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The Week in Brief

DEBATES ARGUMENTS  □ Carter and Reagan argue with each other and with the League of Women Voters over the format and the timing of candidate confrontations. National Press Club and Face the Nation get into the act. PAGE 23.

WHILE THE STRIKE IS COOLING  □ Actors' strike looked to be on its way to settlement last Friday as both sides got down to serious discussion. PAGE 23.

SNEAK ATTACK  □ The House passes a little-noticed amendment that would put a stop not only to public station's The Dial, but also to other publications and program guides put out by noncommercial outlets. PAGE 26.

LARGER FOCUS IN NEW ORLEANS  □ The NAB's annual Radio Programing Conference offers more than just programing. The more than 1,600 in attendance find workshops on promotion and management as well. Some like the wider range, while others criticize the quality of some of the workshops. PAGE 27. Summaries of the different activities begin on PAGE 28.

DIPS DOWN  □ An NAB study of the top 50 markets finds media concentration decreased by 9% from 1968 to 1978. The association argues that marketplace forces make government intervention unnecessary. PAGE 35.

HIGH HOPES  □ Programing from the new CBS Cable unit will be arts-oriented, but with a wider target than PBS. VP Shay hopes for June 1981 start-up. PAGE 35.

BACK TO BUSINESS  □ The FCC comes back to work after its August vacation to a packed agenda. Heading the list of items to be considered this month and next are VHF drop-ins, RKO, UHF comparability, children's advertising and direct broadcast satellites. PAGE 39.

MORE HOT WATER  □ RKO General notifies the FCC that its parent, General Tire & Rubber, is being assessed $24.5 million in back taxes in addition to $11.3-million tax fraud penalty by the IRS. New South, the company seeking to replace RKO as a TV licensee in Memphis, asks the FCC to investigate. PAGE 39.

DEFENDING 'SEULAH LAND'  □ NBC asks a Yale professor to review its upcoming mini-series set on a Georgia plantation in Civil War times. He finds parts of it accurate. The network will prescreen the show for affiliates and advertisers prior to its Oct. 7, 8 and 9 airings. PAGE 41.

CABLE UPDATE  □ NCTA survey on local cable programing finds slight increase in number of access channels and more political cablecasting. PAGE 42.

SECOND WEEK SET  □ CBS announces its plans for the second week of the fall season. In light of the actor's strike the network will air mix of reruns, movies and 'Empire Strikes Back' special. PAGE 43.

CONFRONTATION  □ FBI confiscates film shot by a news crew from noncommercial KSQD(TV) San Francisco at a Navy installation. The government charges trespassing, while the station may sue for violation of First Amendment rights. PAGE 44.

NEW PROJECT FOR CRONKITE  □ The CBS anchor is the chairman of a new nonprofit venture that will send, via satellite, a live, half-hour news show to schools across the country. PAGE 44.

REINVENTING THE DISH  □ As the number of satellites increases, so does the need for earth stations with multiple capacity. Two manufacturers have come up with a solution: antennas that can receive up to 11 different satellites. PAGE 46.

SATISFIED  □ The GOP, pleased with the results of its television campaign, decides to run it longer and spend an additional $4 million between now and election day. PAGE 48.

CATALYST  □ Gert Schmidt was just that when he united the competitive forces in Jacksonville, Fla., to find a permanent home for the channel 12 facility that is now WRJF(TV). Schmidt is now vice president of Harte-Hanks Television Group and chairman of the Jacksonville station. PAGE 73.

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Melange of meetings

Increased attendance and broadened subject matter at last week's Radio Programming Conference of National Association of Broadcasters sparked talk of evolution into full-fledged radio convention (see page 27). That, in turn, revived speculation about separate NAB annual conventions for radio and television, putting association in head-to-head competition for premiere radio meeting with National Radio Broadcasters Association. Two-convention prospect is expected to be discussed at NAB board meetings Sept. 23-25.

Strong participation of promotion executives in NAB radio conference has caused flutter of alarm among officials of Broadcasters Promotion Association. BPA's own annual conference could be threatened if big groups such as RKO and Westwood resigned to send promotion managers to NAB instead of BPA and if smaller-market stations decided to budget only one trip for officials in charge of both programing and promotion.

Together again

Rapprochement between National League of Cities and National Cable Television Association on guidelines for franchising may be in prospect. League broke off talks on subject and urged municipalities to call halt to all franchising after NCTA went to support of S. 2827, Senate bill to overhaul Communications Act. Bill would substantially reduce municipal control over cable. Now that bill looks to be in limbo for this Congress, league and association have laid groundwork for further talks.

Benches

Starting today (Sept. 1), each new TV network rating point will be worth $78,000 homes, up 2% from past 12 months. New value comes from new estimate of U.S. total TV homes, which Nielsen has pegged at 77.8 million as compared with 76.3 million in 1979-80 season. Actually, 77.8 million are estimate of what total will be Jan. 1, 1981, but under procedures started year ago, figure will be used from September to September.

There'll probably be some excitement over local TV households estimates. Market Statistics Inc., which supplies total homes estimates from which both Nielsen and Arbitron derive TV estimates, is already beginning to get complaints stemming from U.S. 1980 census. Walter Windsor of WFTV in Orlando, Fla., for example, has protested that MS1 estimates for his market are 20% under preliminary census data. MSI officials are prepared for more of the same as census figures trickle out—always from markets whose census figures are higher than MSI's, never where they're lower. They say they'll make adjustments—some markets up, some down—but cannot for months yet because ups and downs have to be balanced, and final census data won't start coming till toward end of 1980.

Yes and no

One of FCC's last actions before August recess may cause split among broadcasters. There are divergent opinions about FCC's proposal to abandon requirements for first-class operator's license. Effect, as one FCC staffer put it, would be to transfer responsibility for technical proficiency to broadcast management.

Small-market broadcasters, who have historically had trouble hiring and keeping first-class operators, are likely to favor proposal. Many large-market broadcasters, however, see government examination and licensing of engineers as important regulatory function and may oppose abandonment. They're sure to be joined by army of first-class operators who fear devaluation of their jobs. National Association of Broadcasters, with membership divided, has yet to take position.

Evasive action

This month's VIDCOM '80, international videocommunications marketplace in Cannes, France, will see introduction of new U.S.-made high-security subscription television decoder. Central to Teleco box is "random scrambling" feature that would allow signal originator to change coded signals at will, providing different code for each individual program if desired or to change code in middle of program. Unit will also make possible closed captioning, home security and teletext-type programing.

Recovery

RCA stock which had been in doldrums after cancellation of NBC coverage of summer Olympics, loss of RCA Satcom III and upheavals in management is coming back, moving from 24 1/8 month ago to 26 3/8 at midday last Friday. Action is ascribed to good second quarter plus "buy" recommendations from several big brokers.

Expected soon are spin-offs of several small manufacturing companies acquired in acquisition of CIT. There'll also be company buy-back of some outstanding stock to increase price of outstanding shares.

Inside Kintner

Destined to be best seller in all media ranks will be memoirs of Robert D. Kintner, who served as president and chief operating officer of two networks—ABC and NBC. As yet untitled, volume is tentatively scheduled for release next spring by its publisher, (New York) Times Books. It will deal with Presidents and politics as well as networks and news media. Kintner, 70, has resided in Washington since leaving NBC in 1965.

Work on weekend

One little-noticed consequence of sudden rescheduling of National Cable Television Association's 1981 convention from Las Vegas to Los Angeles ("In Brief," Aug. 11) is that new dates start on Thursday, May 29, run through weekend to Tuesday, June 3. Inclusion of weekend is expected to attract more spouses than usual. Start before weekend will save exhibitors premiums they have had to pay technicians for weekend setups in past.

Back dues

CBS-TV, which stopped paying American Society of Composers, Authors and Publishers more than two years ago during network's ongoing legal fight for new, per-use form of music license (BROADCASTING, Nov. 26, 1979), has quietly resumed paying. Notice accompanying checks distributed to ASCAP writer and publisher members discloses CBS paid $8,291,612.90, plus interest, as interim license fee for use of ASCAP music from March 31, 1978, to Feb. 29, 1980. Interest, it's estimated, brought total to about $9 million.

Paying up does not mean CBS has given up on its almost-11-year-old lawsuit for per-use licenses—which it lost in district court, won in appeals court and at least partially lost in Supreme Court, which remanded case to appeals court, where CBS lost again. CBS will ask Supreme Court to hear appeal from that last loss.

Out of bounds?

Big winner last week in Georgia runoff for Democratic nomination, Senator Herman Talmadge is determined to have Communications Act amended to preclude what he describes as use of noncommercial stations—taxpayer supported—for political campaigning. He charged his runoff opponent, Lieutenant Governor Zell Miller, with initiating use of Georgia ETV stations for candidate debates, in what Talmadge says is violation of noncommercial station's conditions of license.

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August, 1980

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Helping out. D'Arcy-MacManus & Masius/Gargo is to serve as "special media consultant" to Campaign '80 Inc., in-house agency for Reagan presidential bid. According to announcement by Campaign '80 chairman, Peter H. Dailey, D'Arcy will assist in planning and purchase of all national network time. George S. Karalekas, senior vice president, executive media director for DM&MeD, will be in charge of his company's efforts. Karalekas served in related capacities in past two Republican presidential campaigns—he was media director for 1972 Nixon November Group and special media consultant to Ford 1976 campaign. Other DM&MeD staff involved will be John F. Roth, vice president and group media director, and Gene Petrillo, D'Arcy-MacManus & Masius executive vice president and director of corporate broadcast. Petrillo will direct all network purchases. Aside from DM&MeD operation, company's former vice president and associate media director, Martin J. Tubridy, has been appointed vice president and co-media director for Campaign '80, as has former Conohan & Lyon and Gordon & Shortt media director, Richard V. Berry.

Car campaign continues. Chrysler Corp., Detroit, apparently satisfied with four-week spot radio effort in 27 markets, has renewed campaign for additional three weeks and added 16 markets to original list plus Mutual Broadcasting. Campaign, created by Kenyon & Eckhardt, Detroit, positions Chrysler compacts as better buy than imports.

TVB's futuristic theme. Television Bureau of Advertising's 26th annual membership meeting in Las Vegas, Nov. 9-11, will accent trends of coming decade. Speakers will include John Naisbitt, publisher of The Trend Report and senior vice president of Yankelovich, Skelly & White, New York, on "Megatrends of the 1980's" and Larry Light, executive vice president and director of marketing and business development, BBDO, New York, on "Selling in the 1980's."

LaMarca for Anderson. LaMarca Group, New York, media services organization, has been named to handle media buying and placement for Representative John Anderson's independent campaign for Presidency.

New in the Northwest. Teleapp Inc., TV station representation firm, is opening today (Sept. 1) new office, its 16th in U.S., in Seattle, at 211 Fourth Avenue, 98121. It will be headed by Sales Manager Lou Morlino, formerly with Petry Television in San Francisco.

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RADIO, TV, and CATV APPRAISALS

Advertising Sep 1 1980 8
Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

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AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (Broadcasting, May 29). Commission also has under consideration other means of increasing number of radio facilities, including National Telecommunications and Information Administration proposal for reducing AM channel spacing from 10 khz to 9; U.S. submitted that idea to Region 2 (western hemisphere) conference that ended March 26 in Buenos Aires, but conference was unable to reach consensus on issue and postponed decision until its next session in November 1981 (Broadcasting, March 31). Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (Broadcasting, March 3). NTIA has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. In light of all these actions, National Association of Broadcasters is pushing commission to institute government-industry advisory committee that would assist in devising comprehensive plan for all radio channel assignments. FCC's Broadcast Bureau is preparing order outlining how committee would operate. FCC is expected to approve committee this month (see story, page 39).

AM stereo. FCC last month backed off from April 9 tentative decision to adopt Magnavox system as standard for AM stereo and issued further notice of rulemaking on matter raising possibility that system other than Magnavox's may ultimately be adopted (Broadcasting, Aug. 4). Commission had ordered staff to write report and order defining Magnavox choice (Broadcasting, April 14), but intense negative reaction from industry forced agency to back off. Other system proponents are Belar, Harris, Kahn and Motorola.

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlements with all three. Agreement with NBC was approved by presiding judge in case (Broadcasting, Dec. 5, 1977); CBS negotiated essentially same agreement, which imposes number of restrictions on networks in program ownership. Terms of agreement are not effective, however, until agreement reached with ABC is approved by judge in case (Broadcasting, Aug. 25).

Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washing-
sideration of bill, and says he won't until further hearings have been held.

**Comsat.** Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of pay-TV programming via satellite direct to homes equipped with small-diameter rooftop antennas (BROADCASTING, Aug. 6, 1979). Comsat planned to have details ready for filing at FCC first quarter of this year. However, filing has been put off indefinitely since joint venture talks among Comsat owners fell through (BROADCASTING, April 14). FCC has since, while it has been considering inquiry into Comsat's corporate structure. Broadcasters filing comments agreed that Comsat was established by Congress as common carrier service and that any venture into satellite-to-home broadcasting could not be authorized. As a present change, FCC adopted report to restructure Comsat but allow it to operate freely outside Intelsat and Inmarsat (BROADCASTING, April 28). On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee plans future hearings to determine whether legislation in this area is necessary. FCC will consider notice of rulemaking on technical and policy issues of DBS at Sept. 30 special meeting.

**Crossownership (newspaper-broadcast).** Supreme Court has upheld FCC policy grandfathering most such existing crossownership, disallowing future formation or acquisition of crossownership and requiring break-up of existing cases (BROADCASTING, June 19, 1978). Five of 16 have divested for signed sale agreement; seven have been freed from divestiture order because of changed circumstances in market (entry of competition), and one has won reversal of divestiture order in appeals court. Of three remaining cases, one has given up fight and decided to sell its transmission station in compliance with order (BROADCASTING, Jan. 7), and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3).

**Crossownership (television broadcasting-cable television).** FCC amended its rules to require divestiture of either CATV systems or co-owned television stations that are daily commercial station to place city-grade contour over cable community (BROADCASTING, March 6, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC, on June 25, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownership of television stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30).

**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcasting, commission has voted to tighten equal-employment guidelines for stations.

effective April 1. Stations with five to 10 employees are required to have 50% parity overall with all available work force, and 25% in top four job categories. Stations with more than 10 employees must reach parity both overall and in individual categories, and stations with 50 or more employees shall receive complete review of their EEO programs. FCC is also taking look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. In June, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employees (BROADCASTING, June 9). Comments due Oct. 24.

**Family viewing.** Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing on ground that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (BROADCASTING, Dec. 24, 1979). Rehearing was denied and plaintiffs have asked Supreme Court to review Appeals Court decision (BROADCASTING, May 12).

**Federal Trade Commission.** After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26). Under provisions in bill, which has been on its way through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of proposed new rule would have to be published in advance, however, and inquiry would have to be based on false or deceptive advertising, rather than unfair, as in past. Commission has directed staff to prepare recommendations on possible courses of action, including text of proposed rule, by Oct. 15. Commission will then solicit public comment and decide whether or not to proceed with inquiry.

**FM quadraphonic.** Nine years after it was first pioneered, FCC began rulemaking which seeks comments on two approaches for setting standards for FM quad system: either to adopt general standards and rely on marketplace to determine which system is used or adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21). FCC issued initial notice of inquiry in 1977 to study merits of various techniques proposed by commission by National Quadraphonic Radio Committee. Second notice of inquiry was issued early last year (BROADCASTING, Jan. 15, 1979).

**Format changes.** FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1978). Commission said determination should be left to discussion of broadcast licenses to determine of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Supreme Court has agreed to review case (BROADCASTING, March 10).

**License renewal forms.** FCC adopted notice of proposed rulemaking that, if enacted, would shorten renewal form to postcard size for all AM, FM and TV stations. Random sample of about 5%, however, would have to submit longer form or go through field audit (BROADCASTING, June 9).

**Minority ownership.** Carter administration announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979). But National Telecommunications and Information Administration's Henry Geller later conceded ideas could be improved on and said NTIA would submit revised proposal to FCC (BROADCASTING, Jan. 14). FCC earlier adopted policies aimed at enhancing minority ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to non-white owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about $10 million from networks and other broadcast organizations for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcaster owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program for members to help minority stations learn operation.

**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new license for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $5.5 million to $6 million over full term (BROADCASTING, Aug. 21, 1979). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has been negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 10, 1978). In network TV, Supreme Court has overturned attorney'suling with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and in siding with
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If you'd like to learn more about the DC-10, write: "DC-10 Report, McDonnell Douglas, Box 14526, St. Louis, MO 63178."
District Court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (BROADCASTING, June 9). It has until Sept. 2 to ask Supreme Court to hear appeal.

Network Inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry promise most hope of new competition. Staff believes that although commission has jurisdiction to regulate networks, network-affiliate relationship is "clearly an economic rather than an organizational" matter and further attempts to regulate it would be pointless (BROADCASTING, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcasting—were released in February. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies poses "severe" barrier to development of more networks (BROADCASTING, Feb. 11). Final preliminary reports released in June concluded that three commercial networks have no monopoly power over broadcast industry—and that FCC must seek to amend policies to provide for further diversity (BROADCASTING, June 23).


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards which can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees. Comments on all have been received (BROADCASTING, Jan. 28).

Operator licensing. FCC has abolished third-class operator permit after concluding that almost all $3,000 third-class permits it is now issuing annually are unnecessary, largely as result of other radio deregulation actions (BROADCASTING, July 28). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979. Commission issued further notice of proposed rulemaking which seeks to delete examination requirements for operators who install and maintain and adjust transmitting equipment at AM, FM and TV stations. Rulemaking also proposes to abolish first-class operator license (BROADCASTING, Aug. 4).

Pay cable, pay TV. On April 24, Getty Oil and four motion picture companies—Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp., and 20th Century-Fox Film Corp.—announced they were forming joint pay cable venture, called Premiere, that would compete with Home Box Office, Showtime, The Movie Channel and other established pay services (BROADCASTING, April 28). Potential competitors immediately argued that Premiere would violate antitrust laws, and threatened legal action, but government has now stepped in. Justice Department filed suit on Aug. 5 against Getty and four film firms, charging them with Sherman Act violations (BROADCASTING, Aug. 11). Meanwhile, over-air subscription television operators and government are battling, on several fronts, rising incidence of what they contend is illegal manufacture and sales to public of STV decoders (BROADCASTING, Aug. 25).

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay performers and manufacturers has been reintroduced as H.R. 997 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is being considered by Subcommittee of Rep. George Danielson (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation last fall (BROADCASTING, Nov. 19 and Dec. 3, 1979).

Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major broadcasting regulations (BROADCASTING, Oct. 8, 1979). NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments have been filed (BROADCASTING, March 31). FCC will hold two days of panel discussions on issue Sept. 15 and 16, with representatives of both industry and public interest groups.

Shield legislation. Supreme Court's ruling in Stanford Daily case (which holds that police need only search warrant to search newsmen's homes and offices, even if occupants are not suspected of crimes) is a blow to efforts of Rep. John F. Proxmire (D-Wis.) and Rep. Martin M. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29, 1979). And news that county prosecutor invaded newsmen's home in Boise, Idaho, with search warrant and seized news tapes may add impetus to drive for such legislation (BROADCASTING, Aug. 4). Also, newsmen for waz-

rv Boston was ordered by state court to jail for refusal to reveal sources for his story on judicial misconduct. Supreme Court Justice William Brennan issued 11th-hour stay of sentence pending appeal to federal courts (BROADCASTING, July 21).

Teletext. CBS quit Electronic Industries Association Subcommittee attempting to work out industry wide teletext standards and submitted to FCC proposal based on French Antilope system (BROADCASTING, Aug. 4). While future of EIA subcommittee is unclear, it is likely that supporters of British Ceefax-Oracle and Canadian Télédot system will propose proposals at FCC and all three systems will carry on fight for adoption in U.S. market.

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Last year it issued second task force report on UHF comparability, and made plans to spend up to $610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released in March, seeks number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipated possibilities for additional drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Staff is currently drafting report and order, expected to be issued this month (see page 39).

WARC. President Carter will send to Senate for ratification later this year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva last December. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted that will increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 808-890 mhz band, but U.S. had to take footnote to assure right to such sharing between 470 and 806 mhz and from 850 to 960 mhz, and it reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).
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Get it all together in the new super-compact 250 P/N systems. A totally self-contained system (PAL/NTSC) with production power totally unique for a switcher this size (12 3/4"H X 19"W X 6" D). Also includes 10 inputs, 5 video levels, 5 keying levels, 4 transistor modes and much, much more. For all advanced features of the 250/PN, contact your nearest Vital office.

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Gainesville, FL 32601 USA

PHONE: 904/378-1581
TWX: 810-825-2370
TLX: 89-6572-Vital-A-Gain
Sept. 1—Deadline for entries for 15th Annual Gabriel Awards, presented by USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla. (317) 635-3586.

Sept. 1—Deadline for entries for annual 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, NCWW, 1211 Connecticut Avenue, N.W., Suite 310, Washington 20036. (202) 466-6770.


Sept. 5-6—Radio-Television News Directors Association board meeting. New York Hilton.


Also in September


Sept. 8-9—Society of Cable Television Engineers technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques. Princess Kauaiani hotel, Honolulu.

Sept. 9-10—National Association of Broadcasters executive committee meeting, NAB headquarters, Washington.


Sept. 10-12—Minnesota Broadcasters Association fall convention. Normandy Inn, Duluth.


Sept. 13-14—Pacifica Foundation board of directors meeting. Miramar hotel, Santa Monica, Calif.


Sept. 15—Deadline for submissions to Atomic Industrial Forum’s Forum competition. Award carries $1,000 prizes in both electronic and print media for excellence in reporting on peaceful uses of nuclear power. Information: Mary Ellen Warren, Atomic Industrial Forum, 7170 Wisconsin Avenue, Washington 20014. (301) 654-9260.


Sept. 18-19—30th annual Broadcast Symposium. Institute of Electrical and Electronics Engineers.

Clear the air time. "Energy and the Environment" is a comprehensive radio series dealing with the quality of life in America. Informative interviews and 60-second PSAs with experts dealing with clean air and water, noise pollution, new energy sources, wildlife management and others. It’s FREE.

Contact: Sheridan-Elson Communications, Inc., 355 Lexington Avenue, New York, NY 10017. Telephone: (212) 661-0500.
A NEW PUBLIC SERVICE CAMPAIGN
AIMED AT GOOD POSTURE!

STRAIGHTEN UP & Enjoy Life

FREE
60 SECOND AND 30 SECOND RADIO AND TELEVISION SPOTS
Your station can have this new campaign free for the asking! Just clip and mail this coupon. Preview them without charge or obligation. Use them at your discretion and as your schedule permits.

Americans should be more concerned about their posture, because posture not only affects appearance, it affects health. Here is a light approach to a serious problem. It takes advantage of America's ability to laugh at itself. It will leave your listeners and viewers with a smile and a creative reminder that correct posture is important. Posture has a direct bearing on comfort and work efficiency, and is also a factor which determines resistance to disease and disability.

TO: American Chiropractic Association
2200 Grand Avenue / Des Moines, Iowa 50312
Please send me copies of "STRAIGHTEN UP" public service spots for:
☐ Television (One 60 sec. & one 30 sec. Filmed Spots)
☐ Radio (Six 30 sec. & Six 15 sec. Taped Spots)
I understand the spots will be sent without cost or obligation.
Public Service Director
Station
Street Address
City State Zip

Broadcasting Sep 1 1980 15
No matter what your station's format is, William B. Tanner Company has the library for it. We have eight to choose from. And they run from one end of the musical scale to the other. Contemporary, Contemporary Country, Middle East, Rock, and easy listening. Production music libraries!

Sales libraries! All have sound effects and production effects. All Tanner libraries are designed to increase sales and listeners—and enhance programming. Write for more information about the library of your choice today.

Or just call David Tyler collect at (901) 320-4340.

The William B. Tanner Co., Inc. 2714 Union Extended, Memphis, TN 38112

Name __________________________ Title __________________________
Station __________________ Format __________________
Address ____________________________
City __________________ State ______ Zip _______

August, 1980

Times Mirror Cable Television has acquired 20% interest in American Cable Television Company Phoenix, Arizona

The undersigned initiated this transaction and represented Times Mirror. This announcement appears as a matter of record only.

Communications Equity Associates

851 Lincoln Center  5401 W. Kennedy Blvd.
Tampa, Florida 33609  813/877-8844

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**Check Out Our Libraries**

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**September**


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

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

Sept. 24-26 - Indiana Broadcasters Association fall conference, Executive Inn, Vincennes.


Sept. 26-28 - Massachusetts Association of Broadcasters meeting, Sheraton Regal, Hyannis.


Sept. 28-30 - New Jersey Broadcasters Association 34th annual convention, Bally's Park Place Hotel, Atlantic City.


Sept. 30-Oct. 3 - Public Radio in Mid-America annual meeting, Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

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**October**

Oct. 1 - New deadline for comments in FCCrulemaking proposal to modify FM rules to increase availability of commercial FM assignments (Docket 80-30) 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 directional antenna seminar, Cleveland Marriott Airport hotel, Cleveland.


Oct. 1-5 - Women in Communications Inc. 48th annual meeting, San Diego.

Oct. 2 - National Association of Spanish Broadcasters marketing seminar, "Hispanics-A Market Profile," Caribe Hilton, San Juan, PR.

Oct. 2-5 - Federal Communications Bar Association annual seminar, The Playboy Great Gorge Resort and Country Club, McAllem, N.J.

Oct. 3-4 - National Federation of Local Cable Programming mid-Atlantic region fall conference. Hosted by Berks Community Television, independent community television producer, Reading, Pa.

Oct. 3-5 - American Women in Radio and Television...
midwest area conference, Pittsburgh Hilton.


Oct. 6-8—Electronic Industries Association 58th annual fall conference. Century Plaza hotel, Los Angeles.


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


Oct. 8-10—National symposium on videodisk programming sponsored by Nebraska ETV Network, KUON-TV Lincoln, Neb., University of Nebraska-Lincoln, 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) 472-2644.


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


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


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


Oct. 12-13—North Dakota Broadcasters Association fall convention. Ramada Inn, Grand Forks, N.D.


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


Oct. 18-19—American Women in Radio and Television Southwest area conference. Airport Marquis, Albuquerque, N.M.


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**FEATURE FOOTAGE**

...for a prime access news magazine to be seen weekly on the Five ABC Owned Television Stations. Your chance to showcase your talents on the Number One group of stations in the country.

We need creatively produced and photographed feature stories, one to six minutes in length, on film (any format) or tape ("1" or 3/4" cassette). Topical or evergreen, humorous, poignant, entertaining—and great classic shots, too.

Call Norman Fein at (212) 887-5486.

If he's interested, we'll pay for shipping (see below) and, if we use the material, we'll pay you $150. Call him today!

**Shipping Instructions ONLY on Confirmation by Norman:**

Tell Affiliate or news source to send your material counter-to-counter with waybill number. Send to JFK or LGA airports only. Address to ABC News, Attention: Norman Fein.

Affiliate or news source should call ABC News transport desk—Nick Nicholson, Clyde Bennett—and tell them the cassette number, the waybill, and the flight information.

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**ABC OWNED TELEVISION STATIONS**

WABC-TV New York / WLS-TV Chicago / WXYZ-TV Detroit / KABC-TV Los Angeles / KGO-TV San Francisco

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**Broadcasting Sep 1 1980**

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Siouxland farmer/ranchers take stock in our news.

MARKET UPDATE

KMEG-TV is the station Siouxland farmer/ranchers listen to for news and Market Update is one big reason why. It's a complete, locally produced agricultural program providing Siouxland with early-morning livestock reports.

Farmer/ranchers in the home of the nation's biggest livestock market have come to depend on KMEG-TV’s Market Update, aired each weekday at 7:25 a.m.

You can depend on KMEG-TV, too.
EDITOR: As a 20-year veteran of broadcast news and programing, I continue to be curious of the perceived responsibility of local broadcasters as it relates to the current economic crisis in markets outside the top 50.

Recently The Wall Street Journal reported a true human crisis in Williamsport, Pa. The exceptional reporting of the paper sparked my thoughts about what local broadcasters were doing to assist in the correction of a very bad economic situation in the community.

I fully understand the difficulty of telling such a story on the air. Still, the story must be told. Local broadcasters, either without being able to recognize the impact of the human suffering or because of misperception of the importance of the story in "people terms," have left the telling of this particular story to the local newspapers. Bad news is always difficult to tell but the electronic news media must take some greater degree of responsibility in informational service to the community. Creative news ideas to solve old problems make broadcasting what it is: a service which is more than just playing records.

—Don Kame, Montgomery, Pa.

EDITOR: One couldn't help but be impressed with the reasoning of Joel Segal's "Monday Memo" Aug. 11 on the staying power of the networks in the emerging era of cable TV. It is clear that they will continue to dominate television for the foreseeable future.

The question that Segal leaves unanswered is one vital to the health of local, independent television: What effect will cable have on their share of audience and income?

We are now waiting for the other shoe to drop. The impending marriage of the networks with cable, the combined power of these forces to dominate program production, the movement of advertisers into cable originated programming all cast a dark shadow over the health of independent and public television stations.

With this re-ordering of television consumption and redirecting the marketplace muscle of the networks and cable MSO's, it is timely to have the FCC and Congress reflect on whether these shifts are truly in the public interest.

—Al Porte, Minneapolis.

EDITOR: Your Aug. 18 editorial, "A Little Late," certainly tells it like it is on the 9 kzh fasco. The last paragraph sums it all up in admirable fashion. "Impetuous, if not irresponsible," you said and wisely suggest "a sober review of the comments that have now been solicited."

As a PS to your cogent advice to the FCC on the 9 kzh mess, I'd like to suggest they finally wake up and give some relief to daytime radio operators. —H. W. (Bill) Maschmeier, owner/manager, WKKO(AM) Cocoa, Fla.

EDITOR: In "Monday Memo" Aug. 18, Ken Roman describes radio as a medium tailored to the life styles of America, with an individual fit for most any advertiser, in tune with the time, able to act and react in a fast-changing world, and proud enough to be able to mix with any other medium well.

It's a Cinderella medium all right, and we admit that the shoe fits well. Oh, by the way, we're having a ball —Tom Sutton, account executive, Eastman Radio, Detroit.

CONSTRUCTION MONEY

Build the cable system you need—but do it right...with the advice and resources of the experts at Firstmark.

Consider these advantages:

• Our 21-year history of providing funds to the cable industry.
• Our current financial involvement with hundreds of existing cable systems.
• Our resources and expertise to structure a flexible construction loan with competitive terms tailored to your needs.
• So, for construction, acquisition or restructuring of existing debt...call us. Bill Kennedy, Bill Van Huss or Phil Thoben can assist you with a concise, confidential financial analysis.

Call 317/638-1331.

Drawing on over 40 years of experience in and around the advertising and broadcasting businesses, Jonne Murphy has written a concise how-to book on radio advertising. It should have particular value to the student or neophyte; it assumes nothing.

A history and the nature of the medium are presented in the first chapter and, though brief, is clearly explained there to give the most ignorant reader a solid framework upon which to build his own experience.

Murphy, who has been on all sides of the radio advertising business (she was director, sales services, for the Radio Advertising Bureau from 1966 to 1971) wrote her book from the perspective of none of them. Consequently, the book is of a value to the learning station representative media buyer, marketing manager and the do-it-yourself retailer. Once read, the book should serve as a ready reference. Although the many charts and graphs and names are apt to change, the time-tested techniques of buying, selling and making radio advertisements should be valid as long as the medium remains essentially the same. A 15-page glossary of radio broadcast and marketing terms should also help justify its space on the shelf.


Like the original, Bittner’s new edition introduces student-readers to the expanding realm of the mass media—newspapers, magazines, radio, television, film, books and records. And since he touches on all these diverse media, he has the opportunity—and he takes advantage of it—to compare the different media and show their relationship to one another. The reason and need for a broad look at the mass media is given in the author’s preface: “We must keep in mind that exposure to one message on one medium is not sufficient to explain human behavior.”

Revealing media as examples of applied science, Bittner gives much attention to the technology of the various media. And the significance and untapped potential of such new technologies as satellites and teletext are not missed.

The complexities of the new technology, however, pale before the intricacies of the regulatory, legal, social and ethical issues surrounding the media. Bittner devotes four chapters—over a quarter of the book—to their discussion. Interestingly, Bittner reduces cable to a “media delivery system,” grouping it with satellites and computers. For Bittner, TV is still a broadcasting medium.
Using TV to build drug store traffic

The nature of drug stores is that we’re convenience merchants for many people. A great many come to our stores whether we advertise or not, but you can’t build sales peaks and profits from these people alone. You’ve got to bring in others. While advertising and promotion may attract only 25%-40% of the customers in a peak week, that’s where most of the profits come from.

The major efforts for the 105 Cunningham drug stores in the Detroit and Cleveland markets are focused on this smaller consumer segment, the shoppers, in addition to promoting the total image of the chain.

Cunningham’s competition today includes supermarkets, discount stores and department stores, as well as other drug stores, a consequence of the proliferation of different products carried by each store type.

If a woman has finished her shopping and needs one more thing, we probably have it. We have enough of the top sellers. Yet we’re more than just a mini-mass merchant. We’re still a pharmacist at heart. Cunningham advertising makes this point in newspapers with the phrase “A drug store and a whole lot more” while the positioning statement for television—verbally and visually—emphasizes Cunningham as “the prescription experts.”

While Cunningham has a solid reputation as a highly professional pharmacist, its customer outreach includes many other things, and has for decades. Modular stereo centers selling for $199.95 at Cunningham’s drug stores in 1979, for example, had their counterpart in 1927 when the firm sold all the components necessary to assemble a radio in an “oatmeal box.”

Changes in both the look of printed communications and the media mix for the larger Cunningham stores in Michigan and Ohio markets have been considerable in recent years. A long-time user of ROP newspaper advertisements read by “our fan club,” Cunningham began reaching out to noncustomers in several ways prior to becoming involved with broadcast advertising.

Pre-printed color inserts for newspapers, using glossy stock and rotogravure with a large number of items and coupons, became the principal print vehicle. In addition, full-page color advertisements in television magazines, featuring a single product such as the modular stereo center, were utilized effectively.

The inserts continue to be placed approximately once a month in Cleveland and Detroit area daily newspapers, augmented by suburban weeklies where the daily circulation is light. All are printed independently by Cunningham, and on occasion feature perforated lines for easy removal of specific coupons, as well as high-quality color reproduction.

Television was first added to the media mix in the early 1970’s. We had done a lot of unusual things with our print advertising, but reached a point of marginal productivity increases. Print had done about all it could for us. The most logical place for us to get increased productivity and reach people who were not part of our fan club was television. At the outset, Cunningham’s television advertising consisted primarily of three flights a year, supporting summer, anniversary (October) and Christmas promotions. Response was immediate and totally disproportionate to the color inserts alone.

Television was the exciting experiment. If they’d seen our ad in newspapers and saw the major items on television, the double whammy provided a synergistic power that didn’t exist before.

