appointments. TM Companies, Dallas, which includes TM Productions, TM Programing, TM Special Projects and TM International: Mike Baer, with TM Productions, named general sales manager. Bill Shaughnessy, creative director, O'Connell Advertising, Cincinnati, named TM commercial library manager. and Jim Van Sickle, former general sales manager, KFIZ-AM Dallas, joins TM Programing as management sales consultant for Midwest region.

Michael David, manager of affiliate relations, Entertainment and Sports Programing Network, Bristol, Conn., joins Modern Satellite Network, New York, as manager of programing and special projects.

Wolf Schneider, production coordinator, Westwood One, radio syndicator, Culver City, Calif., joins Watermark as associate producer of new weekly radio series, Soundtrack of the '60's.

James Wilson, corporate controller. Technicolor. Los Angeles, named VP-finance, cinema systems division of Technicolor.

Jeff Snetiker, director of production finance, corporate, Paramount Pictures Corp., Los Angeles, named director of television production finance, Paramount Television.

Keith Lolits, station manager of King Broadcasting's KING/AM Seattle, named program director of co-owned KING-TV there. He succeeds Bob Guy who is retiring, but will continue with company as program consultant.

Ron Jablonski and Bob Kelly, air personalities, KERE/AM Denver, named program...
director and music director, respectively.

**Bob Christy**, program director, WDHVAM Boson joins KIROAM San Diego in same capacity.

**David Payne**, producer-director, WSOCTV Charlotte. N.C., assumes additional duties as assistant production manager.

**Stel Pontikes**, with WCBWFM Columbia, Ill., named production director.

**Paul Alexander**, sports director, KOLD-TV Tucson, Ariz., joins KMOX-TV St. Louis as sports reporter.

**Bob Robertson**, from KVIAMFM Seattle, joins KAYOAM there as sports director.

**Toni Bafille**, anchor, WPTT-TV Pittsburgh, joins WPITFM there as announcer.

**News and Public Affairs**


**Mike Gilliam**, unit manager, KDKATAV Pittsburgh. joins WILATV Washington as night assignment editor.

**Ivan Smith**, anchor and producer of noon news on King Broadcasting's KSDK-TV Portland, Ore., retired June 5. He had been with King 24 years.

**Merle Paul**, from KDBC-TV El Paso, Texas, joins WTVN-TV Columbus, Ohio, at 5:30 and 11 p.m. and anchor. **John D'Amico**, assignement editor, WRTVTV Flint, Mich., joins WTNN-TV as producer of 5:30 p.m. news.

**Gwen Castaldi**, reporter and anchor, KLAS-TV Las Vegas, joins WBBM-TV Chicago as general assignment reporter.

**Bill Proctor**, weekend anchor, KDKA-TV Pittsburgh. joins WXJZ-TV Detroit as general assignment reporter.

**Ben Frazier**, noon anchor at Post-Newsweek's WXTVTV Jacksonvile, Fla., joins co-owned WDTVTV Detroit as general assignment reporter.

**Brad Holbrook**, weekend anchor and reporter, KTVI Tulsa, Okla., joins WMAN-TV Boston as reporter and relief anchor.

**Ernie Schultz**, former public affairs and information manager for KTVI Oklahoma City, who resigned last month (BROADCASTING, May 261. joins KVTIVI Oklahoma City as chief reporter.

**Bill Madison**, reporter, WMTVW Charlotte. N.C., joins KVTVI Stockton, Calif., in same capacity.

**Eileen Houston**, from KFIAM Beverly, Mo., and Virginia Broady, from KNIMAM Maryville, Mo., join KVTVI St. Joseph, Mo., as general assignment reporters.

**Gordon Barnes**, who owns, and operates weather consulting business, and is chief meteorologist for WDMA TV-Washington, assumes additional duties as meteorologist for WMAIWI Washington.

**Marc Michaels**, announcer, WDRIFM Egg Harbor, N.J., joins WCAMAM Camden, N.J., as afternoon anchor.


**Elmira Walton**, producer, producer and anchor. WTCIFM Indianapolis. joins noncommercial WNIFM there as reporter and announcer.

