A stunning 51% of the available audience in the Twin Cities at 10PM is watching ABC Affiliate, KSTP-TV's 10PM EYEWITNESS NEWS. That's more viewers than ALL THE OTHER STATIONS PUT TOGETHER, even the ones programming something other than news!*

And if you want to reach 18-49's, reach for KSTP-TV's EYEWITNESS NEWS again. Because early and late, more 18-49's watch Channel 5 than all the other stations PUT TOGETHER, even the ones programming something other than news!!**

When you want to reach the Twin Cities, do what MOST people there do. Reach for KSTP-TV!

#1 EYEWITNESS NEWS
Down to earth. Up to the minute.

For more information, call KSTP-TV sales at (612)646-5555 or your nearest Petry Office.
MGM Television is proud to announce, that effective September 1, 1980, we will resume exclusive distribution of the Metro-Goldwyn-Mayer Motion Picture Library.

You'll be hearing from us.
What's one of the biggest discoveries in broadcasting in the last ten years?

Many of your colleagues—successful managers across the country—have discovered increased ratings and profits by finding out what the target audience really wants. It's called perceptual research, and it's our specialty.

Before you budget for 1981, wouldn't it be a good idea to investigate how market-exclusive research—strategic research, program or music research, promotion research and sales research—can help you maximize profits?

Just call. We'd be glad to answer your questions without any obligation.

The Research Group
1422 Monterey Professional Plaza • San Luis Obispo, California 93401 • 805/541-2838
MORE TV OUTLETS  □ The FCC is expected this week to approve those four VHF drop-ins that have been waiting to drop for years and then go on with rulemakings to create low-power stations for minorities and noncommercial use. PAGE 23.

SHORT-TERM EXPECTATIONS  □ Washington gets embroiled in election fever, but that doesn't mean the wheels of government have ground to a halt. There are busy agendas for all concerned. PAGE 23.

THE TV FORUM  □ The debatable debates are still up in the air, but Reagan and Carter are having at each other in a more subtle fashion in television commercials. PAGE 28.

MAKING BUCKS FOR PUBLIC TV  □ A special task force of PBS and its member stations elaborates on possible avenues for more revenues. Included is a three-way plan to realize money from satellite services and other program-related operations. PAGE 30.

THE PINCH ALREADY ON  □ Pay programers, in affidavits supporting Justice Department action against Premiere, contend they already are having trouble getting product from film companies in the proposed joint venture with Getty Oil. PAGE 36.

IN DEFENSE OF PTAR  □ SRA sings the praises of the prime-time access rule as it beseeches the FCC commissioners to disregard their staff's negative evaluation of the rule. PAGE 34.

NO SWEAT  □ An NTIA study concludes that the transition to 9 kHz channel spacing could be done quickly, without much expense and with little disruption to service. PAGE 38.

TV’S NEWEST SYNDICATOR  □ News/Information Weekly Service is set up by Telepictures and United Software. PAGE 43.

THE BOOM IN CABLE STOCKS  □ Wall Street analysts believe buy-out possibilities have triggered market action and that the upward pressure has spilled over to stocks of equipment suppliers. There are warnings that start-up costs for new franchises could depress earnings in the short term, and that the rush for franchises could produce sticky local problems. PAGE 44.

SUMS IN THE SUN  □ Money matters will again dominate the talk of broadcast financial managers at the BFM convention in San Diego next week. PAGE 44. Here's a complete rundown of the four-day agenda. PAGE 46.

RESUSCITATION  □ The House Commerce Committee is trying to breathe life back into the Swift cross-ownership bill that earlier had been crushed under the weight of various amendments that committee members tried to tack on it. PAGE 50.

AFTER THE PARTY  □ There are misgivings about AT&T's picking up the tab for an NTIA reception that capped a conference on minority women in commercial broadcasting and technology. PAGE 50.

CLOSING DOORS TO POLITICS  □ Herman Talmadge introduces legislation that would exempt noncommercial stations from the reasonable-access provisions of Section 312 of the Communications Act. His action follows a Georgia primary incident in which an opponent got time on a state public TV network on the basis of the federal statute. PAGE 52.

D.C. BAR ALARMED  □ Washington communications circles are upset about the possibility of an FCC move across the Potomac to Rosslyn, Va. PAGE 53.

CNN’S SCHONFELD  □ When Ted Turner found Reese Schonfeld, his search for a man to set up his Cable News Network and serve as its president came to a sudden halt. It also marked the start of a new career tangent for a man who for 25 years has scrambled in the "Front Page" tradition for television news. PAGE 77.
The Award-Winning

SquseeZoom®

now performing in
our new West Coast Showroom.

Try a hands-on demonstration of the
SQUeeZOOM. The SQUeeZOOM is
a real time video manipulator that allows
effects previously available only with optical
special effects on film. Also put your hands on our
VIX-114-2A & VIX-114-10A production switchers and
the PSAS switcher automation system.

Vital Industries manufactures a complete line of
television switching equipment, including the VIX-115B Master
Control Switcher, the VIMAX 200 Total Business Automation System,
and the new 250 P/N.

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1680 Vine Street, Suite 1118
Hollywood, CA 90028
For demonstration call: Jim Moneyhun
(213) 463-7393

Another showroom opening soon in New York!

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HI TECHNOLOGY PRODUCT INNOVATORS
Brass under glass

Donald B. Smiley, former chairman and chief executive of R.H. Macy & Co., reportedly is heading committee of outside directors of RCA in study and evaluation of top management of company and its subsidiaries, including NBC. Smiley, recently retired from Macy's, has been RCA director since 1970 and is also on NBC board.

Activation of outsiders committee apparently stemmed from internal stress manifested in abrupt firings of RCA President Maurice R. Valente and NBC Chairman Jane Cahill Pfeiffer earlier this summer (BROADCASTING, June 23, July 14). Smiley is reportedly being paid $250,000 for year's assignment.

How the money rolls out

Storer Broadcasting has spent in excess of $100 million on cable expansion this year and hopes to spend as much in 1981 and 1982. Financing for outward push comes from $70 million in long-term loans, $100 million in revolving credit arrangement, $50 million from stock issue in April, and $30 million from sale of radio stations. Cash flow from seven television stations is also being poured into cable.

Additional financing may be necessary if Storer wins franchises for large urban markets. It has bids in for Philadelphia; Portland, Ore.; Dallas, and Fairfield county, Conn.

All the way

Former FCC Chairman Dean Burch, one-time chairman of Republican National Committee, is back in political harness as key aid to Republican vice presidential candidate George Bush. Burch, who had been Bush backer when former congressman, RNC chairman and ambassador was aiming for top spot on ticket, has taken what his partners call "partial leave of absence" from Washington law firm of Pierson, Ball & Dowd to serve as staff director for Bush until election.

Going up

Next Supreme Court fight over First Amendment issue is likely to involve Westinghouse Broadcasting's effort to keep one of its reporters out of jail on contempt of court charge. Walter Roche, of WABZ-TV Boston faces contempt charge for refusal to identify confidential sources used as basis of story about alleged misconduct by state district court judge. Report had led to investigation by Massachusetts Commission on Judicial Conduct — and, eventually, Roche's citation by court for contempt. He had agreed to specify only those sources who had already been identified by other means.

Westinghouse lawyers, who hope Supreme Court will grant review, cite order of Justice William Brennan staying order to jail Roche. Brennan expressed view that majority of court recognizes at least degree of constitutional protection for newsgatherer's confidences and would therefore vote to review. He also saw "fair prospect" court would reverse contempt ruling.

Carter calendar

White House choice of date to celebrate Carter administration's assistance in "minority telecommunications development" (see "In Brief," this issue) struck members of one minority as odd. Sept. 11 is Rosh Hashonah, start of Jewish new year and high holy day set aside for religious rites.

Getting ready

Although climate is regarded as improving for critical UNESCO sessions on world press in Belgrade beginning Sept. 23, Soviet Union and its adherents have served agenda notice supporting censorship and government controls that would impede free flow of information worldwide. But Western nations feel progress has been made largely through U.S. cooperation in ameliorating Third World problems, particularly that of "licensing" all journalists.

M. Amadou M'Bow, director general of UNESCO, at meeting in Paris within fortnight, told Leonard Marks, Washington attorney and former head of USA, that World Press Freedom Committee, underway by U.S. publishers and broadcasters, had been of great help. He complimented committee, of which Mr. Marks is secretary-treasurer, for providing Third World nations printing presses, broadcast equipment and personnel to aid in installations. U.S. delegation of 25 to UNESCO is headed by Robin Duke, Elie Abel, former NBC commentator and dean of Columbia School of Journalism, is delegation member.

Everybody in the act

ABC is inviting its television network affiliates along on exploration of program market offered by new technologies. ABC Video Enterprises, division dealing with videocassettes and videodisks, has passed word it's interested in any station productions that have sales possibilities outside broadcast market. It has expressed most interest in educational programming and public service. First arrangement has been made with WCVB-TV Boston and its B.B.I. Communications program arm (BROADCASTING, April 21).

Gaining audience

Viewership of Cable News Network is being scrutinized by number of cable systems, advertising agencies and research firms ("In Brief," Sept. 1), and results should dribble out in next few months.

Hardest figures are coming from Warner Cable system in Columbus, Ohio, which can poll subscribers with its two-way capability. Warner has worked out deal with CNN to do research, but neither it nor CNN is releasing numbers. One senior Turner Broadcasting official, however, let it slip that after nine weeks of CNN, 33% of total subscribers watched CNN average of 4 hours per week. That compares, he said, with measurement taken after four weeks that showed less than 25% watching it two and three quarter hours per week.

Growing up

Rocker WABC(AM), for years hands-down New York if not national radio leader until recently outgunned by FM and disco, is changing with times. Contemporary music format will remain but with important differences: Yankee baseball has been picked up for 1981 season, and disk jockeys, formerly told to keep mouths shut, now will be encouraged to display personalities.

It's effort to make station more information-oriented and broaden station's audience to older demographics (where population is trending). Management denies writing off teenagers, but with new 18-49 primary target, station clearly no longer wants image as teeny-bopper delight.


ITT Gwaltney □ Hot dogs. Begins Sept. 22 for four weeks in about 15 Southern markets. Day, fringe and weekend times.


Classic Laboratories □ Classic Nails and Topsy Tips artificial fingernails.


Jimmy Dean Meats □ Taco filler. Begins in late September for four weeks in 16 markets. Day and fringe times. Agency:

Phone service. Cunningham & Walsh, New York, has created two new commercials for AT&T’s ongoing “First Step” campaign promoting Bell System Yellow Pages. Airing throughout fourth quarter on network TV, spots will push Yellow Pages as solution to variety of consumer problems. Commercial entitled

"New Arrival" focuses on nursery scene, where new parents depend on Bell for all baby supplies; from wallpaper to bottles. Other spot features wedding party singing “For food . . . for the photographer . . . for the chartered limousine . . . we took the first step.”
The choice of New York's Number One station.

WABC-TV

“TO TELL THE TRUTH”

Goodson-Todman's all-new “To Tell The Truth” starts this September in New York and 65 other markets.
Fall line-up. In consumer awareness campaign promoting its Paramount line of lawn and garden tools, Allegretti & Co. will launch multimedia effort late this month. Utilizing spot TV in 107 markets, commercials feature Allegretti spokesman, Los Angeles Dodger Steve Garvey. Supporting TV are radio spots in selected markets plus magazine ads. Warner Advertising, Dearborn, Mich. created campaign.


"The more you learn about our DC-10, the more you know how great it really is."

Pete Conrad
Former Astronaut
Division Vice President, McDonnell Douglas

"I've watched airplanes and spacecraft take shape for much of my adult life. I'm certain that nothing made to fly has ever been designed or built to more exacting standards than our DC-10.

"Eighteen million engineering man-hours were invested in this plane's development. That includes 14,000 hours of wind tunnel testing, as well as full-scale 'fatigue testing' for the equivalent of 40 years of airline service.

"I'm convinced that the DC-10 is the most thoroughly-tested jetliner ever built. Along with U.S. Government certification, the DC-10 has passed structures tests just as demanding, in their own way, as those required of U.S. Air Force fighter planes.

"The DC-10 fleet demonstrates its dependability flying more than a million miles a day and serving 170 cities in 90 countries around the globe."

To learn more about the DC-10, write: "DC-10 Report," McDonnell Douglas, Box 14526, St. Louis, MO 63178.
THE TIE BREAKER

"What's the 'tie-breaker,' as one news consultant put it, for local news?...The answer, according to BROADCASTING's annual survey, is content." — Broadcasting Magazine, July 28, 1980

N·I·W·S is making news

N·I·W·S is a balanced weekly menu of 15 to 20 stories to integrate into your local TV newscasts 52 weeks a year.

CONTENT: Topical, solid news content specially crafted for local news. N·I·W·S goes around America and the world to get the stories to touch your viewers.

LOCAL STRENGTH: Tip sheets, scripts, research and rundowns provide the building blocks for your station to localize our high impact stories and broaden your local news gathering capability. We will have comprehensive research input from McHugh & Hoffman, TV news consultants, on what your viewers want.

PROMOTABLE: Features and multi-part series are delivered far enough in advance to build powerhouse promotion campaigns to give viewers specific reasons to watch your news.

PROFESSIONAL: Mounted by N·I·W·S professionals in news production, and supported by several of America's finest news operations: WDVM, WFAA, KOOL, KOMO, WNEW, WCSC, WBTV, CITY, and many more.

STATION INVOLVEMENT: Weekly N·I·W·S service is augmented by noteworthy stories produced by subscriber stations, which are generously compensated.

COST EFFECTIVE: First rate local news content at a fraction of the cost of producing it yourself, allowing you to further concentrate your energies and resources on localness.
WEEKLY MULTI-PART SERIES
Highly promotable, in-depth and investigative examinations of vital subjects that add an invaluable dimension to your newscasts.

DR. ART ULENE — "FEELING FINE"
Three weekly reports and special mini-docs by this Emmy winning health expert and "Today Show" regular.

BOB ROSEFSKY — MONEY
Author, columnist, lecturer and lawyer, Rosefsky uses his savvy to answer your viewers' financial questions.

CARL T. ROWAN — N·T·W·SMAKER INTERVIEW
Nationally syndicated columnist Carl T. Rowan will throw the hardball questions at Washington's newsmakers.

DOUG LLEWELYN — ENTERTAINMENT
Hard news approach to exposing the behind-the-scenes secrets of the superstars the world over.

DR. ART MOLLEN — FITNESS DOCTOR
Shaping up and staying fit — your viewers will learn to work out with this expert as your ratings grow strong.

N·T·W·SREEL
Tapping the Pathé library, today's headline stories are compared to yesterday's historical events.

ENVIRONMENT
On-location reports using the latest technology to illustrate the mysterious relationship between nature's phenomena and our quality of life.

SPORTS
No talking heads here — sports features with a human touch your whole audience will care about.

SINGLE STORIES
An assortment of hard-hitting reports on a wide range of topics, and fascinating people stories to punctuate your newscasts.

N·T·W·S provides your station with all of the support materials that it takes to make these features important cornerstones of your local news dominance!

Exclusive Distribution by Telepictures
CORPORATION
New York: Lou Israel, Jody Shapiro 212/638-1122
Beverly Hills: Dick Robertson, David Salzman 213/657-8450
The Second Season: on 44 out of the top 50 markets. IT'S YOUR BUSINESS is now on 123 stations covering 82% of the country. The only national business public affairs series. Lively, informative programming that hits home with issues that hit your viewers right where they live.

Why draw a blank when you can fill your schedule with programming that really means business. Bette Alofsin can tell you more. Call her at (212) 557-9891.

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Cultivating the farmers with radio and television

Agricultural advertisers are investing more dollars than ever before in the broadcast media. This is evidence of a growing trend toward the use of television and radio to reach a special consumer segment—the farmer.

Agri-advertisers have traditionally weighted their media mix in favor of print media, concentrating the bulk of their ad dollars in specially targeted consumer farm magazines. While print still provides the most cost-efficient coverage of the consumer farm market, the broadcast media provide the farm advertiser with vehicles that dramatically build the reach, frequency and impact of its sales message during an ad campaign.

Radio expenditures for farm advertising have more than doubled since 1975, reaching an estimated $36 million in 1979. This growth is not surprising in light of the advantages that radio offers the agri-advertiser. From all indications, farmers depend a great deal on radio as a source of farm-related information, such as weather and market reports. One recent survey shows that farmers listen to the radio an average of 3.4 hours during a working day. The major tractor manufacturers are responding to this trend, increasing their radio installation rate up to about 65% to meet the demand. Farmer listening habits make radio an ideal medium for the agri-advertiser.

Through radio, farm advertisers can reach their specific target at efficient cost. Special farm radio programing provides selective coverage of the farm audience, while the multitude of farm-oriented radio stations enable advertisers to match their markets with relatively little waste coverage.

It is more difficult to eliminate the waste coverage inherent in television media buying. Because of the limited availability of special farm programing, many agri-advertisers resort to spot purchases during news, sporting events and even prime or fringe time slots to reach the farm audience.

Despite the waste, agricultural advertising expenditures for the medium have reached new heights. Farm television expenditures outpaced farm radio expenditures for the first time ever in 1979, hitting close to the $45-million mark.

The continued increase in spot television purchases by agri-advertisers may lead to a greater emphasis on farm programing. There have already been significant developments in this direction. Many stations feature early-morning local programing aimed at the farm audience, while others structure the midday news segment to include market reports and other farm-related information.

On a broader scale, there is now a network of 30 television stations carrying an early-morning farm program, The Country Day Show. The Hubbard Broadcasting program, represented by Media Communications Inc., Chicago, reaches an estimated 2.5 million nonmetro homes in an 11-state coverage area.

A brief case history will illustrate the advertising opportunities that a network of this type can generate. Keystone Group, manufacturer of Red Brand farm fence products, used the Country Day network to launch its first television commercials.

Keystone Group is one of the country's largest manufacturers of steel, wire and wooden products. Its trade name, Red Brand, is the most recognized name for farm fence and fence products among America's farmers.

The Red Brand line of agricultural fence products as well as the MidStates Brand had been advertised traditionally through trade and consumer farm publications as well as radio. In fact, Red Brand was one of the first sponsors of the WLS (AM) Barn Dance from Chicago, which helped to make Red Brand a household word among Midwestern farmers.

The television promotion, designed by its agency, Grubb, Graham & Wilder Inc., provided advertising support for Red and fence dealers located throughout the Country Day coverage area. In addition, the program was meant to stimulate dealers to schedule and finance their own locally targeted television spots. Dealers received advertising packages containing newspaper ad slicks, national print ad schedules, radio scripts, television storyboards and schedules listing the air times and stations for the 13-week flight that ran from January through April 1980. Broadcast materials were available free of charge to dealers.

A self-standing in-store display piece, which advertised both Red Brand commercials and the local Country Day Show station, was given to each dealer in the network coverage area. To further coordinate the over-all effort, station representatives received a listing of the dealers in their area and were encouraged to call on them to arrange television placement on a local level.

The results were impressive. This coordinated effort generated 434 additional spots placed and funded by dealers, significantly increasing the reach and frequency of the campaign. Dealer-funded television purchases amounted to over 30% of the Keystone Group's initial investment.

A farm-program network system provides a valuable alternative to spot television. Continued developments along these lines will enable agri-advertisers to capitalize on the cost efficiency of television directly targeted to the farm consumer. With an increased emphasis on farm programing in key agricultural markets, television is sure to capture a larger share of the agri-advertising media mix.

The availability of farm programing in television and radio has been an important factor in the continuous growth of farm broadcast advertising expenditures. It seems very likely that still more farm print dollars will be converted to television and radio in 1980, as farm advertisers opt for the reach and frequency power that only the broadcast media can provide.

Michael McLintock is the advertising manager for Keystone Group, of Peoria, Ill., a steel wire manufacturer and subsidiary of Keystone Consolidated Industries. He has been with the Keystone Group since 1978, when he left his position as manager of advertising and publicity at Martin Engineering Co. He also spent six years as an account manager, handling industrial, agricultural, retail and consumer accounts for Ross Advertising.
This week

Sept. 7-11—International Institute of Communications’ 11th annual conference, Ottawa. Information: Robert Trott, IIC, 151 Tavistock House East, Tavistock Square, London WC1H 5LG; (01) 388-0571.

Sept. 8-9—Society of Cable Television Engineers’ technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques, Princess Kaiulani 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. 12-14—Mississippi Association of Broadcasters annual meeting, Keynote speaker: John Summers, executive vice president and general manager, Mississippi Association of Broadcasters, Sam’s Town, Tunica, Mississippi.

Sept. 12-14—Pacific Foundation board of directors meeting, Miramar hotel, Santa Monica, Calif.

Sept. 14—National Religious Broadcasters Western regional convention, Marriott hotel, Los Angeles.


Sept. 15—Comments due in FCC proposal to revise broadcast financial reporting requirements. Expectations are due Nov. 14, FCC, Washington.

Sept. 15—Deadline for entries for 12th annual Abe Lincoln Awards program sponsored by the Southern Baptist Radio and Television Commission. Information: Bonnie Sparrow, SBRTC, 6350 West Freeway, Fort Worth, Texas 76155.

Sept. 15—Deadline for submissions to Atomic Industrial Forum’s Forum Award competition. Awards carry $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, D.C. 20014; (301) 554-9260.


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

Sept. 18-19—National Religious Broadcasters’ Midwest regional convention, Hotel Leamington, Minn.

Sept. 19-20—14th annual South Dakota Broadcasters Day South Dakota State University campus and Holiday Inn, Brookings. Information: (605) 688-4191.

Sept. 20—Deadline for entries in annual U.S. Television Commercials Festival. For first year, competition is open to spots from Australia, Ireland, and the United Kingdom in addition to U.S. and Canada. Information: U.S. Telecommunications Festival, 841 North Addison Avenue, Elmhurst, Ill. 60126; (312) 384-7773.


Sept. 21-23—Nebraska Broadcasters Association annual convention, Midtown Holiday Inn, Grand Island. Former FCC Chairman Richard Wiley now with Washington Radio & TV Gold & Elks will receive Nebraska Broadcast Award.

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


Sept. 28-30—National Association of Educational Broadcasters 13th annual convention. Las Vegas.


Nov. 9-14—Society of Motion Picture and Television Engineers 122th technical conference and equipment exhibit, Hilton hotel, New York.


Nov. 19-22—Society of Professional Journalists, Sigma Delta Chi national convention, Hyatt hotel, Columbus, Ohio.


Dec. 10-13—Western Cable Show, Disneyland hotel, Anaheim, Calif.


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

Sept. 24-26—Tennessee Association of Broadcasters annual meeting, Holiday Inn, Knoxville.

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


Sept. 25-27—Southern Cable Television Association annual convention, Camelot, Atlantic Village, Hampton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2157.


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

Sept. 26—Society of Broadcast Engineers regional convention/meeting show Syracuse (N.Y.) Hilton hotel, Washington.


April 24-30, 1981—17th annual MIP-TV International TV program market, Palais des Festivals, Cannes, France.


No matter how small your station or how remote your market area you can offer news and information programming equal to anyone, anywhere. It's as simple as affiliating with AP Broadcast Services.

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

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

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

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

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Oct. 1—New deadline for comments in FCC rulemaking proceeding. The Commission is seeking to increase availability of commercial FM assignments (Docket 80-30) and inquiry to streamline FM rules to expedite processing (Docket 80-139). Replies are due Dec. 1, FCC, Washington.