In the past three years, Cunningham television advertising in the Detroit and Cleveland ADI’s has expanded steadily and now is coordinated year-round with the firm’s major promotions: Medicine Chest Sale, Valentine’s Day, March Dollar Days, Easter, Father’s Day, Red Tag (summer clearance), August Dollar Days, Anniversary (October) and Christmas. As a share of Cunningham’s multimillion dollar media budget, television is now about 20%.

Television commercials employed by Cunningham are changed weekly, but have a consistent pattern. They open with a strong company identification and an event feature tag, followed by several sale items and the closing logo highlighted by the positioning statement, “the prescription experts.” Depending on the event, anywhere from 300 to 800 GRP’s (gross rating points) may be used in a given week against the target audience—women shoppers from 25 to 54—reached around-the-clock via all types of programs, daytime and prime time, early and late news.

National averages indicate that supermarkets get the woman shopper a little less than twice a week, drug stores get her somewhat under twice a month. She’ll travel 12 miles to outfit the kids for school, but she won’t travel 12 miles for a tube of Crest. So we’ve got to be more efficient merchandisers.

How many times a week does a woman have to see an advertisement before she responds? With newspapers, we can peg the sales to week, dollar by dollar, but television is interesting in that it throws unknowns into the equation. We’ve over achieved a number of times with television and as long as we continue to do that, we’ll continue to explore.

Cunningham explores—and analyzes—various information to make its marketing activities more effective. Interactive Media Systems (IMS) give reach, frequency and cost-per-thousand data for the media. IMS electronic Monday morning reports provide the company with inventory and sales information at the Cunningham headquarters.

For every dollar I spend on advertising, I want to have money in the till by Saturday, or it wasn’t well spent. That’s true of what we’re doing on television. I want to see the results on Monday when I look at the books.

Together with my staff of eight, we develop and execute the strategy for Cunningham, in combination with our agency, Mars Advertising, which creates and produces television commercials. Their success has resulted in helping to create substantial sales for such diverse products as calculators, Mr. Coffee appliances and some 12,000 miniature ping pong tables.

With Mars, Cunningham also is working to develop a series of corporate commercials to highlight the chain’s professional image as pharmacists, an important element with many of its customers.

Many of us remember the century-old comment by a retailer that “half of our advertising dollars are wasted.” When his questioner asked why he didn’t cut his budget in half, he responded “Because we don’t know which half is wasted.” There’s still too much of this apocryphal story left. We’re trying to be more sophisticated.

Broadcasting Sep 1 1980
In the last two and a half decades we've positioned ourselves as the station in a growing Mobile-Pensacola market. With viewers and advertisers alike, we've gained a reputation for which we're proud. Take a closer look. You'll see why.

TAKE A LOOK AT WKRG-TV, MOBILE-PENSACOLA.

162 St. Louis Street  Mobile, Alabama 36602  Represented nationally by Katz
TV debates are debatable

Carter wants Reagan, who's unhappy with dates, alone; National Press Club invites two; so does 'Face the Nation' and 'Ladies Home Journal', but GOP candidate argues for inclusion of Anderson in all.

The fate of this year's presidential debates was left hanging last week after the candidates refused to accept the terms, times and places of sponsoring organizations.

The major roadblock centered on exactly who would be debating. President Carter's campaign staff last week said the President wanted the first forum to be a head-to-head encounter with Republican nominee Ronald Reagan, and as soon as possible. About that debate, his spokesman said, he would be willing to participate in a three-way panel. Under the criteria set by the League of Women Voters, which has arranged for three presidential debates this fall, independent candidate John Anderson would be eligible to participate if the polls show he has a 15% voter support level. The first league-sponsored debate is slated for Sept. 18 in Baltimore, and the league plans to use the polling figures for the first week in September to decide whether Anderson should be included.

But Reagan was apparently unhappy with the Sept. 18 date, and petitioned for Sept. 21 or 23. Reagan, however, was willing to participate in a three-way debate. In fact, Reagan refused to participate in the first debate unless Anderson was included, presuming he met the league's established criteria.

With the controversy surrounding the debate escalating, the National Press Club extended invitations to Carter and Reagan for a one-on-one debate early in September. Carter accepted, but Reagan refused the offer, insisting that Anderson be allowed a chance to participate in the first debate.

Anderson may have opened the door to a possible resolution of the dispute, when he agreed Friday to participate in a series of debates that would allow Carter and Reagan to meet one-on-one.

Anderson accepted the invitation from the press club that would set up debates between Carter and Reagan, Reagan and Anderson, and Carter and Anderson. But Anderson agreed to the round robins with the understanding that the order of the debates would be determined by drawing lots.

It was unclear whether the other candidates would accept these terms. A Reagan spokesman, Joe Holmes, said of the proposal: "Our position is the same as it's been. We don't decline anything until the League of Women Voters thing is resolved."

Interpretations of the reasons for wanting Anderson included or excluded differed. White House Press Secretary Jody Powell, when notified of Reagan's position, said: "They're afraid of a one-on-one debate." James Baker, a spokesman for Reagan, said it differently. "We're not scared of the debate," he said. "That's the major difference between us and the Carter campaign."

News of the Press Club invitation followed a meeting Tuesday between league officials and Reagan and Carter campaign officials. The meeting did not produce any compromise on whether Anderson should be included, and the league held firm to its 15% voter support level as a criterion.

Invitations were later extended to Carter and Reagan for a one-on-one appearance on CBS's 'Face the Nation'. Once again, Carter accepted and Reagan declined. And on Friday, Reagan accepted a similar invitation from the 'Ladies Home Journal'. The Reagan camp remained firm in its conviction that it would not be the one to have Anderson excluded from the first debate, which most agree will be the most important, because it will likely attract the largest viewing audience.

The league's position, however, is that it is an impartial organization, and it will continue to look for a mechanism that will give all significant candidates a chance to debate.

The proposed dates of the debates have caused some concern among the networks, and league officials plan a meeting with officials of ABC, CBS and NBC this week to explain where things stand.

But moving the time or place of debate is not an easy matter. The league had to reject some sites for the debates because there wasn't an adequate hall available. It intended this year to have the debates in arenas that would seat a large number of people. This involved security and scheduling problems: The Secret Service rejected some proposed halls, and others, which are often rented in advance, did not have available dates. In addition, there is the problem of candidates' schedules. Reagan, for example rejected the date of the Baltimore debate because of a conflict in his schedule.

The networks were apparently upset over the proposed dates because of conflicts with their schedules—ABC's 'Monday Night Football' and NBC's 'Shogun' would be affected if the league held firm to its original schedule.

It is possible that the league could change its rules so that Anderson would be excluded from the first debate, even if he qualified under the proposed criteria. Whether this will happen is uncertain, but Anderson has expressed disappointment that he was not invited to participate in the planning negotiations.

What the final outcome will be is still uncertain, but informed sources said last week there are some indications that the first debate would likely come off as scheduled. Carter has been taking heat in the press for his reluctance to participate under the league's guidelines, and the speculation is that Carter will maintain his desire for a two-person debate until the 11 th hour, when the league looks at the polls to see if Anderson qualifies. If Anderson falls short of the 15% level, Carter would get his way and meet Reagan face-to-face. If Anderson does qualify, and is invited to participate, some close to the negotiations predict that Carter will still be on hand, with the evening of Sept. 21, in Baltimore, as the likely time and place.

Strike on verge of settlement

Actors and producers hard at work on agreement; other unions pressuring for quick action.

Labor Day was to mark the beginning of the seventh week of the actors strike, and, for the first time since members of the Screen Actors Guild and the American Federation of Television and Radio Artists walked out on all prime-time and film production, it appeared that both sides of the struggle may be inclined toward a settlement. The producers were said last week to have accepted, at least in principle, the concept of substantial remuneration for actors for their work in the supplemental markets—pay television, videocassettes and disks—and the actors were reported to have softened somewhat in their demands for fixed percentages of revenues, starting
with the first dollar, from product distributed to the new technologies.

Negotiators for both sides met throughout the week, and proposals and counterproposals were made, rejected, altered and reoffered during sessions lasting often into the early hours of the mornings. Both sides began the week resolved to continue talking until a pact was made. And other production unions, their members out of work as a result of the virtual complete stoppage of production, exerted their own pressure on the actors to go back to work while the negotiations proceeded.

First, producers were reported to have proposed two plans: Actors could be entitled to a percentage of revenues for programs made specifically for the new technologies or a break-even point would be established before actors could share in the video revenues.

The actors were said to have countered with a plan to allow producers to recoup pay-television production costs prior to revenue participation. In the home-video markets, however, the unions are said to be urging the producers to step back from their 100,000-unit sales minimums before the paying of residuals.

Negotiations between the unions and the producers continued Friday, and, according to Philip Myers, spokesman for the producers, they were likely to continue through the holiday weekend. "I don't think anyone knows when a settlement is going to be reached," he said. "But we're going to sit there until a settlement is reached." Although there are still issues of regular wages yet to be discussed, and they could result in "lengthy discussions," Myers suggested that the home video issues were still paramount in the negotiations—"It was the sole point of discussion this past week." He discounted considerable speculation that an accord might be announced this week.

Meanwhile, the International Alliance of Theatrical and Stage Employees (IATSE) set up its own pickets outside the entrance to the West Hollywood office building where negotiations were being held, urging the actors to return to work while bargaining continued. And the American Federation of Musicians, which is also striking the production companies, accused the producers of ignoring its walkout: Musicians are "playing second fiddle" to the actors, said AFM's President Victor Fuentellaba at a press conference last week.

NBC-TV has decided to go ahead with the Sept. 7 telecast of the Emmy awards ceremony. According to a network spokesperson last Friday, despite "questions some people had in their minds, the show was never canceled." And Hank Rieger, president of the Academy of Television Arts and Sciences, said he had been assured by NBC that it was "definitely going ahead with the show—strike or no strike." The network began setting up its remote equipment on Thursday at the Pasadena, Calif., auditorium where the program will originate.

If the strike were settled this week, what would the effect be on prime-time television? According to network officials, it would probably take a minimum of four weeks to launch their seasons after the settling of the strike. Half-hour taped shows are said to be producable in slightly less time, but the four-week period is seen as the shortest possible time that an hour-long show could be shot and prepared for airing.

by A.D. Ring & Associates regarding commission's notice of proposed rulemaking to increase availability of FM channel assignments. Study concludes that only one additional station could be dropped feasibly into top 15 markets—class A or B in Minneapolis (14th). Study also concludes that commission's proposals, if enacted, would result in reduction of FM service areas and greater interference to existing stations.

MGM and United Artists announced Friday that effective Sept. 1 television syndication of MGM feature film and other motion picture properties in U.S. and Canada would revert to MGM. Since 1973 UA had handled task. UA will continue theatrical distribution of MGM films. MGM has always handled own network and pay cable licensing.

Prospects for passage of telecommunications legislation dimmed last week when House Speaker Thomas O'Neill (D-Mass.) set Oct. 1 deadline for Representative Peter Rodino's (D-N.J.) Judiciary Committee to study bill that was approved by Commerce Committee. With session expected to adjourn Oct. 3, prospects of moving bill to House floor seemed almost nonexistent. But Rodino said he would hold hearings Sept. 9 and 10, and then decide whether to send bill to floor, meaning there may still be chance of vote by full House.

Technology & Economics Inc. delivered fourth and final volume of study it did under $136,000 contract to National Telecommunications and Information Administration on "The Emergence of Pay Cable Television." Last volume examines cable franchising and its interrelationship with growth of pay television. Study asserts that MSO's are counting on pay to make urban cable systems profitable, but that these

In Brief

What is public's perception of Cable News Network? That's question Leo Burnett's media research section sought to answer with interviews of 239 people in San Diego. Phone survey conducted July 12-19, six weeks after CNN start-up, found that 52% of people were familiar with network. Of those subscribing to Mission Cable (148), 59% knew of CNN, while of nonsubscribers interviewed, 43% knew of it. Out of those 148 subscribers, 59% had viewed CNN and they rated programing as follows: excellent, 37%; good, 53%; fair, 6%; poor, 0%, and no opinion, 4%. Burnett found it interesting that 55% of those who watch are doing so in blocks of 30 minutes or longer, and Burnett source said it looks as if CNN watching "has become a regular viewing habit." Burnett is working on another survey in Cumberland, Md.

FCC has ruled that "Donahue" program is not bona fide news program, and therefore, not exempt from equal time provisions of Section 315. Multimedia had filed request for news classification in April, saying Phil Donahue was "experienced news reporter who selects topics and interviews based on their newsworthiness." FCC, however, said Donahue does not fail in same category as Meet the Press or Today show because both Donahue and audience can give their personal opinions about subjects discussed. FCC, in denying request, said "we believe that the Donahue show is not an exempt bona fide news interview program as envisioned by Congress."

ABC Inc. has submitted to FCC engineering study prepared on its behalf

Helping out. In New York, actors showed support for their striking brethren in California by picketing various production-firm headquarters. Among the East Coast contingent were Martin Balsam (l) and Jason Robards.
Christmas can't come in August

Weight of amendments, including five-year renewals, that were hung on Swift crossownership bill collapses entire legislation

Some people try to make something out of nothing; the House last week succeeded in making nothing out of something.

It happened in a two-day meeting of the House Commerce Committee, which had intended to mark up a bill introduced by Representative Al Swift (D-Wash.) to codify existing FCC crossownership rules. The legislation, H.R. 6228, had a full day of hearings last April, and was approved by the Communications Subcommittee in a 7-0 vote last July (BROADCASTING, July 7). And all indications pointed to favorable action by the full committee.

But with an opportunity to use the bill as a vehicle to move other broadcast provisions—possibly their only chance this year—a number of members decided to introduce amendments to the Swift bill (“Closed Circuit,” Aug. 25). There was some concern that the bill might turn into a “Christmas tree,” with one member after another hanging amendments on it.

When the mark-up started, with indications that at least two major amendments would come up, Representative Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, urged his colleagues to forgo proposing amendments until the next Congress and give the Swift bill, which is relatively non-controversial, a chance to go to the floor as approved in subcommittee. “If we load this bill down with amendments, it’s likely to kill the bill,” Van Deerlin said.

And the tree did indeed topple over—not on the House floor, but in full committee.

The first ornament the committee hung on the bill was an amendment introduced by Andrew Maguire (D-N.J.) and approved by a 25-17 vote.

The Maguire amendment, similar to a bill that has been introduced in the Senate, stated that the FCC shall work to insure that each state has at least one VHF TV station, and if the commission revokes the license of a VHF TV station in a state with more than one, the license, if technically feasible, shall be assigned to a state without one. It was clearly targeted at a move of WOR-TV New York, which the FCC has taken from RKO General, to Mr. Maguire’s New Jersey.

The committee, however, finally approving the measure, and then also agreed to an amendment offered by Ronald Mott (D-Ohio) to repeal the Lea Act, a 24-year-old amendment to the Communications Act that halted union efforts to coerce broadcasters into keeping staff managers they didn’t need.

Mott had less luck with a second amendment, which would have required the FCC to make public the financial dis

is no evidence that it will. Market projections being offered to cities, T&E says, “will probably resemble the reality of tomorrow’s actual TV market in about the same way that maps of North America produced by the earliest Spanish explorers resemble North America as it really is.” Report makes no real recommendation, but urges NTIA to take steps to “clarify cable’s optimum regulatory structure.”

SFM Media Corp., New York, named by Campaign ’80 Inc. agency for Republican Presidential nominee Ronald Reagan, to handle placement of all spot radio-TV broadcast time for Reagan campaign. SFM team will be headed by Stanley H. Moger, executive vice president; Michael J. Moore, vice president, media, and Maria Carayiras, vice president, spot broadcasting. All three were active in 1972 and 1976 Republican presidential campaigns. Campaign ’80 has also hired D’Arcy-MacManus & Masiuside Garmo as “special consultant” (see “Ad Vantage,” page 8).

While stressing that quarrel is not with network, U.S. Chamber of Commerce, in press conference last Friday (Aug. 29), lambasted Treasury Secretary G. William Miller, claiming that cabinet member had exerted “undue influence” over ABC and refused to appear on Good Morning America that morning if Chamber President Richard Lester was there to debate President Carter’s new economic policy. ABC spokesman, however, offered different version, claiming that Lester was only one of several voices GMA wanted to hear and that when all desired participants weren’t assembled, decision was to go with Miller alone. ABC added that Lester’s point of view was incorporated into questions put to Miller. On that count, chamber explanation was consistent with ABC’s.

Two “very competitive” radio stations joined forces in South Lake Tahoe, Calif., last Wednesday to provide coverage of Harvey’s Casino bomb crisis. According to John Parker, owner of KOWL (AM) South Lake Tahoe, transmission line was hooked up (by Pacific Telephone Co. within hour’s notice Wednesday morning) between antenna of KOWL (AM) in South Lake Tahoe (whose studio and offices, located across street from Harvey’s, had to be executed Wednesday morning) to studio facilities of KRLT-FM South Lake Tahoe whose tower is located atop Harvey’s, where power was turned off at noon on Tuesday. First day of crisis. Efforts of two stations working together enabled them to provide seven hour “solid news format” from 11 a.m. to 6 p.m. Wednesday providing “at least 300 feeds” to ABC, CBS and NBC radio networks, ABC television network and others, according to Parker.

Comsat will file direct broadcast satellite proposal with FCC “end of October early November time frame,” says Chairman Joseph Charyk.

Citizens Party has filed complaint with FCC, charging NBC denied party candidate Barry Commoner equal time as result of John Anderson’s appearances on Today show in July. Anderson was interviewed via satellite from Europe during Republican national convention. NBC, in denying request, replied that Today is bona fide news program, and therefore exempt from equal time law. Citizens Party told FCC, however, that “instant matter is unique, and perhaps unprecedented in broadcasting history . . . although the respondents have discretion in picking the appropriate spokesman, and circumstances, the FCC doesn’t hesitate in egregious situations to order mathematical same for a complainant.”

Deciphering the numbers. Senator Barry Goldwater (R-Ariz.) said last week that he will seek a Government Accounting Office audit of FCC travel expenses and consultant contracts. At Goldwater’s request, FCC Chairman Charles Ferris responded to questions about the commission’s consultant and travel expenses (BROADCASTING, Aug. 11). Goldwater became interested in the commission’s policies after allegations in the press that activities were being curtailed because of a substantial increase in international travel. Goldwater asked Senators Howard Cannon (D-Nev.) and Ernest Hollings (D-S.C.) to forward his questions about commission policies to Ferris. Goldwater characterized Ferris’ response last week as “a vigorous defense” of commission practices. “He argues that priorities were correctly ordered and that the right decisions were made,” Goldwater said in a statement inserted in the Congressional Record. But Goldwater apparently was not totally satisfied. The facts provided, he said, appeared to be a good starting point in the inquiry. “However, I do not believe that we have the expertise to evaluate them in a meaningful way,” he added. “I plan, therefore, to recommend to Senators Cannon and Hollings that we seek a GAO audit of FCC consultant and travel practices, which will elicit additional information and provide us with an independent evaluation.”

In his reply Ferris said that the Office of Management and Budget has asked that an internal review of consulting practices be made by Sept. 1. But Ferris defended the commission’s consultant expenses, saying that all such contracts entered into are “within existing law and regulations, and are very limited in number and amount relative to the agency’s overall budget.” Ferris also defended the agency’s travel expenditures. “I believe the commission has carefully allotted its limited travel funds in FY 1980 to meet our priority travel requirements . . . All of our travel, both domestic and international, has been in furtherance of our statutory objectives and no statutory obligation has been neglected,” he said.

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closure statements submitted by TV and radio stations.

It was Van Deerlin's turn next, with an amendment to extend radio license terms from three years to five. The committee did not finish with that amendment at its Wednesday meeting. Committee Chairman Thursday (Aug. 28), Van Deerlin offered to withdraw it if he had assurances that others wouldn't continue adding amendments to the bill, as he had requested at the outset. The amendment was not withdrawn, but was defeated 9-2, with Van Deerlin leading the opposition—much to the displeasure of some broadcast industry observers, who believed the necessary votes were there for passage.

An amendment to Swift's crossownership provisions, introduced by Henry Waxman (D-Calif.), was approved. Waxman wanted existing challengers to multimedia licensees to be exempted from the Swift bill which would bar competing applications for facilities occupied by licensees in compliance with the law. Then Representative Tim Wirth (D-Colo.) followed with another amendment that would have limited the terms of FCC administrative law judges to seven years, rather than for life.

With that, the tree fell. The simple broadcast bill Swift had introduced was suddenly too heavy for the liking of some, and Van Deerlin moved that the original bill be returned to the subcommittee for further study. The committee, by voice vote, agreed. Back to square one.

The latest twist of 'The Dial'

House member slides in amendment that prohibits CPB from giving money to stations that publish magazines containing advertising

After surviving a wave of controversy, public television's new magazine, The Dial, made its debut last week—only to find itself immediately faced with a possibility of execution by an act of Congress. Not only is The Dial endangered, so are hundreds of program guides and other publications put out by both public TV stations and noncommercial radio outlets.

The flap over The Dial publication started when Philip Merrill, publisher of the Washingtonian magazine, asked the FCC to prohibit the nation's four largest public TV stations from on-air promotion for the magazine. Merrill subsequently went to court over the matter.

But the monthly magazine, a joint venture of WNET-TV New York, WETA-TV Washington, KCTV-TV Los Angeles and WTTW-TV Chicago, was mailed to subscribers as planned. Shortly after it arrived, however, it was in jeopardy.

Last Wednesday night (Aug. 27), Rep.

The premiere issue

The premiere issue

representative Robert Bauman (R-Md.) proposed an amendment to a Labor, Health-Education appropriations bill that Bauman said would prohibit the Corporation for Public Broadcasting from appropriating funds to the stations that publish The Dial as long as they solicit commercial advertising. The Bauman bill contained an appropriation of $172 million for the CPB fiscal year 1983 budget.

"The thing that concerns me most—and I have researched this to some extent—is that this magazine, which in its first publication goes to 650,000 recipients, is in fact being financed in part by taxpayers' funds," Bauman said in introducing the amendment. "I do not believe the federal government should be in the commercial publishing business... This amendment would simply say that public funds are not to go to any entity, either a quasi-governmental or governmental agency such as public broadcast stations, that publish a publication which seeks and obtains commercial advertising."

But while Bauman said he was specifically concerned about The Dial, his amendment, as worded, would affect all publications published by public TV and radio that contain advertising. At last count, this included 165 program guides published by National Public Radio affiliates, and 56 published by Public Broadcasting Service stations. The amendment, which would be effective Oct. 1, was approved by a voice vote.

A spokesman for Bauman said, however, that the language of the amendment was clearly aimed at The Dial, and whether other station publications would be affected was subject to interpretation.

But that analysis of the situation was soundly refuted on Capitol Hill, where the consensus was that the amendment would affect all public broadcasting stations, regardless of Bauman's intent. Specifically, the language states: "That none of the funds appropriated herein shall be used for grants to any public telecommunications entity, whether national, regional, or other system of public telecommunications which on or after October 1, 1980... engages in the production, publication, sale, distribution, or any magazine, journal, or other printed publication which accepts or receives payments or credits for the placing of commercial advertising in such publication."

Public broadcasters were predictably upset with the action, but they were not alone. Representative Lionel Van Deerlin (D-Calif.), chair of the Communications Subcommittee, said the action surrounding the handling of the Bauman amendment "makes a travesty out of the legislative process." Any actions involving public broadcasting, Van Deerlin said, should have first been scrutinized by his subcommittee.

Van Deerlin said he was preparing a letter to House Speaker Thomas O'Neill (D-Mass.), which he hoped would be co-signed by others, expressing concern that no hearings on the measure were held, and it was introduced in a manner that did not afford the opportunity for debate.

The Senate is not expected to take up the CPB appropriation until after the November elections, and Van Deerlin as well as public broadcasters were hopeful that a similar provision would not survive the Senate.

The magazine, meanwhile, is published in four separate editions, with local program guides and advertising sandwiched between national advertising and general interest articles. The premiere issue had 87 pages of national copy, including articles that tie in with upcoming PBS series, and advertising targeted to a generally upscale audience—Cuisinart, Tiffany, Sony, etc. The Washington insert, which runs 32 pages, had five full-page ads.
NAB enlarges the focus in New Orleans

Radio conference attracts more than programers, while urging them to become more a part of the station management team; more than 1,600 in attendance; quality of some meetings criticized

The National Association of Broadcasters' Radio Programing Conference may already have outgrown its name.

At times, last week's third annual gathering seemed to offer as much to promotion directors and general managers as it did to programers.

Of all the remarks by the more than 150 panelists at workshops and forums at the Hyatt Regency in New Orleans Aug. 24-27, one by Al Brady, program director of WDHAM Boston, may have been the most telling:

"The 80's will be the era of marketing," he said. "The end result of any programing executive is to create a marketable product."

So, too, the New Orleans meeting pointed up, is the objective of the rest of a radio station's managerial team.

The conference, attended by a record-breaking 1,687 registrants (up from last year's 1,300), was classic convention nuts-and-bolts, ranging from "format rooms" to "Syndication: What the Users Have to Say"—not to overlook equal employment opportunity, promotion, management techniques and the rest.

The nuts and bolts, however, weren't limited to the product that goes out from the station. Lessons also were provided on how to cope better with what goes on inside the station—with the hands-down favorite session being a "People Management Forum," where, work-books open and pencils checking multiple-choice questions, radio broadcasters were able to evaluate their managerial skills.

Clearly, the underlying conference theme was twofold: to create a better product for listeners and better personal prospects for delegates. The latter was particularly appropriate for promotion directors, who consistently were encouraged to fight for more clout within the managerial mix.

With about 50 exhibitors (four times the number last year), and about the same number of hospitality suites (up threefold from last year), the public-relations and sales pitches from those outside the stations also were intensified. Here, too, were efforts that were directed at program directors but not exclusively, as programing services, research tools and equipment were offered up in deals that likely would have to be approved by general managers.

Group broadcasters, networks and program and other services also used the convention hotel as a meeting place for internal business.

Shortly after the conference's close, the NAB had not yet completed its breakdown of the executive and staff line-ups in attendance. The buttoned-down management tone, however, pervaded, and the NAB registration office's guess was that conventioneers were about 50% program directors, 10%-15% operations directors and the rest general managers and others.

Right now, the NAB still considers the primary mission of the conference as a direct service to the programers themselves. In the mind of Wayne Cornils, NAB's vice president for radio, the most important thing to come from the New Orleans meeting was that "programers had to leave this conference and feel much more respect for their industry, station and most important, themselves."

Cornils wasn't ready to predict when or if the orientation would be broadened to become a "radio conference" rather than a "radio programing conference." "If it's supposed to happen it will," he said, adding that in the meantime, NAB plans to keep offering "as much variety as is required." (The same wait-and-see-what-develops attitude was taken by Cornils toward the competition between the NAB's program conference and the National Radio Broadcasters Association's annual convention.)

While there was impressive response at many sessions, the conference was not without its detractors. There were the typical convention snafus, such as cold hot dogs waiting for some who stood 20 minutes in line before a Commodores concert in a room with far-from-adequate acoustics. And of more direct conference significance, some said the workshops proved spotty, with conventioneers too often having to chance upon one where panelists were full of solid information, or another where those on the dais would drone on with not much new to say.

An oft-heard criticism this year was that panelists were ill-prepared and that workshops lacked structure. "The energy level was higher at last year's conference," was a comment repeated in other words by several broadcasters.

Despite some negatives, the over-all reaction to the conference this year was positive. "I hope it keeps growing," and "I hope it becomes the major radio event of the year," were comments heard equally as often as complaints.

Cornils said that the "biggest challenge from the steering committee" has been to uncover solid panelists from the ranks of the thousands of radio stations, and it therefore was no surprise to have frequent reminders from NAB that convention suggestions are wanted.

Each conference program included a survey sheet and a request list for input into next year's Radio Programing Conference, Sept. 20-23 at the Hyatt Regency in Chicago.

At last. Radio people pack the closing session, "Radio of the 80's."
Four days in new Orleans: nothing but radio

Smaller stations seize chance to reach out about research

Although Monday was the official starting day for the NAB Radio Programming Conference, Sunday afternoon and evening offered several activities for those wanting to start early.

Broadcasters with questions about research could pose them to the experts at a question and answer session. Representatives from five research firms set up shop along with representatives from ABC Radio and Mutual Broadcasting and offered free advice to nearly 100 people in two hours.

Directing traffic were NAB's Larry Patrick and Steve Elliott who said most participants were small-market broadcasters curious about call-out research. Todd Wallace, whose Radio Index Inc. consults over 100 stations on music research, said people were looking for more cost-effective and efficient call-out research. Wallace believes that many stations in markets of every size waste a good percentage of their research budget each year on inefficient use of call-out research.

Programming to various life styles and market positioning were topics most often raised with Bob Balon of Multiple Systems Analysis and Fred Schmidt and Harvey Gersin of Reymer & Gersin Associates Inc. "People are realizing that they can no longer rely on gut feel alone in programming their radio station," said Gersin.

Free-forming in format rooms

Sunday evening at the NAB Radio Programming Conference featured "format rooms," which were less formal than those conducted last year. Open doors allowed participants to wander from room to room, hearing advice from some of today's leading major-market program directors.

Perhaps the most popular, and certainly the most rambunctious of the format rooms was top 40. Michael O'Shea, Golden West Broadcasters, and Bobby Rich, KHTZ(FM) Los Angeles, moderated in a quasi-air-shift mode, recalling the days in the late 1960's when the "Jungle and Bobby" (O'Shea and Rich) show on WOHO(AM) was Toledo radio's most highly rated evening program.

Conversation in the top 40 room began with Rich's comment that there is an "image trend," perhaps brought about by managers and owners, that says there is something wrong with being a top 40 station. "We're all doing what we've always done, but calling it adult contemporary because of this negative image," he said.

Rich and O'Shea affirmed their belief that playing the most popular current music remains a viable format, but that trends today are making all music radio sound alike. "Too much research and following of national trends has made us forget our basic function, which is to relate to the community and have fun," said O'Shea.

As top 40 softens its sound, album-oriented-rock radio has an opportunity to become the dominant format in many markets, in the opinion of many programing that format. Ideas on how to achieve this dominance were sought and exchanged in the AOR format room where John Sebastian of WGZ(FM) Boston officiated.

Personalities and extensive news and services are unfamiliar ingredients in much of AOR radio. Those present in the discussion seemed to be looking for ways to integrate these elements into AOR without losing its primary audience, whose interest is in uninterrupted music. "The goal," said Sebastian, "is to get better every year at serving the old top 40 audience."

Also reflected in this discussion was the dissatisfaction among many in AOR radio with Arbitron's measurement of their listening audience. "When all the other rating services have us higher than Arbitron does," said Sebastian, "I doubt that it's all the other services that are wrong."

As with much of the convention, the topic most often surfacing in the format rooms was the importance of getting back in touch with local communities. In the words of O'Shea: "Today's radio needs to get out and do more one-on-one shaking of hands in the community. It's almost frightening to think about how far away we've gotten from how it used to be done."

In the adult contemporary format room, a participant described an example of the kind of responsive programing that can result from a good rapport between a station and its community. The speaker told of a station doing the only daily 3:30 p.m. newscast in its market. Why 3:30? Because a major employer in the town, an electronics factory, dismisses its daytime shift at 3:20. The station promotes its newscast by supplying the factory with styrofoam cups advertising the program.

All but one participant in the beautiful music format room were users or syndicators of formats. Dennis Weidler of Kalamusick, said he found the session educational but frustrating for its lack of structure.

Among the opening night's format sessions was one geared not to any specific music or information genre but rather to the people who must rev up excitement about any format: the promotion directors.

One key lesson taught was the use of power politics.

There was no argument among participants that action must be taken to increase the clout promotion directors carry at stations where the job often is seen merely as the next step up from secretarial work.

"The first thing you have to do is the power," stressed Harvey Mednick, vice president for KRO Radio. One trick in doing so, he explained, is to learn all the jargon in the promotion business and win a psychobilly advantage by convincing upper management that "you have a magic, secret tongue as well" and therefore invaluable skills. Once this and other self-promotion is applied (and assuming a job well done), Mednick said another problem will be remedied: salary. "The money follows the power," Mednick added.

Bob Klein, president of Klein &., said that "the problem is the system" and there was common thought that promotion directors suffer because general managers haven't come up that route and often don't have a sympathetic and understanding ear about the need for strong promotion budgeting.

The times, however, may rectify that.
Getting in the acts. With 1,680 radio broadcasters in town, music was a natural for New Orleans. Entertainment ended both full days of the conference, with an upbeat performance on Monday by the Commodores and mellotone jazz by Chuck Mangione at a banquet on Tuesday.

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situation, according to Tom Dawson, CBS Radio vice president, division services, and president of the Broadcasters Promotions Association. Dawson acknowledged that his trade constituency has problems, but he believes there is "a very bright future." Assuming that the coming years will only bring intensified competition and the need for more and better promotion, Dawson said that "management is going to be forced" to improve the stature of the promotion director.

Bob Cambridge, ABC Radio marketing director, said that radio, right now, has a long way to go, contending that advertising for the medium "has not increased in the last 15 years" to the extent that advertising for club soda has grown in recent months.

Advice also was offered regarding specific campaigns and day-to-day problems facing the promotion director. Here, research was described as the all-important initial element. Otis Conner, president of Otis Conner Productions, for one, urged promotion people to "do their homework!" An example he cited was WASH(FM) Washington where, he said, the station found that listeners didn't want cash prizes but rather "things...they wanted something they wouldn't go out and buy themselves."

It's more than just playing records

Community involvement and a unified staff are the keys to successful programming in addition to that primary factor: music. Such was the conclusion of a workshop, "Beyond the Music," conducted Monday morning.

Moderating the discussion was Warren Potash, WBAP-AM-FM Fort Worth. Participating as panelists were Louisa Henson, WLRS(FM) Louisville, Ky., Gary Havens, WRE(AM) Indianapolis and Tom Barsanti, WTC-AM-FM Hartford, Conn.

"The biggest challenge," said Havens, "is interweaving the different kinds of programming with the music into an interesting whole." Havens said he asks that his air personalities look for a focus in each day's programming. That focus, he said, should shape each show as well as tie it to the other shows on the air that day.

To find a focus, he continued, a station must have eyes and ears in the community and assure that its staff is well informed. Havens said a station should demonstrate its commitment to being up on current events by supplying its staff with local and national publications, rather than asking its staff to subscribe to them.

Barsanti believes success in nonmusic programming lies in a station's ability to reflect its community. "Every day there's a big event," he says, "and that big event is whatever people around town are talking about. It might be the weather, a TV program, or a state of mind, but whatever it is, reflect it, and if there is no event, create one."

To keep in touch with what's happening in town, Havens said WRE openly solicits information on the air and rewards those who call in with it, by mentioning them on or buying them dinner on the town. "People feel comfortable calling the station with news," he said.

How a station can sound as if it has a morning team when it doesn't really have one was another topic that generated discussion. Henson said WLRS had cultivated and promoted one of its newsmen to the point that he and the station's morning man are considered a team.

News and public affairs:
Get everyone involved, promote it and give it a prominent slot

Go to your general manager. Get him involved and maybe even on-air for public-affairs programming. Make him ashamed if he doesn't. It's his station.