**Gene Burke**, KTRK-TV Houston. elected chairman of board of Texas AP Broadcasters.


**Walter Cronkite**, CBS News correspondent and anchor. awarded honorary doctor of laws degree from Harvard University.

**Carlos Aguilar**, reporter, KENS-TV San Antonio, Tex. and Rose Economou, producer, WBBM-TV Chicago, awarded Nieman Fellowships to study at Harvard University.

**Promotion and PR**

**Robert M. Hoffman**, long-time head of creative services for Group W and its TV and radio stations, is leaving company July 1 to open Hoffman Unlimited, with Group W and Viacom Enterprises as first clients. New firm will specialize in marketing and communications, including advertising, promotion, public relations and research. Hoffman joined Group W in 1968 after nine years with its Television Advertising Representatives (TVAR) and, earlier, 11 years in key research, promotion and planning posts at WOR-AM-FM New York. Hoffman Unlimited will be at 26 Greenbriar Circle, Westbury, N.Y. 11590. Telephone (516) 333-0127.

**Wilma Hill**, publicist for Public Broadcasting Service. Washington, and Betsy Vorre, public relations consultant in New York, working on “TV for Learning Project," funded by Corpora-

Trudy Allyson, former producer and host of public affairs and entertainment program. KRON-TV San Francisco, joins Coakley Heagerly Companies, Santa Clara, Calif., as senior account-executive public relations.

Technology

Richard Bodman, president and chief operating officer of Conrac General Corp., elected president of manufacturing subsidiary, Conrac General TeleSystems, which manufactures echo canceller equipment and is developing other high technology products. A. William Perigard, VP-manufacturing operations, Conrac General TeleSystems, elected executive VP, general manager.

Ron Suttle, district manager for Southwest, based in Savannah, Ga., US JVC Corp., named national video product manager, based in company's New York headquarters.


Fred Bones, with Marconi Electronics, Northvale, N.J., named general manager of communications and broadcast division.

Thomas Mintner, from Rupert Neve, joins Studer Revox America, Nashville, as manager of broadcast products. He will be based in New York.

James Lang, formerly with RCA and Motorola, joins GTE Lenkurt, San Carlos, Calif., as manager of systems and transmission engineering. William Chaney, in product planning for GTE in San Carlos, named manager of manufacturing engineering for company's Albuquerque, N.M., facility.

Larry Richards, formerly with Avalon Cablevision Ltd., in Newfoundland. Jerrold Electronics-Canada and Otawa Cablevision, named director of technical services for Magnavox CATV Systems, Malins, N.Y.

Don Bondish, Western sales manager, The Grass Valley Group, and former senior sales engineer for Ampex in California and Houston, joins Omega Video. Lawndale, Calif., as senior sales engineer for broadcast sales group.

John Lorentz, assistant chief engineer and acting chief engineer, WLCIAM-AM, WQBF-FM Nashville, named chief engineer.

Louie Tysver, chief engineer, KDXD-TX Dickinson, N.D., joins KCMW-TV Casper, Wyo., in same capacity. Station is scheduled to go on air in August.

International

Edmund Dell, former secretary of state for trade in British government, appointed chairman of committee running country's fourth television channel. Richard Attenborough, actor, named deputy chairman. Committee will be responsible for organizing commercial network under auspices of Independent Broadcasting Authority.

John Shelley, head of monitoring and in charge of design department, BBC, London, retires from engineering department after 34 years. He was active in satellite transmission and is chairman of Satellite Working Party of European Broadcasting Union.


Peter Kind, formerly with Philips Electrical, joins Crow of Reading in Great Britain as senior member of applications engineering department.

Allied Fields


Richard Haynes, manager of television research. Frank N. Magid Associates, Marion, Iowa, named VP-research division. Naida Helm, with Frank Magid, named VP-controller.

Janice Spector, director of publications, American Frozen Food Institute. Washington, joins National Cable Television Association there as assistant director of public affairs.