Oct. 1-5—Women in Communications Inc. 68th annual meeting, San Diego.


Oct. 2—Radio Advertising Bureau co-op retail meeting, Atoka, Tenn.


Oct. 6-7—National Religious Broadcasters Southeast regional convention, First Baptist Church, Dallas.

Oct. 6-8—Electronic Industries Association 56th annual fall conference. Century Plaza hotel, Los Angeles.


Oct. 7—Radio Advertising Bureau co-op retail meeting, Holiday Inn South, Cincinnati.


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


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


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


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


Oct. 15-16—Society of Cable Television Engineers annual fall meeting on “Emerging Technologies.” Play-
Compact Video has pioneered video communications for almost a decade. Our user-oriented experience has earned us recognition as the experts in design, consultation and installation of broadcast and satellite transmission centers. We’re also known as the foremost builders of mobile location vehicles.

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On target with ‘A Little Late’

EDITOR: Congratulations on your Aug. 18 editorial, “A Little Late,” regarding the FCC’s hasty move toward 9 kHz. It was concise and brought this important matter into quick focus. I have sent a copy to my congressional delegation with additional pertinent comments. I hope every broadcaster will do the same.

Broadcasters may wonder why they don’t get more of what they want from their congressman or senator. I can tell them why. They won’t put their money where their mouth is and contribute with campaign funds, either locally or through the Television and Radio Political Action Committee at the national level.—Ted A. Smith, president and general manager, KUMA(AM), Pendleton, Ore.

Historical perspective

EDITOR: This September marks the 30th anniversary of the birth of FM stereo broadcasting. Your article, “Enter Multiplex,” in the Sept. 25, 1950, issue, refers to the first FM stereo broadcast as well as to other multiplex services.

It took the FCC until 1955 to establish the “subsidiary communications authorization” (SCA) under which FM stations could provide revenue producing services—such as those of Muzak and many other organizations—that kept many FM stations alive during the latter part of the 1950’s. And it was not until the early 1960’s that the FCC established system standards for FM stereo broadcasting, leading to the commercial success of FM stations.

Now the FCC is trying to establish standards for an AM stereo broadcast service, and the Electronic Industries Association is arranging tests of proposed TV multiplex broadcast systems that will provide stereo and bilingual programs, as has been done successfully in Japan by a number of major TV stations.

Because of the importance of the stereo mode of programing to the broadcast industry, it seemed worthwhile to note this historic start 30 years ago and its growth into the AM and TV broadcast fields now on the horizon in this country.—William S. Halstead, chairman, pro tem, United International Television Foundation, Woodland Hills, Calif.

Another piece of the legend

EDITOR: In the piece on Gordon McLendon (Aug. 25), Don Keyes refers to the acquisition of WAKY(AM) as “the biggest coup that McLendon ever made.” I happen to know how that coup came about.

He called and told me that he had bought the station for, as I recall it, $500,000. I asked him how long he had been considering the purchase since he had never mentioned it to me. He said that the opportunity arose the day before and he decided within 24 hours to buy it. I asked him whether he had ever been in Louisville, or indeed, if he had inspected the station. He said he hadn’t. I asked him how on earth he could buy a station he had never seen.

He told me it was quite simple. He knew (1) how many stations there were in the market, (2) what their formats were, (3) WAKY’s coverage and (4) Louisville’s retail business. I then asked what WAKY’s gross and net figures had been and were. He said he didn’t know and couldn’t care less. He said he knew what he could do with the station and that was the only thing that mattered.

Incidentally, he sold WAKY several years later for about five times what he paid for it.—Marcus Cohn, Cohn & Marks, Washington.
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Getting serious at the FCC over more TV outlets

Commission set to vote rulemakings on low-power stations and drop-ins

The FCC is expected tomorrow (Sept. 9) to initiate two rulemakings that look toward the creation of many new television stations targeted for minorities and for rural commercial use. In addition, and for starters, the commission will approve four VHF drop-ins that have been hanging fire since December 1978.

One rulemaking will propose the authorization of "micro-stations," both UHF and VHF, operating at low power. The other is intended to make possible VHF drop-ins at less than prevailing mileage separations, provided interference protection standards are met.

The four pending VHF drop-ins that the commission is expected to approve are: Charleston, W. Va. (ch. 11); Johnstown, Pa. (ch. 8); Knoxville, Tenn. (ch. 8); and Salt Lake City (ch. 13). There are said to be a majority of votes for all three actions.

Weather-watching along the Potomac

Washington concerns, some centering around the election, others simply endemic to the regulatory-legislative hub, are occupying all segments of electronic communications in this political season; here's an across-the-board reading of priorities and worries among the highly placed

Radio deregulation and radio allocations head the National Association of Broadcasters' list of priorities for the next four months. NAB is anxious that the FCC enact its radio deregulation plan shortly after the commission holds hearings on the matter next week. And sources at the commission say NAB and radio broadcasters may get their wish; the FCC hopes to vote on the rulemaking in November.

On the other hand, NAB has been urging the FCC to move cautiously on the commission's various radio allocations proceedings. The association has pushed for, and will most likely be granted at a commission meeting on Wednesday (Sept. 10), a joint industry-government advisory group that will examine the interrelated aspects of the allocations proceedings. NAB executives pushed hard for the formation of the committee. The association's senior vice president and general counsel, Erwin Krasnow, said: "It is essential for the FCC to have a nationally coordinated allocations plan." And John Summers, executive vice president and general manager, added: "Perhaps the commission is beginning to realize that some of the technical proceedings, with social objectives, are not as simple as when first conceived."

Tom Bolger, NAB's chairman, cautioned both Congress and the FCC against "rushing to get things out, overtaxing their resources without proper input from within as well as outside."

A major matter facing Bolger and his board when it meets the end of this month will be the formulation of a position on direct-to-home broadcast satellites. With the FCC ready to issue a notice of inquiry on DBS, and with Comsat planning to file its direct-to-home proposal with the FCC in November, the NAB must face the issues connected with this latest technology. The NAB is likely to urge Congress to initiate the regulation of DBS.

And there are a number of court cases in which NAB has a stake and would like to see concluded by the end of this year. Krasnow said perhaps the most important...
is the pending Justice Department antitrust suit challenging the commercial time provisions of NAB's television code. There were oral arguments at the U.S. District Court in Washington in May, and the NAB is hopeful that Judge Harold Greene will grant NAB's motion for summary judgment, thereby eliminating the need for a lengthy and costly trial.

Krasnow said the NAB is also looking toward a final resolution of the long-standing family-viewing case. NAB is hoping for Supreme Court denial of a rehearing requested by the five plaintiffs, including the Writers Guild of America and Tandem Productions.

Sources at the NAB agree with various communications groups that there is a rush on at the commission to launch a number of important rulemakings before the November election.

Whatever the election outcome, Summers agrees with a number of NAB staff members that no change is expected in NAB's strategy on any number of issues. "There are a number of basic issues we have always pushed for, like radio deregulation," Summers said. "I don't expect that to change."

Despite all is quiet on the cable front, there is activity in the trenches and a shadow-up of the National Cable Television Association is not giving an inch on the advances it's made.

In July the FCC dropped its last two rules restricting cable systems' use of broadcast signals. It was a major victory, which NCTA will be forced to defend against motions for stays, petitions for reconsideration and court appeals in the months ahead.

The NCTA is also buttressing its defense of the Copyright Act of 1976, which sets the guidelines for the cable industry's payments for retransmission of broadcast programming. NCTA will battle the movie producers, NAB or anybody else who would push a bill through Congress that would up the rates.

A more immediate battle—one that may get started later this month—is the adjustment of the copyright rates to allow for inflation. It's a safe bet that the Motion Picture Association of America and others will try for more than even the high rate of inflation entitles them to.

The present copyright rates should have no profound effect on the recent good fortunes of the cable industry. The Ferris commission and its deregulatory philosophy have been good to cable, and a Republican president and a more-to-the-right commission might only be better (deregulation is inherent in the Republican philosophy).

NCTA would like to see the Senate Communications Act rewrite with its provisions beneficial to cable become law, but, like the rest of the communications industry, has acquiesced to the fact that it won't happen this Congress. Referral of the House rewrite to its Judiciary Committee is indefinitely delaying action on that bill.

Since there is no crisis confronting cable at the moment, NCTA can afford to be contemplative. The centerpiece of its two-day board meeting in Washington next Monday and Tuesday will be a three-year plan that plots the industry's future and what role NCTA should play in that future.

And then there is the continuing problem of franchising, where cable has to defend against itself. NCTA's role has been to caution against excesses that could lead to scandal and cause Congress and the FCC to strengthen the reins that have gone slack of late. Talks with the National League of Cities about drawing up a code of franchising ethics applies to both cities and cable companies, which were disrupted by NLC over the cable provision of the Senate rewrite bill, will be resumed ("Closed Circuit," Sept. 1). There is also concern that cable companies will not be able to fulfill their promises to build franchises. There has been such an explosion in franchising that there are simply not enough people and equipment around to do the job. Having awarded franchises on strict, specific building-time-tables, cities are not apt to be lenient.

At the networks, as with the NAB and broadcasters in general, the focus for the final quarter of the year is on Washington.

Everett H. Erielick, senior vice president and general counsel of ABC Inc., finds his chief concerns centering on the capital. "Over-all" he said, "a major general concern is what would appear to be an attempt in both regulatory policy and legislative policy, and in the administration's policy, toward favoring the new technologies against conventional broadcasting.

"We think the time has come to put all these things on an even basis—for example, looking at the unfair results of the Copyright Act of 1976, giving cable virtually free use of the entire broadcasting inventory.

"We're not against competition, but everybody should start from the same gate and nobody should be given a headstart. There's a great need to equalize the competition between cable, pay cable, broadcasting and all the other means of program distribution."

A CBS executive who asked not to be identified as quoted by $29.4 million and that none of money spent by "independent" committees can be controlled by candidate's organization. But Reagan, committee adds, will benefit from ads provided by pro-Reagan committees. And commission ruling that Carter is entitled to "paid" time would be "of no consequence." Commission, which regards question as novel, is inviting comments; they are due by Sept. 12. Reagan forces fear Carter/Mondale request for ruling is device to cause broadcasters to refuse to sell time to independent groups until ruling is issued—which could be weeks off.

Fred Silverman, NBC president and chief executive, has been given 18-month extension of employment contract, reportedly at same $1-million annual salary provided by initial agreement. First contract, for three years, would have expired June 8, 1981; now it runs to Dec. 31, 1982, giving him three more prime-time schedules to construct (including this year's, whenever it starts). Edgar H. Griffiths, chairman of NBC's parent, RCA, said Silverman "has accomplished a great deal in difficult circumstances and a highly competitive environment. We believe the extension will give him added opportunity to accomplish his goals." Silverman used to say he'd have NBC-TV in first place in prime time by Christmas this year; more recently he's said there would be ratings improvement by then, or he'd be prepared to resign.

Four public television stations that publish DIAL, one-issue-old magazine that premiered two weeks ago (Broadcasting, Sept. 1), were told by Postal Service last week that they could not continue to mail magazines at second-class rate. Ward Chamberlain, president of WETA Washington, one of magazine's publishers, said group is now confronted with higher mail rates. Companies and publishers are appealing case at Postal Service. But DIAL had some good news last week to go with bad. As promised, House Communications Subcommittee Chair-

**In Brief**

**Talks in eight-week-old SAG-AFTRA strike were suspended indefinitely last Thursday (Sept. 4). Breakdown in talks came after nearly week of bargaining that failed to resolve basic issue-formula for payment to actors from revenues generated by pay television, videodisks and cassette tape.**

**What was only possibility has quickly become probability: FCC Washington headquarters will be relocated from present spot among thicket of communications law firms to Twin Towers office building in Rosslyn (Arlington), Va., immediately across Potomac (earlier story, page 530.) Congress last week began pushing through riders on appropriations bills that would contain little-noticed provision in Communications Act that requires that commission main office be in District of Columbia. It's expected that FCC employees currently housed outside principal 1919 M Street facility will move within year, those at 1919 M within two years.**

**Carter Mondale Re-Election Committee is seeking ruling from FCC that could require stations selling time to so-called independent committees for pro-Ronald Reagan commercials to make free and equal time available to President Carter. Carter/Mondale says commercials—offered by such committees as Americans for Change and Citizens for Reagan in '80—in which Reagan appears are clearly "uses" by him under equal-time law. Only question, it adds, is whether use should be free or paid. And in view of Federal Campaign Election Act, committee said, equal time made available should be free. Committee noted that under law, each candidate is limited to campaign expenditures of $29.4 million and that none of money spent by "independent" committees can be controlled by candidate's organization. But Reagan, committee adds, will benefit from ads provided by pro-Reagan committees. And commission ruling that Carter is entitled to "paid" time would be "of no consequence." Commission, which regards question as novel, is inviting comments; they are due by Sept. 12. Reagan forces fear Carter/Mondale request for ruling is device to cause broadcasters to refuse to sell time to independent groups until ruling is issued—which could be weeks off.**

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Making contact. Since Ken Schanzer took office last February as the National Association of Broadcasters senior vice president for government relations, he has been conducting regional seminars to help local broadcasters deal more effectively with all levels of government. The latest of these get-togethers was held last Tuesday in Detroit; representatives of 16 Michigan licensees were on hand. The highlight of the meet-

ing was the luncheon speaker, Representative John Dingell (D-Mich.), the probable next chairman of the Commerce Committee. In Detroit (left photo, 1-L): Gene Cowen, ABC Washington; Mike Lareau, woodward Grand Rapids, Mich.; Robert McBride, wxiv-tv Detroit; Lee Hanson, wxsm Detroit, and Dingell. Right photo (1-R): Lowell Newton, wxzv-tv Detroit. Hanson and Schanzer.

identified, but who like Erlick often finds regulatory and legislative matters—or the consequences of such matters—on his daily agenda, succinctly described his major concerns as: "Washington—the FCC, the Federal Trade Commission, the House, the Senate. Washington overshadows everything else."

He declined to say what effects he thought the re-election of President Carter, or election of Ronald Reagan, might have on broadcasting, cable and related fields. But he noted that congressional elections could affect the political composition of House and Senate and thus in the end affect legislation in these fields. He did not put the economy high on his list of concerns, he said, because "that affects everybody," and he omitted the current actors’ strike because that would be relatively "short-term," whereas "Washington goes on forever."

Corydon Dunham, NBC executive vice president and general counsel, is also inclined to scan the Washington skies when identifying major concerns.

"Broadcasting has always had legal problems," he said. "What is different about this period is that the commission seems determined to promote an elitist pay service at the expense of the general public—which for the most part, of course, depends on free broadcasting for its entertainment and information services."

"In programming," Dunham continued, "the FCC has shown some sensitivity to broadcaster discretion, but it hasn’t hesitated to move when it wanted to. The children’s television proceeding is one example and the Carter-Mondale decision is another, putting the commission in both the programming and political arenas.

"On the technical side, we’ll learn more about the commission’s attitude toward satellites fairly soon. But they’ve shown a willingness to degrade present signals by drop-ins, narrowing bandwidths and the like."

For the FCC, the last quarter of 1980 will be busy, with major items coming before the commission such as radio deregulation, children’s television, direct broadcast satellite, VHF drop-ins, low power television (see story, page 23) and others.

How politically motivated is this packed agenda, especially in light of the presidential election campaign? One highly placed commission staffer believes it would be a "normal reaction when faced with the uncertainty of a longer tenure." For Chairman Charles Ferris to "get everything done that he can get done . . . he’s going to push like hell" to complete new directives started during his chairmanship, the source said.

Commissioner Joseph Fogarty could not say whether the November election is having man Lionel Van Deerlin (Calif.) along with Commerce Committee Chairman Harley O. Slaggers (D-W. Va.) and Representative John D. Dingell (D-Mich.), Commerce Committee member sent letter to House Speaker Thomas P. O’Neill (D-Mass.) objecting to amendment attached to appropriations bill (by Representative Robert Bauman (R-Md.) that they say "would bar disbursement of federal funds to any public broadcasting station that publishes a program magazine containing advertising." They said at subsidiary functions of public stations falls within jurisdiction of Commerce Committee and that for provision "to become law without due deliberation by the Congress would make a travesty of the legislative process." The congressmen said, however, that in response to questions from several publishers, their staff is reviewing plans for Dial. "We also intend to examine fully such subsidiary activities next year in connection with public broadcasting reauthorization legislation," they added.

White House will hold briefing and reception on Sept. 11 in honor of administration’s minority program. Affair will celebrate doubling of minority ownership, from 62 to 124, since start of program in January 1978. FCC Chairman Charles D. Ferris and Henry Geller, of National Telecommunications and Information Administration, will be among those briefing guests, who will include minority owners, in old Executive Office Building. President Carter will attend reception in East Room of White House.

Bill that would make it crime for anyone, including news media representatives, to disclose identities of U.S. intelligence agents cleared House Judiciary Committee last week by 21-8 vote. Bill, designed to protect identities of Central Intelligence Agency’s covert agents, as well as government’s other undercover operatives, is aimed particularly at publications such as Covert Action Information Bulletin, which regularly publishes names of alleged CIA agents working in U.S. embassies. Critics of legislation—similar to bill pending in Senate—say prosecution of media representatives and other unofficial persons would violate First Amendment.

‘Incredible Hulk,’ which will be entering fourth CBS-TV season after strike ends, has been placed in syndication by MCA TV/Universal, with more than 100 episodes for fall 1982 starts. Series, starring Bill Bixby, has been time-period winner for network.

At the FCC: Rulemakings looking toward drop-in of four VHF’s and establishment of low-power TV stations is expected Tuesday (see page 23). And, after four weeks of waiting for commissioners’ signatures and two-week wait for duplication, further notice of rulemaking on AM stereo is scheduled to be released Thursday. On the Hill: House Commerce Committee Tuesday may revise Swift crossownership bill. There is also expectation that Maguire legislation to require FCC to give commercial VHF to New Jersey will be revived (see page 50). At the NAB: Executive committee will meet at Washington headquarters Tuesday and Wednesday. Also in Washington: League of Women Voters this week will decide Anderson eligibility to participate in presidential debates. In New York: Nippon Electric, Panasonic, QuanTel Ltd. and Vital Industries will be honored for contributions to TV engineering at NATAS awards ceremony tonight in Rainbow Room of RCA Building. In New York: ABC Inc. executives will confer with security analysts Tuesday at ABC headquarters. In Los Angeles: NBC President Fred Silverman will address Hollywood Radio and Television Society newsmaker luncheon Tuesday at Beverly Wilshire hotel.
ing a direct influence on the frenetic pace of commission activity this fall. He did say, however, that the commission will continue to “promote a pro competition policy,” which he feels is quite “consistent with the public interest.”

Commissioner James Quello believes that although there are many important items coming before the commission in the next 6 to 12 months, he would be hard put to prove that that is the case, “just because it’s an election year.”

Another high-level source, admitting that comments of this nature were “pure speculation,” feels that the chairman, as a Carter appointee, wants to bolster the FCC record as much as possible, so “Carter can point to it as good.”

In contrast to that reaction, another staff source with a Hill background is of the opinion that the presidential campaign has “no impact and no discernible effect” on commission policy. People working at the FCC “aren’t very political,” and are generally “nonpartisan,” this source said.

Time is running out for Congress to pass communications legislation before its scheduled Oct. 3 adjournment and the November elections. The House is closer to action on some matters; at least it has scheduled hearings and meetings on communications matters.

In the Senate, the low priority of S. 2827 is evidenced by Commerce Committee Chairman Howard Cannon’s call for hearings that he has never scheduled. The bill contains revisions of the Communications Act. Down the list even farther is S. 3079, a bill that would exempt noncommercial stations from the reasonable access provisions of the Communications Act (see page 52).

The House Judiciary Committee has scheduled a hearing tomorrow on H.R. 6121, the Lionel Van Deerlin (D-Calif.) bill that has been approved by the House Commerce Committee, whose only communications-related provisions deal with common carriers.

The Commerce Committee meets tomorrow and may revive H.R. 6228, which codifies FCC crossownership rules (see page 50). The committee hopes to move the bill, which had been relatively noncontroversial before it was saddled with amendments.

The push to get reporters shield legislation seems to have slowed a bit since early August when the Senate passed its version, S. 1790, in the aftermath of the KBCF-TV Boise, Idaho, newsroom search. But House sources do expect H.R. 3468 to be scheduled for floor action before the Oct. 3 adjournment date.

On Thursday Sept. 11, the Copyright Royalty Tribunal, under House Judiciary Committee jurisdiction, is scheduled to issue the final distribution formula among members of joint claims for 1978 cable royalties. The tentative formula CRT issued in July gave U.S. and Canadian broadcasters 3.25% of the $14.6 million pie (Broadcasting, Aug. 4).

The Carter administration, as one of its officials put it last week, is stuck “in neutral,” at least as far as telecommunications matters go, as it moves deeper into the election season. For the most part, that is a deliberate decision on the part of officials who feel they should delay new initiatives until they learn whether they will have a fresh mandate after Nov. 4. But in at least one case—that involving the Quello seat on the FCC—inaction seems to reflect indecision on what to do, or at least when.

Among White House staffers involved in screening applicants for the FCC seat now held by Commissioner James Quello, a consensus seems to have formed around Peter Lopez, a 31-year-old attorney who is a member of a large law firm in Los Angeles. Like Quello, a Democrat, Lopez is regarded as bright, articulate, and well versed in communications matters—he became interested in the field at UCLA law school, in a program that has been conducted by a series of former public interest lawyers—and has continued that interest in a law practice in which he has served clients in the entertainment and communications fields. He is also a Hispanic, a not insignificant matter in view of the pressure the Hispanic community has applied on the White House to name one of their own to the commission and the impact the selection of a Hispanic might have on the large number of Hispanic voters.

Many are convinced that no nomination will be made before the election. As a practical matter, it is said, it would be virtually impossible to secure Senate confirmation before Congress’s scheduled adjournment, early next month. However, officials last week were saying a final decision on whether or not to send a nomination to the Senate before it adjourns hasnot been made. For that matter, there are those who say Quello’s chances of getting the nomination are not completely dead. He is said to have some support at the White House.

Of course, a Ronald Reagan victory would make all Carter administration plans for the future irrelevant. It was with that reality in mind that Henry Geller, who as head of the National Telecommunications and Information Administration is the administration’s chief spokesman on telecommunications matters, said last week that there would be no new initiatives unless Carter is victorious. “We’re working. We’ll participate in what’s going on,” he said. “But new initiatives depend on a new mandate.”

Geller indicated NTIA will be ready to use a new mandate, if given one. He said one area in which it will be prepared to recommend government action is cable television. “What should government policy in the area be?” is a question NTIA would address. “Is government policy consistent with sound considerations?”

In search of answers, NTIA officials are reviewing a draft report on pay cable and cable television prepared by Technology and Economics Inc., of Cambridge. Geller also said NTIA is engaged in other projects, “a lot of them” involving broadcasting, and common carrier. One involves both fields—direct broadcast satellites. NTIA plans to participate in the DBS proceeding the FCC is expected to initiate, as well as to play a major role in preparing the U.S. position for the conference of western hemisphere nations on DBS scheduled to be held in 1983.