That charge, from the floor during the Radio Programming Conference's news and public-affairs forum last week, reflected the central message being delivered by a panel of news executives: Don't treat public affairs as if it were inherently boring, but take whatever steps necessary to make it a vital part of a station's programming schedule.

As Paul Fredericks of KMPC(AM) Los Angeles asserted, public affairs "doesn't have to be that 30-minute interview with Harley Barfinkle," the talking-head politician.

Frank Warlick of KDKB-FM Mesa
might better serve listeners than the station’s other promotional merchandising efforts such as the “Rock and Roll Air Force,” a tie-in “club” with retailers, enabling WLX listeners to receive discounts on items ranging from water beds to automobiles. Beyond merchandising, attendees at the large-market session also heard advice from Jane Norris, promotion manager at WCOZ(FM) Boston, about how a promotion budget should be divvied up. Claiming that “television is the medium that gives the most momentum for a station in the shortest amount of time,” Norris suggested that 50% be put into television, with another 20% for print and the rest divided among outdoor advertising, give-aways and other campaigns.

Despite the relatively high cost of television, Norris stressed its value to a station and for the cost-conscious, she demonstrated a few of the less-expensive time buys, 10-second commercials, designed to draw attention to her station’s call letters, frequency and format.

Another at center stage was Bob Klein, president of Klein &a, a company that develops campaigns for stations. Klein suggested that stations might want to pool their promotional resources to come up with a major campaign, otherwise unaffordable, that then could be tailored to the local market.

Klein presented a promotion campaign that drew the most attention—and laughs—when he demonstrated how the dialogue in old movies with major stars can be changed so Clark Gable in one clip and Claudette Colbert in another, appeared to be informing the public about a program scheduling switch.

**Hi Brown spreads the gospel of resurgent radio drama**

The tone of last week’s NAB Radio Programming Conference as a whole was determined by the nuts-and-bolts workshop and forum agenda. But for an hour, at least, there was evangelical fervor from Hi Brown, producer-director of the CBS Mystery Theater, for the cause of radio drama.

A 51-year veteran of the form and one who acknowledges having been called “the Billy Graham of radio drama,” Brown spread his gospel that “radio drama is as viable today as it was during the 30’s and 40’s.”

The proof he offered was not only the “1,300 shows of the CBS Mystery Theater has presented since bringing radio drama back on the air in 1974, but more important to Brown, its current audience and those others he believes should be exposed to and “touched” by it.

“Just a pause” in radio drama, Brown claimed, “can cause more excitement” than other forms of entertainment.

Brown stressed the ease, compared to other media, with which radio drama can be produced. Unlike television, he explained, radio production costs need not go for set-building or shooting on location.

“I have no hurdles...I can go as far as imagination will take you,” he said. And with the contracts that are involved in radio drama, he said, the unions, which started out “overwhelmingly cooperative,” still at least are reasonable.

As for the future, Brown promised more radio miniseries dramas. A five-part “Story of Nefertiti” already aired by CBS Mystery Theater, spurred on by the recent enthusiasm over King Tut, and another multiple effort is under way regarding Alexander The Great.

Brown cited the few other examples of radio drama series currently airing (he chastised Mobil at one point for underwriting public radio drama that is imported from Britain) and promised more American efforts in the future. “I absolutely believe there will be more radio drama.”

The growth areas he looks for include children’s programming and productions of the classics. He also suggested that radio soap opera-type love stories might prove fertile turf, citing the popularity of Harlequin and Silhouette romance books. And to stations without the resources to mount major efforts, he suggested tying up with nearby college English and drama departments. “Do it in your community,” he said.

With music dominating the airwaves, Brown said that “the unfortunate thing today is we hear radio...but we’ve lost the ability to listen.” But in true missionary spirit, he also said that “never again will there be a void or emptiness left in the world of radio drama.”

**The morning men: how to make or break the AM hours**

Four of radio’s premier personalities entertained broadcasters at a Monday luncheon session entitled, “How to Make Money With Your Mouth.” Mutual Broadcasting’s Larry King called the shots in an (Ariz.)-Phoenix may have used a more philosophic tone, but his point was the same: "We've tended to narrow our vision about what [public affairs] means," Warlick said, explaining that "public affairs is supposed to be about issues and ideas that concern the public and that can be anything."

The panelists said that it’s no shame to promote public affairs and, in fact, strongly encouraged it. If the news and public affairs department is proud of its efforts, the common reaction among panelists towards promotion was “why not?”

The audience was encouraged to break out of the confines of stodgy public-affairs shows in ghetto hours. The RKO Radio Network’s Jo Interrante talked about her 90-second public affairs broadcasts said to be viable in any daypart and promotable as well.

The Source’s Jim Cameron, recalling his previous days at WCOZ(FM) Boston, offered a bit of advice for one news director in the audience complaining that he hadn’t the personnel resources for major innovative efforts, suggesting that all station staffers should be in touch with the community. Cameron said that disk jockeys too can become an important part of the public-affairs team. At WCOZ, he explained, jocks were responsible for reports—a crossover which he claimed also allowed for a considerable cross-promotion benefit.

While public affairs dominated the panel’s attention, straight news too was a concern. And here as well, those on the panel were encouraging a more aggressive attitude.

KMPC’s Fredericks called for news broadcasters to “humanize” their newscasts and not to “pontificate” along the lines of “and now the news.” As for new news avenues, he suggested, for example, that a live two-question interview might better serve listeners than the standard taped piece early in the newscast.

And inside the station, Interrante urged news directors to keep close tabs on what’s going on inside the program director’s and general manager’s offices, explaining that “you must know what direction your station is going.”

Promotions can draw more for a station than bigger audiences

Successful radio station promotion not only can draw listeners but also can prove to be a profit-making venture unto itself, adding to station revenues.

That tip, from Bernie Lucas, promotion manager for WLX(FM) Milwaukee, came during one of the several promotion workshops at last week’s NAB Radio Programming Conference. Lucas, participating in a “large-market promotion” session, discussed his station’s “rock stores” where still out that his area have been selling WLX T-shirts. For an initial investment of $60,000, the station expects a return of $70,000 in addition to the main promotion objective—"walking billboards."

Although wisecracks from the trio kept the audience laughing through much of the discussion, the panel also managed to share serious thoughts on how to make a career of being on the air. "Be yourself," was advice offered more than once to announcers aspiring to greatness. And to managers seeking to develop on-air talent, Ingram advised: "Offer support as well as criticism, and trust them to relate to their audience in the way they know how. If they fall, you have the ultimate power to get rid of them, but give them some freedom to try it their way.

Asked how program directors have most helped their careers, Ingram responded, "by allowing me to have input into what goes on the air."

Asked about source material, all three agreed that local media are the best sources. "Comedy services can be good for ideas," said Ingram, "but terrible when used verbatim."

While Imus and Ingram said they do no formal preparation for an air shift, Morgan described the hectic clipping sessions that precede his air shift every day. Morgan said he and his producers every day read eight or nine local newspapers and popular magazines, and watch the news on three television channels to keep informed.

Offering advice to managers on how to hire talent in small and medium markets where applicants lack impressive track records, all three agreed that a station should target a particular audience and hire the person who can best relate to that audience and that market.

"Treat yourself tomorrow," said Ingram, "and listen to local station WNNR's morning man." All three felt that WNNR's Larry McKinley is a leader in his field for the way he relates to his audience.

**Lawyers dispense free advice**

If a station's regulatory house isn't in order, there's always the chance that the government will come in and wipe away any programming plans—no matter what the format. So it was no surprise to have communications attorneys among the mix of advisers at last week's NAB Radio Programming Conference.

But as Erwin Krasnow, NAB senior vice president and general counsel, summed up later: "Ask a communications lawyer a question—any question—and you'll get the same answer: 'It depends.'"

Nevertheless, Krasnow and James Popham, NAB deputy general counsel, plus Washington attorneys Mark Bader, Richard Marks and Martin Leader and New Orleans-based Ashton Hardy, were able to provide some general legal guidance to the 50 or so broadcasters attending an evening legal clinic at the conference.

Questions ranged in subject from station sponsorship of concerts to compliance with truth-in-lending laws. But the most common issue concerned equal-employment opportunity.

About two-thirds of the clinic was devoted to EEO, with major interest in FCC staff standards to determine whether renewal applications receive in-depth EEO reviews.

The answer given to this typical question was that it depends on the number of full-time employees at the station, ranging from those with fewer than five full-timers and thus exempt from filing an EEO program, to stations with 50 or more full-time employees, which automatically receive an in-depth review.

Another area of interest regarded political advertising and whether a station, having offered a one-time, unusually low rate to attract a major advertiser, can avoid having that rate used in calculating the "lowest unit charge" for candidates.

The answer to that, Krasnow explained, depends on when the rate to the major advertiser stopped. That dollar figure doesn't count if the rate was discontinued at least 45 days before the primary election or 60 days before the general election.

Logging too factored strongly in the discussion. A typical question: If a station receives two free tickets to a concert and then goes with on-air announcements that the tickets will be awarded as prizes, must these announcements be logged as commercial matter?

Typical answer: Again, it all depends.

It would be a no, however, if the station didn't accept the tickets with the explicit understanding that the promos would be aired, and as long as the concert description doesn't go beyond just what's necessary.

**Management in the next decade: Staying in touch with the staff**

The "participatory" manager may be the one most attuned to the 1980's. Such an executive will trust his or her staff input. And while business decisions realistically can't be made by democratic vote, an enlightened manager will take a "consultative" approach with staff members.

That management attitude and the benefits that can come from it were discussed at the Radio Program Conference's "people management forum," a session that seemed more like a college lecture than a typical convention workshop.

Workbooks in front of them and pencils in hand, conventioneers had a chance to take advice from Donald H. Kirkley Jr., of

Of counsel. Offering advice at a Monday night legal clinic were NAB's Erwin Krasnow (standing) and Washington attorneys (l to r) Mark Bader, Richard Marks and Martin Leader.

the University of Maryland's department of communication, arts and theater, and to evaluate themselves. As radio broadcasters were grading their tests, they were grading their management attitudes.

While Dr. Kirkley wasn't hesitant to point out that "autocratic" managers (those who simply give orders) often have impressive track records, he said they may find serious "shortcomings" in this decade. Kirkley maintained that employees now want a voice and are "no longer compliant to have companies take care of them."

Furthermore, he added, an autocratic environment rarely builds loyalty. Once trained and self-confident, the employee is likely to leave if his input isn't taken as valuable.

The best leadership approach, Kirkley explained, has to be true to the personality of the manager. He said that a false image may hold up in the short term but certainly not in the long run.

**Stations tell syndicators:**
**Give us marketing help**

In the words of Watermark president, Tom Rounds: "Convention workshops on syndicated radio usually involve producers-panelists getting a little exposure in front of an audience of broadcasters. It's nice to see it done the other way around." At a Radio Programming Conference workshop entitled, "Syndication: What the Users Have To Say," major-market program directors shared their thoughts on syndicated programs.

Moderated by Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C., the discussion zeroed in quickly on what broadcasters see as the syndicators' failure to provide client stations with the means to market their programs properly. "There are major syndicators as well as small ones who are at fault in this," said panelist Dave Martin of WFYR(FM) Chicago.

Panelist John Young, WZGC(FM) Atlanta, said he believed syndicators are "missing the boat." He said that by offering better marketing tools, syndicators might find a whole new means of attracting more stations to syndication. Panelists agreed that these marketing tools should be designed specifically to make the job of station sales personnel easier.

The best kind of tool, panelists replied to a question from a syndicator, would be a demo tape, complete with built-in sales pitch. "The Syndicator is closest to the product and can best emphasize its selling points," said Martin.

A major problem with syndicated special programs, according to the panelists, is not enough lead time. Sales departments are unable to take advantage of a special program if they are given only a month in which to sell it, was the word from panelists.

Feature programs, in great abundance because of demand for informational programming, are generally too long, according to Martin. "Four-minute programs are hard to sell and hard to schedule," he said, and a station can easily end up losing money on them. Others agreed with Martin that 90 seconds is a good length, "for starters," in making it easier for stations to use short features.

Panelists agreed that one way to judge the quality of a syndication company is its desire for feedback. It is also a sign, they said, of how serious a new syndicator is about staying in business for more than six months.

The future of syndicated morning personalities drew mixed opinions from panelists. All agreed syndicated personality shows are viable in other dayparts. Panelist Bob Osborne, KMOX-FM St. Louis, Mo., said heavy use of local drop-ins and a good engineer producing the show can make syndicated mornings a cost-effective option. Young agreed: "There just aren't that many Charlie and Harrigans out there." Martin disagreed, however, affirming his belief in local radio, especially in the morning. "All that investment and preparation a station gives to a syndicated personality would be better spent on developing local talent," he said. Others agreed that proliferation of syndicated morning men could reduce stations' willingness to train new talent.

What's missing in what syndicators are offering today in the way of programming? "Religious programs and people-oriented news," said Young. Others in the room replied that with inflation an important part of people's lives, programs on how to cope with rising prices would be widely accepted. Economic programs currently on the market, many at the session said, are esoteric and expert-oriented, rather than targeted to the common person.
The best for last: Final session agrees the future is for the taking in radio

"It looks as if the next 20 years are really going to be the greatest in our history."

On that exuberant note, moderator Rick Sklar, vice president of programming for ABC Radio, launched the NAB Radio Programming Conference's last session—where panelists predicted the survival and further diversification of AM stations, strong radio marketing efforts, new format breakthroughs and a greater reliance on local community-service radio. The prophecies for "Radio of the 80's—an Era of Excellence" were painted brightly but with one major caveat: The government could unleash what some broadcasters believe would be economically disastrous new radio competition.

Sklar spoke of this decade as a time for "redefining radio" as society, demographics and regulation change. Of all the media, however, he said radio is probably the best suited to cope with change because of its flexibility—now being aided by innovations in fields ranging from minicomputer use to research.

Despite the marketplace entrance of videodisks and other new media, Sklar said broadcast radio still has its traditional advantage of "portability." And even if the economy continues to be rocky, Sklar contended, dollars will keep flowing to radio because it remains relatively inexpensive among media.

Of the continuous ratings in prospect for the medium, Sklar here too was positive, claiming it will "give more stability." Further proliferation of satellite technology was another source of Sklar's optimism as he predicted "instant networks" and a wide range of new programing opportunities.

Holding up the warning flag, however, was Len Hensel, vice president and general manager for WSM(AM) Nashville, who claimed that if someone could tell him who the chairman of the FCC would be in 1981, I would tell you the future.

In an attack on FCC Chairman Charles Ferris, replete with quotes he attributed to the commission chief, Hensel claimed that the government seems to be placing radio on the "treadmill to oblivion." Hensel, citing regulatory actions and proposals to foster more competition in the industry through such moves as reduced channel spacing and the breakdown of clear channels, asked: "How would you like twice as many competitors?" He argued that the current regulatory philosophy could "cut your income" and the ability of radio broadcasters to program successfully.

Hensel, whose station is among the clear-channel stations affected by the new regulation, did profess hope for the long run. "Over the decades," he said, "this industry has thrived in spite of them [regulators]. Ladies and gentlemen, I have every confidence that with your help, this too will pass."

Commemoration. NAB dedicated its third annual Radio Programming Conference to the late Hal Neal, who was president of ABC Radio. At Monday morning's opening general session, NAB President Vincent Wasilewski presented a silver award to Neal's widow, Shirley, and son, David. Pictured following the general session are (l to r): David and Shirley Neal, NAB Chairman Tom Bolger and Wasilewski.

From Bruce Marr, operations director for KVI(AM) Seattle, came the opinion that AM radio in the 80's is more likely to be akin to radio in the 40's and 50's than it was in the 60's and 70's. Among the examples he used to support his expectation were Merv Griffin's current efforts to attract stations to a new radio talk show ("It almost had to happen") and ABC Radio's exploration of a new division for live talk.

Al Brady, program director for WRDH(AM) Boston, explained that all his convention experience leads him to one firm conclusion about prophesizing. "The answer is there is no answer," he said, referring to a constantly changing radio business. But Brady does expect that further fragmentation will "lead to more creative approaches," and he said that this decade will be one where marketing considerations are stronger than ever before.

Currently, he said, "We are slave to a monster of our own making ... Arbitron."

Replaced by a machine. In lieu of a speaker, NAB launched this year's Radio Programming Conference with a new version of TM Companies' "Tomorrow Media." An audiovisual extravaganza first presented last April at the NAB convention in Las Vegas, "Tomorrow Media" speculates on how new technology might alter broadcasting as it is known today. The new version of "Tomorrow Media" replaced General Patton as MC with Isaac, TM's R2D2-like robot that introduced the program. Delivering a rapid-fire history of broadcasting from its roots in the 1920's to the tricentennial in 1976, "Tomorrow Media" fantasized about the days when all electronic media will be programmed from a single command center in outer space. New technology would allow each listener to program private listening, on a futuristic medium where one station will have 28 billion formats. While some who witnessed both programs said the new version lacked the continuity of the first, TM's three screens and 122 speaker cones provided an experience for the senses, at 10:50 a.m.

And while he said it wasn't the fault of the ratings service, he urged radio broadcasters to beef up their qualitative salesmanship rather than just relying on "tonnage."

Speaking for the small-market radio broadcasters was Carey Davis, station manager at WSDK(AM) Sterling, Ill. His tone, matched in passion at the convention perhaps only by HI Brown, producer/director of the CBS Mystery Theater (see page 30), was that "You can't lose if your programing meets the needs of the community.

Davis claimed that community-service radio is "impervious to the new technology" and claimed that small-market radio will replace local newspapers, which he said are dependent on "Canadian pulp" and "Arab oil." As for an "electronic newspaper," he said, "Try taking it to the bathroom."

The new technologies and other competition are not seen as a threat by Davis, who claimed that his station can, but "Ted Turner can't, announce the honor rolls at Dixon High School," and that his station can, but "Dan Rather can't, find a lost dog in Sterling, Ill."
spread out over 17 floors in the Hyatt Regency hotel and found time in a fairly crowded schedule to visit the exhibit hall.

Traffic was generally described as light on the exhibit floor but better in the suites. Most companies contacted, however, felt the conference, with its emphasis on programing, but its attraction for general manager types, was a worthwhile investment.

It was generally considered that this year's conference provided better exhibitor visibility than last year's. There were also hour-long agenda gaps this year; last year's program was a tightly packed schedule of workshops and activities.

Although most companies claimed to be making good contacts, many would like to see even more time—an afternoon's worth—left open in future convention schedules so participants can spend more time in the exhibit hall and suites.

Veterans of the three-year-old conference agreed: NAB has come along way with the event since its inception in Chicago.

ABC Radio Marketing Services made perhaps the biggest splash in the new products category with its "ListenerScan." Providing perceptual rather than quantitative research data, ListenerScan makes available some of ABC's research facilities to other stations.

Employing a telephone retrieval method, ListenerScan measures all stations in a market and will be sold only in markets where at least four stations subscribe. Surveying is conducted and final product released once a year, concurrently with a market's principal Arbitron survey.

ABC plans to charge $7,500 per station for the service, regardless of how many stations in a market subscribe. ListenerScan will provide detailed computer tables plus executive summaries of listener perception of a station's image, programing, advertising and promotion. Another new service being introduced by ABC Radio Marketing Services at the conference was total image campaigns for radio and television, outdoor and print.

Arbitron Radio was demonstrating a new subscriber service involving instant transmission by facsimile of data on listening habits, broken down by specific demographics and time of day.

RAM Research, now owned by Unidyne Technologies, was also introducing a new research service, American Music Research System. Company representative Andrew Hangarter said about half of the 50 stations using its traditional music research service were switching to the new service, which attempts to match listening habits of a particular demographic with current songs testing well with that demographic.

In addition to new research services being offered, a number of program syndicators exhibited new products. Dallas-based JAM Productions demonstrated two new jingle packages, "Meltdown" and "The Rock," and a new production library, "The Answer."

Charles Michelson Inc., Los Angeles, a distributor of old-time radio drama series demonstrated a new Henny Youngman comedy library, "Take My Radio Show...Please."

Among new companies on the exhibit floor was S. David Ness Studios of Kansas City, Mo. Company representatives Doug Nesbitt and Jane Pfeffer demonstrated its first syndicated radio program, a daily information series featuring one-minute programs on household economic tips three days a week and localized consumer tips on the best foods that week in markets of subscribing stations.

Among company representatives circulating at the conference but not holding down exhibits or suites were Public Affairs Broadcast Group and Golden West Radio Productions. Roger Carroll, vice president, Golden West Radio Productions, a company formed earlier this year, said the company's first program, Country Music's Magazine of the Air, is now being carried by 61 stations.

At Golden West, plans for 1981 are a weekly adult contemporary radio magazine entitled Weekend America, featuring a guest celebrity profile, movie review, album review and lifestyle information.

**On AIR**

Radio syndicator organization ups membership to 35; meeting in New Orleans hears that progress in satellite delivery depends on spread of earth stations.

Wide-scale satellite distribution of syndicated radio programing remains in the future principally because only 204 stations are now capable of direct satellite reception. Such was the prognosis presented members of the Association of Independent Radioproducers, who braved the early morning to hold their second general membership meeting at 8 a.m. Tuesday at the NAB Radio Programing Conference.

Obligating at the meeting was Harry O'Connor, O'Connor Creative Services, who is president of the organization, which was formed last October. Present at the meeting in a demonstration of support were NAB Chairman Tom Bolger, President Vincent Wasilewski and Executive Vice President John Summers.

Following expressions of optimism from O'Connor, AIR Secretary Tom Rounds of Watermark Inc. gave a report from the membership committee. AIR went into the convention with 27 members and left with 35.

Also on the podium that morning was AIR Vice President Bo Donovan of Tuesday Productions who mentioned the association's two major projects: a directory of syndicated products designed to accommodate frequent updates and a station direct mailing service provided by Bill Fromm of BF Productions, New York.

Fromm described the mailing service, which will be available by the middle of this month. It will cost members $60 per 1,000 items mailed and its lists will be updated monthly. The service will be capable of breaking down the station list by format, AM or FM, and anytime or full time.

In addition to the new mailing service, AIR is offering members a medical plan because many independent production companies are too small to be eligible for group plans. Following general business reports, Dennis Waters of Waters & Co., a cable-satellite marketing firm, presented an overview of technical progress toward large-scale satellite distribution of programing for radio. Predicting that satellite distribution will not happen overnight for radio as it did for the cable industry, Waters said that it will only be economical when a great deal of programing is being distributed by satellite. "Once a heavy volume is achieved, delivery costs to the syndicator will drop to $1 to $1.50 per hour per station," he said.

Commitment at the station level will determine how fast satellite distribution will take hold, he continued. Receiving programs via satellite will mean a big change in the way stations do business internally, said Waters, and syndicators can help to convince them to accept it by sharing cost advantages with stations.
NAB tracks drop-off in concentration of media owners

Study of top 50 markets finds number of outlets increasing, incidence of multiple holdings decreasing; association argues marketplace forces are making government intervention unneeded

Media concentration in the top 50 markets decreased an average 9% from 1968 to 1978, according to a study prepared by the National Association of Broadcasters.

That figure, NAB stated, is for common ownership of newspaper and commercial radio and television outlets in those markets. Should public broadcasting outlets be included, the over-all percentage decrease would be 16%, a figure cited earlier by NAB (Broadcasting, Aug. 25). The difference stems from the number of public television stations that have come into existence during that 10-year span.

NAB prepared the study with an eye to a number of government investigations looking at media concentration. The FCC, FTC and Justice Department have each considered the question in recent years and proposed and enacted various regulations restricting media crossownership.

The NAB, in releasing the study last week, said “the decrease is due to both the operation of the FCC’s regulation against transfer of properties involving crossownership and the natural growth of the broadcasting industry. The results demonstrate that the marketplace is operating to reduce media concentration.”

Stations included in NAB’s analysis were those reported in Arbitron’s November 1968 and 1978 measurement reports. Newspapers included in the study were those having a daily circulation of at least 100,000. NAB pointed out that the study did not include cable television, magazines or other media available in each market.

The cumulative 10-year variation shows that in the top 10 markets, there was a 38% increase in total owners, with a 14% decrease in the number of media outlets per owner. In 1968, there were 293 radio stations in the top 10 markets, as opposed to 367 in 1978. Television outlets for that period went from 67 to 73, and newspapers from 43 to 39. Media owners numbered 243 in 1968, with 147 owning radio only, 24 in television only, 25 newspapers, only 30 having ownership in radio and television, four in radio and newspapers, one in television and newspapers and 12 in all three media.

Those figures contrast to the total number of media owners in 1978 which increased to 336. Of those, 230 had ownership in radio only, 44 in television only, 29 in newspapers only, 23 in radio and TV, four in radio and newspapers, two in television and newspapers, and four in all three.

In the top 50 markets, while cross-ownership decreased 9%, the number of owners increased 41%. There was a 52% decrease in the number of owners having holdings in all three media, and a 34% decrease in those having an interest in both radio and television.

The markets with the largest decreases in media concentration were Rochester, N.Y.; Dallas/Fort Worth, Washington, Salt Lake City and Buffalo, N.Y.

Rochester experienced a 40% decrease in outlets per owner over the 10-year period, with total owners going from seven to 15, and the total number of outlets increasing from 15 to 23, the largest increase in the radio category.

Dallas/Fort Worth lost two television outlets during that period, resulting in a 3% decrease in the number of outlets, and an over-all decrease of 33% in outlets per owner. The market did gain one radio station, and nine owners with an interest in radio only, resulting in a 45% increase in total owners.

Washington gained five radio stations, lost one television station and one newspaper between 1968 and 1978, resulting in a 53% increase in ownership, 8% increase in the number of outlets, and a 30% decrease in the number of outlets per owner.

CBS Cable: playing on the upscale

Programming from this new unit will be directed to the high end of demographics, says Shay; start-up planned for June 1981

At the National Cable Television Association convention in May, Bob Shay was telling the cable industry “you’ll be hearing from us.” The “us” he had in mind was CBS Cable, the then newly formed company that Shay, former station manager of CBS-owned KNXT-TV Los Angeles, had been named to head. At NCTA, Shay wasn’t saying much about CBS’s plans in the cable field, beyond pointing to the unit’s announced “three basic functions” — “provide a unique high quality programming service,” “develop and produce original programming” and “present programming currently not available in any other medium.”

Back in his offices in the CBS New York headquarters, the vice president and general manager of CBS Cable gives no impression of rushing to judgment in building the new operation. His timetable calls for a “formal presentation” to the industry at the Western Cable Show in December. And he freely admits to “taking a lot of time” in making the personnel selections for a staff that should eventually be 100. The had start date is June 1981, and Shay figures on having a “basic” staff in place by Oct. 1, with his sales force ready for the streets by April 1 of next year.

With Shay since the initial announcement have been Charlotte Schiff Jones, vice president, marketing, the former executive vice president of Manhattan Cable, and Gary Hoffman, vice president of programming and production, who had been director of program development for CBS’s owned television stations.

While the process of pulling the pieces together proceeds, the broad outline of CBS Cable is already forming. Beginning a signal over Westar III, CBS will provide
12-15 hours a day of "upscale" programming with a "fine arts" orientation. Intended as a basic cable package, Shay stresses that CBS wants to take "an approach that is not elitist, that is capable of being enjoyed by a wider range of people."

Wider than whose programming? "Than PBS," which "has excellent programing but perhaps limited appeal," says Shay.

"Typical of the crossover" Shay hopes to achieve is, he feels, a production that has been purchased from Joseph Papp, the New York theatrical producer. Shay says ongoing negotiations preclude his releasing details, but the program features "an actor and an actress from another medium" in the style of the current Papp production of Gilbert & Sullivan's "The Pirates of Penzance," which stars popular singers Linda Ronstadt and Rex Smith.

According to Shay, 60% of what appears on CBS Cable will be produced in-house. For a production organization, he intends to tap members of the creative community "on an exclusive basis in the cable field" who would then contribute ideas on a regular basis and produce those that were accepted. Shay says about half a dozen individuals with "excellent track records" in television production have already signed with CBS Cable, "excited at the opportunity" to work in a field where "narrowcasting" means "we don't have to attain a 30 share."

As an example, a pilot is now in the works for a monthly arts "magazine." Bob Shanks is the producer.

To help the planning process along, Shay and his staff will undertake soon a "three-day creative marathon" to discuss the specifics of the schedule and the question: "How do you take this kind of subject and translate it in terms that are more acceptable to a wider range of people?"

"We feel that there is a potential for a popular culture format if we do it in a creative way, if we don't simply put it on as a sequence of exhibitions, but tied together in a thematic consistent way," he says. One method CBS Cable is exploring to achieve such unity, and one which Shay says "I'm very high on personally," is to have a "popular host" tie the programs together in three- or four-hour blocks. Hosts "would be from areas that aren't necessarily part of the arts clique."

Another scheduling possibility cable offers, in Shay's view, is the chance to use "multiple runs of programs" in different time periods to reach "nonduplicated audiences;" maximizing the appeal and reach of the programs. "That will obviously also help in the advertising area," he notes.

Just like its audience, CBS Cable expects its advertisers to be "upscale." Shay cites the efficiency narrowcasting offers for certain advertisers and suggests CBS Cable would have a "flexibility and a capability" to offer interested advertisers "an association ... over a long term basis. ... We may find there are advertisers who would like to buy an hour of drama every night for 52 weeks." Of course, he says, the kind of program will dictate the kind of advertiser.

On a separate front, CBS Cable might find itself handing out some help down the line. Westar III isn't exactly the most watched bird as far as cable operations are concerned. Shay concedes that "yes, if there is an earth station problem, as we get closer to air date, we would consider supplementing earth stations in some shared arrangement with others on Westar III."

"It is to our benefit obviously to debut before the largest possible audience, and if that means an earth station strategy in which we'll have to underwrite some of the cost of the hardware, we'll certainly consider." Within CBS, the cable unit has just undergone some repositioning. (BROADCASTING, Aug. 18.) Formerly reporting to the office of the CBS Inc. president, it's now been designated to report to Broadcast Group President Gene Jankowski. Shay downplays the change as "strictly an organization shift to ease the decision-making process in various areas."

Shay won't reveal the budget he's being given to work with, so it's difficult to know where CBS Cable will stand vis-a-vis the other components of the Broadcast
Group, which last year had revenues of $1.5 billion. He does call it a "significant commitment" on the part of CBS, and it would appear the company has in mind a budget in the low tens-of-millions range.

Shay will say that the in-house projections for CBS Cable put profitability three to four years down the line.

The embryonic outfit hasn't had a chance to explore possible interaction with other CBS units such as the home video section that's a part of CBS Records. Right now, the two are just "making sure [they] know what [the] other is doing," CBS Cable is ready to consider any possible "afterlife" of its productions, says Shay.

The cable unit general manager rejects any notion of either competition or cross-fertilization between his unit and the rest of CBS's Broadcast Group. "The kind of programming we'll be doing will not be confused with broadcast television," he said. Nor does he see CBS Cable involved in such areas as news or sports.

Still, within the arts framework, there are some projects Shay mentions that might at first glance appear to stretch the concept. Emphasizing that he was only talking about it "in the perspective of filling out an entire schedule," Shay indicated he might "at some point down the line" want to further investigate a suggestion he's gotten from a producer of a network game show for a game show "geared to the arts."

**Professor video**

**Seven universities join with TV to offer degree programs**

This month, television stations, cable systems and colleges across the country will join together in an experiment that, if successful, will eventually lead to the awarding of bachelor degrees.

The National University Consortium, patterned after Britain's Open University, will supplement course work with regularly scheduled television broadcasts. Students, working at home and with tutors, will use the weekly broadcasts, which are primarily in documentary form, to pace their work.

For the trial run, financed in part by a $400,000 grant from the Carnegie Corp., seven colleges and 11 TV stations will offer degree programs in behavioral and social sciences, humanities and technology and management. It is expected that 1,000 students will participate in the one-year trial, with more universities slated to join the consortium in following years. Students pay tuition rates set by each participating institution, and credits will be transferable to other colleges.

Coordinating the project is the Maryland Center for Public Broadcasting, which for the past eight years has been working with the University of Maryland University College in a similar program. With the consortium, stations will receive two hours of programming per week by satellite, with local colleges paying $35 to the consor-
Peabody picks. Adams-Russell has won cable franchise for Peabody, Mass. System will pass 16,000 homes, include 52 channels, 1.45 miles of plant, three earth stations, mobile equipment and local origination facilities. Adams-Russell operates 14 systems with 75,000 subscribers in four states in addition to wvrrnt Youngstown, Ohio.

Back in the saddle again. Gene Autry, chairman and 51% owner of Golden West Broadcasters and former radio and TV star, has been chosen by National Radio Broadcasters Association as recipient of this year's Golden Radio Award. Autry will receive award during NRBA's convention first week in October at Bonaventure hotel in Los Angeles.

Research on research. Research standards agenda for cable industry is goal of ad hoc committee on research standards, chaired by Warner/Amex director of research, Jordan Rost. Group hopes to "standardize the documentation of all research findings for clear presentation to the public," with eye on claims regarding such items as program duplication, subscriber penetration and churn. Committee is soliciting brief outlines from interested parties identifying problem areas and suggestions for guidelines. Outlines should be sent to Char Beales, director of research, National Cable Television Association, 918 16th Street, N.W., Washington, 2006.

Wind out of his sails. Ted Turner, satellite programming entrepreneur and his racing yacht, Courageous, were "dismissed" from further competition in America's Cup trials that have been held throughout the summer off Newport, R.I. Turner's Courageous successfully defended America's Cup during 1977 competition, but in this summer's trials it has been repeatedly beaten by two competitors, Freedom and Clipper, leading New York Yacht Club to eliminate Courageous from trials and right to defend cup this year.

Copycats. CBS Video Enterprises has let contracts for cassette duplication of CBS/MGM film library titles. Video Corp. of America will handle mastering operation and duplication chores for most of country. On West Coast, duplicating will be done by U.S. Video Corp.
It's September and back to work for the FCC

The next two months will see the commission handling items such as drop-ins, RKO, UHF comparability, children's ads and direct broadcast satellites.

The FCC will be back in business next week after a month-long hiatus. And it's not allowing itself any gearing-up time, as evidenced by a fall agenda that's packed with major broadcast rulemakings such as radio deregulation, children's television and direct broadcast satellites.

The action will begin with a special meeting planned next Tuesday, Sept. 9, to end the commission's seven-year rulemaking on VHF drop-ins. The FCC's Broadcast Bureau is preparing an order that would allow additional VHF assignments at short separations in any market, as long as they provide the minimum protection allowable under current rules (Broadcasting, July 2).

But the proposal will face opposition from established broadcasters who view it as an intolerable reduction in interference protection. Should the FCC adopt the proposal, however, it would consider each application individually, making a determination on the public-interest benefits of the service involved. The commission is also considering approval of a staff proposal to allow "low-power" television stations—UHF's limited to 1 kw and VHF's to 100 w.

The following day, the commission has scheduled a regular agenda meeting, with items that include acting on the request by the National Association of Broadcasters to form a joint industry-government advisory committee on aural allocations. The Broadcast Bureau is drafting a proposal on the way the committee would operate and some of the tasks it would perform. The commission is expected to adopt this proposal.