Lloyd Komesar, partner, Industrial Art Associates, Rochester, N.Y., firm involved in industrial architecture restoration, joins NCTA as assistant director of research. Gail Dosik, public information assistant, NCTA, named program services coordinator.

Robert Kneisley, formerly with Civil Aeronautics Board, and John Vetne, formerly with Department of Agriculture, join Wilner & Schiefer. Washington law firm, for practice limited to federal agencies.


Deaths

Milburn Stone, 75, who played role of country doctor as Doc Adams in long running television series, Gunsmoke, died of heart failure June 12 at Scripps Memorial hospital in La Jolla, Calif. He acted in series from its beginning in 1955. It ran 20 years and became one of the most popular programs in the United States. Stone retired to his home in Rancho Santa Fe near San Diego when series ended in 1975. Survivors include his wife, Jane, and daughter.

A. Bruce Matthews, 56, chairman and chief executive officer of Coaxial Communications Inc., cable multiple system operator, died of heart attack June 6 in Columbus, Ohio. Matthews was with Comsat from 1965 to 1970 as chief financial officer, and was involved in its early development and in development of Intelsat, international satellite system. Survivors include his wife, five sons and two daughters.

Fred Distelweig, 65, engineer with WCHL-TV Columbus, Ohio, died after stroke May 31 in Columbus. He had been with station since it went on air in 1949. Survivors include his wife, Hazel, one son and two daughters.

BROADCASTING

<table>
<thead>
<tr>
<th>Exchange</th>
<th>Closing Wed. June 11</th>
<th>Closing Wed. June 4</th>
<th>Change in Week</th>
<th>Percent Change</th>
<th>P/E Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>N ABC</td>
<td>29 7/8</td>
<td>29 1/2 + 3/8</td>
<td>+1/2</td>
<td>6.7</td>
<td>89</td>
</tr>
<tr>
<td>N Capital Cities</td>
<td>53 3/4</td>
<td>54 1/4 + 1/4</td>
<td>+1/4</td>
<td>16</td>
<td>71</td>
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<tr>
<td>N CBS</td>
<td>49 3/8</td>
<td>48 1/2 + 7/8</td>
<td>+1/8</td>
<td>1.431</td>
<td>7</td>
</tr>
<tr>
<td>N Cox</td>
<td>77 3/4</td>
<td>79 3/8 + 1/5</td>
<td>+2/5</td>
<td>0.431</td>
<td>524</td>
</tr>
<tr>
<td>A Gross Telecasting</td>
<td>25</td>
<td>26 1/8 - 1 1/8</td>
<td>-4/3</td>
<td>80</td>
<td>20</td>
</tr>
<tr>
<td>O LIN</td>
<td>46 5/8</td>
<td>45 + 1</td>
<td>+2/2</td>
<td>212</td>
<td>126</td>
</tr>
<tr>
<td>N Metromedia</td>
<td>70 5/8</td>
<td>69 5/8 + 1/2</td>
<td>+1/2</td>
<td>325</td>
<td>4</td>
</tr>
<tr>
<td>O Mooney</td>
<td>9 3/4</td>
<td>8 1/2 + 1/14</td>
<td>+14/7</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>O Scripps-Howard</td>
<td>53</td>
<td>53 1/2 - 1/2</td>
<td>-3/9</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>N Sternett Co.</td>
<td>27 5/8</td>
<td>27 3/8 + 1/4</td>
<td>+1/4</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>N Taft</td>
<td>31 1/2</td>
<td>30 + 1/2</td>
<td>+5/2</td>
<td>275</td>
<td>4</td>
</tr>
</tbody>
</table>