So there’s plenty of work to do. Whether NTIA under Geller will proceed with it is, in a real sense, up to the voters.
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TV battle begins for the candidates

They're still arguing over the debates, but meanwhile, Reagan and Carter hit the air with contrasting commercials

The question of whether presidential debates will be held this year—and if so, who will participate—last week continued to hang over the political landscape like a harvest moon. But while it did, another debate of sorts got under way—the one between the advertising agencies working for President Carter and his Republican opponent, Ronald Reagan. Their commercials are popping up all over the airwaves. The Anderson difference remains to be celebrated in 30's and 60's, but a ruling of the Federal Election Commission last week should make it easier for independent John Anderson to raise the funds needed for an advertising campaign. For a campaign opener, it wasn't a bad week.

The debates issue may be resolved this week, although not, perhaps, without the playing out of a game of chicken. The chief hangup continues to be whether Anderson will be included in the first of three presidential debates the League of Women Voters plans to sponsor. (The first is tentatively scheduled for Sept. 21, in Baltimore.) The Carter forces seem determined that he will not. ("We obviously think our best interests are served by a one-on-one meeting," said Carter's campaign manager, Robert Strauss, in a burst of candor while appearing on the MacNeil/Lehrer Report last week.) The Reagan forces insist that he will. (Reagan speaks of fairness, but a top aide in his campaign, James Baker, appearing on the same MacNeil/Lehrer edition, also spoke of the political advantage Reagan would gain in a three-way session.) The League of Women Voters' board of trustees meets in Washington this week to review the polls to determine whether Anderson has achieved the 15% standing the league has established as the criterion for inviting him. If he does not, the issue is settled.

But what if he does? Strauss on several occasions has come close to a categorical statement that Carter would not participate in an initial debate in which both Reagan and Anderson take part. Anderson last week was not making things easier; he said he would not turn down an invitation from the league, even if it meant saving the debates. The league was being hardnosed, too. League officials insisted the debates will be held as long as two candidates—any two—show up. And the Reagan camp was not ruling out a Reagan-Anderson debate. Baker said it is "leaning" toward Reagan participating in such a match-up, but he was not about to lock Reagan into a commitment.

Thus, President Carter could face the prospect of sitting in the White House on Sept. 21, watching two other guys on television debate the issue of the presidential campaign, without him. Some observers do not think it would come to that. They note that Strauss has always left the door open to a change of heart on the President's part.

Meanwhile, the commercials and five-minute programs that have been produced by Rafshoon Communications for the President, and by Campaign '80, the agency established by advertising man Peter Dailey to handle the Reagan campaign, are chasing each other and spots for detergents, soap and cars across the airwaves, day and night.

So much for the presidential side.

The human side is shown in a couple of commercials filmed two weeks ago in northern Virginia—he is talking to a group of housewives in one and to residents of a senior citizens home in the other—and in a five-minute program on a presidential town meeting, which he is credited with inventing. In all, Carter is seen as warm, knowledgeable and concerned about citizens' feelings. (Although the material avoids mentioning Reagan, it contains a number of veiled digs at the Republican candidate. At one point, Vice President Walter Mondale is shown talking of the burdens and complexities of the job, and adds, "There's nothing to 5 about the Presidency," a reminder of remarks that the 69-year-old Reagan likes to maintain a normal working schedule. Another commercial showing the President in a sweater, sitting alone at night in the Oval Office, contains a voice-over remark that the President cannot avoid the responsibility for deciding alone—which recalls Reagan's stated preference for delegating authority and relying on advisers.)

The Anderson campaign's commercials are still under wraps. David Garth, the New York media adviser who is now running Anderson's campaign, has produced some commercials, but a lack of funds has apparently prevented the campaign from putting them on the air. But last week, Anderson received a boost in the form of a ruling from the FEC that his candidacy is the equivalent of a third-party movement and is entitled to a federal subsidy—provided Anderson receives at least 5% of the vote in the election. How much he receives will depend on the number of votes he gets in relation to the average number of votes received by Carter and Reagan. In any event, he can use the ruling in seeking to borrow money needed to fuel the campaign.

The ruling, he said, was "very significant" for his campaign. Similar good news from the League of Women Voters this week, on the question of his eligibility to participate in its debates, would be at least as significant.

And while the question of whether there is more than George Wallace's dime's worth of difference between the two candidates is something for the voters to ponder, there's no question there is substantial difference between the advertising approaches being taken, in mood and substance. The Carter ads, produced principally by Eli Bleich, a San Francisco filmmaker who produced the movie on Carter that was shown at the Democratic convention last month, use mood music and photography and show the President in a variety of locations, from the prosaic—a neighborhood backyard—to the majestic—the deck of a U.S. carrier at sea and the White House—to make their points. Reagan's producers, on the other hand, rely on a determinedly simple approach. For the most part, the candidate looks into the camera and says his piece, on the economy, jobs and peace, in three five-minute programs, one 60- and four 30-second spots. "There's no fancy dazzle," said Dick O'Reilly, of Campaign '80, last week. "The governor is his best advertisement. He speaks with honesty and is convincing."

Gerald Rafshoon, who heads Rafshoon Communications, describes the 20 Carter pieces thus far produced—they include 16 30's and 60's and four five-minute programs—as "positive." And most would agree. (Of course, the batch shown reporters last week were only the first to be
Junior Achievement had a problem in South Florida. Although it is a primary resource for tomorrow's leadership in the business community, it had no identity on the growing and prospering Florida Gold Coast.

WAXY decided to get involved and in a rapid series of events, the RKO FM station developed a Hall of Fame Banquet and donated an automobile for JA activities. And to date, their on-air personalities have hosted two awards dinners honoring outstanding Junior Achievers in the Greater Miami area.

There is no lack of identity for Junior Achievement in South Florida today, all because WAXY tooled up to solve a crucial community problem.
Entrepreneurial spirit rising in public TV

PBS and member stations moving ahead with plans to develop revenue from satellite services, other program-related operations

A special task force formed by the Public Broadcasting Service and the National Association of Public Television Stations met last week in Washington and suggested that the parent organizations explore a variety of means to extend service and produce additional revenue.

Groundwork for the 13-member task force was done by the PBS staff, which laid out the options in an inch-thick document. In public meetings last Wednesday night and most of last Thursday, the task force discussed the staff's recommendations and adopted them with little alteration. The task force also approved a budget that recommends that $236,000 be earmarked for research and start-up costs.

The chief hopes for new revenues center on the PBS satellite network. Dan Wells, a senior vice president at PBS, said there are three ways public television can make money from the system: earth stations sharing with Western Union (there are 10-meter dishes at over 150 PBS stations), value-added services and relinquished transponder time. Wells said not only would Western Union pay for time on the PBS earth stations, but it would also install satellite receivers that could be used by the stations when not being used by Western Union. According to the staff report, Western Union "has guaranteed a minimum payment of $5 million by the end of 1983" for use of the earth stations.

The revenue, Wells said, would be split evenly between the Corporation for Public Broadcasting, which paid for the satellite system, and the participating stations. The report said Western Union began sharing the main PBS uplink in suburban Washington on July 1 and plans to begin sharing an additional 20 earth stations this month.

Value-added satellite service would consist of recording, duplicating and delivering television programing distributed by satellite for commercial broadcasters. The PBS stations would not market the services, but sell them to satellite syndication operations such as Blairsat and Vidsat.

Eric Sass, PBS's director of development, said 93 of 132 stations contacted have either signed contracts or otherwise expressed willingness to participate in the business. The report said Blairsat would like to start on Oct. 1, and that Vidsat would also like to begin some time in October. The report estimates stations would derive $3.9 million in the first year of service, while PBS would receive $191,000. Stations participating in the service will have to absorb some of the costs for the taping and duplicating equipment, but even this burden will be shared. Blairsat has offered to provide one-inch videotape machines or equivalent compensation to 23 stations, the report said.

Currently, PBS leases three full-time transponders from Western Union on Westar 1 under a special tariff. Come January a fourth transponder will be added. When that happens, Wells said, PBS will have unused time during early morning hours that can be turned back to Western Union, which will then sell the time—mostly to the syndicators who are dealing with the PBS stations—at regular occasional-use rates. And, Wells said, 90% of what Western Union collects for the time will be returned to PBS in the form of credits that will reduce the amount PBS pays for the four transponders.

Another revenue source that excited the task force was satellite teleconferencing. Although all saw the potential of teleconferencing, which is already done by some PBS stations and regional public networks, there was some discussion about who would profit from the business—PBS or member stations. That question was left unresolved.

An agenda item that promised no immediate return and, in fact, demanded spending money, was pay cable. The task force recommended that $100,000 be spent to investigate the possibility of establishing a pay cable service along the lines of PACE, a service proposed by the Carnegie Commission to produce and sell to cable subscribers highbrow cultural and performing arts programing.

There was some concern that it might be too late for PBS to create such a service. Richard Pinkham, a member of the board of directors of WNET-TV New York, wondered if it wouldn't be "an exercise in futility" to develop that type of service now that CBS has indicated that it would include large doses of cultural programing in its planned advertiser-supported cable service. But PBS President Larry Grossman rejected Pinkham's suggestion, saying no one really knows in which direction CBS is going and that "to withdraw from the fray without investigating it would be inappropriate."

And Henry Cauthen, president of the South Carolina ETV Commission, was worried that if PBS doesn't pursue the cable market and somebody else does, PBS stations will be "losing a potential area of programing."

The discussion of pay cable led to one on the impact cable may have on public television. The task force adopted a proposal that the study on pay cable be broadened to include the larger question. The discussion also lead Grossman to urge public television to get involved in the local franchising processes to insure that some cable channels are reserved for public television. Cauthen said that in the cable system of the future, "if you only have one channel, forget it." He said public television stations should think in terms of "a dozen of them."

The task force also recommended that $12,000 be spent to look into ways of improving the reach of public television; that PBS consider buying a standards converter, a $250,000 machine that changes PAL and SECAM video to NTSC and vice versa, for use by its member stations and commercial stations, and that it investigate the marketing of videocassettes and videotapes.

The task force was headed by George Gruenwald, chairman of the Campbell-Mithun agency.
HEAR HOW THE SOUTHWEST IS WON, EVERY WEEK.

ONLY MUTUAL RADIO CARRIES ALL THE SOUTHWEST CONFERENCE AND DALLAS COWBOYS FOOTBALL GAMES.

Mutual Radio wins the attention of millions of football fans in the Southwest every week.

**Mutual scores big.**

The Mutual Southwest Radio Network reaches an average of 3.3 million* listeners each week for the college games and 3.7 million* fans who follow the Cowboys, over 200 stations in seven Southwestern states.

**Mutual makes the big plays.**

Mutual Radio carries more football than any radio network in America. Hear the best broadcasting team in the field, and win the Southwest every week on Mutual.

*Opinion Research, 1978

**MUTUAL BROADCASTING SYSTEM**

Radio is our only business.
FORTY EIGHT HEADS ARE BETTER THAN ONE.

That's what the IGM Instacart gives you.
Forty-eight playback heads, one for each cart
in the machine.
That's a thousand times better than a
rotating player with 48 trays and one head.
Because it frees you to do instant random
access programming.
No search time.
You can program the entire day without ever
repositioning a cart. Simply tell the Instacart what
sequences to play and you've got it. In any order,
even back to back.
Instantly.
It can even record sentence fragments from
different carts and play them back as a single
continuous sentence.
At the touch of a button.
It gives the "live" disk jockey or the pre-
recorded format programmer total control, speed,
and freedom to do what they do best.
Creative programming, instead of wasting
time juggling cartridges.
It's also an engineer's dream. Perfect fidelity.
Comes in modules of 12. And gives you plug-in
electronics for easy maintenance.
It's no wonder the IGM Instacart has become
the standard of the industry.
And no wonder it came from IGM. We've
been in the radio equipment business since 1929.
And nobody knows more about this kind of
equipment than us. To find out more, return the
coupon, and we'll get back to you.
Instantly.

Dear IGM:
☐ I'm interested. Send me your salesman.
☐ I'm curious. Send me your brochure.
☐ I'm not ready yet. But send me more facts
next year.

Name

Station

Position

Address

City __________ State _______ Zip __________

IGM COMMUNICATIONS
INSTACART
1410 Home Road Bellingham, WA Ph: (206) 733-4567
Praising PTAR

In letters to FCC commissioners, SRA tells of the value, successes of prime time access to counter the commission staff’s negative evaluation of the rule’s effects.

The Station Representatives Association told the FCC last week that the prime-time access rule (PTAR) has, too, done what it was meant to do—and more—and that it should be retained.

Eliminating the rule, SRA Managing Director M.S. Kellner said in a letter to each FCC commissioner, would be a disservice to viewers, stations, independent program suppliers and local and regional advertisers.

The commission has not proposed eliminating PTAR, but an FCC staff report earlier in the summer treated it as a regulatory failure (Broadcasting, June 23).

SRA’s Kellner said that part if not all of the access hour created by PTAR for local programming—7-8 p.m.—would be taken over by the networks if the rule were removed. The 7:30-8 p.m. period would be “recaptured by the networks,” Kellner wrote, and, in view of network interest in expanding their early-evening newscasts, the 7-7:30 period might be, too.

Despite PTAR, he continued, network program time has increased by 29 hours a week—from 253.5 hours a week, or 63.5% of all broadcast hours, in March of 1971, to 282.5 hours a week, or 70.8% of all hours, in March 1980. “There’s every reason to believe expanding network occupation of local station time will continue,” Kellner asserted in the letter.

“PTAR,” he continued, “has fostered the development of an independent syndication industry, has restrained total network domination of prime viewing time and, most important, has assisted local licensees in exercising their own judgment in choosing programs, local and syndicated, which best respond to the needs, interests and tastes of their communities.”

Kellner said the FCC staff report “concedes the success of the PTAR in meeting each of its primary objectives” and yet concludes that it has failed to produce “the larger benefits the commission envisioned” such as a large number of “quality” programs.

He said the report acknowledges that some programs would not have been produced had there been no PTAR but that it mentioned only The Muppets and PM Magazine, plus some unidentified “locally produced and other programs addressed to local issues.”

The report, he continued, could have “mentioned such fine local-access-time productions as Miller’s Court, House Call and Park Street Under on WCVB-TV Boston; Weeknight on KCRA-TV Sacramento; Calif. Northwest Illustrated on KQTV Portland, Ore.; Probe on WSTM-TV Syracuse, N.Y.; Meeting House and City Lights on KVY-TV Philadelphia; Pacific Currents and All Together Now on KPIX-TV San Francisco; Louisville Tonight on WHAS-TV Louisville, Ky.; Agronskys & Co., Everything and Harlembe on WDWV-TV Washington, and Your Money and Your Life on WPAC-TV Miami.”

“Or the report might have discussed other syndicated and station groups produced information and issue-oriented programs such as The Baxters and World of People; Post-Newsweek’s Hittin’ Home; Group W’s Fight Back With David Horowitz, Hour Magazine and Wide World of People; Capcities’ Family Specials and Runaway, and Multimedia’s Young People’s Specials, Mandy’s Grandmother and The Last Prom.”

More than that, Kellner added, “for all the derogatory remarks they suffer, the inescapable fact is that most access time game shows are nonviolent, family entertainment which, at the very least, cannot be said to be self-evidently less in the public interest than much of the network fare which follows them.”

Kellner said PTAR not only had produced its intended benefit but also had brought some probably unanticipated advantages: By loosening the network hold on 7-8 p.m., he said, it enabled independent stations to compete more successfully with affiliates and thus “economically stimulates” them and “encourages the start-up of new independents.”

“In assessing the importance of PTAR in this regard,” he continued, “it’s important to know that while 7% to 8% of the nonnetwork revenues of network-affiliated stations comes from the 7-8 p.m. hour alone (more than from any other hour), an even higher percentage of total broadcast revenues of independent stations (e.g., 19.9% San Francisco and 28% in Philadelphia) comes from that hour.”

“Ironically, one of the goals approved by the network inquiry report—development of a fourth and fifth television network—is dependent on the viability of independent stations fostered in significant degree by PTAR.”

In addition, Kellner said, the PTAR hour “is the period offering the largest nonnetwork full-family audience available for local and other nonnetwork advertisers.” Thus, he said, “reoccupation of access time by the networks would substantially reduce the ability of local and regional advertisers to reach their customers with their advertising messages.”

Planning stages. Ralph Guild of McGavren Guild, is helping Society of Radio Personalities and Programers plan its first annual convention and awards ceremony, scheduled for July 17-19, 1981 in Cincinnati. Convention planning committee plans to meet for first time in November. Kansas City, Mo.-based society was formed in March and claims current growth rate of 30 members per month with total membership to date of 150.

Radio history. Best of Radio, weekly series highlighting old-time radio, is being offered by Pop’s Creative Sound Services, new division of Media International Inc. of Chicago. Hosted by famous radio personality Jack Cripe, program is being distributed to small market stations and is sponsored by Media International’s cassette tape division. For information: (312) 487-5430.

First lives. The top five songs in contemporary radio airplay, as reported by Broadcasting’s Playlist: (1) Upside Down by Diana Ross on Motown; (2) Sailing by Christopher Cross on Warner Bros.; (3) All Out Of Love by Air Supply on Ariola; (4) Give Me the Night by George Benson on Warner Bros.; (5) Late In the Evening by Paul Simon on Warner Bros. The top five in country radio airplay: (1) Misery & Gin by Merle Haggard on MCA; (2) Looking For Love by Johnny Lee on Asylum; (3) Heart Of Mine by the Oak Ridge Boys on MCA; (4) Do You Want To Go To Heaven by T.G. Sheppard on Warner/Curb; (5) Charlotte’s Web by the Statler Brothers on Mercury.

Broadcasting 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.
Born into ENG, the HL-79A adapts beautifully to EFP. The accepted leader in ENG, the HL-79A, reinforced its position as the preeminent portable camera at the 1980 Winter Olympics. Scores of HL-79A's covered the ski slopes, the bobsled and luge runs and the skating rinks for the ABC Network. Their performance brilliantly etched into the world's visual memory, is history. But the industry already knows about the HL-79A's capability.

Today, more and more broadcasters are learning that the HL-79A is a superior EFP color camera. Options such as 4½-inch electronic viewfinder with return video, program and intercom audio plus genlock — among other features — transform it into the ideal camera for sports and special events, commercials and high quality production. Triax equipped, it ranges nearly a mile from its base station. Near-darkness is its frequent habitat; but it has knee control for brilliantly lit scenes too.

Of course, you may need some of its ENG flexibility for EFP too — like its shoulder action shape, 11.2 pound weight, 6-hour clip-on battery.

The specs and automatic features of the HL-79A are equally outstanding. They're yours, along with an eye-opening demonstration, at your Ikegami distributor. Or contact Ikegami Electronics (USA) Inc., 37 Brook Avenue, Maywood, N.J. 07607, (201) 368-9171. West Coast: 19164 Van Ness Ave., Torrance, CA 90501 (213) 328-2814; Southwest: 330 North Belt East, Suite 228, Houston, TX 77060 (713) 445-0100; Southeast: 552 So. Lee St, Americus, GA 31709 (912) 924-0061.

Beyond ENG

Ikegami HL-79A
Pay programers say the squeeze is already on by Premiere

HBO, Showtime and Warner Amex charge product dried up as soon as movie companies announced formation of their enterprise

Premiere, the joint venture through which four motion picture companies and Getty Oil Co. hope to enter the pay cable business in January, is already causing problems for the three program supply companies with which it intends to compete. Home Box Office, Showtime and Warner Amex Satellite Entertainment Corp. say Premiere is causing their supply of programs to dry up.

Officials of the companies voice the complaint in affidavits the Justice Department file in U.S. District Court in New York in connection with Justice's request for a preliminary injunction to prevent Premiere from going into business. Justice claims the agreement under which the Premiere partners plan to operate violates the antitrust laws, in that it constitutes price fixing and a group boycott.

A key provision in the plan calls on the four motion picture companies—Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp.—to deny their films to other program suppliers until nine months after they are made available to Premiere. And, with Premiere planning to begin operations in January, HBO, Showtime and Warner Amex say they are already feeling the effect of that provision. For each relies heavily on the product of the four companies involved in distributing pay programming to the nation's cable television and other pay-TV systems.

Nicholas J. Nicholas Jr., chairman and chief executive officer of HBO, said in his affidavit: "Since the announcement of the Premiere consortium in April 1980, and continuing to the present, all attempts by HBO to acquire pay television exhibition rights to feature films recently released by each of the movie company defendants for exhibition by HBO in the first three quarters of 1981 have been flatly rejected by them."

Indeed, he said the programing pinch is being felt at the present time. Because of the "boycott," HBO's 1981 schedule is "less than half full" and is missing such "essential blockbusters" as "All That Jazz," " Kramer vs. Kramer" and "Chapman's Two," Nicholas said. And "to fill the gaping holes in its 1981 schedule," he added, "HBO has been forced to move films originally scheduled for a fall 1980 showing into 1981."

Jules Haimovitz, Showtime's senior vice president of programing and operations, expressed similar concern. He said the announcement of Premiere caused a breakoff of negotiations with 20th Century Fox for the rights to "All That Jazz," as well as those with Universal Pictures, MCA's subsidiaries for the rights to "The Jerk" and "Electric Horseman." Haimovitz added that Universal subsequently informed him that those two movies, along with "The Last Married Couple in America," "Little Miss Marker," "Where the Buffalo Roam" and "Folkes" would not be available until the fall of 1981. One of those films is currently being advertised by Premiere and ordinarily would have been available to Showtime in late 1980," Haimovitz said.

Haimovitz also said experience provides a grim lesson of what can happen if four major suppliers withheld their product from the market. He said Showtime counted an "abnormally large number of subscriber cancellations early this year, after "only two" majors—MCA and Paramount—"withheld part of their product" in the last quarter of 1979. MCA and Paramount acted out of frustration at what they considered the poor prices they were receiving from pay cable.

John A. Schneider, president of Warner Amex, in his affidavit, also spoke of an abrupt termination of negotiations for rights to movies. Warner Amex, seeking product for its new Movie Channel, which began operating late last year and is unique in offering 24 hours daily of nothing but movies, was in negotiations with Universal for rights to six films—"The Jerk," "Little Miss Marker," "Electric Horseman," "Last Married Couple in America," "Folkes," and "Where the Buffalo Roam"—when the Premiere announcement was made. When that happened, Schneider said, "we received a letter advising us that these movies would not be available until the last quarter of 1981."

Because of Premiere, Schneider said, "there has been a dramatic reduction in the supply of first-run, hit films which would normally be available for showing in late 1980 and early 1981." Furthermore, he said, "we start planning our schedules seven months in advance, and the schedules go to press at least two months in advance. Our programing is suffering right now from the absence of the defendants' films, and Premiere is not even in operation yet."

The first court hearing in the case is scheduled before Judge Gerard Goettel on Sept. 19. It will deal with a procedural matter—the extent of discovery to be permitted. After he rules on that, Goettel will schedule a hearing on the request for a preliminary injunction.

Meanwhile, one new defendant has been named in the case. Dabar granted Premiere's motion to enter the case alongside the five entities that constitute the joint venture.
Better communications between broadcasters and educators is a real need.

For 25 years, BEA has been bringing the academic world and what we call the "real world" together. At BEA, we don't just talk about things ... we do things.

If you're a member of NAB, you're already a member of BEA.

Our Board of Directors meets September 18-20.

Our next major event is November 6, 7 and 8 -- A Faculty Seminar at NAB Headquarters.

Want to become active in BEA? You may be missing something you already have!

Speak to Hal Niven at NAB

BROADCAST EDUCATION ASSOCIATION

or me,
Clint Formby, KPAN AM/FM, Hereford, TX President

As educators, we really want to deliver the kind of people broadcasting is looking for.