The FCC is also expected to act on RKO General's request to spin off 13 of its stations into an independent company—NewCo. RKO came up with the proposal after the FCC stripped it of three other television licenses in New York, Boston and Los Angeles. The FCC, calling RKO General unfit to be the licensee of WNAC-TV Boston, WOR-TV New York and KJH-TV Los Angeles, placed its other 13 stations in jeopardy. RKO proposed the NewCo idea as a way to avoid possible challenges to its other licenses.

Odds that the FCC will approve the plan seem in RKO's favor, with the Broadcast Bureau already stating support (Broadcasting, Aug. 25). The most likely course, one FCC source said, is for the commission to adopt the spin-off proposal with conditions. One proviso may be that all present and former directors of RKO and its parent, General Tire & Rubber, divest themselves of stock in the spin-off corporation within six months.

The following week, the commission will conduct two radio deregulation panels, Sept. 15 and 16, with representatives from both industry and public interest groups presenting sides. Similar panels are expected to be held on the FCC's children's television rulemaking. Those panels may be scheduled for mid-October.

The commission also has two other special meetings scheduled for September. On the 18th, it will issue a final report on UHF comparability. The task force studying the subject of UHF comparability with VHF television has an Oct. 1 deadline by which to file a report with Congress. It is expected that the task force will also make policy recommendations to the commission.

On Sept. 30, the FCC is expected to issue a notice of inquiry into its authority to regulate direct broadcast satellites. The notice will address a number of policy and technical issues, such as spectrum planning, the way regional facilities will become available and how service areas will be defined.

The FCC has already faced adverse industry reaction on the subject. ABC has written two congressmen asking for a review of the FCC's position on DBS, charging that the commission has already prejudged the issue in favor of proceeding with the matter (Broadcasting, Aug. 25).

The FCC also expects to issue a final report from its network inquiry staff in mid-October. The staff, after two years work, has yet to come up with any serious criticisms of the way the networks operate, and in fact, has told the FCC that many of its policies pertaining to the networks' operations should be reviewed.

GT&R and RKO in hot water with IRS

Parent hit with charges of civil fraud; licensee challenged on deductions for barter deals; FCC is informed by company, and New South wastes no time in seeking commission investigation

Parent hit with charges of civil fraud; licensee challenged on deductions for barter deals; FCC is informed by company, and New South wastes no time in seeking commission investigation

The bad news won't stop for RKO General Inc. The company has notified the FCC that its parent, General Tire & Rubber Co., has received an examination report from the Internal Revenue Service assessing GT&R some $24.5 million in additional income taxes for the years 1968 through 1974. In addition, the IRS is penalizing General Tire $11.3 million for alleged civil tax fraud.

The penalty is the result of two violations cited by the IRS: "Disguised political contributions" that IRS charges General Tire fraudulently claimed as salary and other deductions—$285,000 in the years 1968-72—and GT&R's "treatment" of approximately $550,000 paid to an unrelated Moroccan firm in 1970 and 1971, in which it claims paid a Moroccan individual "in connection with the plant expansion of [General Tire's] affiliate in Morocco." General Tire is contesting all but about $4.4 million of the assessed back taxes and the entire civil fraud penalty.

The imposition of the civil fraud penalty did not involve RKO. However, the IRS did challenge deductions by RKO in the form of trade and barter transactions totaling $3,943,167 which RKO had claimed as business expenses.

The IRS report states: "During the taxable years ending 11-30-73 and 11-30-74 [and tax years 1971-72 as well] ... RKO General Inc. received various noncash considerations for air time. This noncash consideration included goods and/or services. RKO failed to adequately account for these transactions. ... since it deemed the disposition of the bartered items to be business expenses and an offset against any barter income."

In its statement to the FCC, RKO said that it intends to submit "additional documentation" during the ensuing administrative proceedings before the IRS with respect to the deductibility of the items disallowed.

In light of these revelations, New South Media, which seeks to dispose RKO as licensee of WHBQ-TV Memphis, has formally petitioned the FCC to initiate an investigation into the alleged tax violations to determine their impact upon the qualifications of RKO to serve as a broadcast licensee and, specifically, to identify the public interest with respect to the revocation of RKO's license remaining broadcast licenses and RKO's pending proposal to spin off those stations to a new, purportedly independent corporation ("NewCo").

In a separate action, RKO has filed a memorandum of terms with the FCC that looks toward a definitive agreement to affect the acquisition by New England Television of the assets of WNAC-TV.
Boston for $54 million. The agreement is subject to the approval of the FCC which denied renewal of RKO's license to operate the Boston station. The commission also denied renewals for RKO's WOR-TV in New York and KHI-TV in Los Angeles (Broadcasting, Jan. 28). The actions were based on alleged GT&R corporate misconduct.

Comsat counters lobbying on Hill by ABC over DBS

Comsat that's looking to get into home satellite service argues that FCC has primary jurisdiction and that new medium won't hurt conventional TV

Two weeks ago, ABC sent letters to the chairman of the House and Senate Commerce Committees, requesting that Congress take from the FCC the job of creating direct broadcasting satellite (DBS) policy (Broadcasting, Aug. 25). ABC claimed the FCC had prejudged the basic issues of DBS. In letters sent out last Monday to the same two congressmen—Senators Howard W. Cannon (D-Nev.) and Representative Harley O. Staggers (D-W. Va.)—John A. Johnson, president of Satellite Television Corp., the Comsat subsidiary currently planning a DBS system, vigorously opposed the ABC request, contending that "the public interest would be harmed." He urged Congress to "take no action which would delay or prevent" the FCC from developing a DBS policy.

"STC believes that the most appropriate procedure would be to allow (the FCC) to move forward with the gathering of information and consideration of arguments necessary to make a reasoned policy judgment," Johnson said.

"If Congress were to act now to prevent the commission from moving forward in this area, the public benefits potentially available in satellite broadcasting might be seriously delayed or denied to the American public altogether."

Johnson argued the FCC "has correctly perceived its obligation to establish a complete record on which to judge whether satellite broadcasting is in the public interest." He added that all interested parties will have "ample opportunity" to add their thoughts to that record.

Although the job of developing DBS policy is primarily the FCC's, Johnson said, Congress still has a role. Because of Congress's "oversight responsibility," he said, it will be able to review any FCC determination. "Indeed, congressional oversight would be far more meaningful when conducted with the benefit of FCC analyses."

Johnson was restrained in referring to ABC: "While ABC's request may serve its parochial interest ... broader national objectives would be impinged." Johnson also attempted to relieve concerns, expressed in ABC's letters, that DBS would be detrimental to local broadcasting. Citing STC's planned service, Johnson said it would compete with existing subscription services. "It would not compete directly with, or present a threat to, conventional advertising-supported television broadcasting."

Dougan, Herndon confirmed

The Senate last week confirmed the nominations of two members of the board of the Corporation for Public Broadcasting, leaving the occupancy of three other seats still to be determined.

Board members Diana Lady Dougan and Lillian Herndon, whose terms expired last March, were confirmed last Wednesday (Aug. 27) by voice vote. Both Herndon and Dougan, along with board member Howard White, were questioned last month by Senate Commerce Committee chairman Howard Cannon (D-Nev.). All three had relatively easy times at the hearings, but White's name was not brought up for a vote last week.

In a subsequent hearing, Cannon briefly questioned Reuben Askasane, a Texas businessman who has been nominated to the board as an independent. In that session, Askasane, who was nominated to replace board member Donald Santarelli, admitted that he had no experience in the field of public broadcasting, that he had no legislative recommendations to make and that he was not knowledgeable about such matters as the CPB Program Fund. There is no indication when his name may come up on the Senate floor.

The other seat that will probably change is that held by Vice Chairman Lucius Gregg, although the White House has yet to make a recommendation.

The CPB board has 15 members, and no more than eight can be affiliated with the same political party. Of those members whose terms have not expired, there are seven Democrats, two Republicans and one Independent.
Getting ready for ‘Beulah Land’

History professor NBC asked to review miniseries says many aspects are historically accurate; airing is set for October for show which has drawn much flak from public; network will prescreen for affiliates and sponsors

The photographer aimed his cumbersome camera. The racist sheriff and his oafish companion shuffled away. A group of young black children on their way to school looked on. It was a scene straight from the civil rights demonstrations of the sixties. But this was the 1870’s, and the characters in the drama were just that—actors in NBC-TV’s miniseries, Beulah Land.

The scene was a parable of sorts—about the portrayal of the old, legendary plantation. In the course of his comments, however, it was clear that the antebellum period specialist and Frederick Douglass scholar saw the six-hour miniseries as less than a broadly painted canvas of the South in the 45-year period leading up to, including and immediately after the Civil War.

In his official statement, the professor said, “The story is centered on the masters of a distinctly unique plantation. The program develops most fully and graphically some historically plausible aspects and the relationship between the masters and domestic servants.”

The distinction of the Beulah Land plantation in Georgia and its people is certainly evident. There is the suggestion of a life-long sexual relationship between a white mistress and her black female companion. Contrary to the pattern established in much of the South of the time, the plantation runs a school for the young slaves. Some slaves have their own weapons. Permeating the plantation is a sense of camaraderie, at least, between slave and master.

The program is now set for airing Oct. 7, 8 and 9, some six months later than originally planned. It has been the subject at times of intense pressure-group activities. NBC and Columbia Pictures Television, producers of the film, have spent much of the past three weeks attempting to defuse the controversy that arose in the fears of some that the program would depict a South of shuffling, spiritless blacks happily toiling for their benevolent masters and resisting as much as the whites the abandonment of slavery.

“Beulah Land is not like such films as ‘Gone With the Wind’ and ‘Birth of a Nation’ which included deliberate stereotypes and malicious distortions of history,” said Blassingame. “Rather, Beulah Land treats the inherent violence and degradation of slavery, as well as other aspects of Southern history with special sensitivity.”

The network and the studio have shown the finished film to reporters over the past weeks, and they are now preparing to make it available to interested citizen groups. Within the next 10 days, the network is expected to closed-circuit the miniseries to its affiliated stations. Sponsors, which as of last week had not been named, will also have an opportunity to review the show before it airs.

At its most basic levels, the miniseries is the story of Sarah Pennington Kendrick (played by Leslie Ann Warren) and the 45 years she spent at the plantation, first as a young visitor and later as its mistress. It is, too, the story of three generations of white Southerners and their slaves.

Its airing will, once again, raise the question of entertainment television’s responsibility to present historically valid drama as well as the public’s right to require some sort of accounting from the networks in areas where entertainment and history overlap.

Gerber declared that the program was “historically accurate within the context of today.” By that, he said he meant that much of the controversy was the result of viewing a historical drama—“a fictitious story, a woman’s story”—with the changed attitudes toward race in the 1980’s.

“It’s unfortunate that people tended to prejudge the program,” said Ralph Daniels, the network’s vice president for broadcast standards. “To voice their feelings about something is fine, but the
NCTA report on local cable programming

The National Cable Television Association has released its latest reading on "local programming" ranging from automated time and weather updates to daily newscasts produced by its constituent cable systems. According to the results, 819 (70%) of the 1,167 cable systems responding to the survey offer some form of local programming. The sample represented 29% of the total number of cable systems, but 49% (7,796,910) of the total of cable homes. The 819 systems that offer local programming serve 6,835,091 homes or 88% of the homes included in the survey sample.

Char Beales, director of research for NCTA, hesitated about drawing conclusions from the survey, except to say that local programming "is widespread and diverse in the cable industry." Although a similar survey was conducted last year, Beales said the methodologies employed were so different as to make valid comparisons impossible.

Beales said, however, increases over last year were substantial enough in two categories to allow for a few conclusions. She said there seemed to be a solid increase in the number of access channels and "more and more political cablecasting on all levels."

Since the 154-page report on the survey lists the responses of every participating cable system, Beales said the report's chief value may be as a "directory" — a source of information about local programming at particular cable systems.

The survey showed that on those 819 systems, 1,457 (15%) of the total available channels are devoted to local programming. And the report concluded that "local origination ... is not the preserve of any optimally sized system. It is happening across the expanse of the cable television industry."

The report divided local programming into the subcategories of community-produced access programming and system-produced programming. The report said that there are 1,018 full- or part-time access

Program slant. Not only does TV news use "special litmus test for oil companies," but businessmen in general are maligning in entertainment programs, perhaps subliminally causing negative image, according to Herbert Schmertz, vice president, public affairs, Mobil Oil Co. Following address before New York chapter of National Academy of Television Arts and Sciences, Schmertz claimed that TV portrayal of business in comedy and drama may have worse effect than problems he sees with news. From podium, Schmertz again defended Mobil's position that Public Broadcasting Service's Death of a Princess should not have been aired. And he warned media that "free speech is a right given by the public," contending that if it is used irresponsibly, "the public can also take it away." ABC News' 20/20 was on hand at NATAS chapter lunch, preparing fall segment on Mobil and TV networks.

Maximizing Cinemax. HBO announced two-stage expansion of "complementary" Cinemax service, to make channel 24-hour service by Jan. 1, 1981. Oct. 1 will see weekend schedule grow to include 10 a.m. and 1 p.m. features; on Jan. 1, features will be added to daily schedule between 6 a.m. and 10 a.m.

All set. Two-hour specials, Show Biz This Year (entertainers before camera and behind scenes), and The Way They Were (variety), as well as four-hour Golda, mini-series on late Israeli leader, are three Operation Prime Time specials for 1981. Another three for 1982 are expected to be announced shortly. These are in addition to OPT's first series effort, Solid Gold, scheduled to begin weekly run on 155 stations (93% clearance) next month.

Historical figures. RCA said it has obtained license from Sunrise Entertainment for use of two television dramas, Clarence Darrow, starring Henry Fonda, and FDR, That Man in the White House, starring Robert Vaughn, for use on its SelectaVision videodisk. Adaptations of successful stage productions, Darrow was first seen on NBC-TV and FDR on cable TV through Home Box Office.

Crossover. Group W Productions' corporate offices move to Universal City (70 Universal Plaza) on other side of Hollywood Hills from former CBS Television City site. Offices for The John Davidson Show and Right Back! with David Horowitz remain at NBC in Burbank; Hour Magazine office stays at Golden West in Hollywood.


Elton on ABC. Rock 'n' roll star Elton John will head Adult Contemporary Special scheduled on ABC Information Radio Network for Sunday, Nov. 5, 3-5 p.m. NYT. It's last of four Adult Contemporary Specials set by network this year, and is being produced by Jim Hampton of The Ph Factors, Hollywood, with Leslie Conn, program production director for network, as coordinator.

First fives. The top five songs in contemporary radio airplay, as reported by Broadcastings' "PlayList: (1) Street by Christopher Cross on Warner Bros; (2) Upside Down by Diana Ross on Motown; (3) All Out Of Love by Air Supply on Arista; (4) Emotional Rescue by the Rolling Stones on Atlantic; (5) Magic by Olivia Newton-John on MCA. The top five in country radio airplay: (1) Looking For Love by Johnny Lee on Asylum; (2) Miery & Gip by Merle Haggard on MCA; (3) That Lening You Feeling Again by Roy Orbison and Emmylou Harris on Warner Bros; (4) Driving My Life Away by Eddie Rabbitt on Elektra; (5) Charlotte's Web by the Statler Brothers on Mercury.

Broadcasting's weekly "Playlists" chart the top 100 contemporary and top 100 country records. Orders to 1735 DeSales St, N.W., Washington, D.C. 20036. $12 each, annually.
channels in the responding systems. Public access channels are offered in 252 systems, access channels for government officials are available on 104 systems, and educators have access to channels on 409 systems. The survey did not indicate to what extent government officials, educators and the general public took advantage of the opportunities afforded by the access channels.

A far more accurate indication of what is being done in cable programming on the local level came out of the figures on system-produced programming. The report said that 709 systems in the survey have time-weather channels. In addition, 396 systems offer message-service channels; 238 offer classified advertising channels; 167 offer stock market reports; 123 offer sports news roundups, and 123 offer television listings.

The survey also found that 79 systems produced their own newscasts, and 59 did so on a daily or weekly basis. The report added that 40% of the systems doing local news and public affairs programming have production staffs to produce the shows. Most of the work at the other systems is done by volunteers and students.

The report said 200 systems indicated that the systems' producers prefer programs produced in San Francisco and from the national networks. And it said that educators are the impetus behind most system-produced programming. It said 360 systems cooperatively produced over 3,300 hours a week of instructional programs. The survey also found that 218 systems are carrying sporting events of local colleges, high schools and youth sports leagues. And it added that 55% of the systems carrying local sports programs reported that they produced the sports programs themselves, while 40.5% said production was done by the schools.

The survey also found 232 cable systems that produced various types of po-


tical cablecasts, featuring local, state and federal officials; candidates for political office, and spokesmen for public interest groups.

First time out. Two new prime-time series had their network TV premieres in the week ended Aug. 24, with mixed results. ABC-TV's *Those Amazing Animals* bowed Sunday at 8-9 p.m. on T/P and claimed a 20.9 rating and 40 share, the week's second-ranked show. NBC-

TV's *Games People Play* moved into the Thursday 8-9 p.m. spot and scored a 13.9/26, ranking 30th among the week's 63 prime-time shows. *Amazing Animals* bowled over a repeat of *One Day At a Time* on CBS (14.9/29) and the opening hour of a repeat of Part One of *Backstairs at the White House* on NBC (11.7/21 for the three-hour segment). NBC's *Games* outscored an original *Joshua's World* on CBS (10.8/21), but not a *Mork & Mindy* repeat on ABC (15.1/30). ABC took the week with a 15.0/29.0 to CBS's 14.9/28.5 and NBC's 11.3/21.7.

ABC won Monday, Tuesday, Wednesday and Saturday nights. CBS, the rest. Top-rated show of the week: *A repeat of CBS's Circus of the Stars* (22.1/24).

CBS shows its hand for the second week

Network announces schedule of repeat series plus specials of Sept. 22-28 period

Another mixture of original material and repeat programming was announced by CBS-TV last week for what would have been the second week of its new prime-time season if there had been no actors' strike.

Opening the week (Sept. 22-28), the Monday-night schedule has an original production, *SPFX: "The Empire Strikes Back,"* dealing with special effects used in the blockbuster movie, at 8-9 p.m. on T/P, followed by repeats of *M*A*S*H* and *WKRP in Cincinnati,* then the premiere of the *Lou Grant* series at 10-11 p.m. on Tuesday, Sept. 23, at 8-11 p.m., will offer the second repeat broadcast of the movie ,"Papillon," starring Steve McQueen and Dustin Hoffman.

Wednesday will open with an original musical special, *John Schneider Back Home,* at 8-9, followed by part one of a *Rumor of War,* a made-for-TV movie based on the Pulitzer Prize-winning book by Philip Caputo, at 9-11.

Thursday will have a repeat of *The Body Human—the Miracle Months* at 8-9, and part two of *A Rumor of War* at 9-11. Friday will carry repeats of the regular Friday-night line-up—*Incredible Hulk,* *Dukes of Hazard* and *Dallas.* Saturday night will carry the second original in the nonunion Tim Conway Show series at 8-8:30, followed by a repeat of "Marathon Man," starring Dustin Hoffman and Lawrence Olivier, at 8:30-11.

Sunday night will carry the regular Sunday-night schedule, with an original 60 Minutes and repeats of *One Day At a Time,* *Alice,* *The Jeffersons* and *Trapper John, M.D.*

CBS's schedule for the week of Sept. 15, also a mixture of new and repeat program-

ning, was announced earlier, when ABC and NBC also made known their initial new-season alternatives (BROADCASTING, Aug. 25).

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Broadcasting Sep 1 1980
U.S. threatens KQED news crew with prosecution

Government detains journalists, seizes film and charges they illegally entered Navy base

A government-press confrontation is building in San Francisco, where news personnel from a public broadcasting station are facing the possibility of federal charges for trespassing on U.S. Navy property and filming there without permission. The government, on the other hand, may be facing a suit charging it violated the First Amendment rights of the station and the reporters involved.

On Aug. 21, reporter Steve Talbot, cameraman Fred Cook and field producer John Dann of KQED(TV) San Francisco were detained by U.S. Marines and Navy security forces after the newsmen were allegedly discovered on the Concord (Calif.) naval weapons base. They were preparing an investigative story for the station's Evening Edition news program on the storage of nuclear weapons at the base, some 20 to 25 miles from the city. Their film was confiscated by the FBI, acting under orders from the U.S. Attorney there. The film was copied and later returned to the station.

Although the government originally detained the news crew on the ground that they may have violated national security, if they are charged it will most likely be for entering a military installation without permission and for photographing there without official authorization—both misdemeanors.

The program, which concluded that nuclear weapons were being stored at the base, aired last Tuesday (Aug. 26).

According to Lou DeCosta, producer of Edition, the crew was on property not marked as belonging to the government and was there with the permission of a construction company working on the premises. However, according to Bob Breakstone, the U.S. attorney, the crew knew it was on government property and was found filming a "long distance" from the construction site—which was installed along a public highway adjacent to the base. Furthermore, according to Breakstone, a clearly marked fence runs along the road and the construction site was set up at a temporary break in the fence. And, he added, the crew had already been denied entry by the base commander.

According to DeCosta, the crew was detained by the military for five hours and presented with an "ultimatum" that it either hand over the film or face arrest. He said that the film was turned over to the FBI under the condition that it would not be processed or tampered with in any way. Breakstone claimed he was unaware that such an agreement had been made and, "I told the FBI to process the film." He said he ordered it copied with permission from a judge.

Steve Bromse, KQED's attorney said, "KQED doesn't feel it did anything improper and neither do its reporters. We feel we were pursuing a legitimate and important news story." The station is considering filing charges against the government. Breakstone admitted to being personally angered by the incident. "They went down to an area where they weren't supposed to be, and they filmed anyway," he said. "I think the members of KQED should be held accountable irrespective of their positions with the press. You can't violate the law." Breakstone said he was still awaiting the FBI report on the incident and charges may not be filed for up to two weeks.

There is an ironic footnote to it all—Evening Edition was canceled last Friday night, ending a 12-year run on the station. According to station spokesman Ken Waggner, the station could no longer afford the $1.3-million annual budget for the program.

New TV project for Walter Cronkite

CBS anchor is chairman of nonprofit venture that will send, via satellite, live, half-hour news show to schools

One thing Walter Cronkite will be doing after leaving the anchor desk next year is heading a new, half-hour daily news show.

He won't be competing with CBS News and he won't be sitting behind the anchor desk, but the newsman is serving as chairman of a new nonprofit Satellite Education Services that hopes to present a live daily current-events program for high-school students.

His partners in the new venture are its president, Robert A. Klein, of the Los Angeles-based Klein & production and promotion firm, and Sig Mickelson, the former head of CBS News and later head of Radio Free Europe and Radio Liberty, the service's vice president and general manager. Joseph Bent, a former Los Angeles newsman, will host the series.

To be called Why in the World, the live show will make its debut during a five-broadcast test the week of Oct. 13-17 on noncommercial KCET(TV) Los Angeles. If the $150,000 test proves successful, SES hopes to have the series funded for national PBS distribution beginning in the fall of 1981. Underwriters for the initial test are the Rockefeller Foundation, General Motors Corp., the Sloan Foundation, Gannett Newspaper Foundation, the James S. Copley Foundation and Chesebrough-Pond's Inc.

A full year of the series would cost an estimated $2.5 million.

The show will attempt to bring together the significant news stories of the day and present them as adjuncts to current high-school curricula. Seven Los Angeles-area high schools will serve as the target testing and evaluation sites this fall.

Said Cronkite of the new venture: "This education by satellite project is one of my own personal dreams. For years I had hoped that technology would make possible a current event service to our nation's schools on a daily, live basis. We have a
responsibility to provide these youngsters with the connective tissue, the perspective, the link between current events and the basic studies of history, science, literature and mathematics. It is my fondest dream that this new television service will achieve that end."

During the test period, the five programs will be shown during the school day as well as at night for the general audience.

Turning around the camera at ABC

ABC News division does piece on Spelling-Goldberg case; It runs for four minutes on evening show

ABC News turned the focus of its World News Tonight last Monday to the problems its parent company is having over financial dealings with producers, devoting about four minutes—approximately one-sixth of the broadcast's news time—to the subject. The broadcast, said to have been prepared for two weeks, hit the highlights of the investigations being conducted by the Los Angeles district attorney's office and the Securities and Exchange Commission, stemming from a former ABC attorney's allegations of possible fraud in connection with the Spelling-Goldberg Charlie's Angels series on ABC (BROADCASTING, May 5, Aug. 25).

ABC News's report was generally regarded by persons familiar with the investigations as a straightforward account of the allegations that have been made. ABC News officials said they felt a special obligation to report the story, covering it in more detail than they might have done if another company was involved, to avert any suspicion that they were shying away because of ABC's involvement.

"When the parent corporation is involved in a story, the news division does feel a greater responsibility," said ABC News Vice President David Burke—an assessment with which executives of CBS News and NBC News appeared to agree.

In the broadcast, ABC correspondent Charles Gibson described Charlie's Angels as "a financial gold mine" for ABC TV and varied the Spelling-Goldberg programs in total as "a virtual hit machine for ABC, producing well over $100 million in revenues for the network last year.

Gibson summarized the Los Angeles grand jury's questions as:

"Did Spelling-Goldberg attempt to defraud the co-owners of Charlie's Angels, most notably actor Robert Wagner and his wife, Natalie Wood, who were due a 46% share of the program's profits? And did ABC officials participate in such a scheme?"

Gibson also noted that "there exists, as one former Spelling-Goldberg employee told ABC News, a very cozy relationship between the producers and the network. For example, producer Goldberg, ABC network President Elton Rule and the lawyer and business adviser they both share are partners in a multimillion-dollar California land deal."

"It should be stressed, of course," he added, "how well Spelling-Goldberg have done for ABC. The Mod Squad, Family, Starsky and Hutch, Fantasy Island, Hart to Hart, Love Boat and Charlie's Angels are all theirs. And investigators stress there is nothing wrong with a close relationship between the producers and ABC officials, but SEC officials say they're checking to see whether multimillion-dollar deals between the two can be concluded on a handshake and still insure that ABC stockholders are adequately protected."

Gibson also reported that "a spokesman for the Los Angeles district attorney said today the grand jury will not at this time be asked to return an indictment, and he noted that no charges have been filed. ABC Television has declined to comment until the investigations are completed. The company said again today it is cooperating with both inquiries."
Reinventing the dish

As an answer to the growing number of satellites carrying programming, two manufacturers are selling antennas that can receive from multiple birds.

Television programming is now being transmitted over several domestic satellites, forcing satellite users that wish to receive signals simultaneously from one or more satellites to install additional earth stations. The problem is particularly acute for the cable operators, who have, in recent months, seen cable programming, contained for years on Satcom I, spread to Comstar II and Westar III.

But multisatellite users now have the option of installing one earth station that can do the job of many. U.S. Tower Co., Afton, Okla., and Comtech Antenna Co., St. Cloud, Fla., under contract to Comsat, are both manufacturing fixed antennas that more closely resemble billboards than dishes and that can receive signals from several satellites at the same time. Comtech’s antenna can also be used for transmission.

The two antennas are similar in concept. Each employs a large, slightly concaved rectangular reflector, facing the southern horizon (where the satellites are) and a number of carefully placed feed horns. Microwave energy is bounced off the reflector between the feed horns and the satellites.

The antennas differ, however, in the shape of their curved surface. USTC’s antenna is spherical.” Regardless of size, the antenna takes the shape of a rectangular section of a sphere with a radius of 60 feet. The Comtech or “torus” antenna, on the other hand, describes a small arc of a circle with a radius of about 100 feet on the horizontal plane and a parabola on the vertical plane.

The USTC antenna, regardless of size, can receive signals simultaneously from any of 11 satellites. The number of satellites that can be reached by a single torus antenna, which has been in development by Comsat since 1973, is dependent on its length.

To achieve the same antenna gain with the spherical antenna as with the torus antenna, said Len Mitchell, chief engineer at USTC, a larger spherical antenna is needed. Mitchell adds, however, that because the tolerances of the spherical antenna are less critical, it can be built for “considerably less money”.

Because the spherical antenna is constructed from identical 8-by-10-foot panels, it can be built to a wide variety of sizes and dimensions. According to Mitchell, a 24-by-20-foot antenna can produce gain equivalent to that of a conventional dish between 15 and 18 feet in diameter. Such a dish costs around $18,000.

A smaller 16-by-20-foot antenna—the smallest antenna recommended for commercial applications—delivers a signal comparable to that of a 13.5-foot dish and costs around $12,000, installed. A 40-by-48-foot antenna, equivalent to a 36-foot dish, is priced around $75,000, not installed, and a 60-by-72-foot antenna—as big as they get—costs over $100,000, with installation extra.

Mitchell said although antennas of all sizes can receive signals from 11 satellites, signals coming from satellites lined up with the reflector’s center are amplified more than those closer to the edge.

Unlike the spherical antenna, the torus antenna must be designed and manufactured to a specific size. The one Comtech is currently tooling up for will be, like the prototype built by Comsat, 30 feet from top to bottom and 55 feet across. It is comparable to a 30-foot dish antenna, said Jim Potts, chief engineer at Comsat’s Systems Technology Services division.

Potts said the 55-foot-long torus can reach any satellite within an approximately 20-degree segment of the geostationary orbital arc. It can reach seven satellites spaced three degrees apart or five, spaced...
four degrees apart. Potts estimated the selling price of a reflector and the small building that holds the feeds horns at about $150,000. (George Birutis, president of Comtech, said Comtech is under contract to produce the antenna and structure for $25,000.)

Thus far, Comsat has been doing all the marketing of the torus antenna, and its first customer and the recipient sometime next March or April of the first antenna off the Comtech assembly line is Multi-Vision, a cable operator based in Anchorage, Alaska. Comsat is providing Multi-Vision with a turnkey torus earth station, complete with the feeds and electronics to receive signals from three dual-polarized satellites for $215,000, Potts said.

Birutis said although the first torus Comtech produced is being sold through Comsat, he is working on a licensing agreement with Comsat so Comtech can begin manufacturing and marketing torus earth stations or antennas "in about a year."

### New birds on the horizon

**Hughes gets AT&T contract to build Telstar 3's, designed to replace aging Comstars**

AT&T awarded a $137-million contract to Hughes Aircraft Co. last week to construct three domestic communications satellites—which will replace the Comstar satellites—and additional ground-control facilities.

AT&T along with General Telephone and Electronics currently operate three Comstar satellites, leased from Comsat General Corp., a subsidiary of Communications Satellite Corp. The new satellites, called Telstar 3's, will replace the Comstars as they come to the end of their design lives. The first Telstar is scheduled to go up in June 1983, the second in 1984 and the third in 1985 or 1986.

According to an application filed at the FCC in late April asking for authority to build and launch the satellites (BROADCASTING, May 5), the new satellites will fly in the same orbital slots now used by the Comstars—87 degrees west, 95 degrees west and 128 degrees west.

AT&T said last week that the Telstar 3's will be improvements over the Comstar satellites. Telstars, it said, will last longer and handle more telephone conversations. Each will last 10 years instead of seven and carry 21,600 conversations simultaneously instead of 18,000.

The Hughes contract also includes the construction of a 13-meter antenna for satellite control. It will join three existing 30-meter tracking and control antennas at AT&T's Hawley, Pa., satellite facility.

AT&T plans to have the National Aeronautics and Space Administration put the first Telstar 3 in orbit with a Delta rocket, the same vehicle that will launch the space shuttle.

Although AT&T has temporarily leased 11 transponders on Comstar to RCA Americom to accommodate some of RCA's cable television customers, AT&T has shown no particular interest in providing video or audio services to broadcasters or cable programmers. The Telstar 3 system, like the Comstar system, will provide mostly long-distance telephone and specialized business services.

### ATAS engineering honors

The closed captioning system, designed to provide program captions for hearing-impaired television viewers, has been awarded the 1980 Emmy award for outstanding achievement in engineering development, the Hollywood-based Academy of Television Arts and Sciences announced last week. Sharing the honor will be the National Bureau of Standards, PBS and ABC.

The award will be presented at a banquet Sept. 6, when the academy will present its "creative arts" awards.

The academy also made three engineering "citations" to engineer David Bargen for the development of the "409" and "TRACE" off-line videotape editing computer programs, Vital Industries for its "pioneering development of digital video manipulation technology" and Convergence Corp. for the videotape editing systems utilizing a "joystick" control, as incorporated in its ECS-100 editing system.

### Thwarting the pirates

"Well, sergeant, here's another piracy case closed, thanks to SNID." That scenario is suggested by the claims of Warner Home Video for a new anti-piracy "fingerprinting" system it has incorporated in all its videocassettes. Says WHV president Mort Fink, "It should provide excellent evidence in event of prosecution."

Standing for Serial Number Identification, SNID was developed through a yearlong effort by S/T Videocassette Duplication Corp., Leonia, N.J., the company that supplies all of the Warner Communications unit's consumer cassettes. SNID not only identifies the lab where a tape was made, but because each cassette receives its own serial number, it's claimed the coding system can even pinpoint the date, the pass number and the recorder on which a tape was duplicated. The identification number is recorded in both digital and binary configuration on every frame in the tape, making it, in Fink's words, "nearly impossible for the pirate to remove."

Commenting on the development, Fink said "Warner Home Video is pleased with its relationship with S/T Videocassette Corp. in the development of this new process, since it had been commonly thought to be impossible to do. Working together, we are continuing to develop new technologies and new state-of-the-art manufacturing and production concepts."

**In Sync**

"It's mod. Ronde & Schwarz, Fairfield, N.J., is offering new Barco colorimeter modulation R&S says VSBM 1/S can be used at cable headend as part of transcoding system. It can also be used, it says, as a low-powered transmitter or as television generator in laboratory or on production line. Unit, mountable in 19-inch rack, uses SAW devices for vestigial sideband filtering."

**Read all about it:** Broadcasters can get good fix on state of digital video by reading collection of 24 papers that were presented at Society of Motion Picture and Television Engineers' conference in Los Angeles last month (BROADCASTING, Feb. 11). SMPTE has published papers in Digital Video—Volume 3, edited by Richard Marcus. Price is $20, S16 to SMPTE members. It's available through SMPTE headquarters in Scarsdale, N.Y.

**Good looker:** Precision-in-line cathode ray tube is heart of color monitor: PCM-520 now available from Lenco Inc. Electronics Division. Lenco says P/L tube is more reliable and needs less maintenance than delta gun tube Video amplifier of PCM-520 employs keyed back-porch clamp for maintaining true black when operating either composite or noncomposite video. Cabinet measures approximately 14 by 17 by 19 inches.

**New club:** National Cable Television Association has formed engineering subcommittee on videotex and teletext. John Lopinto of Home Box Office is chairman. Subcommittee will try to develop industrywide standards for new technologies. Group plans to conduct tests of teletex and videotex in cable and satellite systems.

**Squeezing out the most:** Harris Corp. plans to unveil its new FM composite processor at 1980 National Radio Broadcasting Association convention in Los Angeles in early October. MSP-95, Harris says, features digitally synthesized modulation and dynamic transient response (DTR). DRM filter holds overshoot on any program material to 2% or less. Limiter section features "soft sync," which maintains stereo imagery while increasing loudness.