BROADCASTING WITH OTHER MAJOR INTERESTS

| A Adams-Russell | 19 | 19 1/8 - 1/8 | -85 15 | 34 |
| A Affiliated Pub. | 19 | 19 3/4 + 1/4 | +133 9 | 79 |
| N American Family | 8 1/4 | 8 1/4 + 1/4 | +1/2 | 8 |
| N John Blair | 20 | 19 1/8 + 1/2 | +45 7 | 54 |
| N Charter Co. | 25 3/8 | 25 7/8 + 1/2 | +192 22 | 706 |
| N Chris-Craft | 21 | 20 + 1 | +5 12 | 57 |
| N Coca-Cola New York | 4 7/8 | 4 7/8 + 1/4 | +1/4 | 250 6 | 85 |
| N Comicon | 23 1/4 | 23 1/2 + 1/14 | +5 21 | 38 |
| N D & Bradstreet | 48 1/4 | 46 1/2 + 3/4 | +2/5 | 1,342 |
| N Fairchild Ind. | 48 1/4 | 48 1/4 | 100 |
| N Foque | 18 1/2 | 14 5/8 + 17/8 | +2/8 | 210 |
| N General Tire | 29 3/4 | 29 1/2 + 3/4 | +1/2 | 214 |
| O General Tire | 17 1/2 | 17 + 1/2 | +294 4 | 413 |
| O Gray Commun. | 35 | 35 | 111 16 | 16 |
| O Harte-Hanks | 23 3/8 | 23 1/4 + 1/8 | +53 214 | 218 |
| O Heritage Commun. | 13 3/4 | 11 5/8 + 1/8 | +9.6 | 38 |
| O Insligo Corp. | 12 1/8 | 12 3/8 - 1/4 | -202 5 | 130 |
| O Jefferson-Pilot | 28 5/8 | 28 3/4 + 17/8 | +700 7 | 627 |
| O Marvin Josephson | 14 1/4 | 13 1/2 + 3/4 | +5 55 | 86 |
| O New York Times Co. | 24 1/4 | 24 3/8 + 2/2 | +3 9 | 25 |
| O Nickel | 23 1/2 | 23 + 1/2 | +2 710 | 156 |
| O Lee Enterprises | 21 1/4 | 19 + 2/14 | +118 11 | 152 |
| O Liberty | 13 3/4 | 14 1/2 + 3/4 | +5 176 | 76 |
| O McGraw-Hill | 30 1/2 | 29 1/2 + 1/4 | +3 124 | 751 |
| O Media General | 27 5/8 | 27 + 5/8 | +2 199 | 199 |
| O Meredith. | 38 1/2 | 38 1/4 + 1/4 | +6 80 | 120 |
| O Multimdia | 21 1/2 | 21 + 1/2 | +238 9 | 214 |
| O New York Times Co. | 24 1/4 | 24 3/8 + 2/2 | +3 9 | 25 |
| O Outlet Co. | 21 1/2 | 20 3/8 + 7/8 | +4 26 | 653 |
| O Post Corp. | 13 7/8 | 13 7/8 | 6 | 25 |
| O Rollins. | 20 | 20 + 3/8 | +790 14/cm | 369 |
| O Schering-Plough | 37 3/4 | 38 1/2 + 1/4 | -8 1,610 | 2,010 |
| O Stauffer Commun* | 35 | 35 | 9 | 35 |
| O Tech Operations | 7 1/4 | 7 1/4 | 10 | 10 |
| O Times Mirror Co. | 25 3/4 | 25 1/2 + 2/2 | +1 479 | 9 | 1,137 |
| O Turner Broadcasting* | 15 1/2 | 15 1/2 | 153 | 153 |
| O Washington Post | 17 3/4 | 17 1/4 + 1/2 | +289 6 | 251 |
| O Wometco | 19 2/3 | 19 2/3 - 7/8 | -4 29 | 9 | 173 |

EARNINGS AND OTHER DATA


Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day price shown is last traded price ** No P/E ratio computed, company registered net loss. *** Stock split. **** MGM Film spun off May 30 as separate division of company. + Stock traded at less than 25 cents.

Broadcasting Jun 16 1980
POSITIVE THINKERS RADIO NETWORK DEBUTS JUNE 15

America's best known inspirational author and speaker is now available for a new and timely radio series. Starting this week, Norman Vincent Peale offers his down-to-earth, practical advice to radio audiences around the world.