BEA helps -- With industry-supported scholarships; with frequent faculty/broadcast seminars; and with publications like "Feedback" and "The Journal of Broadcasting."

BEA wants your ideas and your participation.

Speak to Hal Niven at NAB

BROADCAST EDUCATION ASSOCIATION

or me,
Don Kirkley, University of Maryland, Vice-President

DON'T BROADCASTERS UNDERSTAND WE HAVE TO EDUCATE THESE PEOPLE, TOO!
Under one roof

Taft Broadcasting Co., Cincinnati, has consolidated its TV and theatrical production activities under a single entity, The Taft Entertainment Co. Simultaneously, it was announced last Wednesday (Sept. 3) that Sy Fischer had been appointed president and chief executive officer of Los Angeles-based Taft Entertainment.


The activities of Taft Entertainment include production of all forms of programming and films for TV and theatrical exhibition, domestic and international distribution of motion pictures to theaters; the licensing and merchandising of characters and concepts; the leasing of specially equipped vehicles for location filming and motion picture completion bonding services.

Taft Broadcasting said that Worldvision Enterprises Inc., TV program distribution subsidiary that it acquired in 1979, will continue to operate as a separate company under Kevin O’Sullivan.

Fischer, who has held agent and management positions in the entertainment field since 1945, has been president of Sy Fischer Co. since its establishment in 1969 as part of Taft Broadcasting.

Sizing up a 9 kHz switch

NTIA study says move to smaller channel spacing could be done quickly and without much expense, trouble or interference

If the U.S. and other countries in the western hemisphere decide to reduce AM channel spacing from 10 kHz to 9, the job could be done literally overnight in the U.S., without disrupting existing service and without undue strain on the country's consulting engineers. That was one of the conclusions reached in a study released by the National Telecommunications and Information Administration, the principal backer of the proposal aimed at opening the door to several hundred new AM stations. The study was also generally encouraging in its assessment of the interference problems the switch would cause.

The study, done by NTIA's Institute for Telecommunications Sciences, says that relaxation by the FCC of "some regulations...for the transition period" would make possible the overnight switch. And since the proposed frequency changes are small—some stations would not have to make any; none would have to move more than 4 kHz—station engineering personnel could do the necessary work "in most cases," according to the report. The services of consulting engineers would be required only in "some problem cases."

The study makes no estimate of the cost of making the change to the 9 kHz system; it says the cost would depend on the FCC requirement. However, a study commissioned by the FCC but not yet released says the cost for the 1,300 directionialized stations affected would average $10,000 each; engineers say the cost for most non-directionialized stations would vary from $250 to $1,100.

Beyond those costs would be those of making input impedance measurements. (Impedance measures the relationship between a change in input and the resulting change in output.)
Once he's turned on, so are family audiences!
From the very beginning, The Incredible Hulk has been a “must see” for family audiences! Last season—its big 36% share of 18-49 viewers—put it among the top of all TV shows.

And besides these young adults, Hulk draws large numbers of teens and kids. In fact, a giant 74% of its audience is under 50. That’s a young all-family share of 74%!

And it happened on Friday night—the worst 18-49 viewing night of the week! Just image what the Hulk will do in early fringe with all those young adults, teens and kids available! Incredible!
Why the strong all-family appeal? First of all there's Bill Bixby. He has all the warmth and sex appeal. Young women flip over!

Then there are the stories: some of the best week-to-week writing and casting on the air.

And, of course, there's the Hulk (rousingly portrayed by Lou Ferrigno)—a force for justice—a magnet to every kid or teen who can turn on a TV set!

The Hulk is the rage! When it premiered, the Hulk was a big number one in its time period, moving CBS up nearly 50% from the year before! Since then, it has been winning season after season against all kinds of competition!

The Hulk is much more than a TV series! It is an institution that never stops working. The Incredible Hulk is an all-media star that delivers more than a billion extra individual exposures each year!
THE BIG GREEN FAMILY MACHINE!

THE INCREDIBLE HULK

Call your MCA TV representative for details and availability in your market.
among voltage, current and power in a particular load.) The NTIA study says they would range from $500 to $750, plus expenses. It says the time required for making partial proof of performance on the average directional array would be about six man days—assuming no unusual problems—and a maximum of 21 man days for the average station with a single directional antenna pattern.

As for the effect of frequency changes of up to 4 kHz on radiation patterns, the study says that they are "minor." A computer-based comparison of interference levels that would exist at 1426 kHz and at 1434 kHz with the interference that now exists among stations on the 1430 kHz channel shows only "minimal changes" at any station, according to the report.

Experimental operations at three stations carried out in cooperation with the FCC—WLBH(AM) Maumee, Ill.; KLAK(AM) Denver, and WEL(AM) Tupelo, Miss.—showed greater changes in measured radiation than in the computed values. But the study says the discrepancy may have resulted from an initial misalignment of the array. The study says "it should be possible" to bring the measured fields within limits "with minor adjustments of the phasing equipment."

The nations of the western hemisphere will meet in Rio de Janeiro, in the fall of 1981 to consider proposals for switching to a 9 kHz system. The meeting will be the concluding part of a two-part conference on developing a hemispheric plan for use of the AM band. The first part was held in Buenos Aires last spring.

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Journalism

NIWS for TV news

Latest syndicator enters field with feature-type reports; some will be generated in-house, rest will come from stations

Add NIWS to the list of acronyms representing the burgeoning field of news and information syndication.

Telepictures Corp. last week announced the formation of the News/Information Weekly Service for television and a $2-million commitment to bankroll development of the service.

NIWS, a joint venture of Telepictures and David E. Salzman's United Software Associates, will offer 15-20 feature news stories, about half of them generated in-house with the rest cherry-picked from "supplier stations." Salzman, former chairman of Group W Productions, is president of the new service, scheduled to be launched Nov. 3.

The NIWS stories, expected to range from one to four minutes in length, will be distributed weekly as "finished, ready-to-air pieces," according to Salzman. However, as he and Telepictures President Michael N. Garin stress, they also are intended to stimulate local production.

A representative "NIWS log," included among the promotion materials distributed last week, offered the following stories: plastic surgery, athlete nutrition, overweight teen-agers, "hard country," "Seems Like Old Times," ABC CAM, leg injuries, T-Bills, Agent Orange, long fingernails, beer hawkers (sports), Mount Vesuvius, swans (environmental), teenage drinking and a five-part series on transsexuals.

Principal NIWS reporters signed for the pieces the service itself will produce are columnist Carl T. Rowan; entertainment writer/producer Doug Llewelyn; the Today show's house doctor, Art Ulene, and Robert Rosefsky, financial columnist and KNXT(TV) Los Angeles "money editor."

Already on board as "supplier stations," giving NIWS the right to choose from their new broadcasts, are WNEW-TV New York; WDMA-TV Washington; WFAA-TV Dallas; CITY-TV Toronto; KOMO-TV Seattle; WBT(TV) Charlotte, N.C.; KTVX(TV) Salt Lake City; KOOL-TV Phoenix; WWBT-TV Richmond, Va., and WCSC-TV Charleston, S.C.

Given the market-to-market variables, NIWS backers wouldn't comment on the cost of the service. However, the price paid for local-station efforts is said to be about the double the network syndication offer: NIWS will pay $300 per story or episode in a multipart.

Both Salzman and Garin said they were not ready to reveal all the client stations on board so far but among the call letters they did claim are WDMA-TV, WFAA-TV and CITY-TV.

Each weekly tape distributed to stations not only is to include individual pieces but a multipart series as well. In addition, NIWS also will provide a newscast feature from Pathe Pictures "for headline stories of yesterday when they mirror today's events" and a weekly environmental report.

Garin said the tapes will be in station hands no later than the Wednesday before the Monday when airplay begins, allowing for promotion by the station. When stories are bought from local stations, NIWS plans to edit them for national consumption.

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News Beat

Saying this about that. Former President Richard Nixon appears daily this week on NBC-TV's Today show in taped segments with author Theodore White. Nixon, who's doing spots without fee, comments on 1980 political campaigns as well as other issues.

Schieffer shift. Bob Schieffer, anchor of weekday editions of CBS-TV's Morning, is relocating from New York to Washington and becoming CBS News national correspondent. He'll continue as anchor of Saturday Morning (weekday replacement hasn't been named) and also substitute as anchor of CBS Evening News. CBS capital bureau has been hit by defections of Roger Mudd and Marvin and Bernard Kalb. Charles Kuralt, who already be taking over Schieffer's weekday Morning responsibilities starting this fall.
Business

Cable stocks booming along

Investors jump aboard for various reasons, although some analysts see a slide

Wall Street's analysis of the general, and in some cases dramatic, rise in the price of cable industry stocks over the past month and a half provides some interesting insights into the patterns of investor interest in the field and the implications they hold for the future.

The consensus is that the run-up was kicked off by the UA-Columbia Cable announcement that it had retained Morgan Stanley to investigate the company's "future financial prospects." Operating on the assumption that the current buyout, investors pushed the stock's price about $20 in two days. After some intervening ups and downs, UA-Columbia closed last Tuesday at $71.50, up from $51.50 on July 30.

The ripple effect caused through the industry was helped along by the close-on-the-heels purchase by Capital Cities Communications of CableCom from RKO General and the announcement of the finalized agreement for The New York Times's purchase of Irving Kahn's New Jersey cable systems. Capcites' payment of a price of close to $600 a subscriber was considered by many investors to be particularly significant because, says Tony Hoffman, analyst with A. G. Becker, they feel the company is "farsighted in terms of their acquisition policy."

The movement provided a boost to most companies in cable. Burnup & Sims shares, for example, went from $10.50 in this period to $14.875. Heritage Communications from $14.875 to $20.25. United Cable, whose recent million-share offering was initially mentioned when its shares were at about $32, was able to command over $37 a share by the time it reached the market, and the week after the sale was trading at $37.50.

As John Reidy of Drexel Burnham Lambert points out, the upward pressure has spilled over into the stocks of cable equipment suppliers, led by Scientific Atlanta and with Oak Industries and others following right along.

Reidy would add to the analysis of the upward pressure the optimism for cable's future growing out of the ongoing deregulation process. And Merrill Lynch's Bill Suter suspects there's some "evolutionary kind of thing" at work: As cable comes to an area, he suggests, even if it's the first stirrings of franchising, people become "aware" of the industry and "want to participate in its growth."

One thing that's obvious in the midst of the upswelling stock prices is that the trading is stepping out of line with yardsticks based on earnings performance. Several cable companies, in their recent earnings reports, noted that the costs of developing new franchises (particularly in urban areas) would depress earnings over the next several quarters. Teleprompter posted second-quarter cable division profit improvement of only 7%, specifically citing development costs; yet at $23.625 its stock is still $1.125 over its closing price the day before that July 31 announcement.

In some cases, of course, the market price reflects investors' making "an asset play," assuming a buyout of the business. Even where that isn't the case, Reidy doesn't believe investors are ignoring the earnings picture; his conclusion is that they simply don't care about the short-term prospects, because "their view is so far ahead." Tony Hoffman, on the other hand, thinks many will be surprised by the magnitude of the slowdown or outright slide of earnings growth he sees in the immediate future, sparking a significant drop in the cable market. "We may well be seeing a period now where some stocks are reaching their peaks for the next three to five years," he says. "Enthusiasm" over potential acquisitions is fueling the current drive in Hoffman's view, and should four or five months go by without any deals consummated, he thinks attention will start to focus again on earnings.

Another possible cause for a market slide that's mentioned by some analysts is a franchising scandal; indeed, some expect one, if for no other reason than the sums involved.

But no one suggests that the long-term future of cable isn't rosy. As Reidy puts it: "When [a cable system] gets written down, it's a big money machine."

Fiscally speaking in San Diego

BFM meeting Sept. 14-17 talks the language of broadcast financial managers

Close to 1,000 are expected to gather in San Diego next week for the 20th annual Broadcast Financial Management Association Conference. High on the agenda at the Town & Country hotel meeting Sept. 14-17 are sessions on "Stress Management" and "Time Management" prepared by the Center for Organization Development of Rochester, N.Y.

Those at the conference will also have a chance to hear featured luncheon speakers Robert King, senior vice president of Capital Cities Communications and National Association of Broadcasters television board chairman; Dwight Case, president of RKO Stations, and Kenneth DeShetler, vice president of corporate relations for Nationwide Insurance Companies, Columbus, Ohio. DeShetler's planned talk is titled "Who's at the Helm," a discussion of the role of business in politics.

General sessions (some of which run concurrently) include "Management Techniques from the Woman's Point of View," "Radio—the New Sound in Town," and sessions on television music license litigation, television programing, and proposed revisions of the FCC financial reporting form 324.

BFM's subsidiary, BCA-Credit Information Inc., has prepared five panels on credit and collections. Additional workshops are scheduled on budgeting, fraudulent billing, sales, new facilities, cash management, personnel record keeping, an FCC update, imputing interest, equal employment opportunity, internal controls, leasing versus buying equipment, union negotiations, wage/pricing controls, and insurance. Six of those workshops will be offered at two separate times during the conference.

The conference is expected to name William Key, assistant controller of RKO Broadcasting and controller of RKO's WHBQ-AM-TV Memphis, BFM president. The outgoing president is Capital Cities Communications Treasurer Ronald J. Doeffler.

Five new directors are scheduled to be added to the BFM board of directors during the conference: Jack M. Bradley, assistant general manager and business manager of KFMB-AM-FM-TV San Diego; Bill Hankins, business manager, KBMA-TV Kansas City, Mo.; Mary J. Harris, controller and assistant treasurer, KUTV(TV).
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Sunday, Sept. 14

Exhibit area open. Noon-5:30 p.m. Town and Country Room.
Reception. 6-8 p.m. Tikilpool area.

Monday, Sept. 15

Exhibit area open. 7 a.m.-4 p.m. Town and Country Room.
Opening session. 8:45 a.m. San Diego Room. BFM President Ronald J. Doerfler, Capital Cities Communications; VP and San Diego conference Chairman Bill Key, WHBA-AM-FM Memphis; Executive Director Bob McCauliffe.
General session. 8:15-10 a.m. San Diego Room. "Stress Management," by the Center for Organization Development's Joyce DeHaan and Gerard Fisher.
Break. 10:10-30 a.m.
General session. 10:30 a.m.-12:15 p.m. San Diego Room. "Time Management," by the Center for Organization Development.
Open time. 12:15-12:30 p.m.
Luncheon. 12:30-2 p.m. California/Golden West Rooms. Speaker: Robert King, Capital Cities Communications and National Association of Broadcasters television board chairman.
Open time. 2-2:15 p.m.
Two concurrent sessions. 2:15-3:15 p.m.
Q&A with Center for Sophisticated Development, San Diego Room.
Management Techniques from the Woman's Point of View. Council Chamber/Cabinet/Forum Rooms. Moderator: Betty M. Robertson, Cosmos Broadcasting, Participants: Erica Fair, McCaven-Guild; Lucie Salhany, Taft Broadcasting and National Association of Television Program Executives president; Amy McCombs, WJXT-TV Jacksonville, Fla.
Tuesday, Sept. 16

Exhibit area open. 7:30 a.m.-6 p.m.
BFM membership meeting and BCA update. 8:45-9:15 a.m. San Diego Room. BFM President Doerfler; Treasurer Bob Steinberg, Meredith Broadcasting; nominations Chairman Gene Anderson, Forward Communications; BCA President Bill Montouri, Harrington, Rights & Parsons.
Open time. 9:15-9:30 a.m.
Five concurrent sessions. 9:30-10:30 a.m.
The Painless Extraction of a Budget. Cabinet/Forum Rooms. (Repeated Wednesday, 11:30 a.m.). Participants: David Fitz, Gulf Broadcasting Group; Willard Hoyt, Nationwide Broadcasting.

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FRAUDULENT BILLING: Senate/Committee Rooms. (Repeated Wednesday, 11:30 a.m.)
Moderator: Hugh Del Regno; Wayne Frankenfield, Peat, Marwick, Mitchell & Co.; Joe Seaver, Kron-TV San Francisco; Jim MacDermott, KOA-AM-FM-TV Denver; Wesley White, RKO.

Nothing Happens Until the Sale Is Made.
Council/Chamber Rooms. (Repeated Tuesday, 4 p.m.)
Moderator: Jack Bradley, KFMB-AM-FM San Diego; Lawrence Grossman, Peters, Griffin, Woodward; Weidon Donaldson, KSBV-TV San Diego; Peter Hallissy, KFMB-AM-FM San Diego.
Break. 10:30-11 a.m.

Two concurrent general sessions. 11 a.m.-12:15 p.m.
Open time. 12:15-12:30 p.m.
Luncheon. 12:30-1:15 p.m. California/Golden West Rooms. Speaker: Dwight Case, RKO Radio.
Open time. 2-2:30 p.m.
Five concurrent sessions. 2:30-3:30 p.m.
Cash Management, Council/Chamber Rooms. (Repeated Wednesday, 10:15 a.m.)
Personnel Record Keeping, Cabinet/Forum Rooms. (Repeated Wednesday, 10:15 a.m.)
Moderator: Frank Terry, WGHF-TV High Point, N.C. Participants: Cynthia Ryan, MacDonald & Laybourne; Jess Gonzales, California Department of Fair Employment; Mary Sullivan, KJAZAM Los Angeles.

What's Happening at the FCC? Senate/Committee Rooms. Moderator: James G. Greeley, BFMB counsel; Gordon King, Post Newsweek Stations; Thomas Sattfellten, Arent, Fox, Kinther, Plotkin & Kahn.

Break. 3:30-4 p.m.
Five concurrent sessions. 4-5 p.m.
BCA Credit Panel No. 3. San Diego Room. Ask the Experts in Liability, Cash Flow and Collection Techniques. Moderator: Bob Stone, BCA. Participants: Fred Cig, Metromedia, and John Schnabel, Taft Broadcasting (liability); Jim Gradert, Nationwide Communications, and Tony Condo, Nationwide (cash flow). Joan
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The Painless Extraction of a Budget: Council/Chamber. (Repeated from Tuesday, 9:30 a.m.).

Wage and Price Controls. Senate/Committee Rooms. Moderator: Allen J. Wettman, Cooper's & Lybrand. Participants: Paul Stevens, DeloMotte, Haskins & Sells; Peter Farnsworth, Chase Manhattan Bank.


Open time. 12:30-12:45 p.m.


Radio co-op coming on

An analysis of 1,500 radio cooperative advertising plans in the Radio Advertising Bureau's files shows that in 343 of them the manufacturer pays 100% of the retailer's advertising costs—an increase from fewer than 50 a decade ago. A total of 1,220 permit the dealer to supply his own commercial copy, a substantial increase in the flexibility allowed, although many still require manufacturer approval of the dealer's copy.

Over half of the 1,500, or 860, provide commercial scripts and tapes from the manufacturer.

RAB released these highlights last week in pointing up its plans for 10 one-day meetings on co-op advertising and retailing, to be held over the next three months. RAB's co-op directory, "Co-op Profiles: The Money Book," will provide a part of the foundation for the sessions, titled "Retail and Co-op Confidential."

"Stations will get practical reports from specialists in every area of co-op and retailing, including retail sales promotion and merchandise executives, national manufacturers, as well as radio managers who are running successful co-op and retail sales operations," said RAB President Miles David. He noted that RAB's first "Co-op Confidential" series, held last year, emphasized co-op from the station point of view. "This time," he said, "we offer inside information from retailers and manufacturers as well."

RAB has predicted that co-op will soon represent 30% of media's total volume, or more than $1 billion a year. David estimated that "co-op alone could add 3%-4% a year to any station's rate of growth—that is, if a station is doing 10% a year in local growth, it could do 13%-15% if it fully developed co-op potential.

"This means co-op could add $60 million to $100 million to radio's growth rate annually."

The "Retail and Co-op Confidential" meetings open Sept. 30 at Dallas. Others are scheduled as follows: Oct. 2, Atlanta; Oct. 7, Cincinnati; Oct. 9, Washington; Oct. 16, Denver; Oct. 21, San Francisco; Oct. 23, Seattle; Oct. 30, New York; Nov. 3, Minneapolis, and Nov. 5, Chicago.
A number of radio and television properties changed hands in recent weeks.

**WGVW(AM)** in** Charlotte, N.C.:** Sold by New GV Inc. to Harris Communications Corp. for $1.75 million. Seller is owned by Broadcast Enterprises National Inc., owned principally by Ragan Henry. BENI is group owner of five AM’s, two FM’s and one TV. Earlier this year it purchased WITH(AM) Baltimore (BROADCASTING, April 14) and sold WTAN(AM)-WOK(FM) Clearwater, Fla. (BROADCASTING, Aug. 25). Buyer is owned by Garfield B. Harris (60%) and Michael A. Mullock (40%). They own Camden, N.J., lumber business and Philadelphia construction company. Harris and wife, Viola, jointly own 1.07% of BENI stock (worth $12,500) which will go toward purchase of station. Mullock has no other broadcast interests. WGVW is on 1600 kHz with 1 kW day and 500 w night.

**KBWE(AM)** in** Blue Earth, Minn.:** Sold by Faribault County Broadcasting Co. to Minnesota-Iowa Radio Inc. for $750,000. Seller is owned principally by Paul C. Hedberg who is also principal owner of KEEZ(FM) Mankato, KGAD-AM-FM Luverne and KMRS(AM)-KOK(FM) Morris, all Minnesota, as well as cable system in Blue Earth. Buyer is owned principally by Jerry Papenfuss who also owns KGAE-AM-FM Winona and KBRF-AM-FM Fergus Falls, both Minnesota. KBWE is 1 kW daytimer on 1560 kHz. Broker: Blackburn & Co.

**WEZI(AM)** in** Williamsburg, Ky.:** Sold by Honus Shain to Paul Estes for $475,000. Shain has no other broadcast interests. Estes, mayor of Williamsburg, has no other broadcast interests. WEZI is 1 kW daytimer on 1440 kHz.

**KQIQ-AM-FM** in** Lemoore, Calif.:** Sold by Cross Country Communications Inc. to Lemoore Wireless Co. for $400,000. Seller is owned by K.E. Burke and J. Bruce Johanson (50% each). They have no other broadcast interests. Buyer is owned by Brian Fernee and Roger Riddell (35% each), Anthony Naish (20%) and John Schuyler (10%). Fernee, Riddell and Naish are partners in RNF Media Corp., media buying firm in Beverly Hills, Calif. Schuyler is Beverly Hills attorney. They own KEZO(FM) Carmelian Bay, Calif. Fernee and Riddell own 45% each and Schuyler 10% of KHOT(AM)-KUUL(FM) Madera, Calif. KQIQ is 1 kW daytimer on 1320 kHz. KQIQ-FM (not yet on air) is on 104.9 MHz with 3 kW and antenna 185 feet above average terrain. Broker: William Exline Inc.

**KBZY(AM)** in** Salem, Ore.:** Sold by Salem Broadcasting Co. to Friendship Communications Co. for $400,000. Seller is owned by Carl O. Fisher and sisters, Nancy Harrison and Jane Whitbread (one-third each). They each own 5.56% of Eugene Television Inc., owner of KBCI-TV in Boise, Idaho; KVAL-TV Eugene; KCBY-TV Coos Bay, and 50% of KPIC(TV) Rosenberg, all Oregon. Buyer is owned by Burns Q. Nugent and Donald D. Rosenberg (50% each). Nugent is president and owner of KACI(AM) The Dalles, Ore. Rosenberg is air personality on KFRC(AM) San Francisco (“Doctor Don Rose”). He has no other broadcast interests. KBZY is on 1490 kHz with 1 kW day and 250 w night. Broker: William A. Exline Inc. (for buyer) and Ward Cook Inc. (for seller).