**Stepping up:** A.F. Associates, Northvale, N.J., designer and fabricator of mobile and studio video systems, announced agreement naming firm exclusive continental U.S. sales rep for Marconi broadcast studio products. New representative is calling agreement sign of commitment "to increase substantially the Marconi presence" in U.S. market.

**Advertising**

Broadcasting Sep 1 1980 47
GOP renews TV campaign

Spots have proven to be so successful that party will spend an additional $4 million on them

Scene: Closed corrugated box factory. Speaker is a former employee, a man in his early 30’s. Camera follows him through factory. Employee: “I used to work here. Along with a lot of other people. Nearly a year ago they closed the plant for good. I’m one of the millions of people in this country who have lost their jobs. And we’ve got something to say to the Democrats. You’ve been running Congress, You’ve been running the economy. So we’ve got just one question. If the Democrats are good for working people how come so many people aren’t working?” Announcer voice-over and super: “Let’s get America working again. Vote Republican for a change.”

This 30-second TV spot, one of a series that the Republican party will be running this fall, will probably be seen often before the elections are over. In fact, the Republicans are so happy with the way television has been delivering their message, they plan to spend an additional $4 million on a TV ad campaign between now and the time the polls open.

Bill Brock, chairman of the Republican National Committee, last week unveiled plans for the campaign which began last winter and was slated to die a summer death. But because of the success of the commercials, Brock said, the campaign would continue through three more phases: $1.4-million worth of network time—a continuation of the current campaign—which will end the second week in September; $900,000 of spot time in $5-60 markets for two weeks in mid-October; and a final network purchase, costing approximately $2 million, the last two weeks of the campaign. For the entire year, this will bring to $8 million the amount spent by the Republicans on TV advertising.

Brock said that although some money is being spent on other media, the Republican effort is “fundamentally a TV campaign,” targeted at people under 40, without college degrees, making $15,000-$25,000 per year, and relying on TV, rather than newspapers, for their opinions.

“One major reason we have decided to continue our advertising program is that our most marked gains of support have been in areas where the GOP commercials have been airing.”

“These commercials will help the voters to make an informed decision on Nov. 4,” Brock said. “That is why we are going ahead with the fall media campaign. That is why we are going nationwide with these commercials. And that is why we are arranging for network airings, so all Americans can see our message.”

Joining Brock were Senator John Heinz (R-Pa.), chairman of the National Republican Senatorial Committee, and his House counterpart, Representative Guy Vander Jagt (R-Mich.), both of whom said their organizations would be making major contributions to the media program.

According to Brock, three Midwestern cities were used as test markets for the spots, and the results showed a significant change in attitude among those surveyed. The media buys are still being made. Brock rejected a suggestion that the TV commercials, which focus on among other issues, the Democrats’ record with employment, are manipulative. “It’s not possible to convince people of something they don’t already believe,” he said. “You can only reinforce their attitudes.”

Gamesmanship. “Strong marketing effort” in syndication of rerun game-show properties was cited by Chuck Barris Productions in accounting for 20% net income rise for fiscal 1979, ended May 31. In March Barris had announced production halt in prime-time game and talk fields. Income for year was $6.3 million ($1 per share) on revenues of $38.5 million, 22% increase.

Common million. One million shares of United Cable Television common stock are expected to reach market shortly. Offered through group led by Goldman Sachs and Bache Halsey Stuart Shields, 87% of shares are being sold by United, with proceeds to be used to reduce company’s cable construction debt. Roughly 13% of shares come from exercise of warrants underwriters are acquiring from independent holder.

High costs for Comcast. Comcast net income rose 24% in second quarter to $561,000, 22 cents a share, on 16% revenue boost to $6.3 million. But cable MSO said “aggressive franchising activity” and corporate expansion has caused “considerable increase in costs,” which in short run “serves to affect profits adversely.” Comcast also said franchise development has led management to explore “various financing techniques, including public or private securities offerings and/or joint ventures relating to existing or future franchises.”

If needed. ABC Inc. has established $150 million credit facility with 12 banks. Half is revolving credit with term loan option; rest is credit lines. Proceeds, if utilized, will go for general corporate purposes.
**Agencies rush to the altar**

**BBDO and Doremus merge; Interpublic produces Marschalk Campbell-Ewald**

For those who already needed a scorecard to know the players in the ad agency game, the last two weeks haven't made their life any easier. An internal merger within the Interpublic Group of Companies has produced a group whose 1979 billings came close to $700 million; BBDO and Doremus & Co. announced their intention to merge.

The BBDO deal leaves the names unchanged. Doremus would continue to operate under its own name as an independent subsidiary if the agreement in principle between the companies receives all necessary approvals. Chairman Frank Schaffer and President Barry McMenamin are to continue in those capacities in the new association with BBDO. The price tag for the stock trade that would effect the merger would be about $7.6 million.

Last year, Doremus earned $595,000 on revenues of $13.8 million, while BBDO's revenues of $141.8 million generated $11.5 million in net income. In Broadcast'ing's 1979 survey of the top 50 agencies active in the broadcast field, BBDO placed fourth, with combined radio and television billings of $361 million. Doremus did not rank.

The BBDO action would advance a developing trend in the agency business—the incorporation of public relations operations into industry majors.

Under the provisions of the agreement, each Doremus shareholder would receive 3.25 BBDO shares for every Doremus share, with fractional shares paid in cash. There are 563,668 shares of Doremus common stock outstanding, and options to purchase an additional 12,000.

The Interpublic restructuring creates a new name in the agency world. The Marschalk Co., 24th largest agency in broadcast billings according to Broadcast'ing's annual survey ($78.8 million in 1979), has been merged with the 17th, Campbell-Ewald Worldwide ($170.9 million in 1979 broadcast billings). The new entity will be known as Marschalk Campbell-Ewald Worldwide, with the Tinker Campbell-Ewald unit becoming part of Marschalk.

Thomas B. Adams is to be chairman of Marschalk Campbell-Ewald Worldwide, Lester A. Delano, president. Harry Thompson, president of the Tinker Campbell-Ewald section, "will move up into new worldwide responsibilities." Marschalk Chairman Michael Lesser and President Andrew J. Langer have been named to the Worldwide board.

The Worldwide system will consist of Detroit-headquartered Campbell-Ewald, New York-based Marschalk, and Chicago's Clinton E. Frank Co. (previously associated with Campbell-Ewald), plus Campbell-Ewald's string of international offices.

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**Leisure-time products and services**

<table>
<thead>
<tr>
<th>Product Category</th>
<th>1970</th>
<th>1979</th>
<th>Annual Growth Rate</th>
<th>Dollar Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants and drive-ins</td>
<td>$43,600,000</td>
<td>$453,100,000</td>
<td>20%</td>
<td>$409,500,000</td>
</tr>
<tr>
<td>Movies and theaters</td>
<td>22,600,000</td>
<td>175,400,000</td>
<td>26%</td>
<td>152,800,000</td>
</tr>
<tr>
<td>Publishing and media</td>
<td>20,800,000</td>
<td>125,700,000</td>
<td>23%</td>
<td>108,800,000</td>
</tr>
<tr>
<td>Records and tape recorders</td>
<td>7,800,000</td>
<td>87,500,000</td>
<td>31%</td>
<td>79,700,000</td>
</tr>
<tr>
<td>Amusements and entertainment</td>
<td>11,400,000</td>
<td>68,800,000</td>
<td>22%</td>
<td>57,300,000</td>
</tr>
<tr>
<td>Retail</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department and discount stores</td>
<td>563,000,000</td>
<td>301,800,000</td>
<td>19%</td>
<td>234,500,000</td>
</tr>
<tr>
<td>Food stores and supermarkets</td>
<td>30,400,000</td>
<td>159,000,000</td>
<td>20%</td>
<td>128,600,000</td>
</tr>
<tr>
<td>Furniture stores</td>
<td>17,400,000</td>
<td>122,500,000</td>
<td>24%</td>
<td>105,100,000</td>
</tr>
<tr>
<td>Clothing stores and ready-to-wear apparel</td>
<td>18,100,000</td>
<td>105,700,000</td>
<td>22%</td>
<td>86,600,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wine</td>
<td>519,000,000</td>
<td>130,300,000</td>
<td>21%</td>
<td>84,600,000</td>
</tr>
<tr>
<td>Communications and public utilities</td>
<td>15,600,000</td>
<td>93,900,000</td>
<td>24%</td>
<td>78,300,000</td>
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<tr>
<td>Trucks and mobile homes</td>
<td>7,000,000</td>
<td>74,000,000</td>
<td>24%</td>
<td>67,000,000</td>
</tr>
<tr>
<td>Equipment and fixtures</td>
<td>7,900,000</td>
<td>67,800,000</td>
<td>27%</td>
<td>60,900,000</td>
</tr>
</tbody>
</table>

Notes: 1 | National and local television advertising |
| 2 | Local television advertising only |
| 3 | National television advertising only |

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

**June jump.** Investments in network television advertising in June climbed by 23.9% over June 1979 to $401.2 million, according to the Television Bureau of Advertising.

Using figures supplied by Broadcast Advertisers Reports, TVB said that on a daypart basis, nighttime registered the largest gain, rising by 27.7% to $275.4 million, followed by weekday daytime, up 16.9% to $89.8 million, and weekend daytime, up 17.7% to $35.9 million.

**By Network**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-March</td>
<td>$476,529,700</td>
<td>$385,364,300</td>
<td>$360,185,700</td>
<td>$1,223,079,700</td>
</tr>
<tr>
<td>April-June</td>
<td>473,396,000</td>
<td>428,389,400</td>
<td>361,722,700</td>
<td>1,263,508,100</td>
</tr>
<tr>
<td>Year-to-date</td>
<td>$949,925,700</td>
<td>$823,753,700</td>
<td>$741,908,400</td>
<td>$2,515,587,800</td>
</tr>
</tbody>
</table>

**Growth areas.** Looking at the past to detect trends for the future, the Television Bureau of Advertising has named consumer services, home and auto do-it-yourself products, apparel, retail stores and new technology as what TVB President Roger D. Rice called "prime candidates for major growth in television advertising in the 1980's."

A TVB analysis of advertising trends of the 1970's not only showed "growth for such traditional television advertisers as foods, toiletries, automotive, proprietary drugs, confectionery products and soft drinks." Rice said, but also provided "insights into emerging television business areas for the 1980's."

TVB tracked the 1970-79 growth in TV spending by what it called "emerging television categories of the 1970's" which show promise for continued expansion. In addition, Rice said, other categories of promise continue to emerge, including legal, medical, dental and other consumer services; do-it-yourself products in many fields; apparel manufacturers and the new technologies that would compete with broadcast TV.

TVB summarized the 1970's track record of "emerging television categories" as follows:
## Current and change

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>% Change</th>
<th>Net Income</th>
<th>% Change</th>
<th>Per Share</th>
<th>Revenues</th>
<th>% Change</th>
<th>Net Income</th>
<th>% Change</th>
<th>Per Share</th>
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</thead>
<tbody>
<tr>
<td>Cap. Cities</td>
<td>6 mo 6/30</td>
<td>227,228,000</td>
<td>14.6</td>
<td>35,716,000</td>
<td>17.7</td>
<td>2.71</td>
<td>198,242,000</td>
<td>30,322,000</td>
<td>17.0</td>
<td>115,297,000</td>
<td>21,335,000</td>
</tr>
<tr>
<td>Cox.</td>
<td>6 mo 6/30</td>
<td>144,010,000</td>
<td>25</td>
<td>22,748,000</td>
<td>7</td>
<td>1.68</td>
<td>112,825,000</td>
<td>19,540,000</td>
<td>1.46</td>
<td>91,975,000</td>
<td>19,540,000</td>
</tr>
<tr>
<td>Footes Cone &amp; Belching</td>
<td>6 mo 6/30</td>
<td>78,121,000</td>
<td>22.9</td>
<td>5,500,000</td>
<td>45.9</td>
<td>0.94</td>
<td>63,555,000</td>
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<td>2.22</td>
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<td>-10.0</td>
<td>1.76</td>
<td>79,252,000</td>
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<td>0.97</td>
<td>115,347,000</td>
<td>8,930,000</td>
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</tbody>
</table>

### For the Record

**NOTE NEW ADDRESS**

**EDWIN TORNBERG & COMPANY, INC.**

**Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors**

P.O. Box 4230
Washington, D.C. 20012
Tel: (202) 291-8700

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### TV applications

- **Chillicothe, Ohio—Triplet & Associates seeks ch. 53; ERP: 63 kw vis., 6.3 kw aur., HAAT: 328 ft.; alt. height above ground: 387 ft. Address: Rt. 2 East Sandyusky Ave., Belville, Ohio 43311. Estimated construction cost: $600,000; first-year operating cost: $200,000; revenue: $280,000. Legal counsel: Marc S. Triplet, Belville, Ohio; consulting engineer: Wendell A. Triplet, Belville, Ohio (49%); brother, Robert (20%); Wendell’s father, son (30%); G.L. Dunnigan III and wife, Sally (5% jointly).**

- **Russeiville, Ar. — River Valley Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT: 212 ft. Address: 619 E. Main St., Ruisseiville 72801. Estimated construction cost: $30,500; first quarter operating cost: $96,000; revenue: $110,000. Format: CW. Principal: Jerry Canaday (100%). He owns Russeiville auto exhaust system installation company and Danielsville, Ar.; cattle ranch. He has no other broadcast interests. Ann. Aug. 7.**


As compiled by Broadcasting Aug. 18 through Aug. 22 and based on filings, authorizations and other FCC actions.

**Abbreviations:**
- AFC — Antenna For Communications
- ALJ — Administrative Law Judge, alt.—alternate
- ann. — announced
- ant. — antenna
- aur. — auroral
- aux. — auxiliary
- CH — critical hours
- CP — construction permit
- D-day — directional antenna
- Doc. — Docket
- ERP — effective radiated power
- HAAT — height of antenna above average terrain
- kHz — kilohertz
- kw — kilowatts
- m — meters
- MEOV — maximum expected operation value
- mhz — megahertz
- mod. — modulation
- N — night
- PSA — preservice service authority
- RCL — remote control location
- S — Scientific Atlanta
- SH — specified hours
- SL — studio location
- TPO — transmitter power output
- U — unlimited hours
- vic. — visual
- w — watts
- * non-commercial
other broadcast interests. His sister, Elizabeth, is appli-
cant for new UHF's in New Bedford, Mass., Ulica-
romantic, and Stockton, Calif., and VHF in Yuma, Ariz. She is also
office, director and beneficiary of Clark Trust
owes Clark Television Inc., pending applicant for
held the call of WDBO-TV Toledo. Ohio. From D.H.

AM actions

Avon Park, Fla.—Charles A. Esposito granted 106.3
kHz, WAPR(AM) by McCall and Me-
ferm, broadcasting, for Yuma.

FM actions

Tuscola, Ala.—Board of Trustees of the Univer-
sity of Alabama granted CP for new educational FM
station on 90.7 mhz, ch. 214; EPR 118 kw, antenna

Slobo, Ohio—The Petroleum V. Nasby Corp.
granted 3 kw, WAPR(AM) to owned by Nasby.

FM actions

Cleveland, Ohio—Dismissed: Gaylord Broadcasting
Co. of Ohio application for ch. 19; ERP: 1.000 kw vis.,
151 kw aud., HAAT: 1,067 ft. Address: c/o Edward L.
Gaylord, PO. Box 35113, Columbus, Ohio. 73125.
Estimated construction cost: $444,220; first-year operating
cost: $6,597,300; revenue: $7 million. Legal counsel:
Pierl, Ball & Dowd, Washington. Principal
interest group is owner of two of its AM and sevency TV's. Its parent, Oklahoma Publishing Co.
publishes Oklahoma, Oklahoma City Times and Col-
orado Springs Sun, newspapers (BPCF-3241).
Action July 15.

Implications

*Centralia, Wash.—Taco School District No. 10
granted CP for new educational TV station on 476-482
mhz, ERP: 603 kw, ERP 603 kw, antenna height
1,150 ft. condition (BPEP-790722). Action July 31.

Ownership changes

Applications

WPXC(AM) Pratville, Ala. (AM: 1410 kHz)—
Applies for assignment of license from Pratville Radio Inc.
to Broadcast Company of the South for $190,000.
Seller: T.O. McDowell (70%) and Al Finch (30%).
They have no other broadcast interests. Buyer: E.D.
Steed Jr. (90.6%) and two others.

KBLE-AM Seattle: (FM: 93.3 mhz, 100 kw)—Seeks
transfer of control of KBLE-AM from shareholders (100%
(20% unpaid) to two others, including station Manager of
Washington Media Inc. (none before; 100% after).
Consideration: $3.4 million. Principals: George A. Wilson
and Lamar N. Ostrander Family Trust (50% each).
The station is located at 1302 13th Ave W (BPL-790330).
KBLE-AM, Chandler, Ariz.; KBLE-AM Seattle, and
KARA(AM) Blaine, Wash. Buyer: First Media Corp.
(100%) which is owned by Richard E. Marriott and
family. Vice president of Marriott Corp., publicly
held world wide hotel and restaurant chain. They also
own WPAG-AM FMorningides, Md.; KAYK-AM.

Actions

KLIT(AM) Pomona, Calif. (AM: 1220 kHz)—
Granted assignment of license from Harold Gore to
Creative Communications, Inc. (BPL-790323).
Seller: Harold W. Gore who also owns WOTW(AM)
Town, Md., WGOR(AM) Toledo and WZIP(AM)
Cincinnati, both Ohio, and WINO(AM) Tampa, Fla.
Buyer: John M. Boyd and Thomas E. Steele 50%/50%.
Both are Garden Grove, Calif.-based broadcast consul-
tants, and have 10% interest each, in stations KFEL(AM)
Pacific, Colo., and KRK(AM) Albuquerque, N.M. Action
July 29.

WMSA(AM) Massena, N.Y. (AM: 1310 kHz, 1 kw,
250-watt) Granted assignment of license from
Johnstown Newspapers Co. to 1340 Broadcasting
Corp. for $21,000. Seller: Watertown, N.Y.-based publisher
and group owner which is liquidating its broadcasting
holdings. It is taking over the license to WMSA from
same buyer (BROADCASTING, Feb. 25). It also owns
WWNY-TV and Carthage, N.Y. John B. Johnson is presi-
dent and principal owner. Buyer: McCall and Me-
ferm, Inc. owned by New York-based advertising
company. David B. McCall is chairman and 37% owner.
It has no other broadcast interests. Action July 29.

WABQ(AM) Cleveland (1540 kHz, 1-kw) —
Granted assignment of station to Harold Dowd, Jr.
First American Co. to WABQ Inc. for $600,000. Seller also
owns WJLB(AM)-WZMK(AM) Detroit, WSGW(AM)-
WD岗位(AM) Jackson, all Michigan; WGRR (FM) South Bend, Ind.;
WTO D(AM)-WKL(AM) Toledo and WZPF(AM).
Cleveland, both Ohio, and WIOU(AM)-WZMET(AM)
Kokomo, Ind. Ownership is owned by John L. Booth
and family. Buyer is owned by John R. Linn (75%) and his
wife, Barbara (25%). John Linn also owns WKLQ(AM)

KNEY(AM) Pocatello, S.D.—Granted assignment of
CP from Pierre Radio Inc. to Sorenson Broadcasting
Corp. for $1,800. Seller: William P. Turney et al.
Turney owns 10% of the station, John McCall, 10%
interest for new CP in Cadiz, Ohio and 30% of
interest for new FM in Osage City, Kan. Buyer:
Dean P. Sorenson and Thomas J. Simmons (50% each).
KNTX(AM) Yankton, KWAY(AM)-KXIX(FM) Watertown,
KOBH(AM) Hot Springs, all South Dakota and
KZOY(AM) Grand Rapids, Minn. They are applying for

FM actions

**WUAL-FM Tuscaloosa, Ala.—Granted CP to change
to frequency to 91.5 mhz, increase ERP to
100 kw, antenna height 488 ft; change TL to 0.9 miles of in-
tersection of Rusk Road and Hilltop Drive, Anthone,
change studio and remote control location to
3900 Old Seward Highway, Anchorage; increase ERP to
2.8 kw, increase TL to 195 ft, and change TPO; condi-

KNOJ(AM) Thousand Oaks, Calif.—Granted CP to
increase auxiliary ERP 2.8 kw, antenna height 120 ft.

WHIL(AM) Jensen Beach, Fla.—Granted mod. of
change TL to 1.25 miles, increase ERP to 250 w,
and make changes in ant. (BPEF-790517AD).
Action Aug. 11.

KJLV(AM) Anchorage—Granted CP to change
ant. and increase ERP 90 kw, antenna height 2,072 ft,
and make changes in ant. and TPO (BPEF-790333AD).
Action Aug. 11.

WWYD-FM Palatka, Fla.—Granted CP to change
ant. and ERP 50 kw, antenna height 180 ft, and
change TPO; conditions (BPEF-800311AU).
Action Aug. 4.
summary decision on certain financial, ascertainment and fairness issues; and granted joint request for dismisal of application and approval of agreement, approved by enforcement of Temujin, dis- 

ncluded with prejudice Temujin’s application, granted application of Good Times and terminated proceeding. Action Aug. 6.

Eunice, La. (Arcadiana Broadcasting Co., and Eunice Broadcasting Inc.) FM PROCEEDINGS: (BC Doc. 80-203-32) AL John Conlin, by three separate ac-

tions, established certain procedural dates and scheduled hearing for Nov. 3, in lieu of Sept. 4; granted petition by Arcadiana for leave to amend its petition, as supplemented, to report that Arcadiana principal pleaded guilty to crime of conspiracy to buy votes within in last year; and denied petition by Eunice to modify issue. Actions Aug. 11.

Translators

VHF actions

K96KG Talkeetna, Alaska—Talkeetna Chamber of Commerce granted CP for new VHF TV translator station on ch. 6, to rebroadcast signal of KIMO-TV Anchororage, (BPTTV-8002011A). Action June 19.

K35GW Granado, Ariz.—Regents of the University of N.M. and Board of Education of the City of Albu-

querque granted CP for new VHF TV translator station on 76-82 mzh, ch. 5, to rebroadcast signal of KMMX-

VE Albuquerque (BPTTV-790606H). Action June 27.

K99PI Happy Camp and North Indian Creek, both California—Sailer Butte Trans- 

lator Co. granted CP for re- 

broadcast signal of KIEM-TV Eureka, Calif. (BPT-

TV-790806G). Action June 27.

K10KL Monument Manor, Calif.—Mormon Basin 

TV Club Inc. granted CP for new VHF TV 

translator station on ch. 19, to rebroadcast signal of KNBC-TV Los Angeles (BPTTV-790625D). Action June 16.


K12MG Monument Manor, Calif.—Mormon Basin 

TV Club Inc. granted CP for new VHF TV translator station on ch. 11 to rebroadcast signal of KJCT-TV Grand Junction, Colo. (BPT-

TV-8001281A). Action June 27.

K10PM Ouray, Colo.—City of Ouray granted CP for new VHF TV translator station on ch. 11 to rebroadcast signal of KJCT-TV Grand Junction, Colo. (BPTTV-790625E). Action June 16.

K11PM Ouray, Colo.—City of Ouray granted CP for new VHF TV translator station on ch. 11 to rebroadcast signal of KJCT-TV Grand Junction, Colo. (BPTTV-8001281A). Action June 27.

K10QK Rosebud and East rural area, Mont.—Fair- 

sight TV Tax District granted CP for new VHF TV 

translator station on ch. 7, to rebroadcast signal of KTVQ-TV Billings, Mont. (BPTTV-790625Y). Ac-

tion June 16.

K20KG Cliff and Gila, N.M.—Regents of New Mexico State University granted CP for new VHF TV translator station on ch. 2, to rebroadcast signal of KRWG-TV Los Cruces, N.M. (BPTTV-790625N). Action June 27.

UHF actions

K55CJ Cripple Creek and Mountain Estates, both Colorado—Cripple Creek Mountain Estate Property Owners' Association granted CP for new UHF TV translator station on ch. 55, to rebroadcast signal of KOA-TV Denver (BPTTV-7905141C). Action June 27.

K35BY Cripple Creek and Mountain Estates, both Colorado—Cripple Creek Mountain Estate Property Owners' Assn. granted CP for new UHF TV translator station on ch. 57, to rebroadcast signal of KMGH-TV Denver (BPTTV-7905141D). Action June 27.

K59B2 Cripple Creek and Mountain Estates, both Colorado—Cripple Creek Mountain Estate Property Owners' Assn. granted CP for new UHF TV translator station on ch. 59, to rebroadcast signal of KBTV-TV Denver (BPTTV-7905141E). Action June 27.

K64AH Meeker, Colo.—Rio Blanco County TV Assn. granted CP for new UHF TV translator station on ch. 64, to rebroadcast signal of KRM-A-TV Denver (BPTTV-7905221F). Action June 17.

K61BR Ouray and Ridgeway, both Colorado—City of Ouray granted CP for new UHF TV translator sta-

tion on ch. 61, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTTV-8001141G). Action June 19.

K57BW South Fork and rural area, Colo.—South Fork TV Assn. granted CP for new UHF TV translator station on ch. 57, to rebroadcast signal of KSCS-TV Pueblo, Colo. (BPTTV-7905201F). Action June 27.

K56GL Walsenburg, Colo.—University of Southern Colorado granted CP for new UHF TV translator station on ch. 56, to rebroadcast signal of KSCS-TV Pueblo, Colo. (BPTTV-7905201F). Action June 19.

K58BF Wauinta, Hot Spings, and Gunnison, all Colorado—City of Ouray granted CP for new UHF TV translator station on ch. 58, to rebroadcast signal of KSCS-TV Pueblo, Colo. (BPTTV-8001141F). Action June 19.

W36AP Ingram, Ky.—Kentucky Education for Au-

tovision granted CP for new UHF TV translator station on ch. 63, to rebroadcast signal of WKHA-TV Hazard, Ky. (BPTTV-7905211N). Action June 16.

K61BS Gallina, N.M.—Gallina-Capulin TV Assn. granted CP for new UHF TV translator station on ch. 61, to rebroadcast signal of KOB-TV Albuquerque, New Mexico.
N.M. (BPTT-8003251C) Action June 19.


W5SAN Ripley, N.Y.—Board of Cooperative Educational Services of Chautauqua County granted CP for new UHF TV translator station on ch. 58, to rebroadcast signal of WKWE-TV Buffalo, N.Y. (BPTT-7906191K). Action June 27.

K33AG El Paso Natural Gas Co. granted CP for new UHF TV translator station on ch. 53, to rebroadcast signal of KNME-TV Albuquerque, N.M. (BPTT-79060611D). Action June 27.


K24AD Wichita Falls, Tex.—Wichita Falls Educational Translator Inc. granted CP for new UHF TV translator station on ch. 24, to rebroadcast signal of KERA-TV Dallas (BPTT-7907191D). Action June 17.

K31AP Logan, Utah—Cache County Municipal Corp. granted CP for new UHF TV translator station on ch. 53, to rebroadcast signal of KSTU-TV Salt Lake City (BPTT-7907101F). Action June 27.

Cable

The following cable service registrations have been filed:

Western Ohio Cablevision Inc. for Center, Ohio (OH0387) new system.

Service Electric Cable TV Inc. for Bear Creek, Kline, Macedo and New Ringgold, all Pennsylvania (PA0842, 988-9, 838) new system.

American Television and Communications Corp. for Orange, Calif. (CA00814) new system.

CPI of Louisville Inc. for Broad Fields, Brownsboro Village, Cambridge, Houston Acres, Lynnview, Meadowview, Mockingbird Valley, Plymouth Village, Maryhill Estates, Graymoor, Belvedere, St. Matthews, Lynndene, Devon, Richland, Doud Hills, Crosgate, Fairmeade and Jeffersontown, all Kentucky (KY0040-58) new system.

Action CATV Inc. for Pleasant Grove, Utah (UT0105) new system.

Arlington Cablesystems Corp. for Arlington, Mass. (MA00115) new system.

Western Ohio Cablevision Inc. for Bryan, West Unity, Montpelier, Stryker, Archbold, Pulaski, Jefferson, Center, all Ohio (OH0780-86) new system.

Service Electric Cable TV Inc. for East Brunswick, Delanco, Gelberton, Mahoney, Ryan, Rush, Lameuse, Walker, West Penn, Ringtown, Union and Schuykill, all Pennsylvania (PA0841, 809, 732, 3, 832, 1, 484, 839, 7, 445, 797, 338) new system.

Satellites

Based on FCC tabulations announced on July 10, there are 3,155 licensed earth stations. Approximately 3,000 are receive-only with remaining being transmit/receive. There are 489 pending earth station applications. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

Earth station applications:

New Albany, Miss.—Heritage Communications Inc. (5m; S-A; E2301).

Rhinelander, Ore.—Underhill TV Service (5m; S-A; E2463).

Swazee, Ind.—Word of Joy (5m; AFC; E2467).

Fremont, Neb.—Cablevision (4.6m; S-A; E2470).

Charleston, Va.—Vict. Inc. (5m; AFC; E2471).

London, Ky.—OVC Telecommunications Inc. (4.6m; S-A; E2472).

Orlando, Fla.—Martin Marietta Corp. (11m; Harris; E2473).

Middle River, Md.—Martin Marietta Corp. (11m; Harris; E2474).

Belvidere, Ill.—Gene al Media Satellite Services Inc. (10m; Andrew; E2475).

Morganfield, Ky.—Union County Cable TV (4.6m; S-A; E2476).

Lebanon, Ky.—Union County Cable TV (4.6m; S-A; E2477).

Lima, Ohio—Cable Communications Operations Inc. (5m; S-A; E2478).

Galena, Kan.—Jerico Cable TV Inc. (5m; US Tower, E2479).

Memphis—Memphis CATV Inc. (5m; S-A; E2481).

Danville, Ark.—Petit Jean CTV Co. (5m; S-A; E2482).

El Dorado, Kan.—Crest Communications Inc. (4.6m; S-A; E2483).

Columbus, Ga.—Columbus Cablevision Inc. (5m; S-A; E2484).

Salen, Utah—Community Cable of Utah (5m; S-A; E2485).

Derby, Kan.—Crest Communications Inc. (5m; Hughes; E2486).

East Detroit—Metro Cablevision Inc. (5m; Hughes, E2487).

Taylor, Mich.—Wayne Cablevision Inc. (5m; Hughes, E2488).

Clarion, Pa.—Centre Video Corp. (5m; Hughes, E2489).

Juneau, Alaska—General Communications Inc. (12m; Andrew; E2490).

Eagle River, Alaska—General Communications Inc. (12m; Andrew; E2491).

Seattle—General Communications Inc. (12m; Andrew; E2492).

Raleigh, N.C.—Interstate Investment Inc. (4.6m; S-A; E2493).

Union, Ore.—American Television and Communications Inc. (5m; E2494).

Shelby, Miss.—Heritage Communications Inc. (5m; AFC; E2495).

Sumner-Tutwiler, Miss.—Heritage Communications Inc. (5m; AFC; E2496).

Red Bay, Ala.—Heritage Communications Inc. (4.6m; S-A; E2497).

Charleston, Miss.—Heritage Communications Inc. (5m; AFC; E2498).

Columbia, Miss.—Heritage Communications Inc. (5m; AFC; E2499).

Oxford, Miss.—Heritage Communications Inc. (5m; S-A; E2500).

Iuka, Miss.—Heritage Communications Inc. (4.5m; Andrew; E2501).

Baldwyn, Miss.—Heritage Communications Inc. (5m; AFC; E2502).

Booneville, Miss.—Heritage Communications Inc. (5m; S-A; E2504).

Bren Mar, Va.—Communications Technology (10m; E2505).

Earth station grants:

Philadelphia—Transponder Pennsylvania Inc. (E2029).

Highland, Ill.—Dow Jones & Co. (E2125).

Bowling Green, Ohio—Dow Jones & Co. (E2126).

Shenango Township, Pa.—Dow Jones & Co. (E2127).

Jackson, Ga.—Jackson Cablevision Inc. (E2335).

Winters, Calif.—Multiview Systems of Woodland Inc. (E2240).

Collinsville, Okla.—Collinsville Cablevision (E2341).

Chattanooga, Tenn.—Hi-Net Communications Inc. (E2342).

Denison, Tex.—Hi-Net Communications Inc. (E2343).

Blair, Neb.—Omniview Inc. (E2349).

Sebastian, Fla.—Jones Interable Cable TV Fund (WH157).

Summary of Broadcasting

FCC tabulations as of June 30, 1980

| Licensed | On air | CP's on | Total on | CP's not on | Total authorized
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<td>422</td>
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*Special temporary authorization

| Includes off-air licenses

Broadcasting Sep 1 1980 54
HELP WANTED SALES

Upper Midwest Group seeks local salesperson with sales management potential. Liberal expense account, commission and guarantees for the right person. All medium market AM/FM, EO EEO. Milwaukee North Plains Corporation, Box 1770, Aberdeen, SD 57401.

Sales Manager - central Minnesota station who can sell and lead others to higher sales volume. May move into management at a future time. Must have positive outgoing nature to match station format. Box H-246.

Senior Account Executive sought for Duluth-Superior's new and only AOR station. First class situation. A very experienced sales person who has record results will see this fabulous opportunity. He or she will find all the tools and promotion they need. Duluth is a Regional center for retailing, transportation, and tourism on beautiful Lake Superior. This top market is still growing! We're looking for a radio person at a station staking claim to "number one." Resume to General Manager, KGDS, Box 6167, Duluth, MN 55808.

Account Executives - expanding sales department at two Pattison Corporation stations, WJXL-FM (Beautiful Music-The Palm Beaches), WDDO-FM (Top Forty in Daytona Beach), both outstanding leaders in their market. Great opportunities including E.S.O.T. programs. We're looking for winners and for people who want big earnings. Write Carl Corso, Box Q102, Daytona Beach, FL 32015.

KLMR AM-FM needs a sales professional. If you are serious about selling radio call Bill Arnold at 303-336-2206.

Salesperson - highly motivated. Must be a closer and a leader. Only experienced professionals need apply for this medium market opening. Send resume including sales history and salary requirements to Rich Reim, WKXJ, PO Box 123S, Raleigh, NC 27605.

WTMA & WPXI FM Charleston, South Carolina needs dedicated experienced sales people. Guarantee and high incentive, based on experience and performance. Great opportunity for career minded individuals with strong sales and communication skills. Immediate. EEO employer. Contact: Elaine Pitman, PO Box 213-B, Columbia, SC 2908.586-2220.

Somewhere out there is a person who loves small market radio - a person who can sell, do an air shift, and deliver local advertising. We need someone who has come involved in the community. If you fit the bill, I want to hear from you. Send tape, resume, references and salary requirements to Jeff Barnes, WENG Radio, PO Box 908, Englewod, FL 33503. No phone calls. Please. Women and minorities encouraged to apply.

Imagine selling the only FM station in a metro market of 189.300. Further imagine selling in a market with no TV competition! Rapidly growing Salem in the beautiful Willamette Valley in Oregon is the place. 100,000 watt KSDK has an opening for a sales person. Two years continuous radio sales experience required. Rush resume to: Ty Benham, General Sales Manager, KSDK Radio, Box 631, Salem, OR 97308.