With the publication of his book "The Power of Positive Thinking," which has sold over 5,000,000 copies, Dr. Peale's name has become a household word. Now over 700,000 people subscribe to his monthly mailings and millions view his weekly television programs. His newspaper columns appear coast to coast and "Guideposts" magazine, of which he is publisher, reports 3.5 million subscribers per month.

So, Norman Vincent Peale already has an audience in your market just waiting for the introduction of "The Power of Positive Thinking" radio program. Addressing timely topics appropriate to the 1980's, this weekly one-half hour show hosted by Mike Fitzgerald airs Sunday evenings exclusively and will be extensively promoted with local advertising and direct mail.

If ever there was a time for positive thinking, it is now! Don't miss this opportunity to provide valuable programming to your audience. "The Power of Positive Thinking" is available on a market exclusive basis, including paid sponsorship for qualifying radio stations in the United States, Canada and the Caribbean.

POSITIVE THINKERS RADIO NETWORK PIONEER STATIONS

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
<th>Time</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOR</td>
<td>New York City, NY</td>
<td>7:10 AM</td>
<td>Sundays 6:45pm</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville, TN</td>
<td>650 AM</td>
<td>Sundays 7:00pm</td>
</tr>
<tr>
<td>WMAX</td>
<td>Yankton, SD</td>
<td>570 AM</td>
<td>Sundays 7:00pm</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas, TX</td>
<td>570 AM</td>
<td>Sundays 7:30pm</td>
</tr>
<tr>
<td>KWJI</td>
<td>Portland, OR</td>
<td>1030 AM</td>
<td>Sundays 8:00pm</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio, TX</td>
<td>1200 AM</td>
<td>Sundays 8:00pm</td>
</tr>
<tr>
<td>XTRA</td>
<td>San Diego, CA</td>
<td>690 AM</td>
<td>Sundays 8:30pm</td>
</tr>
<tr>
<td>WFLA</td>
<td>Tampa, FL</td>
<td>970 AM</td>
<td>Sundays 9:00pm</td>
</tr>
<tr>
<td>KRAK</td>
<td>Sacramento, CA</td>
<td>1140 AM</td>
<td>Sundays 9:30pm</td>
</tr>
<tr>
<td>KERE</td>
<td>Denver, CO</td>
<td>710 AM</td>
<td>Sundays 9:30pm</td>
</tr>
<tr>
<td>WIOD</td>
<td>Miami, FL</td>
<td>610 AM</td>
<td>Sundays 10:00pm</td>
</tr>
<tr>
<td>KXTR</td>
<td>Kansas City, MO</td>
<td>93.5 FM</td>
<td>Sundays 10:00pm</td>
</tr>
<tr>
<td>WQIK</td>
<td>Jacksonville, FL</td>
<td>99.1 FM</td>
<td>Sundays 10:00pm</td>
</tr>
<tr>
<td>WMAQ</td>
<td>Chicago, IL</td>
<td>670 AM</td>
<td>Sundays Midnight</td>
</tr>
</tbody>
</table>

For more information and a demonstration cassette, send your station's coverage map, rate card and pertinent information to Jeanne Akers, 1025 Fifth Avenue, New York, New York 10028.

Brought to you by the Foundation for Christian Living
Pawling, New York 12564
Seidenglanz: a gift for broadcast gadgetry

Robert Seidenglanz is a revolutionary, a quiet revolutionary who started his company 10 years ago with the idea that a complete television studio could be contained in a relatively small area, such as a van. At 24, he was working on his first rolling studio in his garage. Today, at 34, he heads a publicly owned company that is expected to gross over $30 million in fiscal 1980 and is projected by at least one stock analyst to nudge past the $75-million mark by 1984.