**KQAN(AM)** in** South St. Paul, Minn.:** Sold by Richard Darby to E. L. Qualle and Jerry Cowan (50% each) for $324,000. Darby also owns 76% of WRDN-AM-FM Durand, Wis., and 49% of KOWO(AM)-KQDE(FM) Waseca, Minn. Buyers are Minneapolis businessmen with no other broadcast interests.

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Struggling to save Swift's legislation

Crossownership bill may get another chance to move up to committee, but amendments could doom its slim prospects

The House Commerce Committee is trying to breathe life back into Representative Al Swift's (D-Wash.) crossownership bill that was crushed two weeks ago by the weight of amendments that committee members tried to tack on it (Broadcasting, Sept. 1).

The legislation, H.R. 6228, would codify existing FCC crossownership rules but exempt challenges to multimedia licensees on crossownership grounds, if those licensees are in compliance with the law.

But the attempt to resuscitate the bill, possibly at a meeting of the House Commerce Committee tomorrow (Sep. 9), may be accompanied by the revival of a bill introduced by Andrew Maguire (D-N.J.) to obtain a commercial VHF television station for New Jersey. The Maguire bill, similar to one that has been introduced in the Senate, would require the FCC to ensure that each state has at least one commercial V and adds that if the commission revokes the license of a VHF TV station in a state with more than one, the channel, if technically feasible, shall be assigned to a state without one. The amendment was clearly targeted at WOR-TV New York, which the FCC has taken from RKO General. And, sources say, it is a political move to aid Maguire's bid for re-election from a state that has no VHF assignment. The bill was one of a number of amendments offered to the Swift bill at a committee session two weeks ago and was approved by a 25-to-17 vote before the whole package was sent back to the Communications Subcommittee for reconsideration (Broadcasting, Sep. 1).

The National Association of Broadcasters, for one, would like to see the Maguire amendment eliminated or, at least, the language changed. NAB is concerned not only about the potential effect of the amendment on WOR-TV but questions whether Congress should get so deeply into frequency allocations.

Representative Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, would also like to see the Swift bill get through full committee. But he too is concerned about the language in the Maguire amendment, and wants it to read less like a directive to the FCC on allocations.

Members of the Commerce Committee staff realize there are hurdles to overcome, even before the Swift bill can be placed on the meeting agenda. If it seems likely there will be attempts to hang further amendments on the bill and if no compromise can be reached among committee members, the bill will most likely stay in subcommittee.

Representative Timothy Lee Carter (R-Ky.) may be the first in line to add an amendment. Sources say he does not believe crossOwnership should be grandfathered under existing FCC rules, and he may propose an amendment to eliminate that provision.

The morning after

NTIA is wishing it hadn't let AT&T foot the bill for a party after minority women's conference; even though legal go-ahead was given at the time, Commerce is now having second thoughts

The National Telecommunications and Information Administration is suffering something of a hangover as a result of a party it gave more than a month ago. The Commerce Department, of which NTIA is a part, is looking into the propriety of NTIA's permitting AT&T to foot the bill for the affair. NTIA has a key role in shaping the legislative and regulatory framework in which AT&T operates.

The party, on July 9, capped a conference on minority women in commercial broadcasting and technology. It was held at
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Donald B. McCann
President, West Coast Media, Inc.

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*Based on 3-year average ARB 18-49.
the Sheraton Carlton hotel, featured an open bar and hors d'oeuvres, was attended by some 150 persons, and cost about $8,000.

To NTIA officials at the time, what they said was AT&T's offer to finance a conference-ending reception seemed like a good idea. It would provide a social setting in which the women conference could exchange views with one another and with the representatives of the telecommunications industry who would be invited.

And NTIA's general counsel's office, when the question was put to it, said acceptance of the offer would not violate department orders covering such matters. Essentially, the office concluded the reception would advance a goal of the department—increased minority ownership in broadcasting—and would not compromise or appear to compromise NTIA or any of its employees in connection with any matter before NTIA affecting AT&T.

And the Commerce Department's assistant general counsel for administration, Alfred Meisner, did not quarrel with that opinion. But, the matter was presented to Meisner after the party—and after AT&T's role in financing it began receiving attention in the press ("Closed Circuit," July 14). He said last week he might have recommended a more cautious approach—to seek financial help elsewhere, for instance—if the matter had been brought to his attention before the event.

But, he said, "I'd be amazed if the inspector general found any impropriety. They might say, 'you shouldn't have done it because of how it might appear to some people'... But NTIA can make a good case to substantiate the judgment they made."

One NTIA official whose enjoyment of the party was dimmed by knowledge of AT&T's role as angel was Henry Geller, who heads the administration. He learned of the financing arrangements the day of the party. He thought it was a terrible idea. But to him, it was, and remains, a "PR" problem.

"It was legal," he said. He noted Commerce's Meisner agreed with that. "But it's bad policy. PR is important. Appearances are important." And since NTIA is so "involved" with AT&T, it should not have accepted a "gratuity" from the company. The relationship between NTIA and AT&T is currently on view in the congressional fight over legislation aimed at major changes in the Communications Act.

Commerce's investigation, begun in late July, after questions about AT&T's role were raised, is being conducted by the department's inspector general, Mary Bass. The IG office was created by Congress to investigate agency actions to prevent fraud, waste and abuse.

An investigator from the office, Nancy Deen, began questioning NTIA officials last week. Geller was on her list to be interviewed. So were Greg Skall, general counsel, and Ruth Reel, the attorney in his office who rendered the opinion paving the way for accepting AT&T's help. Darlene Palmer, manager of NTIA's minority development program, was the first to be questioned, on Wednesday.

Both Geller and Skall thought—and hoped—the investigation could be completed swiftly. They say no facts are in dispute. "It's an open-and-shut case," Geller said. "There's nothing to investigate."

AT&T, for its part, sees nothing wrong in the help it provided. James Billingsley, vice president of AT&T, who is said to have made the offer of assistance, in a conversation with Palmer, expressed that view in a letter to her, after AT&T's assistance began receiving attention in the press.

"We helped with the reception because it furthered a goal to which we are dedicated," he wrote. That goal, an AT&T spokesman said last week, is minority ownership in broadcasting.

Talmadge wants to keep politics off public stations

Georgia senator draws up bill after runoff opponent gets 30-minute program on state hookup under reasonable-access statute

Senator Herman E. Talmadge (D-Ga.) introduced legislation last week that would exempt noncommercial stations from the...
reasonable-access provision of Section 312 of the Communications Act ("Closed Circuit," Sept. 1). The FCC treats commercial and non-commercial stations alike when applying the provision, which calls on broadcasters to give or sell time to candidates for federal elective office. But Talmadge believes citizens should not have to pay to see political candidates on public TV, which is partly funded by taxpayers.

Talmadge’s action stems from the Democratic primary runoff he won last month over Georgia Lieutenant Governor Zell Miller. Unknown to Talmadge, Miller had asked off and received 30 minutes of air time on the state’s public television network. There is no requirement that stations inform opposition candidates of grants of time. Talmadge forces responded by demanding free time but later turned down an offer for 30 minutes on election day.

Talmadge said he changed his mind on the principle that the public would be in effect paying for the air time. That was the basis for his legislation.

In a statement that accompanied the introduction of the bill (S. 3079), Talmadge said “opposed freeloaders” and called the situation an “abuse of tax dollars.” Talmadge said public broadcasting should be used for “educational purposes.”

Talmadge said the legislation is aimed at closing the “loopholes” in Section 312.

In 1976, then New York Senator James L. Buckley wanted to buy political time on noncommercial WNET(TV) and later settled for a free 15-minute program (Broadcasting, Oct. 11, 1976). The station then had to offer 15 minutes to his opponent under Section 315, the equal-time law. The FCC at that time agreed that the law makes no distinction between commercial and noncommercial stations and maintains that position today.

The Talmadge bill has been referred to the Communications Subcommittee.

Thought of FCC’s moving to Virginia alarms D.C. bar

Attorneys who have located near present site see major disruption in plan—’Operation Exodus’—to cross over into Rosslyn

What some at the FCC are calling ”Operation Exodus” is causing growing alarm in the Washington communications fraternity. It’s a plan to consolidate the agency’s operations under one roof—probably in Rosslyn, Va., across the Potomac river from downtown D.C. (“Closed Circuit,” June 30).

The consulting firm of Julien J. Studley has been commissioned, for $42,164, to advise the FCC on office space availability in Washington and in the Gettysburg, Pa., area—the latter for the FCC’s amateur radio licensing division, which has citizen band radio to keep up with, among other things. The Studley report is due by mid-October.

Thomas Campbell, the FCC’s associate director of operations, who is directing the search, has tried to assure any preliminary fears. The Virginia proposal is “certainly a possibility at this point,” he said, “but it is no more than that.”

Nevertheless, the communications bar has already expressed its consternation, and Linda Cincotta, president of the Federal Communications Bar Association, has formed an ad hoc committee to look into the question. One communications lawyer said such a move would be “disruptive” and would cause a “myriad of problems and burdens for those who have located in the downtown area specifically to do business with the commission.” Furthermore, he said, most of these firms could not think of relocating because of long-term leases.

Another attorney posed the problem of delays in filing briefs with the commission—not only in commuting from downtown D.C. to Virginia, but in having commission notices picked up and delivered.

The commission now pays about $6.1 million in rent, yearly, for the four offices it maintains in downtown Washington. The main building housing the commission—on 1919 M Street N.W.—has been occupied since 1967, when the area was

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Handing it over

FCC has given back $50 million in illegally collected fees

After facing numerous setbacks caused by faulty computer programming, the FCC has finally started its fee refund program.

Domino theory. Smaller Market UHF Television Stations Group has petitioned FCC for rulemaking requesting deletion of all related sections of cable TV rules requiring carriage by cable systems of "significantly viewed" distant signals. It claims data relied on by FCC to establish rules in 1972 is outdated and that "significantly viewed" signals that duplicate network programing of local stations "fractionalize" audiences of those local stations, "meaning a loss of audience, which has a direct relation on revenues, which in turn has a direct relation on the type of program services that the local station[s] can provide the viewers."

Time disagreement. National Association of Broadcasters last week joined ABC, CBS and NBC in asking Supreme Court to review appellate court decision upholding FCC ruling that networks violated reasonable access provisions of Communications Act by refusing to sell President Carter's campaign committee half-hour of program time in December 1979. Networks had judged it too early in campaign to trigger equal-time provisions by selling to one candidate FCC, and later appellate court, ruled that network's fees to accommodate needs of individual candidates rather than adopting policies of broad application designed to meet needs of all candidates. NAB, in supporting networks, said lower court decision "topples the delicate balance established for broadcast coverage of the electoral process."

Don't agree. Seven groups have appealed FCC's July 18 decision affirming its denial of Cosmopolitan Broadcasting's application for renewal of license for WHEN Newark, N.J. Cosmopolitan, Bulgarian-American League, Columbian Lawyers Association, Congress of Portuguese People, Federation of Lithuanian Women's Clubs, Japanese American Association of New York and Yugoslav Consolidated Benevolent Association filed appeal in U.S. Court of Appeals for District of Columbia Circuit. Although appellate court had upheld FCC's original 1976 decision denying license renewal on number of grounds including promoting lottery, false and misleading advertising and improper logging, court remanded case to commission for review. FCC concluded that Cosmopolitan's programing was not "sufficiently meritorious" to warrant renewal, nor were public service elements of what's foreign-language programing adequate to warrant appreciable weight.

Getting tough. California senate passed bill prohibiting manufacture or sale for profit of unauthorized subscription television decoders. Bill provides for up to $2,500 fine and imprisonment for constructing decoders designed to intercept SITV signals. It still must pass state assembly and be signed by governor. Meanwhile, ON-TV Los Angeles, nation's largest SITV operation, reported that it had signed its 300,000th legal subscriber.

Clear purpose. Capital Cities Communications, licensee of two clear-channel AM's - WJR Detroit and WWLL Fort Worth has petitioned U.S. Court of Appeals in Washington for review of FCC's May 29 decision to reduce coverage area of clears. Earlier, Loyola University, licensee of clear-channel WJUJ Miami New Orleans, asked same court to "set aside and vacate" FCC's decision (Broadcasting, Aug. 25).
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SPOT RADIO RATES AND DATA
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As compiled by Broadcasting Aug. 25 through Aug. 29 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications.
AJL—Administrative Judge, alt.—alternate, ann.—announced, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Docket, ERP—effective radiated power, H—height of antenna above average terrain, kHz—kilohertz, kw—kilowatts, m—meters, MEOV—maximum expected operation value, mhz—megahertz, mod.—modulation, N—night, PSA—promotional service authorization, RCL—remote control location, S—Scientific Atlanta, SH—specified hours, SL—studio location, TL—transmitter location, TPG—transmitter power output, U—unlimited hours, vis.—visual, w.—watts. *noncommercial.

For the Record

New Stations

FM applications

Greenwood, Ark.—J. Robi Communications seeks 106.3 mhz, 3 kw, HAAT: 431 ft. Address: 100 Box 42, Greenwood 72936. Estimated construction cost: $38,600; first quarter operating cost: $3,000; first year revenue: $41,600. Format: Contemporary. Principal: Margaret Crisler (100%). She is managing employee with KAC(I)AM Greenwood which is owned by her husband, Chuck. They have no other broadcast interests. Ann. Aug. 22.

Calexico, Calif.—Hispanic Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 190 ft. Address: Box 2942 Calexico 92231. Estimated construction cost: $82,000; first quarter operating cost: $25,000; revenue: $18,500. Format: Spanish. Principals: Rafael M. Santos (51%) and D. Andrew Leptich (49%). Santos is chairman of business department at Imperial Valley College, Imperial, Calif. Leptich is Durango, Colo., student. They have no other broadcast interests. Ann. Aug. 22.

Cairo, Ga.—Grady-Mitchell Broadcasting Co. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: Bainbridge Rd., Cairo 31728. Estimated construction cost: $65,000; first quarter operating cost: $8,800; revenue: not given. Format: Standards. Principals: M. E. Williams and A. H. Woodall (29 1/6% each), brother, W. O. Woodall Sr. (25%) and K. P. Young (16 2/3%). Williams is officer of Dawson, Ga., agricultural products company. A. H. is student. W. O. owns WDWN-AM-FM Dawson; 51% of both WPPA(AM)-Penasco, Fl., and WBBK(AM) Blakely, Ga., and 35.3% of WGSW(AM) Greenwood, S. C. Young is housewife. Applicant is licensee of WGRA(AM) Cairo. Ann. Aug. 22.

Metropolis, Ill.—PML Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 1500 Duguad Rd., Box 327, Murray, Ky. 42071. Estimated construction cost: $50,300; first quarter operating cost: $19,800; revenue: $2,200. Format: Beautiful. Principals: Sam J. Parker (45%), Terrell A. Mayton (25%), Ken Larkin (20%) and James Pullen (10%). Parker is general manager and part owner of WSJP(AM) Murray and owns Murray, Ky., grocery store. Mayton is marketing and promotions manager of WSJP. Larkin is engineer with WTV(TV) Nashville. Pullen is Metropolis banker. They have no other broadcast interests. Ann. July 3.


Berlin, N.H.—Berlin Broadcasting Co. seeks 103.7 mhz, 1kw. Address: Berlin. Estimated construction cost: $0; first year operating cost: $197,600; revenue: $230,000. Format: Contemporary. Principals: Michael W. Powell and wife, Nancy (25%) and Robert A. Powell Sr., Warsaw, N.H., and wife, Elizabeth (20%) and two others. Michael and Nancy own and operate Rochester, N.Y. printing firm. Robert A. is architect. Robert R. is system consultant for Windsor, Conn., manufacturing firm. They are applying for facilities of WMOU(AM)-WXLQ(AM) Berlin now being operated on interim basis by Community Broadcasting Association of Berlin, Michael and Robert Jr.'s father, Robert Sr., is former licensee of stations. Stephen Powell, also son of Robert Sr., is applying for facilities in separate application. None of Berlin Broadcasting principals has other broadcast interests. Ann. Aug. 22.

Berlin, N.H.—SICO Communications Inc. seeks 103.7 mhz, 10 kw. Address: Box 448, Nashua, N.H. 03061. Estimated construction cost: $100,000; first quarter operating cost: $26,800; revenue: $15,000. Format: Contemporary. Principals: Michael Siegel and Robert Cohen (50% each). SICO is interim licensee of WTOR-AM-FM Nashua, N.H. They are applying for facilities of WXLO(AM) Berlin (currently operated on interim basis) to start up new FM applied for here. Ann. Aug. 22.


Elk City, Okla.—Beckham Broadcasting Co. seeks 96.5 mhz, 100 kw. Address: 631 St. Address: 2208 West Third St., Elk City 73644. Estimated construction cost: $21,100; first year operating cost: $2,100; revenue: $13,500. Format: Contemporary. Principal: Huon is with engineering firm of KPFE(AM)-KMQG(AM) Philadelphia. He has no other broadcast interests. Ann. Aug. 22.

Elk City, Okla.—Rokona Broadcasting Co. seeks 96.5 mhz, 100 kw, HAAT: 500 ft. Address: 530 S. 9th St., Clinton, Okla. 73601. Estimated construction cost: $170,400; first quarter operating cost: $27,800; revenue: not given. Format: C&W. Principal: Ronald R. Sewell (100%). He owns 35% of Odessa, Tex., Ford dealership and has no other broadcast interests. Ann. Aug. 22.


Portland, Ore.—Benson Polytechnic School seeks 89.9 mhz, 8.7 kw, HAAT: 964 ft. Address: 546 N.E. 12th Ave., Portland 97233. Estimated construction cost: $98,700; first quarter operating cost: $2,100. For-
Facilities Changes

AM applications

- WBY(A)(Rainbow City, Ala.)—Seeks CP to change city of license from Gadsden to Rainbow City; change hours of operation to U by adding 500 w-N; make changes in ant.; change TL to 1.252 m S.; make environmental action.


- WNW(SAM)(South Miami, Fla.)—Seeks CP to change frequency from 790 to 780 kHz; increase ERP to 50 kW. 10,000 w-N; and make changes in ant. sys. (800801A3). Aug. 26.


- KAH(A)(Auburn, Calif.)—Seeks CP to change hours of operation to U by installing DA; change TL to 3.8 miles S.E. of Auburn adding 500 w-N; makes changes in ant. sys. Major environmental action.


- WORL(A)(Briston, Tenn.)—Retabulation application to change TL to Elington; Fl.; change hours of operation to U by adding 1 kw-N; and make changes in ant. sys. (800807AD). Ann. Aug. 26.


- WCUB(A)(Two Rivers, Wis.)—Seeks CP to change city of license from Manitowoc to Two Rivers; change hours of operation to U by adding 5 kw; DA-2; change TL Viebahn and US 141 Manitowoc, and make changes in ant. sys. (800613AC). Ann. Aug. 26.


FM action

- WULU(A)(Oak Ridge, Tenn.)—Granted CP to change TL to Henderson Road, 0.8 miles S of Bullrun Creek, Tenn.; install new trans.; make changes in ant. sys. change ERP 1.8; increase ant. height 383 ft. (BP-780927AA). Action July 31.

- SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w.—watts. ¬—noncommercial.

TV actions

- WHBF-TV(Rock Island, Ill.)—Granted CP to change ERP to 10 kw; 18.2 kw cur.; change TL to adjacent to east side of Devil's Glen City Park, Bettendorf, Iowa; change ant. height to 1,332 ft.; conditions (BPCT-800515FK). Action Aug. 11.

- KCCT(TV)(Kansas City, Mo.)—Granted CP to change ERP to 1050 kw; 105 kw cur.; change TL to 125 E. 31 St., Kansas City, Mo., and change type ant. (BPCT-800724AE). Action Aug. 11.

- KOED-TV(Tulsa, Okla.)—Granted CP to change ERP to 100 kw; 18.2 kw cur.; change TL to adjacent to east side of Muskogee Toll Road and S. 101 St., approx. 1.8 miles E of Oneta, Okla.; change type trans. and ant.; conditions (BPCT-799026KE). Action Aug. 5.

- KBNN-TV(Dallas) —Granted mod. of CP to change transmission line and TPO (BPCT-800523KM). Action Aug. 1.

- KCPQ-TV(Tacoma, Wash.)—Granted CP to change ERP to 186 kw (H) vis.; 31.6 kw (H) cur.; to Gold Mountain, 6.5 miles W of Bremerton, Wash.; type trans. and ant. height to 2,000 ft.; conditions (BPCT-800707KF). Action Aug. 6.
Procedural rulings

Craig, Colo.—In response to petition by Garfield County Broadcasters, proposing assignment 105.3 mhz to Rife as its first FM assignment, comments due by Oct. 21 and reply comments due by Nov. 6 (BC Docket No. 80-526, RM-3599). Action Aug. 19.

Fort Walton Beach, Fla.—In response to petition by Fort Walton Beach Broadcasting Corp., proposed deleting UHF from Fort Walton Beach and assigning in its place ch. 50, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-519, RM-3646). Action Aug. 22.

Rushville and Virden, both Illinois—in response to petition by Joseph Cerad and Randall J. Miller proposing assignment 96.7 mhz to Virden and in response to petition by Steve Waters proposing assigning same channel to Rushville, channel 1 assignment 96.7 mhz can be assigned to both communities in compliance with mileage separation requirements provided no one else is assigned to avoid short spacing to each other, comments due Oct. 24, replies Nov. 13 (BC Docket No. 80-541). Action Aug. 22.

Smith Center, Kan.—In response to petition by Ernest McRae and Jerry T. Venable, proposing assignment 94.1 mhz to Smith Center as its first FM assignment, comments due Oct. 15 and reply comments due by Nov. 6 (BC Docket No. 80-518, RM-3545). Action Aug. 15.

Owingsville, Ky.—In response to petition by Bath Radio Works, proposed assignment 107.1 mhz to Owingsville as its first FM assignment, comments due by Oct. 15 and reply comments due by Nov. 6 (BC Docket No. 80-528, RM-3571). Action Aug. 19.


North Mankato, Minn.—In response to petition by Minnesota Valley Broadcasting, proposed assignment 96.7 mhz to North Mankato as its first FM assignment, comments due Oct. 17 and reply comments due by Nov. 6 (BC Docket No. 80-517, RM-3572). Action Aug. 15.

Olivia, Minn.—In response to petition by Olivia Broadcasting Co., proposed assigning 101.7 mhz to Olivia as its first FM assignment, comments due Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-513, RM-3580). Action Aug. 15.


Columbia and Monroe City, both Missouri—in response to petition by Al Germond, proposed assigning 101.7 mhz to Columbia as its third FM assignment and substituting 106.1 mhz in Monroe City now licensed there, comments due by Oct. 21 and reply comments by Nov. 10 (BC Docket No. 80-527, RM-3509). Action Aug. 19.

Heiwa, Mont.—In response to petition by KCAP Broadcasters, proposing assigning 99.5 mhz and 101.1 mhz to Heiwa in lieu of 92.1 mhz and 103.1 mhz, respectively; and ordered KBLL-FM to show cause why its license for 92.1 mhz should not be modified. Canadian concurrence must be obtained (BC Docket No. 80-523, RM-3534). Action Aug. 15.