Account Executive for Detroit's only Country station. Three to five years experience in radio sales essential. Send resume in confidence to: Personnel Director, WCXJ, Golden West Broadcasters, PO Box 1130, Detroit, MI 48235. EOE/MF.

Sales Manager and Salesperson, both experienced, are needed for our suburban New York Sep- arately programmed AM/FM due to impending separation of AM and FM sales. We are seeing above average people and are prepared to offer above average compensation if you have the drive which limits your potential, and have considered moving up, we have a lot to offer the right people. Tell us about yourself ... your experience and your objectives. EOE. Write Box J-36.

HELP WANTED ANNOUNCERS


Indiana community involved small market station needs announcers. Play by play also helpful but not re- quired. Up to $15,000 to start! EOE. Reply Box H-148.

Welcome to the Ocean State! WPRO has an im- mediate on air opening for experienced Top 40/AC air talent. If you've got 3-5 years experience along with impeccable references, send tape, and resume to: Gary Bokowitz, Operations Manager, WPRO AM-FM 1302 Wampapaq Trail, East Providence, RI 02915. WPRO is an Equal Opportunity Employer.

A 3-Market operation in Colorado/Nebraska has openings for Engineer/Announcer, Sales and Announc- ing for an aggressive personality. Minimum three years commercial broadcast experience necessary. Personal- ity and production are paramount. Send tape and resume to Gary Bokowitz, Operations Manager, WPRO AM-FM 1302 Wampapaq Trail, East Providence, RI 02915. WPRO is an Equal Opportunity Employer.

South Florida Modern Country AM seeking warm, friendly communicator. Automation experience for FM sister station helpful. Tape resume to: WEAT, Box 70, West Palm Beach, FL 33402. An equal opportunity employer.

Needed Immediately ... Announcer with 1st Class FCC License for Top AM Contemporary Music Station in largest market in North Carolina. Send tape and resumes to Bill James, WCQG Radio, PO Box 9717, Greensboro, NC 27410. EOE/Diversity encouraged.

Suburban Washington-Adult Contemporary seeks full time announcer with strong production. Tapes and resumes to Johnny Long, WPRW, Box 1400, Menassas, VA 22110. 703-383-3100 EOE.

Here is the perfect opportunity to break into one of the most exciting markets in the country! WAYS is looking for a good voice personality. Minimum three years commercial broadcast experience necessary. Personality and production are paramount. Send tape and resume to Scott Slade, 400 Radio Road, Charlotte, NC 28216. EOE.

Experienced morning personality for top rated adult contemporary station. Must be smooth and creative with strong production ability. Excellent station with good pay and professional climate. Send resume and tape to: Box 241, 6015 Dixie Highway, St. Louis, MO 63141. EOE.

Wanted: Experienced personality for adult oriented personality format. Must be a first rate one on one all communicators, and possess outstanding produc- tion skills. Top pay to the right person. Send non-return- able aircheck and production tape, plus resume (no phone calls) to Jim Casey, WESC, Duluth, MN 5071 9th Street S.B. EOE.

Florida — need a strong reliable morning DJ to pro- gram/music director for small market - $10,000 per year to start. Will train aggressive person to re- port direct to owner. Send tape & resume to Duke Roberts c/o WAPR, Box 1390, Avon Park, FL 33925.

Texas Station looking for good DJ with a good voice. New plant with new production equipment. Send resume and tape to KQEL, 3306 Andrews Hwy, Midland, TX 79703. EOE.

WAAV is looking for an experienced morning personality for our 50,000 watt contemporary station. Must be willing to make a commitment and get in- volved with the community. Number one Performers but morning numbers need to improve. Rush tape & resume to Fred Holland, Box 2041, Huntsville, AL 35803 EOE.
HELP WANTED ANNOUNCERS CONTINUED

Classical Announcer with warm voice and commercial production ability needed. $3820. Call Dennis Kambos 207-774-8618.

HELP WANTED TECHNICAL

State of the Art ability required to build new FM. Seeking chief engineer who demands the best signal in town from his equipment and gets it. Brand new studios just completed need finishing touches. This young growing AOR broadcasting group has plenty of opportunity for the engineer who can perform. Applicants must have ability and desire to advance to technical director. KDGS FM-AM, Box 6167, Duluth, MN 55806.

Chief Engineer—for SE Florida coast 100kw FM. First Phone and experience with transmitters, studio and microwave equipment. Salary commensurate with experience. EEO/Minorities encouraged. Box H-160.

Tired of metro rat race? Come to the country! Excellent facilities, top-notch station. $15,000 per year plus benefits, must know AM/FM directional, two-way radio. Minimum five years experience, references necessary, change very exciting! Must be in town. Station owned by technical people. Box H-240.

Wanted: Chief Engineer. AM radio experience necessary. Please send resume, qualifications, and salary requirements. An Equal Opportunity Employer: Box H-201.

Live In Paradise ... Chief Engineer wanted. Experienced with Schaefer Automation, Ampex 505’s, 250’s, and Collins FM transmitter. Work 12-6 AM (single). KRUZ, Santa Barbara 93101, 805–963-1831 (11 AM to 2 PM).

Wanted: assistant chief engineer for major Southwestern broadcaster. Experience in contemporary audio, digital, and directionals is a must. First phone necessary to begin. Send resume and salary requirements to Box H-249.

Chief Engineer—University CPBNPR public radio station in Northeast Texas. Responsible for full technical operation of 7KW Stereo FM and instructing one college course. Valid FCC First Class Radiotelephone license required and Master’s degree preferred. Send resume, references, and salary requirements by September 20 to Dr. Gideon T James, Vice President for Planning and Institutional Advancement, East Texas State University, Commerce, TX 75428. ETSU is an Equal Opportunity/Affirmative Action Employer.

Chief Engineer with automation experience and good maintenance habits, keeps orderly records. Call WCCF/WDLM Punta Gorda, FL, EEO Employer. 813–639-1188.


$22,000 for the right engineer! AM/FM group needs a Innovative Chief. Metro area near fantastic recreation. Call Tom Greene, 550 Broadcasting of Utah, 801–392-7535. EOE.

Chief Engineer—Install, maintain, and operate 100,000 watt stereo public radio station. Familiarity with newest equipment, three years broadcast experience and First Class Ticket required. Supervisory background and BA degree preferred. $17,500. Deadline September 22. The University of Alabama Employment Office, Box 6163, University AL 35486, An Equal Opportunity Employer.


Chief Engineer/Announcer for quality minded Beautiful Music FM in West Texas. Some announcing required but heavy emphasis on maintenance. Send resume to Mary Smith, Box 3290, Albuquerque, NM 87190, or call 505–884-5833.

Chief Engineer—Eastern Shore of Maryland AM & FM combo need technician. Your ear and experience needed for this foray into looking company. Stations are in EnG equpped, microwave remote, RCA, Gates. Strong preventive maintenance a must. Resume and salary requirement to Box J-32.

HELP WANTED NEWS

50,000 Watt FM in a beautiful northeast coastal community looking for an experienced news & sports director. Must have strong station and wealth of knowledge. Salary is competitive. Living conditions fabulous. EEO. Resume to Box H-75.

Dominant news facility seeks addition to morning drive team. Looking for experienced news reporter/ writer for 50K AM/100K FM in North Carolina. Arbitron rated No. 1, CBS affiliate. Send tape and resume to Doug Powers, WNCN/FM, Box 35297, Fayetteville, NC 28303. EOE/MI.

Major Ohio market seeks an experienced news professional. Duties include extensive outside coverage and weekend anchor. Contact Art Barrett at 513–694-5858 between 5AM-3PM weekdays. EOE.

Immediate opening for local news reporter 80 miles from N.Y.C. EOE/MI. Call H. Horwick, WVOS 914–922-5533.

News Director: Outstanding AOR station in medium market seeks professional on-air newswoman who is also very knowledgeable on public affairs and can do daily talk show. Excellent market to settle in! Tapes and resumes for General Manager. KDGS, Box 6167, Duluth, MN 55806.

Georgia small market AM Daytimer needs news director to continue award winning news commitment. EOE. Send resume and salary requirements to Box H-212.

50,000 watt FM on beautiful Cape Cod in need of an experienced news person. Must have strong delivery and writing skills. Play by play sports a plus! Call Jim Connors, 517-581-4111.

News Director: Direct local news operation, produce and host news and public affairs programs; supervise student reporters; teach one class per semester. BA required, MA preferred. Experience in broadcast journalism, teaching experience desirable; skill in writing, production, editing, student relations. Deadline: September 22, 1980. Send resume, tape and references to Karen Horner, WMZQ-AM, Box 311, New Mexico State University Las Cruces, NM 88003. Equal Opportunity/Affirmative Action Employers.

Newsperson: Career opportunity for experienced, aggressive broadcast journalist in leading medium market station. Tape, resume and writing samples to News Director, WIBX. Box 556, Utica, NY 13503.

Best small market station in America will have news director opening. Midwest replies only. Commercial experience and college degree preferred. EOE. Box J-24.

WMZO, Washington, DC has immediate opening for morning anchor. Duties include street reporting. Creativity with writing and good telephone experience required. Send tape and resume to WMZO News, 5513 Conn. Ave. NW, Washington, DC 20015. Viacom Radio is an Equal Opportunity Employer.


A news/talk/information radio station wants to expand its listener base to include younger and courting persons willing to share in growth and able to assume responsibility. Both news and news/talk personalities will be considered. Resume by mail, phone, or cut tapes. Send to WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

Opening Sept 15 for news director/reporter. Ideal for one seeking experience in total local news operation of small market medium. Aaron Durham, WAKO, Box 409, McMinnville, TN 37110. Phone 815–473-6533. EOE.

Live Line and Public Affairs Producer for all-news station. Staff expansion position to produce hourly live taped interviews and half-hour public affairs programs. Requires strong interview, production, delivery skills. Resume, non-returnable audition tape, including interview samples, directly to Director, WEBS Radio News 970. 23 North Street, Buffalo 14202. No telephone calls. WEBS is an equal opportunity employer.

Telephone-Talk Host-Producer. If you’re a selfstarter with the ability to conduct interesting and intelligent interviews using the call-in format, then we’re looking for you. The successful applicant will also have excellent news judgement, the ability to communicate to the public, and working knowledge of audio tape editing procedures. Starting salary is $14,000 per year. Application deadline is October 8, 1980. For details contact Jack Mitchell, Station Manager, WFAA, 82 University, Madison, WI 53708. An equal opportunity employer.


Radio News Director. We need a dedicated News Director/Reporter to assume the administrative and anchor duties of the team. Bright conversational delivery with a sense of humor. Salary range $14,000-$20,000 plus benefits, depending on experience. We offer permanency Send Tape/Resume to Buster Pollard, General Manager, PO Box 547, Huntington, WV 25725.

Competent newsperson to work in the Arkansas Ozarks at station with strong news and public affairs commitment. Looking for a high caliber journalist. Tape, resume and letter to News Director, KHOZ, Box 670, Harrison, AR 72601 EOE.

Washington correspondents for regional network. Fulltime and Parttime. Resumes must include aircheck and salary requirements to WRAPS, 9209 Three Oaks Dr, Silver Spring, MD 20901.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Music Programmer: For Top-rated and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer who understands how to select and combine melodic currents and standards from both Adult-Con temporary and Adult-MOR categories. EEO/MI. Send resume with salary history to Box H-89.

Experienced Program Director for major market 50,000 watt country facility needed. Must have thorough knowledge of modern music programming. Send tape, and complete resume immediately to General Manager, WDYE, PO Box 3328-A, Birmingham, AL 35225.

Coordinator of development and Public Relations for FM Radio station. Bachelor’s Degree (Master’s preferred) for position with new 90KW public radio station. Duties will include fund-raising, involvement in preparation of grant proposals, and station promotion and development. Writing and speaking talent essential; marketing, promotion, and public relations experience desirable. Experience in radio (preferably public radio), knowledge of classical music, the arts, and public affairs, plus layout, design and graphics essential. Starting salary will be competitive. The position is a 12-month faculty appointment. Salary $12,000+, depending on qualifications and experience. Send samples of audio and print work, plus complete resume with names of at least three references to David T. Wilkinson, Station Manager, WKYU-FM, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

Operations Manager: Responsible for daily operations of university radio station. Major role in design of NPR programs, program productions, and training of announcers in use of equipment. Bachelors Degree and two years experience in radio production and management. Application deadline is 9/22, 1980. Position available: October 1, 1980. Apply to: Director of Personnel, Northern Missouri State University, Maryville, MO 64468 Affirmative Action/Equal Opportunity Employer.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Excellent opportunity for individual with minimum five years experience in programming and production. Creative, congenial ability to deal with customers by telephone. Good job, good pay, good benefits for right person. Novices need not apply. Western Pennsylvania market. Box H-262.

Will work air-shift, supervise announcing department, and work on promotions, under the general manager; personalities only! No timeflop jocks; this station is an operation run by professionals from the beach. Send resume, air check, and salary requirements to: Karen Burton, WKLM Radio, 116 Princess Street, Wilmington, NC 28401. EOE. M/F.

SITUATIONS WANTED MANAGEMENT

General Manager: Highly experienced general manager with successful track record seeks desire change. Interested only in Pacific West Coast markets. Currently large market, also medium market background. Expertise in turning around sagging property. Box H-150.

I'm seeking promising opportunity with small-medium market facility having honest, well-regarded ownership. In attractive, clean-air location. Earned interest arrangement considered. Sixteen years experience...management, sales, or air including 50 kW AM country stations. Educated, first phone, excellent grasp of management skills. Presently in Northwest. 907-342-9290.

Turn your station around! Increase bill selling overnight! New, unique format commands large, active audience and high-ticket advertisers. Broadcast veteran with proven sales experience puts management, sales, air on your ground will be your GM or consultant. Competitive markets only. Contact Today, start making money tomorrow! Box H-167.

25 years experience. 15 as Manager, able to make money for owners. Have doubled station gross, from 20 to 40x in 3 months. Presently employed, but interested in leaving. Any size market, west or east, salary $3,500 plus. Box H-200.

Sounds like a radio station again! General manager available. Top industry references. Pius young, talented PD/M. All markets considered. Write: Box H-8.

Co-op/Sales Training Specialist: Successful Radio/TV sales and sales management experience. Currently employed training local sales teams for major group. SALESTEAMS who want to add big bucks from co-op and retail. Strong leader and motivator looking for a permanent group situation in Southeast. If you're a group owner who recognizes the huge potential to be had, contact me with how-to help your stations, contact H-33.

SITUATIONS WANTED SALES

Aggressive Female account executive looking for long term association with quality organization in medium market—Excellent track record—prefer northeast or southeast, Box J-40.


SITUATIONS WANTED ANOUNCERS

Very creative funny morning personality with 3id looking for new home in medium market. Station must care about ratings. Send for tape. resume and X-tent refs. Dave Jesse, PO Box 2616, Riviera, AZ 86442.

Male DJ. Experienced in and know country very well. Looking for surrounding Chicago area, Northern Illinois, Southeast Wisconsin. Send for tape and Indiana. Deke Rivers 312-564-3304.

Top-notch Florida easy listening, beautiful music, adult contemporary stations. Hire a dependable announcer with 16 months experience, good voice, automation, board and production skills. Box H-254.

5 years in Chicago Metro Market. Seeks AC or MOR/ Talk format in Medium Market. Also programming experience, University grad. Steve Dale 312-678-0795.

"Coming home!" to relocate in the U.S.A. after 14 years with family in Europe (W. Germany). I have 22 years combined experience in radio and films; 3 years drive time experience at WLW, Cincinnati. Also at SBSI in Munich; 4 years as announcer/translator with the North America English Shortwave Service of Radio Deutsche Welle, Cologne. 7 years as freelance announce translator for industrial, documentary, short business films. Some news experience. Excellent voice, best references, 3 rd phone. I seek production, voice over, and programming jobs paying at $33,450 per format in a medium or major market with a chance to move up to PD or GM, I prefer NC or VA but will consider other east coast areas. Available mid. Sept. 1980. For resume, references contact: John Hamilton Fish, 208 Merwin Road, Raleigh, NC 27606 Phone 919-651-3474.

Experienced, Excellent working record. Good voice and delivery FCC second. Paul Kahan, 510 N. 15th St., Wauwatosa, WI 53224-5346.

Craig Worthing—Wkat Talkradio, Miami—is in the same class as Michael Jackson (KABC, Los Angeles). Barry Faber (WMCA, New York). Dave Blackwell (KWMZ, Salt Lake City) and Larry Kent (WINZ, Miami). As a result of his Wkat Talkradio Programming, and through no fault of his own, Worthing is currently unemployed. As Wkat Talkradio's former News/Pro- gram Director, I strongly endorse Worthing's humor, wit, intelligence and on-the-air presentation. Worthing is, indeed, South Florida's Number One Talk Personality! Call him: 305-685-8605 or call me, Don Kames: 717-547-6580.

World's oldest male DJ looking for past time work in small town. Here I sit with one of the finest collections of traditional jazz, big bands, famous blues and jazz singers with personal stories about the music, the musicians, the times and the scenes. I was there and met many of these cats when it all started in the roaring 20's. Have station wagon with hitch ready to U-Haul out of this nice and square town. Come Prot, Milo Hufnagel Station 101511 Kansas City, MO 64111 or phone 816-561-4391 evenings or before 8 AM.

Young chick ready to kick! Jumpin' top 40 show tape. resume available. Diana Marzano, 10812 LaPorte Oak Road, Raleigh, NC 27614-5207.


Good news for small stations—Graduate from B.C. School of NYC, from Michigan want to re-locate in the Mid-west. Versatile, great rep for all formats—im- pressions—hard-working and high energy Third phone very strong in sales and production. Keith Packard 212-584-1927 work. 212-625-4774 home.

Expert PBP in hockey, football, basketball, & base- ball. I am ready to relocate right now. Immediately in the U.S.A. or Canada. Have resume & audition tape available. Call after 5 PM & ask for Joe at 312-652-2452.

Versatile 9.5 years experience. Looking for medium/large market announcer/news position. Will also consider position in music programming. Prefer Michigan, Indiana, or Ohio area; but will relocate for right offer. Phone Bill, afternoons at 616-637-1659 or 517-644-9805 at any time.

Creative Personality needs medium market con- temporary AM for music production and writing skills. Willing to come in early and leave late. Brot 303-731-1802.

King Cooper. A very black sassy DJ that appreci- ates all kinds of music. Jazz, R&B, Disco, Spiritual, Rock etc. 1431 5th Ave., Chicago, IL 60611 312-757-7341 at Bill. Music of tape and resume upon request.

Sharp male DJ. well versed and experienced in Country and A/C. Looking for good medium or major only. Tight board, creative voice versatility and production whit. Box J-23.

SITUATIONS WANTED TECHNICAL

Experienced BSEE with First Phone. Can do studio and transmitter work, computer programming, microprocessors, interfaceing, and more. Hard working, willing to relocate, and looking for challenging work. Box H-218.

SITUATIONS WANTED MEDIA


Reporter, anchor at major midwest news-talk station seeks new location. Midwest, 5 to 6 yrs. experience. Highly com- petitive, Box H-264.

Bright, energetic young newswoman with solid production, experience at CBS seeks reporting/ anchor position in medium market. Strong on sports. Interviews, talk. Ready to relocate. Box J-4.

News Director. 3 years as TV reporter, now want radio management position. Have MA. Box J-17.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Seeking Responsibility to build Top 40. AOR, AC operation. Prefer Pacific Northwest, will consider all. Extensive automation, music and audience research experience, creative production. Snap attention to detail, staff supervision, FCC. Includes airstd. References, employed, 702-733-8540 mornings. late afternoons.

Four years: M/D/Personality looking for M/D or PD, growth position in town of at least 25,000. Prefer A/C, heavy 50's and 60's. Will relocate. Box J-37.


Program-Music Director/Announcer available. 8 years experience in staff supervision, budgeting, pro- motions, community involvement, motivation. Also computer research experience. Proven Arbitron suc- cess, box with excellent references. Bill McCown 603-226-1408.

Talk show host—currently top rated in large eastern market ( Arbitron, August). Award winner, mature, knowledgeable, versatile, humorous, worldly, excellent interviewer, outstanding resume. For right dollar will relocate. Box J-39.

TELEVISION

HELP WANTED MANAGEMENT

Director of programming for major urban-based public television station. Provides overall direction for program scheduling, acquisitions, and production for station receiving 2.5 million households. Station is active in mass communications, journalism or related field and five full time professional experience in broadcasting or equivalent combination; demon- strated success as full time manager of television program- ming and production staff, and demonstrated ability to design and manage public television broadcast- ing Schedule, or equivalent television experience. Current knowledge of "state of the art" television program- ming techniques and experience in long-range management of a producing department. Salary negotiable in range of $31,680 to $35,207. EOE. Let- ter of application, resume relating education and ex- perience to specific job requirements, and three pro- fessional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold Stetzel; Executive Director Department of Per- sonnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Richard B. Holcomb, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by September 5, 1980.

General Sales Manager—Top 10 Market. Prefer prior GSM experience, must have strong local ex- perience. EEO Employer. Send resume to Box J-2.

T.V. Station Manager—VHF station, small market in Sun Belt. Opportunity for equity position for top notch G.M. Send resume and salary requirements to Box J-9.
HELP WANTED SALES
Southwest Sun Belt top 50 market needs aggressive self starter: Great potential for right person. Some experience helpful. Send resume to Box H-210.

HELP WANTED TECHNICAL
West Coast ABC Affiliate seeks qualified chief engineer with minimum five years administrative experience and heavy maintenance background. EOE. Send resumes/references to Box G-7.

TV Engineer: Houston independent station needs experienced first class license and broadcast experience. Call 713-626-2610 or send resume to KHIT/Metromedia, PO. Box 22810, Houston, TX 77027. EOE.

Chief Engineer: Vacation climate all year long. Management opportunity to work with well respected engineering department with all the latest equipment. Some design work. We appreciate our engineers, Contact General Manager Kill-TV, Corpus Christi, TX 512-834-4733.

Assignment: Chief engineer in South Texas coastal city FCC First combined with minimum of five years extensive transmitter and studio maintenance experience is required, competitive salary. Resume to Chief Eng., KORH-TV 800 Leopard St., Corpus Christi, TX 78473.

Technicians wanted for maintenance and operation of major television studio facilities. Formal training in electronics and First Phone. Previous TV experience desirable. Send resume and salary requirements to: Jack C. Hightree, WLOX, Studio 800, Mobile, AL 36601.

Chief Engineer—Major West Coast station seeks experienced chief engineer. Applicants must have 914 equipment. Previous experience in major market owned station. Previous experience in top market station preferred. Responsibilities include repair and maintenance of B/W closed-circuit TV facility and selected motion picture equipment. Qualifications: Prefer a 1st class technical license with at least four years professional experience. An energetic beginner would be considered. Salary: $15,000-$16,500 depending upon qualifications and experience. Applications and inquiries to: Chairperson, Department of Communication, Seton Hall University, South Orange, NJ 07079. An EOAA employer.

Studio Maintenance Engineer: A Florida network affiliate of major network seeks qualified studio maintenance engineer. Most equipment is RCA, Grass Valley, and Norelco. In process of extensive remodeling of master control which you would be a part of. Must have a minimum of five years experience. Salary open. EOE. Reply to Box J-28.

Maintenance Engineer: Seeking self-starter and independent engineer with minimum of two years broadcast maintenance experience to include familiarity with RCA video tape equipment, cameras, digital logic; salary DOE: submit resume to Linda Imboden, KLAS-TV, PO Box 154075, Las Vegas, NV 89114. Equal Opportunity Employer Male/Female.

Assistant Chief—Major Market—Here is a chance for a smaller market chief, assistant chief, or maintenance engineer to move up to an eastern market. We need someone with a strong background in transmitter/maintenance background with management potential. Good salary and benefits. If you are interested in working in our modern facility send resume to Box J-43.

HELP WANTED NEWS
Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with current management in market known for climate extremes. Good benefits. Equal opportunity employer. Send resume and replies to Box G-50.

Accepting Immediate Applications for experienced ENG news photographer and video editor. Good opportunity for right person. Send resume and tape to Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer: Male & female.

Immediate Opening for experienced ENG news photographer and video editor. Good opportunity for right person. Send resume and tape to Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer.

Sunbelt VHF Television Station looking for an experienced production assistant/producer. Salary negotiable. Assignments Editor: Salary for both positions negotiable. EOE. Send resume and all inquiries to Box H-99.

Producer-Anchor for a four-state statewide television news network. Excellent news organization, and beautiful country. Send tape, resume and particulars to: MTN News, Box 1331, Great Falls MT 59403.

Reporter, Unique opportunity with tropical island cable TV system. Must have aggressive, get it done attitude for cable news. Tapes and resumes to: Cllumbing Clark, News Director. Guam Cable TV. 530 West O'Brien Drive, Agana, Guam 96910.

Co-anchor for 6:00 & 11:00 PM newscast needed for WRBL Columbus, Georgia. Salary commensurate with abilities. Contact: News Director. WRBL, PO Box 270, 1350 13th Avenue, Columbus, GA 31904. EOE employer: M/F.

Assignments Editor, TV News. If you have five years of experience in a local TV newsroom (commercial), know your newscasts and how to cover it for TV and have run the desk for a year, write Arthur Albert, News Director, KGGM-TX, PO Box 1294, Albuquerque, NM 87103. Of course, your knowledge of New Mexico would be a big plus.

WRDW-TV 12 has an immediate opening for the position of General Assignment Reporter. Entry level position. Journalism or Broadcasting degree preferred. Knowledge of TV equipment desirable. EOE. Please send resume and references to: Leslie Ochoa, Action Office Director, WRDW-TV Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EOE.

Anchorman/Reporter for television news staff. Must have strong investigative aggressive news gathering ability. Please forward resume and video tape to Eric Johnson WCU-TV Box 860, Erie, PA 16512. No telephone calls accepted, please. Equal Opportunity Employer.

Meteorologist—Excellent opportunity in station in the top 100 markets equipped with color radar and weather camera. Must be proficient in climate extremes. Good benefits. E.O.E. Box H-232.

Producer. Seeking an individual who can produce a well paced, journalistically sound newscast. Must know the value of visuals and promos. Immed. opening. Excellent opportunity for a talented, growing news staff. Salary commensurate with qualifications. Send resume and letter with resume and salary history to Box H-228.

Assignment Editor … Looking for aggressive, serious, person who can motivate and direct a large newsroom. Prod. exp. helpful. Degree/exp. req. E.O.E. Send letter, resume and salary req. to: Box H-235.

TV Meteorologist: Station with total commitment to the best in weather reporting and casting. Seeking for top meteorologist. Latest equipment, including enterprise radar. Must be able to generate up to the minute forecasts, prepare and deliver weathercasts inclusion graphics. Minimum requirements: professional meteorologist with BS and AMS certification with 3-5 years current TV weathercasting experience. Salary negotiable. Send resume, letter with resume and weathercasting experience and training. Send current resume and tape to: Dick Vohts, News Director, WDI-AM, Iowa 50011, by September 15, 1980, EOE/AAE.

Producer for award-winning, nationally recognized, New York State public affairs program, "Inside Albany." We need a creative individual to produce weekly report on state government. Will supervise two camera crew. Must produce creative input and work well under deadline. Minimum two years experience in broadcast journalism. Should be experienced in ENG and 3/4" editing. On-air experience desirable. Reports to Executive Producer. Starting salary $15,000-20,000. Send resume, letter and references to Personnel Department, WMHT, Box 17, Schenectady, NY 12301.

Weekend Weather Anchor/Reporter. Need experienced person for on-air weekend weather-plus 3 days of weekend news reporting. Weather Radar experience helpful. Apply to: Ron Millet, News Director, WBBT, PO. Box 12, Richmond, VA 23201, or call 804-233-5461.

Immediate opening for a news reporter/photographer with an aggressive, growing news staff that desires to be number one in the southeast market. Must be able to gather and to creatively shoot, write and edit stories for air presentation, as well as operate as an experienced utility and own newsgathering equipment. Degree in journalism and current driver's license required. Contact A.R. "Specs" Munnell, News Director, WDCB-TV PO. Box 4022, 884-4141. An equal opportunity employer.

Major Market Station in the sunbelt seeking a dynamic weekend sportscaster. The successful candidate will have a solid sports background in television and have the ability to produce highly visual, concise street reports in both sports and news. Responsibilities include weekend sportscasting plus three days of weekday newscast fill-in work and tape and resume to Personnel Department, KMOL-TV, PO Box 2641, San Antonio, TX 78299. All replies will be kept confidential. EEO employer.

KJRH TV-2 Tulsa is hiring a third staff meteorologist for some TV and forecasting work. Need a solid background in synoptics and a desire to work in one of the most equipped TV weather facilities around. TV experience not essential for this entry level position, but must be a fast learner; Contact News Director Susan Silver or Chief Meteorologist Gary Shore at 918-743-2222.

Reporter: Washington state station is looking for TV news reporter with working knowledge of Pacific Northwest. Ideal candidate would have 2-3 years TV news experience. Center at commercial station in Washington, Oregon or Idaho—with BA in Journalism preferred. Salary: $19,000 or more, depending on experience. If this description fits you, send resume and tape immediately. Mail to: Mac Miller, KMOL-TV, 1st Ellen Street, Bellingham, WA 98225. KVOS-TV is an equal opportunity employer.

Broadcasting Sep 1 1980
HELP WANTED NEWS CONTINUED
News Producer for medium-market NBC affiliate 6 & 10 PM. Requires previous television news experience, knowledge of ENG systems and ability to write and block a highly visual newscast. Weekend and back-up anchor with producing experience encouraged to apply. Send resume only to: Michael Beecher, News Director, KITV-TV, Sioux City IA. EOE.

Weekend Sportscaster/Sports Reporter. Someone who not only has strong on-air background, but capabilty to script features and stories. Send tapes to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. Previous applicants need not reapply. EOE.

ENG Camera Operator—needed fulltime ENG camera operator. Must be thoroughly familiar with news photography. At least two years previous experience. No entry level. EOE/M-F. Send resume to 5111 East McKinley Avenue, Fresno, CA 93727.

Reporter needed for top-rated SE station in Top 100 market. Must know how to shoot and edit ENG. Send resume to Box J-19.

Meteorologist: Growing weather company servicing radio-television operation has unique opportunity for knowledgeable forecaster with the personality to get the info across. Color radar, NARF, X, AMS Seal format. Resume, video and audio cassette to Weathercast, c/o WindPulse Systems, 1505 Eta St., Columbus, PA 17015.

Reporter/Photographer needed for "one-man band" Midwest State Capitol bureau. Must be aggressive, self-starter. Send resume to Don North, WFRV-TV, PO Box 1128, Green Bay WI 54305. No phone calls accepted.


HELP WANTED PROGRAMING, PRODUCTION & OTHERS
Looking for experienced video tape editor to fill immediate position. Send resume and tape to Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer.

Assistant Production Manager, major sunbelt market. Responsible for all facets of media and on-air promotion. Send resumes to: Box H-170, South Florida TV Station.

Co-host—Morning talk show: Pacific Northwest 25th market. Must be experienced, knowledgeable interviewer with a visible record of achievement in this format. Our program has been highly successful for the past six years and sales consistently high. No phone calls please. Submit written resumes and 3/4" audition cassettes as soon as possible. All inquiries confidential: Production Manages PO Box 8799, Portland, OR 97208.

We are looking for a Director/Producer with special skills in commercial production and direction of sports remotes. Experienced in computer editing a must. In addition, this person may be called upon to direct public affairs shows, news, etc. Send resume to: KWWG-TV, Box 1417, Yakima, WA 98907. Attention: Production Department. An Equal Opportunity Employer.

Director Program Production for major market Northwest PTV VHF station responsible for developing and implementing program production activities; coordinate activities of program production units. Degree in communications or related field or education/work equivalent. 5 years' experience in PTV program production. Box with verifiable national credits in key role: 2 years' production management; project/unit management or executive producer; Salary $23,232-$37,356 plus liberal benefits. Deadline: October 10, 1980. Contact Selection Committee, 80-P.7E, c/o Fujita, KCTS9, University of Washington. 4045 Brooklyn NE, Seattle, WA 98105. AA/EEO employer. women and ethnic minorities encouraged to apply.

Graphic Art Director. Looking for someone with television expertise and who is strong on design. This is an ideal opportunity for someone on the way up to move into a top 15 market. Supervisory position with two key assistants. Responsibilities for station graphics design, including electronic graphics and news. Send resume to Box J-20.

Production person wanted for master control, switching, some directing and audio. Sunny South Texas Coast station. Call Chris Kelly at KGTV-T 512-423-3910. An affirmative action equal opportunity employer.

Promotion, Manager. Need aggressive promotion person in excellent mid-west market. Need idea person with strong background in all areas of promotion, especially on-air. All replies confidential. Not an entry level position. Salary $17,000 range. An Equal Opportunity Employer. Box J-18.

Major Market Station in the sunbelt searching for a creative and experienced producer/director for news and commercial production. Must operate switches, be self-starter, and be thoroughly knowledgeable of current state of technology. All replies sent to Personnel should have credible career track record. San Antonio, TX 78299. Replies will be kept confidential. EEO employer.

Producer/Director. Seeking highly creative Producer/Director for number one rated station in Top 50's market. Must be able to work as well as news and public affairs. Minimun two years direction experience. An Equal Opportunity Employer. Send resume and salary requirements to Box J-15.

Co-host wanted—bright intelligent individual to co-host news related with high energy. Must be available 5 days a week talk variety program. Must have 2 years on-air experience. Must like people and be interested in all aspects of life. Production background necessary. Salary negotiable. If you want a challenging opportunity contact Cindy Waltke, Program Director, WTVY, 3600 Shady Run Road, Youngstown, OH of phone 216-763-293-EQEO.

Bookkeeper—Experienced with AR/AR sub-journals and payroll: EDP preferred. Send resume and salary requirements to KMTH-TV, 5111 East McKinley, Fresno, CA 93727. EO-EMF.

Commercial Continuity Writer for group owned station in growing market in Southeast. Applicants should have got a college with the ability to assemble on paper, video and audio materials for television spots. EOE. Send resume to Box J-42.

Promotion Manager—Why spend another winter in the snow and cold when you can live in a place with creative imagination and flair needed in Gulf Coast market. Send complete resume and salary requirements. An Equal Employment Opportunity Employer. Box J-31.

Regional PTV station needs experienced producer/director for varied schedule of local productions. Experience including editing desirable. Salary range $15,500-$16,500. Deadline for letter of application and resume is September 26th. Send credentials including cassette program sampler and three letters of recommendation to: Ronald Gargasz, Program Manager, WGBU-TV, Bowling Green, OH 43403. An equal opportunity/affirmative action employer.

Producer/Director for upstate NY PTV station. Entry level position responsible for producing and directing assigned projects. Requires Bachelors degree in TV production or equivalent field on-air competence essential, on-air ability a plus. Submit resume, salary history and writing samples by 9/5 to WCFE-TV, PO Box 617, Plattsburgh, NY 12974. Must be on-the-air. Equal Opportunity/Affirmative Action Employer.

SITUATION WANTED MANAGEMENT
General Manager with outstanding credentials in publishing, TV, print, and radio. Eager to manage vertically integrated publishing group. Proven track record of increasing profits, management/ironing out problems. Top management opportunities in consumer publications, TV, and radio. Highly motivated, decisive; strong interpersonal and communication skills. Six years experience in publishing, TV, radio and newspaper. Send resume to: Box J-9.