He’s not unlike a kid in a toy store when he talks about Seidenglanz, the Compact Video Systems Inc. plant in Burbank, Calif. He seems to know every bit of equipment, from the portable generators to the collapsible earth station dishes. Personally, he’s gadget-conscious—from his sleek racing boat to the specially installed wiring in his office that allows him to sit at his desk and close his door with the push of a button. He is naturally reserved and not easily given to talking about himself. But ask him about his company or his plans for the future or what he thinks about video technology, and his eyes brighten. He becomes animated. And he’d talk for hours.

It all started in February 1971 when the Los Angeles area was rocked by the worst earthquake in decades. Although Seidenglanz’s street was not heavily damaged, his neighborhood was among the most severely hurt. Neighbors got together in the aftermath, and Seidenglanz met one of them, Gregory L. Biller, a financial officer with a petroleum company.

He told Biller about a van he was constructing in his garage. Not long after that meeting, Compact Video took off. Biller became chairman, Seidenglanz became president, and $700,000 later the first CVS mobile studio was on the road.

Today, the company’s various divisions build or provide production services to producers of television programs and commercials; a visitor includes the Paramount Television, Entertainment and Sports Programming Network (ESPN), Osmond Productions, the commercial networks and local stations across the country. CVS include four subsidiary companies—Compact Video Services, a post-production facility; Image Transform, a tape-film transfer service; Compact Video Sales, the principal manufacturing arm, and RTS, a maker of communications equipment designed primarily for broadcast stations.

“‘I used to be able to keep my eye on everything all the time,’” says Seidenglanz. “‘But we’ve got four subsidiary presidents now. If I had continued on with that entrepreneurial concept of management, engineering operations of ABC Sports and worked, again in various capacities, on Wide World of Sports. It was during his two years with the network, he recalls, that he discovered and fell in love with video. From ABC he went to the short-lived Hollywood Video Center, an early video production company and a place where many of the higher-ranking CVS executives first started.

He founded CVS in 1970, but it did not really take off as a company until after Biller joined in and helped get financial backing for the fledgling operation.

Seidenglanz is a competitive man, and he is in a hurry. He has worked, he says, all of his life, starting at his father’s appliance firm as a boy and later, while a teen-ager, building boats in his own business.

Boating, in fact, is his hobby and his passion. He has owned racers most of his life, and a picture of his current boat shares equal prominence on his wall with pictures of his two sons by a former marriage. A photo of his wife of less than a year (a former television actress and commercial spokeswom) is on a side table. They are expecting their first child this summer.

Currently Seidenglanz and CVS are moving into a relatively new field—manufacturing. Although the company has long built equipment for itself, in only the past year and a half it has been offering products for others. And the product range will be diverse. The company has established itself as the pre-eminent maker of mobile production systems, and in doing so it has learned to make many products that do not immediately come to mind when laymen think of television equipment—like generators or air conditioning systems. Generally, however, the company will be concentrating on its mobile units.

“I’m very ambitious,” Seidenglanz admits. “Look at all I’ve got us into.”

Underlying Seidenglanz’s devotion to his company is a passion for technical quality. He hopes to help improve television pictures. His training in the film business, he says, gave him an appreciation for the visual excellence of a medium that must be displayed on 40-foot screens. There is less room for mistakes in film, he says, than in television. The realization that television could be visually better came to him, he recalls, while at ABC. It led him off to the realm of what he calls “electronic cinematography”—basically, the desire to make an electronic picture equal or superior to film.

How far does he want to take it? Not even he knows for sure—certainly in a figurative sense as far as that first truck of his has, 277,000 miles and still going strong.

“Well, somebody in this business is going to be in the billion-dollar class,” he says. “Why shouldn’t it be us?”
Fair start

At its meetings in Washington two weeks ago, the radio board of the National Association of Broadcasters got the discouraging word that 4,000 or more new radio stations could emerge from the several proceedings now under way at the FCC to open more places in both the AM and FM radio bands. There are at least some members of the radio board who would say that the AM and FM services already contain maybe 4,000 more stations than are needed.