Puerto Rico—in response to petition by Auroio Mato (WQMB-FM), Associated Radio Stations of Puerto Rico (WREI-FM), Radio Musical Company (WQBB-FM), and Enrique Leon, proposed assigning 104.1 mhz to Aguadilla in place of 105.5 mhz, 97.5 mhz to Cidra in place of 97.7 mhz, and 96.9 mhz to Guaynabo in place of 98.3 mhz; substituting 98.1 mhz for 106.5 mhz at Arecibo, 106.5 mhz for 96.9 mhz at Manati, 106.1 mhz for 96.5 mhz at Ceiba, 96.5 mhz for 104.1 mhz at Utuado; and ordered licenses of WNKI-FM, WMMD, WOAI and WERR to show cause why their licenses should not be modified; comments due Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-520, RM-3538). Action Aug. 15.


Orem, Utah—in response to petition by Morris Jones, KABC-FM, proposing using it with 107.5 mhz at Orem and modifying Jones’ license to specify 107.5 mhz, comments due by Oct. 21 and reply comments by Nov. 10 (BC Docket No. 80-525, RM-3544). Action Aug. 18.

Tremonton, Utah—in response to petition by Bear River Broadcasting Co., proposed assigning 100.7 mhz to Tremonton as its first FM assignment, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-512, RM-3555). Action Aug. 18.

Kennewick and Richland, both Wash.—In response to petition by KUTI Communicators Inc., proposed substituting 106.5 mhz for 106.3 mhz at Richland, Canadian concurrence must be obtained, comments due Oct. 24, replies Nov. 13 (BC Docket No. 80-540). Action Aug. 22.

Ravenswood, W.Va.—In response to petition by Ruby Broadcasters Inc., proposed substituting 91.5 mhz for 91.3 mhz as its first FM assignment, effective Oct. 3, and terminated proceeding; Canadian concurrence has been obtained (BC Docket No. 80-26, RM-3332). Action Aug. 19.

VHF actions

K09PK Ruby, Alaska.—City of Ruby granted CP for new VHF translator station on ch. 9, to rebroadcast signal of KAKMT(VK), KIMO(TV), KTVA(TV), KENI(TV), KGIV(TV), and KFIR(FM). Broadcasters: Alaska Public Television banks; KOTO-TV Juneau (BPTV-791231E). Action July 24.

K08JT Greasewood, Ariz.—Greasewood Community grantees CP for new VHF translator station on ch. 8, to rebroadcast signal of KTOB-TV Albuerque, N.M.; condition (BPTV-791012C). Action June 30.

K02KH Trinity Center, Calif.—North Lake Translator Group granted CP for new VHF translator on ch. 2 to rebroadcast signal of KTVL(TV) Medford, Ore. (BPTV-7911061H). Action July 30.

K04KB Aguilar, Colo.—University of Southern Colorado granted CP for new VHF translator station on ch. 4, to rebroadcast signal of KTSC-TV-Pueblo, Colo. (BPTV-800211K). Action June 30.

K02KJ Del Norte, Colo.—University of Southern Colorado granted CP for new VHF translator station on ch. 2, to rebroadcast signal of KTSC-TV-Pueblo, Colo. (BPTV-800211M). Action June 30.

K10LN East Elk Creek, Colo.—Garfield County granted CP for new VHF translator station on ch. 10, to rebroadcast signal of KWKG(TV) Denver (BPTV-791004D). Action June 30.

K08JS East Elk Creek, Colo.—Garfield County granted CP for new VHF translator station on ch. 8, to rebroadcast signal of KWKG(TV) Denver (BPTV-791004C). Action June 30.

K11PR Grand Valley, Colo.—Garfield County granted CP for new VHF translator station on ch. 13, to rebroadcast signal of KWKG(TV) Denver (BPTV-791014E). Action June 30.

K13QZ Grand Valley, Colo.—Garfield County granted CP for new VHF translator station on ch. 12, to rebroadcast signal of KRAMA(TV) Denver (BPTV-791004C). Action June 30.

K03FR La Veta, Colo.—University of Southern Colorado granted CP for new VHF translator stations on chs. 3, 4, and 5, to rebroadcast signal of KAKM(TV) Alamosa (BPTV-790211G). Action June 30.

K02KI San Luis, Colo.—University of Southern Colorado granted CP for new VHF translator stations on chs. 2, 4, and 5, to rebroadcast signal of KTSC-TV-Pueblo, Colo. (BPTV-800211L). Action June 30.

K04KC Sutton and adjacent rural area, Colo.—Garfield County granted CP for new VHF translator station on ch. 4, to rebroadcast signal of KAKM(TV) Denver (BPTV-791004C). Action June 30.

K12MH Sutton et al., Colo.—Garfield County granted CP for new VHF translator station on ch. 12, to rebroadcast signal of KRAMA(TV) Denver (BPTV-791004C). Action June 30.

K22AB Panama City Fla.—Pl. Board of Regents of Florida, acting on behalf of Florida State Univ. granted CP for new VHF translator on ch. 22, to rebroadcast signal of WPSU-TV Tallahassee, Fla. (BPTV-790711B). Action July 24.
**VHF actions**

- K56CA Arvin and Lamont, Calif.—International Panorama TV Inc. granted CP for new UHF translator station on ch. 55, to rebroadcast signal of KTVN-TV Fontana, Calif. (BPTT-791101D). Action July 24.

- K56CC Susanneville and Herlong, both California—Honey Lake Community TV Corp. granted CP for new UHF translator station on ch. 55, to rebroadcast signal of KVI-E-TV Sacramento, Calif. (BPTT-8002121D). Action June 30.


- K49KX Hugo, Colo.—Lincoln County granted CP for new UHF translator station on ch. 49, to rebroadcast signal of KRMA-TV Denver (BPTT-8001111C). Action July 24.

- K69CW Rural Jackson County South West, Colo.—Jackson County granted CP for new UHF translator stations on ch. 69, to rebroadcast signal of KRMA-TV Denver (BPTT-8001111B). Action June 30.


- K69CX Trinidad, Valdez and Hoehne, all Colorado—University of Southern Colorado granted CP for new UHF translator station on ch. 69, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTT-8002111B). Action June 30.

- K680M Walden, Colo.—Jackson County granted CP for new UHF translator stations on ch. 68, to rebroadcast signal of KRMA-TV Denver (BPTT-8001111A). Action June 30.

- W464AS Seaford, Del.—Delaware Citizens' Committee Inc. granted CP for new UHF translator stations on ch. 64, to rebroadcast signal of WHYY-TV Wilmingon, Del. (BPTT-7903261A). Action June 30.

- K30AB Preston, Idaho—Franklin County TV Dist. 4 granted CP for new UHF translator station on ch. 30, to rebroadcast signal of KSTU-TV Salt Lake City (BPTT-8001111F). Action June 30.

- K69CV Carlsbad, N.M.—Regents of Eastern New Mexico University granted CP for new UHF translator station on ch. 69, to rebroadcast signal of KEN-TV Portales, N.M. (BPTT-7902101G). Action June 30.

- K65CB Forest and McAllister, both New Mexico—New Mexico University granted CP for new UHF translator station on ch. 65, to rebroadcast signal of KEN-TV Portales, N.M. (BPTT-7907201F). Action June 30.


- L67CF Mina and Luning, both Nevada—Mineral Television District No. 1 granted CP for new UHF translator station on ch. 67, to rebroadcast signal of KBEQ-TV San Francisco (BPTT-8001111D). Action June 30.


- K61BU Pon Orford, Ore.—State of Oregon granted CP for new UHF translator station on ch. 61, to rebroadcast new system. Action June 30.


- K57BZ Riverside et al., Wash.—Television Reception District No. I of Okanogan County granted CP for new UHF translator station on ch. 57, to rebroadcast signal of KPS5-TV Spokane, Wash. (BPTT-7912111C). Action June 30.


- W55AP River Falls, Wis.—State of Wisconsin Educational Communications Board granted CP for new UHF translator station on ch. 55, to rebroadcast signal of WMC-TV Menomonie, Wis. (BPTT-7906121D). Action July 8.
receive. There are 489 pending earth station applica-
tions. Receive-only earth stations are not required to be
FCC estimates that ratio of unlicensed to
licensed receive-only stations is approximately 3 to 1.

■ Omega Satellite Products Co. for Lawrence, Tenn.
(TN0224) new system.

■ UA-Columbia of Westchester for Irvington, N.Y.
(NY0851) new system.

■ Cablevision of Chicago Inc. for Merrionette Park.
Ill. (IL0066) new system.

■ Shennandoah Cablevision Inc. for Shennandoah, Iowa
(IA0112) new system.

■ Northern Illinois Cablevision Inc. for Glendale
Heights, Ill. (IL0405) new system.

■ Service Electric Cable TV for West Hazleton, Con-
yonville, Pa.: Bonds, Foster, Hazel, Butler, River
Meadows, Freeland, Sugarloaf, Mount Carmel, Kulp-
mont, Marion Heights, Bloomsburg, Scott, Montour,
Hemlock, Orange, South Centre, Caravilla, Franklin,
Wilkes-Barre, Harvey’s Lake, Laurel Run, Hanover,
Kingston, Sunbury City, Upper Augusta, Rockefeller,
Point, Shamokin Dam, Monroe, Penn, Frackville,
Ashland, Gordon, Girardville, St. Clair, all Pennsylva-
nia (PA0982, 3, 5, 6, 9, 3, 1, 0, 2, 338, 7, 5, 407,
958, 60, 2, 3, 59, 6, 74, 602, 844, 45, 3, 9, 7, 062,
979, 78, 1, 0, 77, 6, 480, 056, 444, 81, 31 new system.

■ Service Electric Cable TV for Bridgeport, Tincum,
Birdsono, Exeter, Robeson, Union, Cumru, St. Law-
rence, Centralia, Conyngham, Barry, East Cameron,
West Mahany, Butler, New Castle and East Nor-
wegian, all Pennsylvania (PA0256, 948, 213, 5, 6, 797,
972, 927, 8, 5, 835, 6, 3, 4) add signal.

■ Delaware County Cablevision for Ridley Park, Pa.
(PA1878) new system.

■ White Sands Cable Co. for White Sands Missile,
N.M. (NM0900) new system.

■ Community Cablevision Inc. for Harvard, Ill.
(IL0405) new system.

■ Triangle Cable Co. for Stanislaus, Calif. (CA0669)
add signal.

■ Emeco CATV Inc. for Fair Haven and Castleton,
both Vermont (VT0069, 70) new system.

■ Granville Cablevision Inc. for Granville and Middle
Granville, both New York (NY0279, 80) add signal.

Earth station applications:

■ Raleigh, N.C.: ITT Telecommunications Corp.
(10m; S-A; E2507).

■ Corapolis, Pa.: Astro Cablevision Corp. (4.6m; S-
A; E2508).

■ Trinity, Tex.: TV Cable of Trinity Inc. (5.6m; GCC:
E2509).

■ Syracuse, N.Y.: New Channels Corp. (5m; S-A;
E2510).

■ Atlanta—New Cable Communications Inc. (4.5m;
S-A; E2511).

■ Cooperstown, N.Y.:—New Channels Corp. (6m;
Harris; E2512).

■ Doylestown, Pa.:—Home Vue Cable TV (4.6m; S-
A; E2513).

■ Madison, Me.:—Bee Line Inc. (6.1m; Harris;
E2514).

■ Pleasanton, Tex.:—Tracs County Cable TV
(5.6m; GCC; E2515).

■ Harrisonville, Mo.—Warner Amex Cable
Communications Inc. (5m; S-A; E2516).

■ Scottsburg, Ind.—Warner Amex Cable
Communications Inc. (5m; S-A; E2516).

■ Iraan, Tex.—Iraan TV Cable (4.6m; S-A; E2518).

■ Owosso, Mich.—Cox Cable Communications Inc.
(5m; S-A; E2523).

■ White Sands, N.M.—White Sands Cable Co.
(4.6m; S-A; E2524).

Other

■ Taft Broadcasting Co. has filed with U.S. Court
of Appeals for District of Columbia Circuit notice appeal-
ing FCC’s June 11 action authorizing Board of
Trustees of University of Alabama to construct new
educational FM station at Tuscaloosa, Ala., and to
change facilities of its existing Tuscaloosa station
(WUAL-FM). Taft, licensee of commercial station
WBRC-TV Birmingham, Ala., had objected to applica-
tions contending that result in objectional in-
terference to receipt of services within area of

■ National Committee for Responsive Philanthropy
(NCRP) has asked U.S. Court of Appeals for District
of Columbia Circuit to review FCC’s June 25 denial of
complaint filed on NCRP’s behalf by Media Access
Project (MAP) that three major television networks
violated Fairness Doctrine by failing to present con-
trasting viewpoints on whether United Way of
America’s system of collecting and distributing funds

Applications

Call Sought by

New AMs

KBOT Cabot Broadcasting Co., Cabot, Ark.
WBCV Ballard-Carlsile Broadcasting Co., Wickliffe, Ky.

New FMs

KCAW Raven Radio Foundation Inc., Sitka, Alaska
"KAVT-FM" Independent School District No. 492, Austin, Minn.
WKJS Kenneth J. Crosthwait, Harrison, Tenn.
WFGC Willsboro Corp., Palm Beach, Fla.
"KSWK-TV" Board of Trustees Garden City Community
College, Garden City, Kan.
KLAX-TV Cypress Communications Corp., Alexandria, La.

Existing AMs

WCII WKJL Louisville, Ky.
WOKX WKUS Springfield, Mass.
KOSC KEMM Marshfield, Mo.
"MKDG" KXXO Tulsa, Okla.
WYBS WFPX Farrell, Pa.
WWOJ WZDO Philadelphia
"KDOT" KAYK Provo, Utah

Existing FMs

KZMK KBAB Bixbee, Ariz.
KIKF KORJ Garden Grove, Calif.
KOSC-FM KEMK-FM Marshallfield, Mo.
W2KZ WCLI-FM Corning, N.Y.
"WMYL-FM" WIZR-FM Johnston, N.Y.
KCRN KFMP-FM Portland, Ore.
WRAX WAKM Beckford, Pa.
WWWS-FM WPEZ Pittsburgh
WBDJ FRP-FM Sharpsville, Pa.
"WNSC-FM" WPRV Rock Hill, S.C.
WUSW WOCR-FM Lebanon, Tenn.

Existing TVs

KTPX KOMA-TV Monahans, Tex.

Grants

Call Assigned to

New AMs

KXKS Holiday Broadcasting Co., Bullhead City, Ariz.
WSSL Western Mississippi Broadcasting Inc.,
Centerville, Miss.
WQFE Moro Radio Associates, Moro, Ill.

New FMs

WWUS Lower Keys Broadcasting Corp., Big Pine
Key, Fla.
WJEO Macomb Broadcasting Co., Macomb, Ill.
KGCH-FM Sidney Broadcasters, Sidney, Mont.
KAST-FM KAST Broadcasting Inc., Astoria, Ore.
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HELP WANTED MANAGEMENT

General Manager for midwest radio station. Must be aggressive having strong background in local and national sales. Equal opportunity employer. Send resume and references to Box H-283.

Group Broadcaster needs 2 Sales Managers. Medora, South Dakota. If you're a winner, Salary an aggressive RAB trained salesperson with a good track record looking for your first management slot, send complete resume to Box H-239.

General Manager for dominant Gulf Coast AM/FM stations using separate formats. Must be strong on emphasis on sales organization. Salary plus override and motivation. These prestige stations require exceptional managerial expertise and dedication, Box J-12.

Growing company needs manager. One of the largest gospel radio chains is looking for a General Manager that can sell Gospel Radio. Eleven stations in Major Markets in only 15 years! We're still growing! Contact: Dick Marsh, Vice-President, Universal Broadcast 3844 E. Foothill Blvd, Pasadena, CA 91107 213-572-1224.

First Class Sales Manager wanted to lead, train, and motivate very productive sales force. Must be excellent salesperson. Will be given top account list. Our well programmed radio station is No. 1 in this market. We promote big and successively. We provide the tools you need to close sales. Must be proven producer accustomed to earning big bucks. Box J-35.

Station Manager for group owned small market automated and profitable class 4 AM in northern New England. Will be sales oriented with strong sales experience. Salary plus strong incentives, other fringes. Box H-248.

Alabama medium market station needs station's sales manager. Must be experienced with a heavy emphasis on promotion. Salary plus override. This is a good position for someone who wants to earn and work with a good radio station. Equal opportunity employer. Box H-187.

Major market group needs sharp, aggressive sales manager. Daisy for long term market. Must be able to motivate sales staff of four and carry a strong personal list. Salary, commissions, bonuses, override, gas, company car, and growth for the right person. Current Sales Manager is purchasing his own radio station! Sell us in your first letter. Reply Box J-53.

HELP WANTED SALES

Senior Account Executive sought for Dubuque Superior's new and only AOR station. First class situation. A very experienced sales person who has record results will seek this fabulous opportunity. He or she will find all the tools and promotion they need. Dubuque is a regional center for retailing, transportation, and tourism on beautiful Lake Superior. This top market where beautiful living abounds is ready for a radio pro at a station staking claim to "number one". Resume to General Manager, KOOS, Box 6167, Dubuque, IA 52006.

Imagine selling the only FM station in a metro market of 169,300! 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 pro-two years continuous radio sales experience required. Rush resume to: Ty Bentham, General Sales Manager, KSDK Radio, Box 631, Salem, OR 97308.

FM radio station looking for aggressive salesperson. Excellent opportunity. Salary an aggressive RAB trained salesperson with experience. At least one year street experience. Send resume to Box 701, Freeport, IL 61032.

Great opportunity for super sales person for a great radio market, Dubuque, Iowa. EOE. Call Mgr. 319-557-8886.

100,000 watt stereo FM with sister AM needs aggressive salesperson. Opportunity to advance to sales management in short order. Will consider person to do board shift also. Good pay EOE. Don only 916-825-0070. 316-421-0010.

AM Daytimer in rapidly growing single station market looking to expand sales force. Excellent opportunity for aggressive sales person to grow with the station. Affirmative action. EEO. Send resume: Station Manager, WAGE, Box 1290, Lissburg, VA 22075 or call 703-777-1290.

HELP WANTED ANNOUNCERS

A 3-Market operation in Colorado/Nebraska has openings for Engineer/Announcer. Sales and Announcers. Experience or potential must be demonstrated immediately with resume. Send resume to Ray Lockhart, Box 509, Ogallala, NE 69153 or call 306-284-3633.

Suburban Washington-Adult Contemporary seeks full time announcer with strong production. Tapes and resumes to Johnny Long, WPRW, Box 1480, Manassas, VA 22119, 703-368-3100 EOE.

Experienced morning personality for top rated adult-contemporary station. Box must be smooth and creative with strong production ability. Excellent station with good pay and professional climate. Send resume and tape to Gene Card, WLRP, PO Box 659, Kenosha, WI 53141, EOE.

WAAW is looking for an experienced morning personality for our 50,000 watt contemporary station. Must be willing to make a commitment and get involved with the community. Number One ratings but more. Salary needs to rise. Rush tape & resume to Fred Holland, Box 2041, Huntsville, AL 35804, EOE.

Wanted: Announcers for Mid Texas Small Market Station One year experience. C&W format. Send resume: KVLG, Box 609, LaGrange, TX 78945, or call 713-968-3173 Equal Opportunity Employer.

Wanted—Combo sports director/personality announcer, heavy play-by-play experience. Must be able to capture the market on a regular air shift, MOR-contemporary station in sunbelt. EOE. Send resume today to Box J-73.

Monterey, California. Outstanding MOR AM has opening for experienced announcer with creative production ability. Tape and resume to Mark Ward, Box 2108, Monterey, 93940, EOE/M/F.

Smooth, informative, creative morning jock needed for modern country AM. Must also be very good at production. Immediate opening. Contact Doug Walker RD, WNUJ Radio, 1257 Springhill Ave., RD Box 2587, Middletown, IN 47355. Good pay. May require some travel. Male/ female. WNUJ is an equal employment opportunity employer. Division of Kirk Broadcasting, Inc.

50,000 Watt FM. Top 40 seeks qualified drive time air personality Good production necessary No beginners. No. 1 in market. Tape and resume to: WKHI, PO Box 758, Ocean City, MD 21842. No phone calls. EOE.

Experienced Announcer for drive time and production. Akron-Durham, WAKR. Box 408, McMinnville, TN 37110. Phone: 615-473-6355, EOE.

Controversial Sports Talk Master needed for Top 15 market AM radio station. Must have ability to generate call-ins from listeners. Equal Opportunity Employer. Send resume to Box J-76.

HELP WANTED TECHNICAL

Wanted: assistant chief engineer for major Southwestern broadcaster. Experience in contemporary audio, digital, and direction a must. First phone necessary BSEE helpful. No beginners. Send resume and salary requirements to Box H-249.

Chief Engineer—University CPBN/PR public radio station in Northeast Texas. Responsible for full technical operation of 7KW Stereo FM and instructing one college course. Valid FCC First Class License preferred. Chief Engineer. 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 JACO/COI/FWQL/Punta Gorda, FL EEO Employer. 613-639-1188.

Chief Engineer/Announcer for quality minded Beautiful Music FM in West Texas. Some announcing required but heavy emphasis on engineering. Send resume to Guy Smith, Box 110. Albuquerque, NM 87180, or call 505-884-5833.

Chief Engineer—Eastern Shore of Maryland AM & FM combo need technician. Your ear and experience needed for this forward looking company. Stations are ENG equipped, microwave remote, RCA. Stations are strong; prevent maintenance a must. Resume and salary requirement to Box J-32.

Growth-Minded Chief Engineer needed row to build a fulltime station out of a long term day operation! Dine on the top 0.1% of the market. Aids exec required. Good salary, benefits, and long term growth potential as part of management team. Send resume references, and salary requirements to Doug Collins, WQIO, Box 9260, Canton, OH 44711. Do not phone EOE.

HELP WANTED NEWS

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

WMZO, Washington, DC has immediate opening to morning anchor. Duties include street reporting, creatively welcomed; intelligence essential; previous experience required. Good salary, benefits, and long term growth potential as part of management team. Send resume references, and salary requirements to Doug Collins, WQIO, Box 9260, Canton, OH 44711. Do not phone EOE.


Competent newswoman to work in the Arkansas Ozarks at station with strong news and public affairs commitment. Looking for a high caliber journalist with experience. Strong interest in politics, current events. Please send tape and resume to: Gene Hirsch, New Director, WILL Radio, St. Louis, MO 63101.

Radio Newscaster—major midwestern radio station has an opening for an experienced broadcast news person with a good voice, authoritative news delivery, and experience in writing. An excellent opportunity. Please send tape and resume to: Gene Hirsch, New Director, WILL Radio, St. Louis, MO 63101.
HELP WANTED NEWS
CONTINUED

A news/talk information radio station wants to expand its staff with experienced, mature sounding persons willing to share in growth and able to assume responsibility. Both news and news/talk persons will be considered. Send tape and resume to: WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

Radio News Director. We need a dedicated News Director/Reporter to assume the administrative and editorial responsibilities of a high-growth, conversational delivery complete with solid Broadcast Journalism. Salary range $14,700 plus benefits, depending on experience. Please send tape and resume to: WALE, General Manager, Box 547, Huntsville, AL 35804.