Currently in management. Experienced in programing, news, promotion, traffic, production, sales, FCC. Ready for small/medium market manager. All replies considered. Prefer East Coast. Box J-11.

SITUATIONS WANTED SALES
TV Salesman, aggressive, responsible professional—3 yrs. cable sales and network affiliates seeking to boost sales for growth opportunity station. Please send resume to: Drew Frank 242 E 80th St. New York, NY 10021 122-535-3979.

SITUATIONS WANTED TECHNICAL


SITUATIONS WANTED NEWS
Feature Reporter. Talent, creativity and enthusiasm aboundig, BA in Journalism and 2 years experience. Box H-230.


First Edward R. Murrow Fellow in broadcast journalism. Award-winning, bright, energetic woman looking for entry level reporting. Seeking a first rate news operation. I'm a talented, competitive professional with two years reporting experience. Resume/refereces/tape available. Call Kelly Fredrickson 714-835-8855.

Meteorologist, two years experience, medium market, seeking top 40 eastern market committed to a professional and personable weathercast. Box H-245.

Ever think of a father/son TV news anchor? Plenty radio experience Minor TV. What have you? Write Box J-41.

Sportscaster with four years experience. Have had outstanding performances in major market. 318-933-2971. Box J-29.

You'll be glad you called if you need a hard-working young producer-anchor with ENG photography and editing experience. Perfect for number two sports position or news-sports combination. Sold writer, tape and resume available. Phone 309-688-2874.

Female Reporter with 5 years experience seeks position with top 75 TV station. Box J-41.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS
Personable and Versatile Writer/Producer will bring talents to a creative, challenging and responsible production/promotion position. Achieve positive results for your station. Call: 717-562-1317.

Producer/Director, currently with large teleproduciion company seeks position with emphasis on producing. National program credits. strong background in sports, live and remote telecasts. CMX editing. Box J-6.

CABLE
HELP WANTED MANAGEMENT
General Manager: System in New York State seeks top executive. Starting salary in 40's plus benefits. Applicant must have major system experience as G.M. or better. Outstanding opportunity for skilled candidate. Equal Opportunity Employer. Send resume to Box H-164.
HELP WANTED TECHNICAL

Production Engineer: Management position. Responsible for the development, management, and operation of engineering services for the production department of the Southwest's newest and largest cable TV franchise. Production facilities will include television and oral interpretation. Call for interview. Extensive cablecasting equipment, plus portable equipment for use by public access personnel. Qualifications desired: first class FCC License, experience with Fox TV 76076, CT 1 1st or equivalent, experience and knowledge of remote microwave facilities. Will not be responsible for cable operations. Salary commensurate with experience. Qualified applicants sent resumes to Bob Wilson. Director of Personnel, UA-Columbia Cablevision of Texas Inc., San Antonio, TX 78205. No phone calls, please.

ALLIED FIELDS

HELP WANTED MANAGEMENT

We seek an aggressive, imaginative, take charge Sales Manager for a computer logging and billing service to radio stations. Must have experience with computer usage in radio stations and radio station management. Salary + commission + stock options. You will be on a trial period during which time we would expect results. Send background & experience to: President, Groton Computer, P.O. Box 1024, Groton, CT 06340.

HELP WANTED SALES

Business oriented, successful salesperson with good character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. Paul H. Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Instructor/Vocal Coach. Must be proficient in correcting regional accents. Should have knowledge of phonetics and character. Call for interview before 10:00 AM weekdays or send resume to: Deborah Ross-Sullivan, Director of Vocal Coaching, KIIS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038, 213-492-5600.

Professional oriented Journalism Department seeks two assistant professors starting January 15, 1981 for editorial and broadcast sequences respectively. Advanced reporting and editing experience a must for position. Additional special news practice preferred. To theory for expanding broadcast sequence. Tenure track or lecturer route negotiable. 22,000 campus in 400,000 population of Southwest city 200 majors in hard-working six-member department committed to affirmative action and equal opportunity. Resumes, references to Bob Lawrence, Chairman, Journalism Department, University of New Mexico, Albuquerque, NM 87131.

Broadcast Faculty—Tenure-track position, beginning spring semester, 1981. MA/MJS required in Broadcast or related area with minimum of five years industry experience and field production and teaching. Duties will include teaching advanced television and field production. Preferred competency in cinematography and writing for radio and television. Deadline for applications: September 22, 1980. Send application, resume, transcripts, and three letters of recommendation to N. Doyle Salterthwaite, Broadcast Search Committee Chair, Department of Communication and Theatre, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5000 watt AM FM transmitters. Will pay top trade-in. No trade-ins, no broadcast. Charter Company.


FOR SALE EQUIPMENT


RCA TT-10AL VHF Transmitter—Working good. Channel 6, many spares, $5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition. Channel 10, $20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares, Channel 11, $12,000.

Sony 2850 3/4" Video Recorders—Good condition, $1,500 ea.

Sony 2850 3/4" Video Recorders—Excellent condition, $2,500 ea.

Spectavision 3/4" Editor—works with 2850 or 2880, $30,000.

Complete film island—PE 240, Eastman 285s, TP7, Eastman multiplexes: $30,000.

IVC 500A Color Camera—Complete, beautiful pictures, etc., $7,500.

GE PE-350 Color Cameras—All accessories, good condition, etc., $4,000.

GE PE-240 Film Camera—Automatic gain & blank, $6,000.

CVD VSE-74I Switcher—12 input, chroma key, $4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, $12,000.

RCA TP-8 Projectors—Reverse, good condition, $1,200.

Ampex 1200 A VTR'S—Amtec, Colorcam, one with edicto etc., $22,000.

Norelco PC-70 Color Cameras—16x1 200M Lens, enhancer, scope, monitor: 2 available, new low price, etc., $14,000.

New Eduton VHS CVD-2H Time Base Corrector—Broadcast specs, $5,800.

VHF Antenna—RCA Batwing. Available now, $6,000.

VHF Antennas—Various Models and Prices.

30 Bands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008, Columbus, GA 31908.

20 KW FM Wilkinson, 20E, 7 yrs. old rated to 25 KW with exciter and Steele, M. Cooper 215-379-6585.

Jampro 2 bay antenna, 95 Mhz, 149' guyed tower, coax, on the ground, $1995 package price. FOB Denver, Colorado. (203-634-7820.


TK-80's, TM-6, Pedestals, Cradle Heads, TK-60 Camera Cables, Gates and McIntosh 5 input Stereo Boards. Lens-varicol and others all must go. Contact with Jay Doche, M. Co. of Maryland. Communications Arts & Theatre Department. Tawes Fine Arts Theatre Building. College Park, MD 20746. Attention: John Fleetwood. Or call 301-454-2541.

Like new Hitchkx SK-50A color camera with motorized zoom and accessories. Panasonic NV9400 color video tape recorder with AG adapter and charger. Quickset Holmia with normals and Studio Miami mini pro lighting set. All used less than 200 hours. 318-478-5055 after 3 pm.

Colins 820E-1 AM Transmitter. 5KW with matching 2-tower phasor and antenna coupling units. Presently on the market exclusive from Tom C. Doeli, KXXI, Inc., 214-359-1271. Suite 902, 7515 Greenville Avenue, Dallas, TX 75231.

Oktel Slo-motion recorder. Less than one year old. Includes spare head. Immediate, Call Video East 215-337-8766.

Like new Ikegami HL-77A. 10-120 servo zoom, power pack, balterpackcharger. 2 Anton Bauer batteries. 5" studio viewfinder, shipping case w/wheels. Less than 500 hrs on tubes. In excellent condition and a great buy for $285K. Call Harry Eilstein at 813-877-0591.

For Sale Mini-Van: Dodge Tradesman 200—3 years old (15,000 miles) Air-conditioned, insulated, carpeted, ideal for cable TV, for news gathering or remote production, 2 Ikegami's HL-35 mini-cams, 1 CDL Switches syng gen, 1 color monitor, four 9" conrac monitors, VDXs, PDAs, lights, tripods, completely wired ready to go, extras. Best offer over 550,-000. Call: Ernie Parno 9 to 5:00 p.m. 312-236-5535.


SMC Time announcer control TAC-1 and Dual cartridge playback 721-R, new never used, contact Terry Kinne, 108 N. Main St. Livingston, MT 59048-222-6890.

FREE samples of radio's most popular humor service! O'UNERS. 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Furnishers! Hundreds renewed! Freebie! Contemporary Comedy. 5808-B Twinlakes, Dallas, TX 75227.

MISCELLANEOUS

Custom, client jingles in one week. PMW, Inc., Box 847, Bryn Mawr, PA 19010 215-525-9873.

Artist Blo Information, daily calendar, more! Total personal or weekday service. Write (on letterhead) for sample: Galaxy, Box 200293-L, Long Beach, CA 90801. 213-438-0508.

RADIO PROGRAMMING

Marie's Microwave Minutes! Lessons in microwave cooking by that lady from Atlanta famous for teaching energy conservation through food preparation. A market exclusive from Tony Vix Creative Broadcast- ing, 3802 Greenrock Court, Atlanta 30340.

INSTRUCTION

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


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577, 813-935-6922.

GENERAL SALES MANAGER

WZZK (FM)

Birmingham, Alabama

Park City Communications has recently taken ownership of WZZK-FM, a 100,000 watt facility in the growing Birmingham market. We are looking for an aggressive, energetic and goal-oriented broadcast, with considerable retail and agency sales experience. The individual we're seeking should possess a documented track record in sales management and a natural facility for working with people.

This position represents a great management opportunity offering top money, excellent benefits and, most importantly, career development. You will join a management team that owns a controlling interest in the company and believes in the individual strengths, talents, and personal growth of its people. In addition to WZZK-FM, we operate three other outstanding radio stations (2 FM, 1 AM).

Please write and send a resume detailing your work experience, and outlining your attitudes on sales management to Jordan Biillard, General Manager, WZZK-FM, 530 Seacoast Parkway West, Birmingham, Alabama 35209. All replies will be held confidential and will be answered.

Park City Communications is an Equal Opportunity Employer, M/F.

HELP WANTED: MANAGEMENT

RADIO STATION MANAGER

Search reopened for immediate opening in 3 kw non-commercial educational WWFM under construction at suburban West Windsor Campus. Report to Chairman of Telecommunications Division. A Self-starter needed, able to remain calm under pressure. BA and 4 years medium market public/community radio experience desirable. College student station experience not acceptable. On-air duties required on this community service format station. Salary minimum $13K. Excellent fringe benefits. Send resume, references and non-returnable audition tape to: Mercer County Community College, Personnel Services, Dept. GS, PO Box 1, Trenton, NJ 08690, Equal Opportunity/Affirmative Action Employer.

Help Wanted News

WJAR Radio

Immediate opening for morning drive newscaster for WJAR's new 50,000 watt FM facility. Must have mature voice, minimum 3 years commercial experience, be aggressive. Send tape and resume to Jim Martin, News Director, WJAR Radio, 111 Dorrance Street in Providence, RI 02903. No phone calls please. Equal opportunity employer.

REVIEWED ADULT-

CONTEMPORARY PROGRAM DIRECTOR

Needed for Major Market 50,000 kw AM in South Florida. Must have successful track record in format. Please send resume to Box J-3. Equal Opportunity Employer.

SUNBELT

Top station in major sunbelt market needs a take charge traffic manager. Applicant must have full knowledge of computerized traffic systems as well as creative ability to go beyond normal functions. Supervise department and keep sold out station running effectively. Only hard working career person need apply. Will discuss income. An EOE. Send resume to: Box J-27.

HELP WANTED: PROGRAM COordinator

Major Market Talk Station

This is an administrative position; we're not looking for an air personality (we already have the top ones in the nation). We want a shirt-sleeve diplomat who knows how to work with talk show hosts and their guests, who can coordinate promotional activities, and handle the day-to-day complexities of talk station programming.

We're the number one talk station in Philadelphia. If you have broadcasting savvy and the guts to do it, send resume (with salary requirements), to Ed K, Station Manager at WWDB, 3930 Conshohocken Ave., Phila., Pa., 19131. No phone calls, please.

An Equal Opportunity Employer, M/F.

HELP WANTED: MANAGEMENT

PROGRAM COORDINATOR

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Help Wanted News Continued

NEWS ANCHOR
A communicator with solid writing and reporting skills. A first-class professional for a first-class news operation. Send tapes to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, Kansas, 67201. An EOE.

AN ANCHOR
Whose personal delivery is crisp and authoritative and who relates well to the other newsmen is needed by WBRE-TV, Wilkes-Barre/Scranton, PA. This key person, for two nightly newscasts, will be offered favorable contract with good salary and fringe benefits. Send resumes and off-air tapes to Ms. Pat Dennis, News Director, WBRE-TV, Box 28, Wilkes-Barre, PA. 18773. EEO Employer M/F.

REPORTER
Top 20 market station seeking experienced police beat reporter. Journalism degree preferred. Salary and fringe benefits average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box H-226. EEOE, m/f.

Help Wanted Technical

WEATHER PERSONALITY
Experienced weathercaster with lots of personality wanted for aggressive news operation. Send resume, tape and salary requirements to: Bill Jenkins, WCTI-TV, PO. Box 2325, New Bern, NC 28560 E.O.E. M/F

Help Wanted Programing, Production, Others

Help Wanted Programing, Production, Others Continued

WEEKEND SPORTS ANCHOR/SPORTS REPORTER
Must have 2 years TV experience. Not an entry-level position. Don’t call. Send tape and resume to Dow Smith, Executive News Director, WJLA-TV 4461 Conn. Ave., N.W. Washington, D.C. 20008.

Help Wanted Programing, Production, Others Continued

WEEKEND SPORTS ANCHOR/SPORTS REPORTER
Must have 2 years TV experience. Not an entry-level position. Don’t call. Send tape and resume to Dow Smith, Executive News Director, WJLA-TV 4461 Conn. Ave., N.W. Washington, DC 20008.

Photographer/editor
for PM Magazine show open. Must have experience with magazine-type show, be totally familiar with ENG equipment. Tape will be requested from those considered. Box H-261.

DIRECTOR OF ADVERTISING & PROMOTION
Organized, self-starter needed to manage promotion department for the leading independent station in the country. Responsible for on-air, print and radio promotion, as well as publicity. Send resume to Box J-22. Equal employment opportunity employer M/F.

Attractive, energetic co-host
needed for PM Magazine show in mid-size television market. Broadcasting and/or theatre background considered. Show has good ratings and station commitment. Send resume, tape will be requested from those being considered. Box H-236.

PROMOTION MANAGER
WHAS-TV is looking for a first rate person with strong creative and writing skills. Must have experience in all facets of promotion. Send resume/tape to Steve Steinberg, WHAS, Inc. PO. Box 1084, Louisville, Kentucky 40201. AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programing, Production, Others

PM MAGAZINE
Now seeking candidates for Talent (Host & Hostess) and Producer for January premiere of PM Magazine. Preference given Producer/Talent combo. Prior experience with magazine-type format a must for Producer. Send resume, tape and salary needs to Larry Pate, WALA-TV, PO. Box 1548, Mobile, AL 36633.

An EEO Employer

PRODUCER
Daily talk show in top ten market focusing on news and issues. Prior experience a must as well as contact and research capabilities. Send resume to Box J-14. Equal employment opportunity employer M/F.

Broadcasting Sep 1 1980

evening MAGAZINE
PRODUCER
WBZ-TV, Group W in Boston is looking for the best in the country to produce our number one rated, daily prime-time access program.

Candidate must have extensive management and producing background, preferably in similar formatted program series and be able to effectively manage and motivate a sixteen person staff.

Send resume and cassette (no phone calls please) to Richard Kurlander, Program Manager, WBZ-TV, 1173 Soldiers Field Road, Boston, Massachusetts 02134. An equal opportunity employer.
CONSULTING ENGINEER NEEDED
To design telecommunications delivery system for KVCR-TV, Channel 24, San Bernardino, California. Design is needed for replacement and relocation of transmitter and necessary support technology to extend coverage to outlying areas. Write or call for details: Fred Burgess or Judy Hert, San Bernardino Community College District, 701 South Mt. Vernon Avenue, San Bernardino, California 92410; (714) 889-8511 ext 127. An Equal Opportunity Employer.

CHIEF ENGINEER
Wanted for new commercial UHF TV station in fast-growing Albuquerque, sign-on early 1981. Employment start October this year. A growing multiple radio/TV station company.
Solid UHF background essential with management ability. EOE. Send letter/resume to Box J-16

SPORTS REPORTING POSITION WANTED
BJORN BORG, DUKE SNIDER & FRANK SINATRA recent interviews of SPORTSLADY REPORTER - a 1st round draft choice! Savvy & well-seasoned! Those with excellent taste call...Spring de Haviland, Sports' broad'...included in each series Program Distributors 410 South Klein Jacksonville, Florida 32246 904-351-0936

ALLIED FIELDS
Help Wanted Programming, Production, Others

NEWS AND DOCUMENTARY TYPE PRODUCTION
We are broadcast journalists using our skills and ENG technology to write and produce motion pictures for business and industry. Join us, and put your skills to work in an exciting, challenging environment, where you’ll have room to grow. Four years TV news experience minimum. Send resume and tape to:
VJOA LTD.
200 Guaranty Building
Cedar Rapids, Iowa 52401
Equal Opportunity Employer M/F

Help Wanted Technical
HELP WANTED AREAS

REGIONAL SALES MANAGER
Promotions in Arbitron’s Radio's Midwest Sales Division has opened up a position for a hard-hitting Regional Sales Manager for our advertiser/agency radio sales division.
The person we're seeking must have at least 5 years plus experience in advertiser/agency media and/or broadcast sales and a proven sales management background. If you're a self starter and are highly motivated to increase your income, this is an opportunity you should explore.
We offer an exceptional starting salary and incentives, generous and comprehensive fringe benefits, and an outstanding opportunity for advancement.
To explore this fine opportunity, send your resume, with salary history, in confidence to:

THE ARBITRON COMPANY
A research service of
CONTROL DATA CORPORATION
550 Avenue of the Americas, New York, New York 10019
An Affirmative Action Employer M/F

BROADCASTER'S ACTION LINE
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service $40.00
Call 812-889-2407
R3, Box 84, Lexington, Indiana 47136

Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio
VARIETY - DRAMA - COMEDIES - MYSTERIES - SCIENCE FICTION... Included in each series
Program Distributors
410 South Klein
Jacksonville, Florida 32246
904-351-0934

STATION PROFITS UP IN WOODSMOKE...
HEAT HELP IS ON THE WAY!
HEAT HELP is a one-minute radio program that covers wood & woodheating from A to Z...the ONLY program of its kind we know of to get to the thousands of your listeners who burn wood.
for sample tape phone 802-775-7134 or write
OMNI RADIO SERVICES
P.O. BOX 88
PUTLAND, VERMONT 05701

Help Wanted Sales

Television Programming

ORIGINAL PROGRAMS WANTED
We will market your uncirculated programs in our syndicate. Need variety: musical, sports, travelogue, documentary, unique, etc. Send tape.
The HILTON Organization
1700 N. Westshore Blvd.
Tampa, FL 33607
813/879-8297

Consultants

American Radio Associates
A Full Service Broadcast Consulting Firm
offering professional services in...
PROGRAMMING ENGINEERING SALES CREATIVE SERVICES
MANAGEMENT/TALENT PLACEMENT
phone 216/289-3660 Cleveland, Ohio

Products

Empty REELS & BOXES
for Audio & Video Tapes
ASK FOR OUR DETAILED PROFESSIONAL RECORDING SUPPLIES
POLYLINE CORP.
312/298-5300
1233 Rand Rd. Des Plaines, IL 60016
PUBLIC NOTICE
APPLICATlONS FOR CABLE TELEVISION LICENCE
RANDOLPH, MA

The Town of Randolph will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications shall be delivered to the office of the Board of Selectmen, Town Hall, Randolph, Mass., in a sealed envelope marked "Application for Cable TV License" and shall be received until 5:00 p.m. on Monday, Nov. 10, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a $100 non-refundable filing fee, payable to the Town of Randolph. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. This is the only period during which applications may be filed. All applications received will be available for public inspection in the Town Clerk’s office during regular business hours and for reproduction at a reasonable fee.

The Board of Selectmen of the Town of Randolph shall be the issuing authority and reserves the right to waive formalities, to reject any and all applications, or to accept the application deemed best for the Town.

BOARD OF SELECTMEN
Thomas M. Sullivan, Chairman
Joseph J. Semenz, Vice Chairman & Clerk
Paul J. Connors
Alvin J. Yurs
Maureen A. Dunne

PUBLIC NOTICE: Request for Amendments to original applications and initial applications from other interested parties for Cable Television License, Wakefield, Massachusetts.
The Town of Wakefield, Massachusetts will accept amendments to original applications, and initial applications from other interested parties for Cable Television License, Wakefield, Massachusetts.

All amended applications and initial applications received will be available for public inspection in the Town Clerk’s office during regular business hours, and for reproduction at a reasonable fee. Each original application shall be accompanied by a $100 non-refundable filing fee payable to the Town of Wakefield. All interested applicants are urged to submit complete and full detailed amended applications or initial applications, as the case may be, at their earliest convenience.

Initial applicants may obtain a copy of the System Specification Report of the issuing authority by addressing a request to the Board of Selectmen at the address below.

John F. Carley, Chairman
Board of Selectmen
One Lafayette Street
Wakefield, Massachusetts 01880

NOTICE TO APPLICANTS
Notice is hereby given that the Board of Public Works and Safety of the City of LaPorte, Indiana, will receive applications in the office of the Clerk-Treasurer, 801 Michigan Avenue, LaPorte, Indiana, until the hour of 5:00 p.m. on Monday, November 3, 1980, for a franchise for the operation of a Cable Television System in the City of LaPorte, Indiana.

Applications must be submitted in accordance with the provisions of Ordinance No. 1655 of the City of LaPorte, Indiana, copies of which are available from the Clerk-Treasurer.

BOARD OF PUBLIC WORKS AND SAFETY
CITY OF LAPORTE, INDIANA

By: Florence G. Choiback
Clerk-Treasurer
Dated this 12th day of August, 1980.

PUBLIC NOTICE
REQUEST FOR PROPOSALS
CITY OF GEORGETOWN, TENNESSEE

The City of Georgetown, Shelby County, Tennessee is requesting proposals for the installation and operation of a cable television system. Georgetown is located in the southwestern corner of Tennessee immediately to the east of the City of Memphis. The area to be served by the successful applicant will include that area contained within the city limits of the City of Georgetown which has an estimated total population of 22,000.

The City’s Request for Proposals is available to all interested parties. Proposals must be received by the City Administrator, City of Georgetown Municipal Center, 1930 Georgetown Road, Georgetown, Tennessee 38138, no later than 5:00 p.m. on Monday, December 1, 1980. Each proposal must be accompanied by at least $35,000.00 non-refundable filing fee.

For further information or for additional information, contact the City Administrator at 1930 Georgetown Road, Georgetown, Tennessee 38138.

SEPTEMBER 16, 1980 EXECUTIVE COMMITTEE MEETING
National Association of Public Television Stations meet in the conference room at 955 Leifert Plaza SW, Suite 1200 from 10:00 a.m. to 3:00 p.m. In addition to general business and Committee and staff reports, the agenda will include matters of membership and assessment policy and the agenda for the fall board meeting, new C.P.B. policy directions, new technologies in television, and selection of independent auditors.

REQUEST FOR PROPOSALS
CITY OF GEROGUETOWN, TENNESSEE

The City of Georgetown, Shelby County, Tennessee is requesting proposals for the installation and operation of a cable television system. Georgetown is located in the southwestern corner of Tennessee immediately to the east of the City of Memphis. The area to be served by the successful applicant will include that area contained within the city limits of the City of Georgetown which has an estimated total population of 22,000.

The City’s Request for Proposals is available to all interested parties. Proposals must be received by the City Administrator, City of Georgetown Municipal Center, 1930 Georgetown Road, Georgetown, Tennessee 38138, no later than 5:00 p.m. on Monday, December 1, 1980. Each proposal must be accompanied by at least $35,000.00 non-refundable filing fee.

For further information or for additional information, contact the City Administrator at 1930 Georgetown Road, Georgetown, Tennessee 38138.

PUBLIC NOTICE
REQUEST FOR PROPOSALS
CABLE TELEVISION FRANCHISE

The Village of Springville and Town of Concord, Erie County, New York, hereby invites the submission of sealed proposals for a cable television franchise in said Village and Town.

A formal "Request For Proposals" is available from the Village Clerk, Gail M. Ouyon, Telephone (716) 522-4535, located at 5 West Main Street, Springville, New York 14141. All proposals must be submitted in writing in the form and manner specified in the "Request For Proposals" and must be received no later than 5:00 p.m. on November 3, 1980. All proposals will be available for public inspection during normal business hours at the Village Clerk’s Office at the above address, and at the Town Clerk’s Office, 66 Franklin Street, Springville, New York 14141.

NOTICE TO APPLICANTS
Notice is hereby given that the Board of Public Works and Safety of the City of LaPorte, Indiana, will receive applications in the office of the Clerk-Treasurer, 801 Michigan Avenue, LaPorte, Indiana, until the hour of 5:00 p.m. on Monday, November 3, 1980, for a franchise for the operation of a Cable Television System in the City of LaPorte, Indiana.

Applications must be submitted in accordance with the provisions of Ordinance No. 1655 of the City of LaPorte, Indiana, copies of which are available from the Clerk-Treasurer.

BOARD OF PUBLIC WORKS AND SAFETY
CITY OF LAPORTE, INDIANA

By: Florence G. Choiback
Clerk-Treasurer
Dated this 12th day of August, 1980.

September 3-4, 1980 Public Broadcasting Service, Technology Applications Task Force meeting. 9 a.m. September 3, Leave's Leifert Plaza Hotel: 9 a.m. September 4, PBS offices, Washington, D.C. Discuss future technology applications for public television; Western Union sharing, value-added services by satellite, relinquished transponder time, telecommunications, cable, cassette and disc distribution, foreign program sales, music publishing, technical services, subscription television, direct broadcast satellite, teletext, captioning, the deaf.

For Sale Stations
H.B. La Rue, Media Broker
Radio TV CATV Appraisals
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94114
415/434-1750
East Coast:
500 East 77th Street, Suite 1009, New York, NY 10021
212/288-0737

R.D. HANNA COMPANY
BROKERS • APPRAISERS • CONSULTANTS
5944 Luther Ln., Suite 500, Dallas, Texas 75225 • 214-998-1022
8340 E. Princeton Ave., Denver, Co. 80237 • 303-771-6765
1819 Peaches Ave., N.E., Suite 606, Atlanta, Ga. 30309 • 404-351-6555

RADIO STATIONS FOR SALE
Nationwide! List of over 75 AM or FM, $50. Broadcast engineer will assist further. Send no payment! M. Gotesman, 863-25th Avenue, San Francisco, CA 94121, (415) 751-1974 eves. (PDST)

For Fast Action Use BROADCASTING's Classified Advertising

Broadcasting Sep 1 1980
FOR SALE

Profitable station group in medium Western markets. Excellent AM and FM facilities including valuable real estate. $5.7 million with terms for well qualified buyer.

Chapman Associates
11900 Woodley Ave.
Granada Hills, CA 91344
213-363-5764

FOR SALE

Eastern suburban top 10 FM with 3 mW/m over center city. Growth and profitability. Asking $2,650,000—write Art Simmers, Chapman Associates, 75 Abrams Hill, Duxbury, MA 02332.

BILL-DAVID ASSOCIATES
BROKERS-CONSULTANTS
(303) 636-1564
2508 Fair Mount St.
Colorado Springs, CO 80909

FOR SALE Stations Continued

- 1,000 watt daytimer. $330,000. Terms.
- UHF-TV in Iowa. $320,000.
- 1,000 watt daytimer. KY. $300,000.
- Florida station under construction. Preferred buyer but will sell $280,000. Terms.
- Atlanta area. 5,000 watts. $520,000.
- 1,000 watt daytimer. TN. $340,000. $40,000 down.
- AM/FM Arkansas. $700,000.
- 3,000 watt FM. Southern Arkansas. $380,000.
- Class C in single FM market. Montana. $110,000. Terms.
- AM/FM in Oklahoma. $1,100,000.
- AM/FM in Louisiana. $320,000.
- Class C. Midwest. $700,000.
- 250 watt daytimer. NE Iowa. $250,000.
- Cable TV Southern Alaska. Small. $110,000. Terms.
- AM/FM. N.E. Louisiana. $25,000 down.
- 500 watt daytimer. Single market station. CA resort area. $430,000.
- Fulltimer. Major market ID. $860,000 terms.
- AM/FM In Alaska. $900,000.
- Daytimer. NC. About 60 miles from coast. $240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. $350,000. No down payment. $5,225.80/month for 10 years.
- Two AM's. CA. Fulltimer and daytimer.
- 5,000 watt powerful daytimer. S.E. $4 million cash.
- S.E. 50,000 watt AM. $3.8 million.
- Fulltimer. City in Iowa. $880,000. Terms.
- AM/FM In No. Mich. $190,000.
- Louisville area daytimer. $375,000.
- Eastern Kentucky AM/FM. Bargain. $990,000. Terms.
- VA. Coastal. Attractive. $800,000.
- Powerful daytimer in Atlanta area. $980,000. Terms.
- Powerful daytimer in Northern Michigan. 350,000. Terms.
- Fulltimer. Dominant. Metro. TX. $1,200,000.

Let us list your station! Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7835 24 HOURS

GOOD DEAL FOR A GOOD OPERATOR

- First Time Offering
- Poorly Run SKW Full Time AM In Mid-West
- City of License
- Medium-Size Market
- Only Full Timer In Bedroom
- Community Adjacent To
- Medium/Large-Size Market
- Total Market Over 500,000 - Not Over Radioed
- Priced Right At
- 2X Gross Billings
- Valuable Property Included
- An Excellent Opportunity
- At $1,000,000
- Acceptable Terms
- To Qualified Buyer

Call 901/767-7980

In Complete Confidence!

Milton O. Ford
& Associates
5050 Poplar Suite 816
Memphis, Tn. 38157

AM - FM COMBO

100,000 WATT FM, REGIONAL FULLTIME AM, SOUTHEAST. PRICED TO SELL AT 10 TIMES POSITIVE CASH FLOW -- $1,800,000.00 UNBELIEVABLE POTENTIAL. ATTRACTIVE TERMS.

919-623-3000

EDEN EB BROADCAST SERVICES
P.O. BOX 647
628 Washington St., Eden N.C. 27288

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/825-0385
Suite 214
11861 Ben Vicente Blvd.
Los Angeles, CA. 90049

202/232-1583
Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20036
For Sale Stations Continued

CHAPMAN ASSOCIATES
nationwide service

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>SW Small AM/FM</td>
<td>$375K  29%  Dan Rouse</td>
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<tr>
<td>SW Small AM/FM</td>
<td>$395K  114K  Bill Whitley</td>
</tr>
<tr>
<td>MW Small AM/FM</td>
<td>$550K  Cash  Peter Stromquist</td>
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<tr>
<td>S Medium AM</td>
<td>$310K  Terms  J. T. Malone</td>
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<tr>
<td>W Medium AM/FM</td>
<td>$750K  20%  Ray Stanfield</td>
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<tr>
<td>S Metro AM</td>
<td>$375K  55K  Jim Mackin</td>
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</tbody>
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To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341.

COLORADO
Most beautiful America. Class IV AM. Price 2 1/2 times gross $375,000. Includes Xmtr, Real Estate, new downtown studios leased. Box J-26

FOR SALE

Dan Hayslett
RADIO, TV, and CATV
(212) 691-2076

For Sale AM-FM
Central Michigan, Small AM-FM station $250,000.00 cash. No Brokers. Send to Box J-10.

Are you
an aggressive general manager/sales manager
looking forward to becoming an owner operator? WKEM, a full time AM serving Immobile Lake, Florida is available (one station market). Priced for immediate sale. $125,000. Terms negotiable. Contact: Jan Kantor 813-334-8885.

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.)

Repairs to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.
Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's 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 (non-display) Help Wanted: 70c per word, $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, $5.00 weekly minimum. All other classifications: 80c per word, $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) number(s) ______. My ______ payment is enclosed.

Name ____________________________
Firm or Call Letters ________________
Address __________________________
City ________________________________
State __________________ Zip ___________

Books for Broadcasters

304. AUDIO CONTROL HANDBOOK—for radio and television broadcasting, 4th edition, Revised and Expanded by Robert S. Oringer. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index $10.00

306. BROADCAST MANAGEMENT by Ward L. Quaal and James A. Brown. Whether you aspire to a career in broadcasting or are already employed in broadcasting this second edition—revised and enlarged—is "must" reading for 564 pages charts & index $18.50

316. RADIO BROADCASTING: An Introduction to the Sound Medium, Revised Edition by Robert L. Hilliard. Retest expanded and revised throughout, this new edition includes radio news. First Amendment problems and current techniques of electronic journalism. 478 pages 100 illustrations, notes, bibliography, appendices $19.95

336. THE BROADCAST COMMUNICATIONS DICTIONARY edited by Lincoln Damiani. Second edition—newly revised and enlarged—of this standard reference work. Some 5,000 technical, common and slang definitions, including familiar words meaning different things in English-speaking countries. Everywhere Accurate indispensable 210 pages $9.95

Media

Richard McIntosh, operations director, KPRZ(AM) Los Angeles (formerly KIS), named president and general manager.

Sherman Wildman, director of marketing, CBS Television Stations, New York, named VP-general manager of CBS-owned WCAL-TV Philadelphia, named VP and executive assistant to Daniel Aaron, president of Comcast Cable Communications division of Comcast Corp., Bala-Cynwyd, Pa.

Robert Miller, former chief executive officer of noncommercial KTSU(AM) Houston, joins KYST(AM) Texas City, Tex., as general manager and VP of licensee, Henderson Broadcasting Corp.

Stephen Godofsky, operations manager, WILAM(AM)-WXIF(AM) Hempstead, N.Y., named station manager.

Bonnie MacClain, from WKEN(FM) Tulsa, Okla., joins Memphis Cablevision as marketing director.

Patricia Henry, manager of rating services for radio in research department of CBS/Broadcast Group, New York, named director, audience research.

Steven Simms, with WMLA(FM) LeRoy, Ill., named research director.

Robert Arena, director of financial planning, policies and procedures, Group W, New York, named controller for Group W's WINS(AM) New York.

Philip Howitt, assistant controller, Specialty Restaurants Corp., Long Beach, Calif., joins HarriScope Broadcasting Corp. and Harry C. Cobb, Los Angeles, as controller.

John Steffan, formerly with Antrim Kalkaska Community Mental Health Services Board in northern Michigan, joins WPBN-TV Traverse City, Mich., as controller.

Advertising

John Breen, VP-account group supervisor, and Benjamin Bishop, VP-account supervisor, D'Arcy-MacManus & Masius, Chicago, named senior VP's and management supervisors.

Stanley Sundermeyer, account executive, DM&M, St. Louis, named account supervisor.

Christopher Ehler, VP-management supervisor, Ketchum MacLeod & Grove, New York, named senior VP.