It is to the credit of the broadcasters on the board that they resisted what must have been a powerful urge to put out contracts on the architects of the planned population explosion. Instead they commissioned “the preparation of in-depth studies dealing with the technical and marketplace realities of additional radio stations and their impact on service to the public.” Beyond that, they authorized the creation of a task force (appointed last week) to supervise the studies and seek the FCC’s cooperation in the project. Just to emphasize its interest, the board besought the Congress to pass the word that the FCC ought to consult with the industry in developing a master plan for radio allocations.

Wisely, the board refrained from digging in its heels to protect the status quo. The stated objectives are “to avoid disruptions to existing services, to allow daytime facilities to operate full time, and provide a sufficient number of new assignments to satisfy whatever needs may be determined to exist for more full-time local outlets, greater minority participation in the media and other important public purposes.”

The objectives are fair enough, and the proposal for cooperation between government and industry is reasonable. The NAB must be careful, however, to avoid developing an economic plan that the government can use to assign stations according to its concept of the market’s ability to support them. Down that road waits common carrier regulation.

Gutsy lady

FCC Commissioner Anne Jones dared last week to question out loud the fervor of the agency’s efforts to favor women and minorities in broadcasting employment and ownership. In the wings could be heard disembodied voices crying: “Hear, hear,” Whether they will materialize at Commissioner Jones’s side remains to be seen in future commission proceedings.

Displaying candor and independence, the commissioner called things by their right names. What the FCC officially describes as “processing guidelines” are really employment quotas, Jones said. It is only “a hope, rather than a rational expectation” that more employment of women or ethnic minorities will lead to an increase in specialized programming directed toward those groups. “What viewers or listeners want, or at least are willing to accept, is what primarily determines programing,” said Jones, who, unlike some colleagues, knows what is going on in the real world.

She even questioned the need for nine staff members at the FCC, an annual payroll of $235,000, to be assigned to equal employment opportunity monitoring when the government has set up a large Equal Employment Opportunity Commission to do that work on an infinitely larger scale.

As a lawyer, Jones has also begun to wonder whether the FCC is straying into constitutionally forbidden ground in giving minorities an advantage in the acquisition of station ownerships. She noted a recent California appellate court decision holding that minorities could not be favored for government contracts above others offering higher bids unless it could be proved that the state had previously discriminated against minorities in granting contracts. She wondered whether the FCC could go on giving minorities a clear advantage in station grants and sales “in the absence of evidence that the commission historically discriminated against minority applicants for broadcast licenses.”

She didn’t say it directly, but she must have had in mind the repeatedly announced determination of the FCC chairman and fellow thinkers to favor minorities over everyone else in the issuance of all those permits for new AM and FM stations the commission is hell bent to create. At the least, that weighting raises questions of reverse discrimination that may be susceptible to challenge in the courts.

The rulemaking initiated by the FCC two weeks ago to introduce elaborate EEO reporting requirements for stations with five employes or more (Broadcasting, June 9) provides a forum where those disembodied voices can come to life. Let the chorus say what Jones was saying last week: Progress for women and minorities must proceed, but the FCC ought not to be unrealistic in the demands it makes on others.

Same boat

When Bill Paley makes a speech—which isn’t often—he usually attends to one detail that more habitual speech-makers sometimes overlook: He tries to have something to say.

What the CBS chairman had to say to the Associated Press Broadcasters’ convention 10 days ago (Broadcasting, June 9) was eminently worth saying, and listening to. The developing systems for electronic delivery of information into the home, Paley suggested, will blur and eventually eliminate the historic distinctions between broadcast and print, perhaps nowhere more surely than in government regulation.

“It is imperative, in my view,” he said, “that print and broadcasting people understand they have a common cause, and that cause is the removal of governmental intrusion in the editorial process.”

Broadcasters have been fighting that for years. For immediately obvious reasons, cable operators ought to join them. The interest of print media may seem to be more long-term, but in this business, these days, long-term often means just around the corner. If the print people stay out of this one, they may soon find themselves—as their involvement in electronic delivery grows—most devoutly wishing they hadn’t.

“Delivery. It’s your do-it-yourself tower. Sign here.”

Drawn for Broadcasting by Jack Schmidt
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