News Director: If you're looking to relocate in one of the fastest growing cities in America, you could be the person we're looking for. You're aggressive, work well with others, and are computer literate. Send Tape to: Buster Pollard, General Manager, PO Box 547, Huntsville, AL 35804.


Immediate Opening for PM news reporter at this top rated northwest NJ station with strong commitment to news and civic responsibility. High school diploma and one-year writing & reporting skills…this one's for you! But don't wait; EOE, Tape & resume to News Director, WRNJ, Box 1000, Hackensack, NJ 07640.

HHELP WANTED PROGRAMING, PRODUCTION, OTHERS

Music Programmer: For Top-rated and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Program-mer. Must have a general select and knowledge of the current popular and melodious currents and standards from both Adult-Contemporary and Adult-MOR categories. EEO Employer. Send resume with salary history to Box H-89.

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 station's public programs, production, 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 experience helpful. Must be a self-starter, comfortable with month face-to-face report. 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, WYUY-FM, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.


Wanted-Program Director: Heavy experience in newsinformation and personality radio with MOR-contemporary format. CBS affiliate in sunbelt. EOE. Send resume today to Box J-59.

Eastern Massachusetts medium market, 5 kw full-time, seeks a Program Director, experienced PD production, automation, all phases of broadcasting. Call Pauline Yates 617-454-0404, EOE.

Production Manager: Write copy and produce for AM/FM. One year production/copywriting preferred. Contact Robert Hill, KEE/S-KFS, Box 174, Nacogdoches, TX 75951. An equal opportunity employer.

WASHINGTON

SITUATIONS WANTED MANAGEMENT

I'm seeking promising opportunity with small-medium market. Have proven honest, well-regarded ownership, in attractive, clear format. Earned interest arrangement considered. Sixteen years experience…management, sales, or air including 50 kw AM country stations. Educated, first phone, excellent grassroots management skills. Presently in Northwest. 907-344-9290.

Turn your station around! Increase billing overnight! New, unique format commands large, active audience and high drive time.Broadcast veteran with salesmanagement/operations/programming back- ground will be your GM or consultant. Competitive markets or country today, making money tomorrow! Box H-167.

General Manager in search of new challenge with above average opportunity. 17 years in management as successful professional broadcaster. Aggressive sales motivator. Experience includes all markets all formats. Development of association with a growing and progressive company. Excellent credentials available. Box J-58.

SITUATIONS WANTED ANNOUNCERS

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

Male D.J. Experienced in and know country very well. Looking for surrounding Chicago area, Northern Illinois, Southeastern Wisconsin, and Northwestern Indiana. Deke Rivers 312-864-3304.

"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 film; 3 years drive time at 50 kw (AM). American Forces Network, Munich; 4 years as announcer/translater with the North America English Shortwave Service of Radio Deutsche Welre Cologne, 7 years as freelance an-nouncer/translater for industrial, documentary, and business films. Some news experience. Excellent voice, broad references. Strong production-programming and announcing at all. BM or Music or for-mat in a medium or major market with a chance to move up to PD or OM. I prefer NC or VA but will con-sider other areas. Send resume to: Bob Miller, Box 928, 1980.

Top-notch Florida easy listening, beautiful music. Full time, format. Prefer experienced announcer with 16 months experience, good voice, automation, board and production skills. Box H-254.

Young chick ready to kick! Jumpin' top 40 show. Tape, resume available. Diana Marzono. 1081 Lapeorte Oak Lawn, IL 60432-1530. 312-636-0925.


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

Creative Personality needed in medium market con-temporary AM or FM. Strong production and writing skills. Willing to come in early and leave late. Bet 303-181-1802.

King Cooper. A young black ambitious DJ that ap-preciates all kinds of music. Jazz, R&B, Disco, Spiritual, Rock etc. 1431 5th Ave., Chicago Hl, IL 60411 312-757-7341 or 333-2758. Tape and resume upon request.

At last! Something to look forward to—clean cut, FCC Three Class. College announcing experience. Gradu- ate of Announcing Class. (Announce 24/7) 1st St., Brooklyn, NY 11223 or call 212-434-0356 evens.

Family man with 4 years experience is seeking medium market country or oldies station on the east coast. BA degree; 3rd endorsed, currently morning drive at metro suburban. Box J-61.

Experienced Pro now available after being out of radio for the past few years. Mature, capable with suc- cessful management and announcing background. Looking for position with a future leading to participation in station programming and management. Prefer il- linois location, but will equally consider all areas. Please reply to Box J-50.

Three Times, in July I came in second; it's time for a first. Dan Sanders, 617-523-4011, after 5 p.m. 104 Charles Street—Box 368, Boston, MA 02114.

SITUATIONS WANTED TECHNICAL

San Francisco Bay Area. Competent maintenance and/or production engineer with good management skills. Experienced as C.E., state-of-the-art audio and RF digitalists, etc. Bill Mottery. 231 Harford, San Fran-cisco, CA 94114.

SITUATIONS WANTED NEWS


Sportscaster promises intelligent reporting and hard work. 30, College grad, family man, 10 years experience in major market majors. Sports Director, Sportstalk, PBP experience including Pac 10 baseball. College football-basketball. Knowledgeable on all sports. For references and tapes—will make your sports department click. News/sales experience also. Prefer medium-major market but all offers considered. Let's talk. John Rebenstorf 714-793-6925.

Experienced reporter, good voice, currently employed in another field, but anxious to return to radio news. Prefer California or southwest. Box J-57.

Network radio deskperson, SML newspaper background, seeks street reporter's job in medium-major market. Call 212-866-1449.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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

Attention—Experienced PD, has developed a win- ning, exciting format. Different. Contact Mike 315-492-4100 evenings.

Program/Operations Director. Solid, organized, hard worker with over 9 years radio experience. Staff supervision, copywriting/production, pb, live and automation. Programming and management experience but for right company will do top notch air shift. Box H-216.

Small, medium market news director seeks to relo- cate. Prefer newsradio or large news team but others considered. I am a pro who hustles. RTNDA active. Public affairs and telephone talk experience. Let's get together if you have a strong news commitment. Box H-247.

Small, 17 years experience, seeking opportunity with small market station having honest ownership. Ex- perience in sales, programming. Call Bill Sutton even- ings at 607-734-9836.

Exiting WAAF Promotion Director seeks creative production/copywriting/air position. Familiar with TV graphics. Dave Potorti. 212-879-6402.


Program-Music Director/Announcer seeking similar position with good company. 8 years experience in station operations. Proven No. 1 Arbiton record. Let's form an effective management team to enjoy profits/high ratings. Bill McCown 603-226-1408.

HELP WANTED TECHNICAL

West Coast ABC Affiliate seeks qualified chief engineer with minimum five years administrative experience and high maintenance background. EOE. Send resume/references to Box G-7.

Asst. Chief for WHF in South Texas coastal city FCC First combined with minimum of five years extensive transmitter and studio maintenance experience is required. Competitive salary and opportunity for advancement. Send resume to Box G-10.

Technicians wanted for maintenance and operation of major television facility. Formal training in electronics and First Phone. Previous TV experience desirable. Send resume and salary requirements to: Jack Verneu, 1018 West Peachtree St., Atlanta, GA 30309. An Equal Opportunity Employer.

Chief Engineer—Major TV, group-owned and affiliated in Florida. Strong technical management background required. Previous TV experience desirable. Salary $40,000. Send resume to Box G-32.

HELP WANTED MANAGEMENT

General Sales Manager—Top 30 Market. Prefer prior G&M experience. must have strong local experience. EEO Employer. Send resume to Box J-79.

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-79.

Producer/Director, Duties: Produce and direct TV programs, both in studio and in the field. Requires: Knowledge of community, public, cultural and minority affairs as special interests; writing and research ability; good people skills, and writing experience. Send resume with salary requirements to Box J-79.

Executive Opportunity: Executive Director ETV-PTV station, MA preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and evaluate educational and community television programs and manage and staff school districts station. Extensive community experience—up to $30,000. Superintendent of Schools, Terminal Annex Station, Box 5538, Denver, CO 80227. Applications must be received by September 30, 1980.

Sales Manager: Direct and motivate Sales Department, plan and control sales activity. Send resume to functional reps. Knowledgeable in pricing techniques. Consider experienced A.E. with leadership potential and sales experience. Send resumes to: Executive Assistant-Fringes Auto. Resumes to: GM, WTWE, Box 3248, Reading, PA 19604 (Equal Opportunity Employer).

Producer/Director: Duties: Produce and direct TV programs both in studio and in the field. Requires: Knowledge of community, public, cultural and minority affairs as special interests; writing and research important, B.A. or equivalent work experience. Bi-lingual preferred (English-Spanish). Salary depends on experience. Closing date: September 15. Contact: Send resume to Jo Ann Wink; KLRR-TV, PO Box 9, San Antonio, TX 78201. EOE. Women and minorities encouraged to apply.

Promotion Manager with experience in on-air promotion production for dominant N.E. regional VHF station. Good writing skills, creativity, print layout and budgeting capabilities are necessary. Minimum two years experience. Knowledgeable in promotion manager required. Excellent benefits. EOE. Send resume and salary requirements to Box J-67.

Director of Development: Public television network serving Vermont and southern Quebec, 2 million dollar budget, seeks proven fund raiser to take full responsibility for generating income. Send professional resume and writing samples to Hope Green, General Manager, WTVT, Ethan Allen Ave., Winooski, Vt. 05404, Deadline October 3, 1980.

Research Director (Television/Radio): Major group broadcaster seeks Research Director/Senior Research Analyst. Minimum 3 to 5 years experience, or equivalent, for qualification. Key role in research support for TV and radio stations. Should demonstrate experience in analysis of ratings for programing and sales support and survey research design. Knowledge of facets of station operation, Equal opportunity employer M/F. Send resume/salary requirements to: Box J-70.

HELP WANTED SALES

Promoting from within makes room for experienced sales person. Established list, good benefits at group NBC affiliate. Strong leader in market makes selling fun. Home to Jared Allen, KWWL-TV, Waterloo, IA 50703. An EEO employer.

HELP WANTED NEWS

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Send resume and to Box G-50.

Producer-Anchor for a four-station statewide television news network. Excellent news organization and beautiful country. Send tape, resume and particulars to: MTN News, Box 1331, Great Falls MT 59503.

Reporter. Unique opportunity with tropical island cable TV system. Winner of national award for cable news. Tapes and resumes to: Claudio Clark, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910.

Producer for award-winning, nationally recognized, New York State public affairs program, "Insider Albany." We need a creative individual with production and broadcast experience in a state government. Will supervise two camera crews. Must provide creative input and work well under deadline. Requires: Minimum five 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 to: Personnel Department, WMHT, Box 17, Schenectady, NY 12301.

Immediate opening for a news reporter/videojournalist with an aggressive, growing news staff that is expected to double in the coming months! Must be able to gather and creatively shoot, write and edit stories for air presentation, as well as operate as one-person unit transporting ENG equipment to remote locations. Degree in journalism required. Driver's license required. Contact A.R. "Sims" Munzelt, News Director, WCBD-TV, PO Box 675, Charleston, SC 29402, 803-884-4141. 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 sport reports in both sports and news segments. Responsibilites include all aspects of sportscasting, plus three days per week news and sports reporting. Send tape and resume to Personnel Director, KMOL-TV, PO Box 2400, San Antonio, TX 78228. All replies will be kept confidential, EEO employer.

KJRH TV-2 Tulsa is hiring a highly skilled meteorologist for some TV and radio-recording work. Need a solid background in synoptics and a desire to work in one of the best 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.

News Producer for medium-market NBC affiliate 6 & 11 p.m. news. Must have experience with knowledge of ENG systems and ability to write and block a highly visual newscast. Weekend and back-up anchors with producing experience encouraged to apply. Send resume only to: J. Beecher, News Director, KTV-TV, Sioux City IA, EOE.
HELP WANTED NEWS CONTINUED

Weekend Sportscaster/Sports Reporter. Someone who not only has strong on-air background, but is capable of interesting sports features and stories. Send tapes to Ray Depa, News Director, KAKE-TV. Box 10, Wichita, KS 67201. Precedent applicants need not reaply EOE.

ENG Camera Operator—needed fulltime ENG camera operator. Must be thoroughly familiar with news photography. At least two years prior experience. No earlier resume, please. Send resume to: 5111 East McKinley Avenue, Fresno, CA 93727.

Meteorologist: Growing weather company servicing radio-TV operation has unique opportunity for knowledge- able meteorologist with the personality to get the into audience. Major Markets: AMS Seal for West Coast. Send resume to Box 1570, Harrisburg, PA 17105.

Weekend anchor/reporter, woman or man for Upper Midwest ABC affiliate, competitive market. General assignment reporting duties during the week. Must know film and ENG. Equal Opportunity Employer. Affirmative Action. Send letter and resume to Box J-35.

Producer: You might fit on our team if you've got what it takes to put together top packages in a variety of situations. We're aggressive, innovative and a top rate news organization. Send resume, video and audio cassette to Weathercast, c/o WHP Stations, Box 1507, Harrisburg, PA 17105.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-FIELD Engineering Service. Established 1976. Installation-maintenance-system design/survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2899.


25 Year Old Female veteran. FCC 1st class radio telephone license. Experience in Army radio & communications. No broadcast experience, will need training. Quick learner. Mary Jarecki, 805-526-8730.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Promotion Manager. Need aggressive promotion person in excellent mid-west market. Need idea person with strong working knowledge of all area 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 in news and commercial production. Must operate switches, have self-starter, and be thoroughly knowledgeable of current state of technology. All replies sent to Personnel Department, KMOL-TV, PO Box 2641, San Antonio, TX 78208. Replies will be kept confidential. EEO employer.


Bookkeeper—Experience with A/P, A/R, sub-Journals and payroll? EDP preferred. Send resume and salary requirements to KAMJ-TV 5111 East McKinley, Fresno, CA 93727. EOE/M-F.

Promotion Manager—Why spend another winter in the snow and cold? Strong Promotion Manager with creative imagination and flair needed in Gulf Coast market. Send resume and salary requirements to: An Equal Employment Opportunity Employer Box J-31.

Radio-Television Editor of University Relations at Mississippi State University, Bachelor's degree, master's preferable. Minimum three years experience in television or radio production/editing with expertise in making minor repairs on video and audio equipment. Minimum salary $14,000. Send resume to: W. G. Gilmer, PC 87, Mississippi State University, Starkville, MS 39762 by September 25th. An Equal Opportunity Affirmative Action Employer.

ENG Photographer for top rated prime time magazine in a top ten market. EOE. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box J-51.

Field Producer with magazine, news or public affairs background to work on one of the nation's first and finest locally produced, nightly Public Affairs magazine programs. "Louisville Tonight." Must have full production experience. Knowledge of video camera and tape, and a desire to work long and hard to continue the high standards of quality of this number one rated, award winning and nationally recognized prime-time news program. Previous experience as call center Junior Producer. Whas-TV, Box 1084, Louisville, KY 40201. Phone 522-8740. EOE.

On-air Promotion Director: Looking for experienced person to head on-air promotion effort. Strong writing and production abilities must. Responsibilities include creation, production and scheduling of high quality promos for both Radio and TV. Send resume and salary requirements to Guy Hempel, WOC, 805 Brady St., Davenport, IA 52808. An EEO employer.

Technical Assistant for top rated prime time magazine in a top ten market. Work in the field with BUV recorder and audio. Prefer person with audio background looking for TV experience. EOE. Box J-77.

SITUATIONS WANTED MANAGEMENT

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.


HELP WANTED PROGRAMING TECHNICAL

Seeks immediate openings for tech supervisor: Mobile Production Company seeking supervisor for mobile truck, Maintenance required for quad tape, one inch tape, Grass Valley, Norelco PC-70 cameras. Contact: John Crowe, MCI Productions, No. 10 Greenwood Plaza, Houston, TX 77046 713-627-8270.

Engineer with strong background in State of the Art Video Equipment with degree in Electrical Engineering. Major equipment supplier has opening in Washington, D.C. Send resume to Ken White, 4700-G Boston Way Lanham, MD 20701, phone: 301-517-4903.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer: Are you as sharp as your razor blade? The team in our audio division has won 307 awards and is looking for an additional producer/director ready to go for another hundred. Must have experience in multitrack production, ability to direct and with willingness to work long hours toward a rewarding future and Virginia Beach lifestyle. Immediate expansion opening. Send resume and tape of your five greatest spots to: Robert J. Senior, Studio Director, 200 West 22nd Street, Norfolk, VA 23517. EOE.

Production Person/Announcer, Chicago, Talented announcer wanted…with solid experience in production. Real opportunity for an idea person who is enthusiastic, hardworking and wants a position with a metropolitan oriented agency. Complete responsibility for modern studio. If you're good! We want to hear from you. Resume, tape and salary requirements to: Harold Best, Postmaster, Box 1005, Chicago, IL 60605, 312-663-0990.

HELP WANTED INSTRUCTION

Instructor/Vocal Coach. Must be proficient in correcting regional accents. Should have knowledge of phonetics and oral interpretation. Call for interview before 10:00 AM weekdays or send resume to Deborah Rossetti-Sullivan, Box 1026. Groton, CT 06340.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director, currently with large teleproduction center seeks position with emphasis on producing National program credits, strong background in sports, live and remote telecasts. CMX editing, Box J-6.

For Fast Action Use BROADCASTING's Classified Advertising

ALLEGED 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 working a normal day and evening on which time we would expect results. Send background & experience to: President, Groton Computer, PO Box 1024, Groton, CT 06340.

HELP WANTED TECHNICAL

immediate openings for tech supervisor: Mobile Production Company seeking supervisor for mobile truck, Maintenance required for quad tape, one inch tape, Grass Valley, Norelco PC-70 cameras. Contact: John Crowe, MCI Productions, No. 10 Greenwood Plaza, Houston, TX 77046 713-627-8270.
WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guaranteed Radio Supply Corp., 1314 Turbett Street, Laredo, TX 78040. Michael Flores 512-723-3331.

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

Transmitters. The Transmitter Company Ellis Road, Rossville, GA 30741 404-866-3855.

FOR SALE EQUIPMENT


RCA TT-10AL VHF Transmitter—Working good. Channel 6, many spares. $5,000.

RCA TT-356CH VHF Transmitter—All spared, good condition. Channel 31, $20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares. Channel 11, $12,000.

Sony 2860 3/4" Video Recorders—Good condition. $1,500 ea.

Sony 2860 3/4" Video Recorders—Excellent condition. $2,500 ea.

Stereophonic 3/4" Editor—works with 2850 or 2860, $3,000 ea.

Complete Film Island—PE 240, Eastman 285's, TP7, Eastman 300, Multiples, $30,000.

IVC, 500A Color Cameras—complete, beautiful pictures, ea. $7,500.

GE PE-350 Color Cameras—All accessories, good condition, ea. $4,000.

GE PE-240 Film Camera—Automatic gain & blank, $5,000.

CDL VSE-741 Switcher—12 input, chroma key, $4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, $11,000.

RCA TP-8 Projectors—Reverse, good condition, ea. $1,000.

Amex 1200 A VTR'S—Amtec, Colortec, one with editor, ea. $22,000.

Norelco PC-70 Color Cameras—16x1 200M Lens, interchangeable scope, monitor, 2 available, new low price, ea. $14,000.

New Edutron CCD-2H Time Base Corrector—Broadcast spec, $5,600.

Woolf Antenna—RCA Batwing. Available now, $8,000.

UHF Antennas—Various Models and Prices,

30 Brands 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.


Jamo Pro 2 bay antenna, 959 Mhz, 149' guyed tower, coax. on the ground. $1,995 package price. FOB. Decait, California. (209—634-7620).


Collins 820E-1 AM Transmitter, 5KW with matching 2-tower phaser and antenna coupling units. Presently on the air and available for inspection. Contact Tom C. Doell, KVXV, Inc. 214—369-1271, Suite 902, 7515 Greenville Avenue, Dallas, TX 75231.

New like ikegami HL-77A. 10-120 servo zoom. power pack, batterybackcharger. 2 Anton Bauer batteries, 2 original boxes. Excellent shipping case weighing less than 500 lbs on box. In excellent condition and a great buy for $28,500. Call Harry Elstman at 815—877-9591.

For Sale Mini-Van: Dodge Tradesman 200—3 years old, over 100,000 miles. Air conditioned, insulated, carpeted, ideal for cable-TV; TV for gathering or remote production. 2 Ikegami's HL-35 mini-cams. 1 CDL Switcher. 4000' cables, monitors, UPAs, key, tripods. Completely wired ready to go, extras. Best offer over: $550. Call: Ennie Passon 9 to 5 p.m. 312—236-5355.


Tektronix 465M Oscilloscope, $1900. TRA EA-3 Edit Control system with DDT-1 Digital Reader, $1800. Singer-Grafel 93-OR 16mm Film Projector like new, with TV shutters, mirrors and remote control. $1500. ITC Camera Pageant Phaser, $250. 412—691-1300.

RCA Color Film Chain: includes camera, multiplex, rca TP 7 slide projector, rca TP 68 imax projector . . . $2900. Write, wire or phone International Cinema Equipment Co., 6750 NE 4th Ct. Miami, FL 33138. 305—756-5689.

Remote Truck with cameras 2" recorder; 2-3/4" recorders. lights. 2 audio boards. mikes. Grass Valley support gear. 2 Oman generators. Ready to go. 312—972-0078.


COMEDY

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

Guaranteed Funny! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

"Phantastic Phunnies"—month's 400 hilarious, topical phunnies... $2.00 1343-B Stratford, Kent, OH 44270.

Comedy/Personality Jocks: Write for our amazing audio sample kit. See "Miscellaneous" ad for LA, Air Force.

"Comic Relief!" Just for laughs. Bi-weekly Free sample. Whitle Creative Services. 20016 Elkhart, Detroit, MI 48225.

RADIO WANTED SALES

We are seeking an individual with 2+ years experience selling retail for an FM station in N.Y. for a major broadcasting company. Excellent growth potential. On a-4-in lifetime opportunity. Send resume to: BOX-J75

An equal opportunity employer.

Help Wanted Technical

RADIO TECHNICIAN

KXN-FM, Los Angeles, needs a Broadcast Mainte-

ance Technician. Should have five years broadcast maintenance experience and be strong on digital. 1st class PCO license required. Please send resumes to: CBS, INC., Placement office, 7800 Beverly Blvd. Los Angeles, CA 90036.

Help Wanted Programing, Production, Others

SUNBELT

Top station in major suntown market needs a take

charge traffic manager. Applicant must have full

knowledge of computerized traffic system as well as

create and develop traffic department. Super-

visory position and keep out of station running

effectively. They hard working career person need

apply Will discuss income an EOE. Send resume to: Box J-27.
Help Wanted Programing, Production, Others

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're looking for a shirt-sleeve diplomat who can 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 guts to use 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

GENERAL SALES MANAGER
The No. 1 contemporary station in a top 10 Sunbelt market is seeking a dynamic motivator who can manage the finest sales team in the city. We are an aggressive group broadcaster that offers unlimited growth potential. Reply in strict confidence to Box J-71.

An Equal Opportunity Employer.