Randall Schroeder, media director, N W Ayer, Detroit, elected VP, Deborah Worrell, media supervisor, D'Arcy-MacManus & Masius, Bloomfield, Mich., joins Ayer in Detroit as media supervisor.

Diane Gilley, account supervisor in New York office, and Elizabeth Musch, account supervisor in Paris office, Benton & Bowles, elected VPs.

Michael Siegel, VP-director of media operations, SFM Media Services, New York, joins American Media Consultants to oversee senior VP-director of media operations.

Jack Soos, copy chief, Langeler Mason Inc., Bethany, Conn., joins Keller & McKINley Advertising, Farmington, Conn., as broadcast and audio-vision production manager.

Tammie Jackson, account executive, Bozell & Jacobs, Dallas, joins Ogilvy & Mather, Houston, in same capacity.

Jeanne McLaren, assistant account executive, WB Doner, Detroit, named account executive.

Margaret Mohler Cremolin, formerly with The Martin Agency, Richmond, Va., joins Earle Palmer Brown, Washington, as account executive.

Mike Rix, account executive on jaguar sales team in New York for TeleRep, named Chicago sales manager for jaguars. Jim Monahan, research supervisor, Metro TV Sales, joins TeleRep as director of research.

Robert Alan Glasser, former president of Robert Alan Marketing, telephone marketing services company, joins Roslin Radio Sales as sales manager of Southeast region, based in Atlanta.

Robert Paine, director of sales research, Peters Griffin Woodward, New York, named VP-research.


Karen Glass, from Meeker Television, New York, and Mary Jane Hayes, from MMT Sales.


Tom Kanarian, VP-general manager, Theta Cable of California, named president.

Richard Holcomb, general manager of non-commercial KRAM-TV Denver, joins American Television & Communications Corp. there as VP-public affairs.

Daniel Gold, former VP-general manager of CBS-owned WCAL-TV Philadelphia, named VP and executive assistant to Daniel Aaron, president of Comcast Cable Communications division of Comcast Corp., Bala-Cynwyd, Pa.

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Robert Paine, director of sales research, Peters Griffin Woodward, New York, named VP-research.


Karen Glass, from Meeker Television, New York, and Mary Jane Hayes, from MMT Sales.

UP YOUR PROFITS!

Sid Connolly, formerly President and General Manager of KGSC-TV, Channel 36 in San Jose, announces the opening of his new broad-casting consulting firm.

Over 15 years of proven recent experience. If you have a problem, let us help you solve it. Available for television and radio consultation in all areas of the country except San Jose and San Francisco.
there, join Blair Television in New York on CBS/green team and NBC/red team, respectively.

Loren Kertes, from New York sales staff of TeleRep, joins Aver-kykoe Telelevision there as account executive.

Beverly Appleman, assistant to president of McGavren Guild, New York, named to New York sales staff.

Michael Gillham, account executive, Metro TV Sales, Chicago, joins HR Television as account executive in St. Louis office.

Jeff Osborne, account executive, Television Advertising Representatives, New York, named director of sales promotion and research.

Clint Pace, national sales manager, Scripps-Howard Broadcasting's wews(tv) Cleveland, named general sales manager of co-owned wcpo-tv Cincinnati.

Andy Lee, VP of Southwest area for MCA-TV, joins Wala-tv Mobile, Ala., as general sales manager.

Harvey Pearlman, VP-general manager, WMET(FM) Chicago, joins WINDAM) there as general sales manager.

Thomas Blair, formerly with WTVL(TV) Jacksonvile, Fla., named general sales manager of WDBJ-TV Roanoke, Va.

Greg O'connor, local sales manager, WNEE-TV Hanover, N.H., named national sales manager.

James DiMino, account executive, WGR-AM Buffalo, N.Y., named sales manager for co-owned WGR-AM there.

Jeffrey Jay Weber, program and operations manager, WAZY-AM-FM Lafayette, Ind., joins WWMG-AM-WBFD(FM) Brazil, Ind., as sales manager.


Sue Holzhauer, traffic and operations manager, WSN-TV Milwaukee, named account executive.

Karen Heiniger, account executive, MMT Sales, New York, joins KENS-TV San Antonio, Tex., in same capacity.

Terri Hogue, former account executive, KIRO-TV Seattle, and Shannon O'leary, former national sales representative with CBS Television Spot Sales, joins KCOR(TV) Tacoma, Wash., as account executives.

Linda Penn, from noncommercial WOUB-AM-FM Athens, Ohio, and Jeff Hodgment, from KJET(AM) Beaumont, Texas, join KCOH(AM) Houston as account executives.

Sue Bell, art director, Rollins Partnership, Houston, joins KQDA-FM there as account executive.

Kim Lewis, account executive, WILD(AM) Boston, joins WEEH(AM) there in same capacity.

Joe Bacarella Jr., account executive, WWW(FM) Detroit, and Jeff Shiecte, from Detroit office of Torber Radio, join WLZI(FM) there as account executives.

Mike Kilstedter, promotion director, KBEG(FM) Kansas City, Mo., named account executive.

Page Palmer, promotion director, Oak Park Mall, Kansas City, joins KBEG as account executive.

Terrl Penny, research and planning supervisor, WBT(TV) Charlotte, N.C., named research and marketing specialist.

Judy Sopper, sales representative, WBNQ(FM) Bloomington, Ill., joins WMLA(FM) LeRoy, Ill., as marketing director.

**Programming**

Irwin H. Moss, senior VP, entertainment acquisitions, NBC Entertainment, named senior VP, Marble Arch Television, effective Sept. 2.

William R Andrews, senior VP-domestic syndication, Viacom Enterprises, New York, has announced he will leave Viacom at end of year to form his own television program syndication company, specializing in domestic distribution, with offices in New York and Los Angeles.

Fred Schneler, VP-feature films, Viacom, New York, named to newly created post of senior VP-program acquisitions and motion pictures for Viacom Enterprises. At end of year, he will relocate to West Coast.

Kathy Jones, executive director of field marketing, Paramount Pictures, joins motion picture division of Time-Life Films as VP for domestic marketing.

Richard Wolfe, former president of WANS-TV Columbus, Ohio, and co-owned Video-Indiana, owner of WTRT(TV) Indianapolis, joins Premiere, Los Angeles, as VP-operations and engineering.

Jeanne O'Grady, director of programming, Daniels & Associates, Denver, named VP-programming.

Fred Cohen, head of international television distribution and consulting company, Fred Cohen and Associates, Washington, joins Home Box Office, New York, as director of co-productions.

Tom Maples, Southern division manager, 20th Century Fox Television, joins MCA TV as manager of Dallas office, with sales responsibility for Southwest area.

Lee Tenerbruso, district sales manager, south central region, Showtime, named regional sales manager for Western region, based in San Francisco.

Michael O'Connor, regional affiliate manager, north central region, named regional affiliate manager for Western region.

Judith Green, former syndication sales representative for Sandy Frank Television Distributors, joins Newsweek Broadcasting, New York, as director of marketing.

Jane Schwartz, director of music development and special projects, Warner Cable Co., joins Video Corp. of America, New York, as manager of programming and product acquisitions for VidAmerica subsidiary. Gary Needle, controller, Learning Corp. of America, joins Video Corp. of America as manager of business affairs and personnel.

George Prescot, controller, Columbia Pictures Home Entertainment, New York, has been reassigned to concentrate on financial reporting for company. David Schwartz, manager of business affairs at Long Island City, N.Y., will temporarily move to New York, sales manager, Scripps-Howard, and is a former member of the Arthur and now serves as alternate director for VidAmerica.

Claudia Young, legal assistant, Warner Amex Cable Communications, New York, joins Worldvision Enterprises there as director of office management and personnel.

Norma Goldstein, music coordinator, Melvin Simon Productions, named talent coordinator for Satellite Live, satellite-delivered national call-in radio show which begins Sept. 21.

Susan Burks, current affairs associate in programming department of Public Broadcasting Service, Washington, joins Independent Film and Video Distribution Center, Boulder, Colo., as associate director.

Robin Young, host-producer, WAZ-TV Boston's Evening Magazine, named co-host, It's Your World, NBC News half-hour magazine to premiere early next year at 11:30 a.m. weekdays. Beginning next month, Young will, in interim, supply features for Today. On-air partner for Young on It's Your World has not yet been named.

Launa Newman-Minson, associate producer, producer and writer for Dinah Shore's syndicated and network television ventures, joins ABC Entertainment, Los Angeles, as executive producer, special programs.

Eric Stearnan, producer-director, WSN-TV, Milwaukee, named production manager. Clyde Beene, from WTOL-AM Toledo, Ohio, joins WSN-AM as field producer for PM Magazine.

John Behring, PM Magazine field producer, WSN-TV Milwaukee, joins staff of Jerry Smith Production Studios there.

Ron Bartlett, production manager, WYEA-TV Columbus, Ga., named operations manager. Curtis Elder, director, succeeds Bartlett.

**Insider's story.** Neal Gregory, whose workday occupation is with the House of Representatives subcommittee that oversees TV and radio broadcasts from that chamber has been moonlighting on a book that deals in part with radio-TV coverage of the death of Elvis Presley. Gregory and his wife, Janice, also a professional staff member in the House, collaborated on the book, which describes the extraordinary reaction, in the U.S. and around the world, to Presley's death. "When Elvis Died," published by Communications Press Inc., is based on interviews with journalists and others and on research into hundreds of newspapers, television scripts and broadcast logs. Among other things, the book records that ABC and NBC led evening newscasts on Aug. 16, 1977, with news of Presley's death, and that CBS, which did not, suffered its worst ratings drubbing in years, in a sampling of viewers in New York and Los Angeles. Neal Gregory, a native of Tupelo, Miss., where Presley was born, is a former journalist who is now information policy liaison for the House Administration Committee.

Broadcasting Sep 1 1980 68
Robert Shaw, senior producer, noncommercial WSB-TV Columbus, Ohio, joins WCMM-TV there as executive producer of PM Magazine. Rich Lavan, from KTVK(TV) Tulsa, Okla., joins WCMM-TV as photographer-editor on PM Magazine staff.

Appointments to PM Magazine on WIS-TV Columbus, S.C.: Bill Chapman, executive producer of Awareness and Carolina Magazine on WIS-TV, named executive producer of PM Magazine; Robert Dicks Jr., news producer, WTKR-TV Norfolk, Va., named producer of PM Magazine at WIS-TV; Lou Green, reporter and host of Carolina Magazine, named host and associate producer of PM Magazine; Inga Dennis, reporter and weathercaster, WBTW-TV Florence, S.C., joins WCMM-TV as host and writer, and Tom Posey, cinematographer for Carolina Magazine, named PM Magazine field producer.

C.J. Underwood, on Top O’ the Day and This Morning programs on WVT(TV) Charlotte, N.C., and former host of Carolina Camera on WBTW, returns to Carolina Camera.

John Larson, program director, WZDK(FM) Rockford, III., joins WLIF(FM) Detroit in same capacity.

Les Tracy, formerly with WLUP(FM) Chicago, joins KZAP(FM) Sacramento, Calif., as program director.

Brent Alberts, program director, WYFE-AM Winnebago, Ill., joins WQFM(FM) Milwaukee in same capacity.

Randy Lane, from WTMQ(Am)-FM WFXI(FM) Charleston, S.C., joins KBQQ(FM) Kansas City, Mo., as program director.

Sal Giangrasso, director of news and public affairs, Williams Broadcasting, Hingham, Mass., N.Y., named program director for company’s WJFK-FM there.

Susan Brothen, director of news and public affairs, noncommercial KPFM-AM-FM Grand Forks, N.D., named director of programming and news.

Bob Kimball, writer and producer for Curt Gowdy Show on Mutual Broadcasting System, assumes additional duties as statistician and researcher for Gowdy’s football broadcasts on CBS-TV.

Tom Erickson, former sports director, KTHI-TV Fargo, N.D., joins KESQ-TV Palm Springs, Calif., in same capacity.

Anthony Martinez, weekend sportscaster, Kool-TV Phoenix, named weekend night 6 and 10 p.m. sportscaster. Marc Middleston, sports director and reporter, WICL-TV Savannah, Ga., joins Kool-TV as weekend sportscaster.

Craig Wunderlich, tape editor and unit supervisor, WLLA-TV Washington, named sports producer.

J.D. Hayworth, who has been working part time in sports department of WPNX-TV Durham, N.C., staffs full time as sports reporter.

Frank Giebner, sports director, KRLD(Am) Dallas, joins Texas State Network as daily sportscaster.

Brent Seltzer, news reporter and producer, KZLA(FM) Los Angeles, named director of news and community affairs, KNX(FM) there.

John Conboy, from news staff of KDBC-TV El Paso, Tex., joins WKBT(TV) La Crosse, Wis., as news director. Mark Quade, who had been news director at WKBT becomes public affairs director.

Bob Rieske, director of news operations, WTVETV New Bedford, Mass., named news director.

Stephanie Rank Brady, news director, KHTV-Los Angeles, named VP.

Gabe Dalmeth, producer and anchor of 6 p.m. news, WHEC-TV Rochester, N.Y., named news manager. He will continue to anchor 6 p.m. news.

John Mainelli, from KFWB(AM) Los Angeles, joins KSOD(AM) San Diego as news director.

Jon Florlano, anchor and reporter, WPLA(AM) Painesville, Ohio, named news director and morning anchor. John Michalakes, from WEAE(AM) Cleveland, joins WPV as anchor and reporter.

Lee Bailey, news director, WNGC-TV Nashville, joins WKTC-TV Cleveland as executive news producer.

Steve Craig, reporter and weekend anchor, WNUR-TV Scranton, Pa., named executive news producer. Bill Flanagan, reporter, named weekend anchor. John Barnish, formerly with WBNY-TV Clarksburg, W. Va., joins WNKR as general assignment editor. Paul Douglas, weekend weather forecaster and staff meteorologist, WNFR-TV, named weekday 6 and 11 p.m. forecaster, and continues as staff meteorologist. Max Klinkle, with WBAXI(AM) Wilkes-Barre, Pa., named weekend weathercaster on WNFR-TV.

Mary Lou Manelli, host of NewsTalk program on KBRJ-TV San Francisco, assumes additional duties as news and public affairs manager.

Lynne Russell, co-anchor, KHON-TV Honolulu, joins KENS-TV San Antonio, Tex., as 5 p.m. co-anchor.

Cynthia Collyer, reporter, anchor and producer, WSMN-TV Flint, Mich., joins WSNW-TV Milwaukee as general assignment reporter and producer-anchor for noon news.

Bob Scott, former anchor-reporter, KNX(AM) Los Angeles, joins WSTM-TV Syracuse, N.Y., as 6 p.m. anchor and reporter.

Carol Williams, reporter, writer and producer, Warner Cable, Boston, joins WGN-TV Lancaster, Pa., as general assignment reporter.

Bruce Cramer, assistant news director, WOOW(WFM) Pensacola, Fla., joins WLOS-TV Asheville, N.C., as general assignment reporter in Greenville, S.C., bureau.

Jim Berry, anchor of This Morning and business news producer, WTV(TV) Charlotte, N.C., named weekend anchor. He will continue to serve as business news editor.

Craig Yarbrough, former afternoon anchor, WAPL-AM-FM Birmingham, Ala., joins WLEX(FM) Greenfield, Conn., as afternoon anchor and feature reporter.

Margaret Speich, reporter and anchor, WZAM-AM LaCrosse, Wis., joins WYI(AM)-WAXX(FM) Eau Claire, Wis., in same capacity.

Paul Wilson, former reporter and ENG and film photographer, WTV(TV) Flint, Mich., named general assignment editor for PM Northwest on KOMO-TV Seattle.


Ann Gunter, producer of 11 p.m. news, and associate producer of 6 p.m. news, WTV(TV) Tampa, Fla., joins WLA-TV Washington at 6 p.m. news producer.

Greg Todd, anchor-reporter, WFMJ-TV Youngstown, Ohio, joins WTV(TV) Indianapolis as reporter and weekend anchor.

Peter Rogot, weekend anchor, KJEO(TV) Fresno, Calif., named weekend anchor. Michele Babbitt, reporter and anchor, named public affairs director.

Sandra Butler, producer of special projects unit in news department of WOAC(TV) Washington, named producer of programming department, responsible for local on-air public affairs programming.

Bill Cunningham, former news producer at KBTV(TV) Denver, joins WSN(FM)-TV Boston as news producer.


SOLD: KCOY-TV Santa Maria-Santa Barbara
TO: Stauffer Communications Inc.
PRICE: 7 million

Hogan-Feldmann originated this transaction and represented the buyers.

Hogan-Feldmann, Inc.
Media Brokers Consultants
16255 Ventura Boulevard. Suite 219
Encino, California 91436

Area Code 213 968-3201

Broadcasting Sep 1 1980
Boston, joins WBZ-TV there as information services manager.

David Strandberg, marketing specialist, office products division of IBM Corp., joins KBQF(TM) Kansas City, Mo., as promotion director.

Gay Levinson, promotion director, WXYF(TM) Miami, joins WGBH(MI)-WLYF(TM) there as promotion and creative services director.

Lauren Kirkman, advertising representative, Daily Republic, Fairfield, Calif., joins WMAL(FM) LeRoy, Ill., as promotion manager.

Patrick Muldowney, former New York City press secretary to New York Governor Hugh Carey, named VP-director of television and radio, Burson-Marsteller.

John Higgins, with Conrac Corp., Stamford, Conn., named corporate director of public relations.

Allied Fields

Independent programming and distribution consultant John H. Mitchell, elected president, Academy of Television Arts and Sciences, Hollywood. He is former president of Columbia Pictures Industries Inc.

David Jatlow and Stuart Feldstein, with Washington communications law firm of Fleischman & Walsh, named partners in firm.


Technology

Robert Bailey, former VP-general manager of American Electronic Laboratories, Montgomeryville, Pa., named president of Cable TV General, new company formed to build distribution systems in St. Louis area for Telecom Cablevision.

Hiro Kawamoto, from technical staff of RCA Laboratories, joins Sony Video Products Co., New York, as general manager of new market development and product planning.

Richard Levin, manager of retail advertising, RCA, Indianapolis, named manager of merchandising for RCA's upcoming videodisk player.

Mark Fehlig, marketing manager, Moseley Associates, Goleta, Calif., joins Harris Corp., Quincy, Ill., as product marketing manager for satellite and microwave products, Broadcast Products Division. Charles Rockhill, Western regional sales manager, Drake-Chenault, Canoga Park, Calif., succeeds Fehlig as Moseley's marketing manager.


Charles Darrow, VP-operations, Dentron Radio Corp., joins Antenna Specialists Co., Cleveland, as product marketing administrator.

Jeffrey Groves, systems engineer, Rockwell International, Cedar Rapids, Iowa, named assistant chief engineer for KRMA(FM) Iowa City, Iowa.

Tom Powers, technical director, WKYC-TV Cleveland, named manager, electronic-journalism operations.

Leaving the Hill. Harry M. (Chip) Shooshan, chief counsel and staff director of the House Communícations Subcommittee, who last spring announced his intentions to move into private practice, firmèd up his plans last week. Shooshan will leave the subcommittee Oct. 3 to establish his own law practice. In addition, Shooshan will be establishing a consulting firm in Washington with Charles Jackson, currently the Com-

Ron Fries, former director of engineering and operations, KMST(TM) Monterey, Calif., named director of engineering, KOLO-TV Reno. Robert Northam, senior maintenance engineer, KS3W-TV Salinas, Calif., named assistant chief engineer for KOLO-TV. M. Patrick O'Brien, maintenance engineer, WPECTV West Palm Beach, Fla., named senior ENG maintenance engineer, KOLO-TV.

John Aassen, chief engineer, noncommercial KFIM-AM-FM Grand Forks, N.D., named director of engineering.

Dennis Woods, videographer, WKEF-TV Dayton, Ohio, joins WDTN(TV) Dayton, Ohio, as videographer for PM Magazine.

Deaths

Sam Levenson, 68, television comedian during 1950's, died of heart attack Aug. 27 at Long Island College hospital in New York. He had his own show, Sam Levenson Show, in 1951, and also appeared on This Is Show Business and Two for the Money. Later, he was panelist on Match Game and To Tell the Truth. Levenson also frequently appeared on Ed Sullivan Show.

Gower Champion, 61, famed musical director and choreographer, died Aug. 25 at Memorial Sloan-Kettering Cancer Center in New York of rare blood cancer. Opening night of his latest Broadway show, "42nd Street," coincided with his death. Champion first achieved national fame when he and his wife, Marge, from whom he was later divorced, appeared on original Sid Caesar-Irwincose Coca television show, The Admiral Reuse, as dancing team. Later they starred in their own television show, and frequently appeared on major variety shows, including those of Ed Sullivan, Perry Como, Steve Allen and Dinah Shore.

Hap Hansen, farm director, WPPT-TV Durham, N.C., named 6 and 11 p.m. weather reporter.

Pete Gonigam, public affairs director, WBRE-TV Wilkes-Barre, Pa., awarded Baghot Fellowship in business and economic reporting at Columbia university graduate school of journalism, New York.


John Brooks, formerly with KXST(TM) Big Spring, Tex., joins Louisiana Network, Baton Rouge, as editor and anchor.

John Harris, formerly active in cable interests of Village Broadcasting in North Carolina, named broadcast executive for North and South Carolina, based in Raleigh, N.C., for AP.

Alonzo Johnson, graduate, University of Cincinnati, and Ben Pollock, graduate, Stanford university, Stanford, Calif., join noncommercial KFIM-AM-FM Grand Forks, N.D., as news producers.

Promotion and PR

Robert G. Shortal, director of news and information for RCA, New York, named staff VP, public affairs, RCA SelectaVision Videodiscs, New York.

Peter Goodman, press representative, CBS News Information Services, named manager of department.

Terri Park, manager of national and international publicity for dramatized documentary, Death of a Princess, noncommercial WBZ-TV

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Broadcasting

The weekly of broadcasting and allied arts

Name

Company

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City

State Zip

Type of Business

Title/Position

Are you in cable TV operations? [ ] Yes [ ] No

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Broadcasting Sep 1 1980 70
### Stock Index

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### Earnings Figures

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. *** Two-for-one stock split. + Stock traded at less than 1 1/2 cents.

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**Broadcasting Week 1 | 1980**

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Added Attractions

**BROADCASTING**'s editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- **Sep 15** The siren song of DBS. As if there weren’t enough to worry about, and work with, in the expanding world of telecommunications, still another new medium may be just beyond the horizon—or above the atmosphere, as it were. It’s the direct broadcast satellite, a possibility looking less like science fiction with every passing day. The assignment of this special report is to put into beginning-of-the-decade perspective what may be a functioning reality by its end.

- **Oct 13** The beginning of **BROADCASTING** magazine’s celebration of its own first 50 years—with a companion, year-by-year celebration of the Fifth Estate, with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING**’s 50th Anniversary Issue on Oct. 12, 1981.

- **Dec 1** On the eve of the annual convention of the Radio-Television News Directors Association, **BROADCASTING** will report the state of the art on all sides of the electronic journalism profession. Nationally and locally. The content. The competition. The new forms. The new tools. Where things stand now and whither they are trending as the broadcast media strive to fill an ever-enlarging news hole.

**BROADCASTING** will continue to update this schedule as appropriate, (a) to give readers an idea of what’s upcoming, (b) to give sources due notice that we’re at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

**You Belong in Broadcasting Every Week**

*Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*
Harte-Hanks's Schmidt: man of many interests

One of the longer and more controversial cases in FCC history helped to make Gert Schmidt a broadcaster.

In it, he was the catalyst who united competitive forces in Jacksonville, Fla., and enabled channel 12 there to find a permanent home. It also started him on the way to his present position as chairman of the board of that facility, now WTLV(TV).

The station originally was WFGA-TV, a 1956 grant to Florida-Georgia Television.

Schmidt's involvement began after 1960 when a congressional subcommittee forced the resignation of the late FCC Commissioner Richard Mack on charges that his vote was bought in a Miami television case, and influenced by other persuasions in other contests for station grants.

"All the awards either in Mack's area or in his term at the commission were reviewed," Schmidt said. And even though the WFGA-TV grant was affirmed, it set off a series of marches in and out of the courts and to and from the FCC. At that time, three companies were organized to compete for the Jacksonville facility. Gert Schmidt was one of 12 hand-picked stockholders of Community First Corp., one of the three.

"I was drawn into it because I had become well known in agriculture, the tractor business and other Florida activities," he explained.

Once in, Schmidt was more than a passive part of the stockholder list. For starters, he didn't see justice in the FCC's selection of Florida-Georgia as interim operator while merits of the four competing applicants were weighed.

"Why should the party that lost the license sit there, operate the company and get all the profits?" he asked. "We sued, and the U.S. Court of Appeals in Washington ordered that channel 12 be operated on an interim basis by all the competing parties as a joint venture."

Then Schmidt began step two:

"I kept cajoling people in the four-way operation. I told them we ought to merge, go to the FCC and say, 'Here we are—four local companies that have operated together for some time. We seem to get along. We offer a broad base of local ownership. So why don't you give the license to all of us?'

"His logic prevailed in Jacksonville and a year later, in Washington. "We got the license on June 21, 1971, as Channel 12 of Jacksonville Inc.," Schmidt said. "I moved in as president and six months later was made general manager also."

When Harte-Hanks Communications bought WTLV for $11.5 million in 1975, there was no question that the reins should stay in the firm hands of the station's general manager. In 1979, he was elected vice president of the Harte-Hanks Television Group and chairman of the WTLV board.

Schmidt has just completed his term as president of the Florida Association of Broadcasters. And he has been on the National Association of Broadcasters television board since 1979, currently serving on the bylaws, research and convention subcommittees.

In addition, he is a trustee of the NAB's Television and Radio Political Action Committee, which he regards as a vital operation. "We need friendly, well-informed legislators elected to Congress to make certain our viewpoint is heard and our industry protected from harmful legislation," Schmidt says.

Schmidt was 9 years old when his family came to America from Germany, where his widowed mother had worked for the Associated Press and the Inter-Allied Rhineland Commission. In 1928, the family relocated from New York to Pittsford, Vt., where they operated a small inn.

Schmidt turned down a scholarship from the University of Vermont in order to study hotel administration at Cornell. He graduated with some of the highest honors in his class.

After a brief tenure at a Vermont winter resort, he migrated to Florida to be assistant manager of the Hotel Tampa Terrace. While there, he learned to fly, received instructions in flight theory, meteorology and aircraft maintenance at Tampa University.

In 1945, after Air Corps service as a flight officer, he began many years of involvement in Jacksonville community affairs while manager of the Hotel George Washington there. In the latter part of 1947, he joined Florida Ford Tractor Co. as sales manager, the first rung on the ladder to the chairmanship of that company, now Florida Tractor Corp. That and Schmidt's rise to the chairmanship of Southeast Tractor Corp. paralleled his long and close association with the agricultural industry as well as the investment, banking and insurance fields. He is a director of MCM Corp., a major holding company for insurance firms across the nation.

In banking, Schmidt was director of the Jacksonville branch of the Federal Reserve Bank of Atlanta for six years. In two of those years, 1974 and 1978, he was chairman.

All the while, Gert Schmidt was plowing back equal amounts of time and energies into charities and civic endeavors, the American Cancer Society, Mental Health Association, Crippled Children's Society and the Episcopal Church.

On the state level, he was named in 1977 to the Citizen's Commission on the Future of Florida's Public Universities by Chancellor E.T. York and the State Board of Regents. As site selection chairman, Schmidt was instrumental in the establishment of state universities in central and north Florida.

What impels a man to seek out so many responsibilities? One insight on Gert Schmidt's motivation might be found in an unusual assignment he completed as part of his MBA work for the University of North Florida. It was to write his own eulogy.

In it, he confessed Gert Schmidt's "never-ending goal of making the world just a little better because he had the privilege of being a contributing member to it for so many years."
Rerun

The jabbing and feinting that went on last week between Reagan and Carter tacticians trying for political advantage in forthcoming debates distracted attention from a law that unnecessarily complicates all arrangements for broadcast appearances by candidates. Without Section 315, the political broadcasting law, broadcasters could deal directly with the Reagan and Carter camps instead of waiting for the League of Women Voters to straighten things out. Direct negotiations would not eliminate political maneuvering, but they would be tidier than those the law now allows, and broadcasters would be promoted to a level above that of the soap box, their present function.

As has been noted here before, Section 315 guarantees artificially at best and government censorship at worst in broadcast coverage of political campaigns. As amended in 1959, it first invited an FCC to rule that candidate debates arranged by organizations outside broadcasting did not qualify as bona fide news events of the kind exempt from equal-time requirements. The same amended 315, unchanged, invited a later FCC to reverse the earlier decision.

That brought the League of Women Voters into the act as a contrivance to conduct the debates which, by the FCC's impenetrable reasoning, lose their exemption as news events if they are conducted by broadcasters. The league's entry was inauspicious. The first debate between President Gerald Ford and Jimmy Carter opened with 26 minutes of silence caused by a failure in audio circuits. It was noted at the time that repairs would have been made more swiftly, if needed at all, if Section 315 had permitted the event to take place in a modern broadcast studio instead of a hall rented by the League of Women Voters.

The league has probably learned from experience, and it has a thoroughly tested broadcast journalist in charge this time. Without Section 315, however, it wouldn't need to be there at all. Isn't there any way to clean that incrustation off the Communications Act?

On and on and on

Eight years of an expensive and pointless charade have at last been brought to an end with ABC's settlement of the antitrust suit that the Justice Department filed against it and the other two commercial networks, which settled earlier (Broadcasting, Aug. 25). It is a textbook case for students researching the reasons for decline in public confidence in government.

There are loose ends still to be tied in the courts before this prosecution can be closed, but for practical purposes it is over. It should never have begun.

Before the sudden and unexpected initiation of the suit, in April 1972, the Nixon administration had begun an orchestrated attack on television networks for what it perceived to be an antagonistic attitude in news. The point man was Spiro T. Agnew, the Vice President, whose speech writer put in his mouth the memorable criticism of "nattering nabobs of negativism." The men in the coaching booth were the Nixon palace guard, Haldeman, Ehrlichman and Colson.

Nobody ever proved that the suit against the networks was political in origin, but the suspicion lingers to this day among observers old enough to remember the circumstances. One clue to the haste of its legal preparation lay in the statistics the complaint contained—all five years out of date and taken from FCC proceedings that had long before been resolved in rules that ended many of the practices that Justice was attacking.

Administrations may come and go, some more swiftly than they planned, but antitrust suits have lives of their own, nurturing careers for government lawyers and justifying departmental budget requests. This one cost the government and networks more millions than can easily be calculated—and to what end? The networks have agreed to limitations that are precisely those within which they have been operating all along.

There are no winners in cases like this. There are sure losers: the taxpayers, including those who lose twice if they happen also to be network stockholders.

Nor is the losing over for that same group. Some time this month the FCC will get a report from a special staff that has spent about $1.5 million in the past two years painstakingly investigating—you guessed it—television network practices.

Clearing focus

If we read the signs right, the intermediate and long-term relationships between broadcast television and pay cable may be less contentious than many broadcasters have feared.

The research findings that are emerging—both the ongoing studies by Nielsen and, most recently, the Arbitron-Video Probe Index study (Broadcasting, Aug. 25)—confirm that movies are by all odds pay cable's foremost attraction. As a VPI official put it, the volume of sports on pay cable is "close to digestible, but the appetite for movies seems insatiable." An Arbitron executive went as far as to suggest that pay cable's "whole future" may be based on movies.

To many, this sounds as though pay and free were inevitably moving toward a confrontation in which pay at some point would have grown big enough and rich enough to outbid broadcasters for the movies that are a major audience draw for them, too. What this interpretation overlooks, however, according to experts, is that producers for some time have been releasing their movies to pay cable before releasing them to broadcasters.

From the earliest days of pay cable, the order of film releases has been first to theaters, next to pay cable and finally to television networks. There is no reason to expect that to change, but it poses no more threat to broadcasters in the foreseeable future than it has posed in the past. Some day, when pay cable's penetration is much deeper than it is now, its use of movies may reduce their later value to broadcasters—in which case their price-tags should come down. At present growth rates, we venture that either of those occurrences will be a long time coming.

"I didn't know this was paid religion."
At the 1980 national political conventions a new era in broadcast journalism began.

Live coverage by local television stations, direct from the convention scene, came into its own. It brought with it a new dimension in public participation in the democratic process.

Among the industry pace-setters were the news teams of the seven Gannett television stations. They combined the new opportunities of advanced technology with the long-standing convention coverage traditions of the Gannett News Service. They stayed close to their state delegations from the headquarters hotels to the convention floors. They provided viewers back home with details not available from the networks.

KBTV in Denver broadcast live as Colorado GOP delegates joined the fight over the ERA plank. Home viewers heard the full range and intensity of their arguments and could draw their own conclusions about their state's representation.

When Nelda Barton became the first Kentucky woman to address a GOP convention, she spoke before the day's network coverage began, but WLYK-TV in Louisville covered her remarks for home-state viewers.

From the Democratic convention, KARK-TV probed the Carter record and the party's platform on farm issues, putting Agriculture Secretary Bob Bergland on the spot in a live hookup with Arkansas Farm Bureau President Nick Hargrove, who was back home in Little Rock.

Atlanta Mayor Maynard Jackson responded to network speculation that he might be named to an important federal post by telling Georgians over WXIA-TV he had no interest in a Carter administration job.

From both conventions came individual live reports for each local newscast of each Gannett television station every convention day. In addition, around-the-clock radio reports went to Gannett's all-news radio stations KSD, St. Louis and KSDO, San Diego, and to clear-channel WWVE, Cleveland, and WVON/WGCI, Chicago.

Thirty-six Gannett broadcast news professionals from the local stations provided more than 88 hours of live satellite feeds. The quality, live local convention coverage was unconventionally complete.

Gannett believes in the freedom of the people to know, and pursues that freedom in every communications form we are in, whether it is newspaper, television, radio, outdoor advertising, film production, magazine or public opinion research.

That freedom rings throughout Gannett, in its broadcast voices from Louisville to Little Rock, from St. Louis to San Diego, from Denver to Detroit. It rings in news coverage, in editorial opinions, in community service. Each member serves its own audience in its own way.

Gannett Broadcasting Group:

KPNX-TV
Phoenix

KARK-TV
Little Rock

WQON, WGCI-FM
Chicago

KPRZ, KIS-FM
Los Angeles

KSDK, KEZ-L-FM
San Diego

KBTW
Denver

WXIA-TV
Tampa

WJYW-FM
Atlanta

WVON, WDOK-FM
Cleveland

WWVE
Detroit

WXW-TV
Oklahoma City
Kelly Broadcasting now celebrating its 25th Anniversary of service to Sacramento - Stockton where KCRA-TV, Channel 3, has dominated every news audience every year since September 2, 1955. Contact Blair Television for details.

Tacoma - Seattle is Kelly Broadcasting's newest market. KCPQ, Channel 13, goes on the air September 29th. Contact HR Television for details.

Nationally - Fall '81 'Weeknight', Kelly Broadcasting's pioneer magazine strip program, is in production for a Fall 1981 start. Details from VIACOM.

Kelly Broadcasting Co.