Radio Surveys

Disc Jockey/Announcer—Overseas Assignment

OSAKA FM BROADCASTING CO., LTD., with head offices in Osaka City, Japan, is desirous of employing one skilled and qualified male announcer of United States citizenship (native English speaking). As an associate of the company, he will work under the following conditions:

Place of work: Osaka City, Japan.
Working hours: 40 per week.
Monday through Friday.
Furnished housing: 3-room apartment, approx. 60m² (standard housing accommodations in Japan).
Furnished travel: round-trip airfare and travel expenses.
Qualifications:
(a) must be a graduate of a recognized university.
(b) age: 25—35 years old.
(c) must have worked a minimum of five (5) years as an announcer with U.S. broadcasting companies.
(d) must be well-versed in the modern, popular music of both the U.S. and Europe.
No particular knowledge of Japan or the Japanese language is required. Applicants are requested to send a 30-minute demo tape (reel-to-reel or cassette) of an actual, on-air performance, along with a brief resume which includes the following: name, age, address, place of birth, name and dates of graduating university, major field(s) of study, military service, name and date(s) of employment, positions held, superiors' names, additional information on professional experience, awards, etc. Family background, hobbies, interests, etc., along with a brief assessment of your own character strengths and weaknesses would also be helpful in determining qualifications. A recent photograph and current health certificate is mandatory. Documentation and demo tapes will not be returned.
Applicants are cautioned to be both specific and accurate in all details as college, military service, employment and law enforcement records will be carefully checked. Screening of documentation and tapes will take place immediately upon receipt of same. Deadline for applications: October 15, 1980. Successful candidates will be informed of personal interviews to be held in New York City and Los Angeles to choose the single successful applicant.

Background data of the market and facility: FM OSAKA broadcasts at 10KW output, covering three major metropolitan areas of Japan: Osaka, Kobe and Kyoto, with a population of 17.65 million persons and 11.6 million FM sets (62.3% in autos). Station format is primarily musical programming: 76% modern music (popular), 6.4% classical, 13% Japanese popular songs and 4.6% news and other programs.

Replies are to be directed to:
Mr. Kuniomi Tanaka
Manager, General Affairs
OSAKA FM BROADCASTING CO., LTD. 3-2-4, Nakanoshima Kita-ku, Osaka 530 JAPAN

Help Wanted Announcers

Situations Wanted Management

NORTHEAST OWNER!!
G.M. PRO now available to bring your station LEADERSHIP SALES, PROFITS, IMAGE, EXPERIENCE! After a year as California entertainment marketing executive I miss radio and the northeast. Impeccable credentials. If you have hopes for your station let's talk now. Box J-58.

Employment Service

BROADCASTER'S ACTION LINE
The Broadcasting Job you want anywhere in the U.S.A. 1 Year Placement Service $40.00
Call 812-898-2907
R3, Box 84, Lexington, Indiana 47136

Radio Surveys

S-A-M-S
PO. Box 2585, Augusta, Ga., 30903 (404) 733-0842, Dick Warren, President.
**TELEVISION**

**Help Wanted Management**

**Group Operations V.P.**
Established TV group seeks professional broadcast executive qualified for group management. Must supervise and work effectively with station managers on all facets of operation from budgeting to sales and P & L analysis. Need a hands-on executive with answers and ability to lead and help. All replies confidential. Phone Barry Nathanson, Richards Consultants, (212) 682-6880.

**Help Wanted Sales**

Northeast station has an immediate opening for a local television time salesperson. Prior broadcasting experience, preferably with another television station, is required. Duties include soliciting new accounts and handling current accounts. Qualified applicants send resumes to Box J-85.

**Help Wanted Technical**

International Opportunities for Audiovisual Services

The King Faisal Specialist Hospital and Research Centre has current openings in its Audiovisual Department. The Hospital is a 250-bed specialty referral facility with a rapidly expanding Audiovisual Department.

The following positions are available:

Television Engineer—B.S. Degree in Electronic Engineering with 5 or more years practical experience in maintenance and repair of television and video systems. Thorough understanding of system set-ups and use of test equipment.

Television Technician—Associates Degree in Electronics or 2 years trade school and 5 years relevant experience including 2 years in maintaining and repairing television and video systems.

Both positions offer exceptional benefits including 30 day annual vacation, transportation, furnished housing, bonus pay and more.

Interested, qualified candidates should submit a resume with current salary to:

Linda Hogen
Hospital Corporation International
International Representative
One Park Plaza
Nashville, TN 37202

**HOSPITAL CORPORATION INTERNATIONAL**

An Equal Opportunity Employer

**Help Wanted News**

**TV NEWS**

WTVS, Detroit public TV is seeking applicants for nightly newscast commencing in October, including: news director; night editor; producer/reporter; national news coordinator; support staff. Experience in active broadcast newsroom essential. Send resume and tape to: Personnel, 7441 Second Blvd., Detroit, MI 48202 EOE/ml.

**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.

A Marikn Station

**CO-ANCHOR**

Top 25 market station seeking co-anchor. The person we hire probably will be working in top 10 market (or be a network reporter). The person we hire will want to make a long term commitment to our community. Salary and fringe benefits are above average. We need a person with a track record to help lead our commitment to news, which includes several microwave units and live helicopter. This is a career opportunity which comes along only once in a lifetime. Please send resume to Box 10-133. E.O.E., m/f.

**WEEKEND WEATHER ANCHOR**

Top 10 West Coast station. Looking for meteorologist with good on camera ability or someone good on camera with scientific skills. No beginners and no phone calls. Send tape and resume to Bill Apogliege, KPIX News, 855 Battery Street, San Francisco, CA 94111. E.O.E.

**REPORTER**

Top 20 market station seeking experienced police beat reporter. Journalism degree preferred. Salary and fringe benefits above 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 NEWS CONTINUED**

**/allied fields**

Help Wanted Programming, Production, Others

**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-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 and tape to Steve Steinberg, WHAS, Inc. PO Box 1084, Louisville, Kentucky 40201.

AN EQUAL OPPORTUNITY EMPLOYER

**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:

VIDEA, LTD.
200 Guaranty Building
Cedar Rapids, Iowa 52401
Equal Opportunity Employer: M/F
Public Notice

Noti ce to Applicants

The Town of Randolph, in accordance with the provisions of Ordinance No. 71, of the Town of Randolph, Indiana, which authorizes the Town to accept all cable television license applications, desires to accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications shall be received by the Clerk-Treasurer, Town Hall, Randolph, Mass., in a sealed envelope marked "Application for Cable TV License" and shall be accompanied by a $100 non-refundable filing fee, payable to the Town of Randolph. A copy of the application shall be filed with the Greenwich Massachusetts C.A.T.V. Commission. This is the only period during which applications may be filed.

BOARD OF SELECTMEN

The Board of Selectmen of 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 3:00 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.

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

WALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

Consultants

American Radio Associates
Cleveland, Ohio
A Full-Service Broadcast Consulting Firm
offering professional services in...

PROGRAMMING  ENGINEERING
SALES  CREATIVE SERVICES
MANAGEMENT/TALENT PLACEMENT

Phone: (216) 289-3860, ask for the president.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisals

For Sale Stations

For Sale stations
Central Michigan, Small AM-FM station $250,000.00 cash. No Brokers. Send to Box J-10.

WANTED

To Buy Stations

16 Yrs Management
between just two stations. Wish to purchase small AM/FM Radio Station in Indiana, Illinois or Kentucky, or invest as partner.

Call Robert A. Kincaid
Greenfield, Indiana
812-663-5486

For Sale Stations

COLORADO
Most beautiful America, Class IV AM. Price 2 1/2 times gross $375,000. Includes Xmmt. Real Estate, new downtown studios leased.

Box J-26
**REGGIE MARTIN & ASSOCIATES**

**TENN.** Sm AM/FM covers ex med mkt $550 terms.

**NO. CAR.** - A sleeper!!! Exc 1 kw daytimer in sm mkt area abt to boom with gigantic new industry. $186 terms less for cash.

**SO. CAR.** - Profitable 1 x daytimer in good sm mkt on Int St, hi-way Exc equip incl automation. $395 terms.

**FLA.** - Coastal resort dominant FT AM $260 gross. $750 terms.

**S.E.** - Suburb 5 x daytimer cov lg metro mkt. Gross $185. Inc ncl eg $420 terms.

**FLA.** - Btl med growth mkt 100,000 W FM 3 x gross 2 MM cash.

Fla.-Reggie Martin Va-Ron Jones
(305) 381-2181 (804) 758-4214

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**For Sale:**

Located in the Sunbelt. Profitable, full-time AM station low dial position, 5000 watts. Also class C FM - stereo 100,000 watts. Terms available to credit worthy buyer. Reply to Box J-83.

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**Call 901/767-7980 In Complete Confidence!**

**MILTON Q. FORD & ASSOCIATES**

MEDIABROKERS/APPRAISERS

5050 Poplar Suite 816-Memphis, Tn. 38157

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**W. John Grandy**

Broadcasting Broker

1029 Pacific Street
San Luis Obispo, CA 93401

805-541-1900

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**H.B. La Rue, Media Broker**

West Coast:

44 Montgomery Street, 5th Floor, San Francisco, California 94104

415/434-1750

East Coast:

500 East 77th Street, Suite 1909, New York, NY 10021

212/285-0737

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**R.D. HANNA COMPANY**

BROKERS • APPRAISERS • CONSULTANTS

5644 Lutheran Ln., Suite 505, Dallas, Texas 75225 • 214-695-1022

8340 E. Pecoslon Ave., Denver, Co. 80237 • 303 771-7675

1019 Peachtree Rd. N.E., Suite 606, Atlanta, Ga. 30309 • 404-351-0555

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**For Sale Stations Continued**

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**Broadcasting’s Classified Rates**

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

Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20035.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $6.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $6.00 per inch. For Sale Stations: Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.
Media

Edward Spray, program manager, WBBM-TV Chicago, named director of broadcasting.

Named VP's of CBN Continental Broadcasting Network stations: David Williams, general manager, WXNTV Atlanta; William Knight, general manager, WXNE-TV Boston; Roger Baerwolf, general manager, KXTP-TV Dallas, and Thomas Smith, general manager, WYAN-TV Portsmouth, Va., and WXRA(FM) Norfolk, Va. Tim Robertson, assistant operations manager, WXNE-TV, named operations manager.

Maurice Loeventhal, VP-general manager, WTM1(FM) Miami, named president and general manager. Steven Krakow, controller, named VP-treasurer.

Richard Yankus, former general manager of WKYO(FM) Pittsburgh, joins WX1-FM Mobile, Ala., as general manager.

Paul Delaney, former VP-general sales manager, WQBA(FM) Sarasota, Fla., and most recently account executive, WFLA-AM-FM Tampa, Fla., named VP-general manager, WWZ(FM) Sarasota. Lynn Probst, bookkeeper, WW2Z(FM) Sarasota, joins WWZ as business manager.

Sue Kaufman, formerly with noncommercial WGGL-FM Houghton, Mich., and WMPL-AM-FM Hancock, Mich., joins WACX(FM) Terre Haute, Ind., as assistant general manager.

Richard Garlick, former hospital administrator in Flint, Mich., joins WSL(FM) Eminence, Ky., as VP-general manager.

William Knudsen, sales manager, WKEA(FM) Seattle, named station manager.

Len Hart, general sales manager, WNYE(FM)-WEZO(FM) Rochester, N.Y., named station manager.

Robert A. Howard, national director of public affairs, American Red Cross, named VP and managing partner of KBL-AM-FM Helena, Mont.


Delano Washington, former head of Baltimore drug rehabilitation program, joins Corporation for Public Broadcasting as associate director for policy and administration.

J. Bruce Irving, secretary of Wometco Enterprises, Miami, elected VP and associate general counsel. He will continue as secretary of company.

Marlene Doernis-Goldman, broadcast buyer, Silton/Turner Advertising, Boston, joins WNAF-TV there as research manager.

Timothy Neher, VP-general manager of Michigan operations of Continental Cablevision, Boston, named VP-treasurer of Continental.

Harvey Lee Gard Jr., accounting manager, WTAR-TV Norfolk, Va., named business manager for WTA(M)-WREZ(FM) there.

Jayne Levy, former business manager, WFLA(WL)-WFLA(FM) Philadelphia, named controller, WAXX(FM) Fort Lauderdale, Fla.

Doris Rowley, from position with University of Missouri, Columbia, named business manager for its noncommercial KBIA(FM) Columbia.

Karl Eller, president of Charter Media Inc., named "Media Person of the West, 1980" by The Advertising Center of Los Angeles. He will receive award at Western Conference on Marketing and Media, Sept. 26-27.

Richard W. Russell, president and general manager of noncommercial WCNY-FM-TV Syracuse, N.Y., named chairman of Association of Public Broadcasting Stations of New York.

New officers, Greater Portland (Me.) Radio Broadcasters Association: Robert J. Gold, WPOR-AM-FM Portland and WFEA(FM) Manchester, N.H., president; Bob Caron, WLM(FM) Lewiston, VP; Rick Snyder, WJQI(FM) Westbrook, treasurer, and Bob Clark, WGAN-AM-FM Portland, secretary.

Advertising

Donald C. Robertson, son, and chief executive of J. Walter Thompson Australia Pty. Ltd., named executive VP corporate development, J. Walter Thompson Co., New York, with primary responsibility including corporate development and strategic planning for JWT and JWT Group Inc. Jeffrey Earl Warren, creative group head, and Arthur Wilkins, research director, JWT, New York, named VP's.

Michael G. Turner, director of Southern operations, Ogilvy & Mather, Houston, elected executive VP Bruce Oxza, general manager of Houston office, named managing director, post formerly held by Turner. Paul Pracillio, associate creative director, Veronica Nash and Roger Proulx, copy supervisors, and Grant Parrish and Alan Sprules, art supervisors, Ogilvy & Mather, New York, named VP's.

Robert D. Brown resigns as executive VP and chief operating officer of Tracy-Locke Advertising, Dallas. President Norm Campbell takes over as chief operating officer as well as chief executive officer, and other key executives will be assigned broader responsibilities.

William E. Holmes, manager of marketing services, Doyle Dane Bernbach, New York, elected senior VP.

Named VP's. Leo Burnett, Chicago: Dick Corrillitz, account supervisor, Norry Neilson, executive planning director of TV services, and Frank Doti, director of taxes.

Sharon Glynn, account supervisor, McCann-Erickson, New York, David Moody, account service manager at McCann's Communications Counselors Network in Atlanta, and Lewis Motley, director of research services in San Francisco office of McCann, elected VP's.

Maxine Marx, James White, Jon Latelece, Scott Wills and Paul Schwartz, all with Cunningham & Walsh, New York, elected VP's.

Rona Siegel, associate media director, Rosenfeld, Sirowitz & Lawson. New York, named VP.


Deborah Broka, with Zea Marketing Communications, New York, named media director.

Don Stokes, from Needham, Harper & Steers, Chicago, joins Barkley & Evergreen, Kansas City, Kan., as VP-media planning and research.

Andrea Klass and Lynette DeSanli, with...
Minz & Hoke, Avon, Conn., named media buyers-planners.

Doug Fisher, art director, Lord, Sullivan & Yoder, Marion, Ohio, named creative director-art.

Charles Gabelmann, account executive, ABC Television Spot Sales, Detroit, named VP, sales development, ABC-TV Network, New York.


Lou Morlino, account executive in San Francisco office of PETV TeleVision, joins TeleRep as sales manager of its new Seattle office.

Eugene Cunningham, assistant research director, ABC-green and independent sales team, Blair Television, New York, named research director of that sales unit. Susu M. Hoobt, administrative assistant, Blair Television, named senior program coordinator, sales strategy division.

Kenn Devane, account executive, Peters Griffin Woodward, Detroit, joins PETV TeleVision there in same capacity.

Sharon Bernstein, account executive, Peters Griffin Woodward, New York, joins MMT Sales, New York, in similar capacity.

Kerry Andrews, from sales position with Independent TV Sales, joins KBHK-TV San Francisco as sales manager.

Valdo Conte, director of commercial operations, WCVB-TV Boston, named VP, commercial operations. Bonnie Hiramoto, research analyst, named research-sales promotion manager.

Carole Mailoux, manager and sales manager of WBNP(AM) Newburyport, Mass., joins WBOS(FM) Boston as general sales manager.

Sam Rosenblatt, general sales manager, WTMJ(FM) Miami, named VP.

E. Kerah Walters, formerly with KHS Broadcasting Workshop, Los Angeles, named general sales manager of KSFR(FM) Santa Monica, Calif. Jon Widenheft, formerly with KBBQ(AM)-KBVF(FM) Ventura, Calif., joins KSFR as account executive.


Richard Rosiow, local sales manager, WKBW-AM-FM St. Petersburg, Fla., named general sales manager.

Willard Dougherty, director of retail and local sales, WAKX-TV Atlanta, named local sales manager.

Brian Holmes, account executive, KOKA-TV Portland, Ore., named local sales manager.

Larry Burak, who has held sales positions at WNCI(FM) and WRRK(FM), both New York, joins WPX-FM there as coordinator of retail sales.


Rhoda Horwitz, traffic sales manager, WBBM-TV Chicago, named sales planner.


Cindy Deis, who formerly coordinated commercial traffic at KMHP(TV) Tulare, Calif., joins KHEB(TV) Fresno, Calif., as client relations coordinator.

Penny Haff, account executive, Air Time International, New York, joins WOR-TV there as account executive.

George Mitchell, VP-domestic sales manager, Warner Bros. Television Distribution, Los Angeles, will retire at end of year.


Sid Kaufman, director of operations, CBS Sports, named VP of operations, CBS Cable.

Sara Levinson, associate director of marketing services, Viacom Communications, New York, named director of marketing services.

Michael Lambert, VP-domestic syndication, Viacom Enterprises, New York, will assume full responsibility for domestic sales activities.

Jerry Bernstein, VP-general manager, EUE/Screen Gems, West Coast, named senior VP-general manager.

Carl Lindemann Jr., VP-programming, CBS Sports, named VP and assistant to President Van Gordon Sauter, with responsibilities in relationships with sports industry and network affiliates and participation in all CBS Sports programming activities. Herbert Gross, CBS-TV network VP, sales planning, moves to CBS Sports as VP and director of programming. Neil Pilson, CBS Sports VP, business affairs, named VP and director, sports business affairs and compliance.
Baruch
Wayne Baruch, VP-programming, Robert Wold Co., Los Angeles, named president of newly formed division, Wold Entertainment, which develops and produces programming and secures television station air time for ad hoc custom networks.

Richard B. Hammer, senior VP-general manager of Christia Networks, New York, joins Enterprise Radio, sports network based in Farmington, Conn., as senior VP-sales and affiliate affairs.

George Davies, Northeast sales manager, Media Statistics, Silver Spring, Md., joins Enterprise Radio as director of affiliate affairs.

Charles Mitchell, former producer of Soundstage at noncommercial WTTW(TV) Chicago, and former music director at WRVR(FM) Chicago, named director of special programs for RCA SelectaVision videodisks, to acquire and develop programming, especially in music and sports.

Lee Blackwell, from Litton Industries, joins Universal Subscription Television as VP of Star-Case, Boston subscription television service.


Jack Elliott, former senior writer with Golnick Co., Fort Lauderdale, Fla., joins Tanner as director, copy and lyrics.

John J. Agoglia, VP, program and talent negotiations, NBC, appointed senior VP, business affairs, responsible for all program and talent negotiations for NBC Entertainment, based in Burbank, Calif. He succeeds Irwin H. Moss, who resigned to join Marble Arch Productions (Broadcasting, Sept. 1).

Mike Perez, Latin American sales manager, ABC Sports Syndication, joins NBC Enterprises as manager of worldwide sales.


Henry Schafer, associate director, program analysis, ABC-TV, named director, program and sales research. Stephen Yause, associate director, audience analysis, named associate director, program research.

Lou Frederick, associate director with ABC Sports, retired Aug. 31 at age 62 after 29 years with ABC and two Emmy Awards for work on ABC-TV Olympics coverage.

Gary Vautin, program director, KJEO(TV) Fresno, Calif., joins KXTV(TV) Sacramento, Calif., in same capacity. George (Monk) Henry, producer-director of special projects, WTMJ-TV Milwaukee, joins KXTV as production manager. Diane Dedoehkie, chief production assistant, KXTV, named producer-director.

Don Drilling, production manager, KJEO(TV) Fresno, Calif., named program director, succeeding Gary Vautin (see above). Abo Espinosa, director of daily newscasts, KIEO, named production manager, succeeding Drilling.

Bob West, production manager, WPEE-TV Evansville, Ind., named director of newly created operations department.

Ted Carson, air personality, KSRR(FM) Houston, named program director.

Bill Cochran, producer and air personality, WIXL(FM) Chicago, named production director.

Tom Marker, program director and announcer, WKFL(FM) Elgin, Ill., joins WXRT as air personality.

Donald Wright, former program director, KSDO(FM) San Jose, Calif., joins KCRB-FM San Francisco as weekend air personality.

Keith Gunther, program manager, KSDF(TV) St. Louis, named VP-program development for licensee, Pulitzer Broadcast Stations. Rebecca Goodrum, assistant director of public affairs, named program manager KSDF.

Davis Allison, program director, WXXY(AM) Sarasota, Fla., named operations manager, WWZI(AM) Sarasota.

Tom Brock, production operations coordinator, noncommercial KSPT(TV) Hutchinson, Kan., named program manager. David Owens, producer of bimonthly series, named senior producer.

Mike Stevens, music director, WTRU(AM) Muskegon, Mich., named program director.

Terry McAllister, announcer and producer, WAXU-AM-FM Georgetown, Ky., joins WSTL(AM) Eminence, Ky., as assistant manager and program director. Frank Horency, graduate, Eastern Kentucky university, Richmond, joins WSTL as sports director.

Kelly Winder, graduate, School of the Ozarks, Point Lookout, Mo., joins noncommercial KBBF(FM) Columbia, Mo., as production manager.

Kim Lemon, reporter, WQAL-TV Lancaster, Pa., and Josh Cooper, field producer, PM Magazine on WTVH(TV) Syracuse, N.Y., named co-host of PM Magazine on WQAL-TV.

Greg Russell, air personality, WQMC(FM) Detroit, joins WJXR-TV there as "tipster" for PM Magazine.

George Kay, account executive, KTWI(AM) Casper, Wyo., named sports director for KTWI-AM-TV.

David Povero, public relations associate-broadcast media, The Children's Museum, Indianapolis, joins noncommercial WFYI(TV) there as producer-director.

News and Public Affairs


Cliff Kappler, producer, special broadcasts, NBC News, named producer on Today program, where he will share day-to-day responsibilities with producer Marty Ryan.

Steve Shepard, general assignment reporter, WBBM-TV Chicago, joins ABC News as general assignment correspondent, based in Washington.

Richard Schlesinger, general assignment reporter for Post-NewswEEK's WPLG(TV) Miami, named Washington bureau chief for Post-Newsweek stations.

Bill Kietzer, former managing editor, KSD(AM) St. Louis, named news director, WFAA(AM) Dallas. Phil Rozen, former news producer, noncommercial KBIA(FM) Columbia, Mo., joins WFAA as morning news editor-producer. Jim Fry, from Missouri Times, joins news staff of WFAA.


Raymond Swiderski, former announcer with WEZ(AM) Richmond, Va., and WDLY(AM) Chester, Va., joins WVEI(AM) Ashland, Va., as "While others may fit the station to the format... BPI fits the format to the station..."

As the original music syndicators, BPI has more formats than anyone else, so we're sure to have one for you. That's more, we customize. Make it personally yours. After all, it's your station. Call for further details. No obligation. Toll free: 1-800-426-9082

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"Music is..."
news director.
Kathy Sizemore, graduate, Eastern Kentucky university, Richmond, joins WSTL (AM) Emin-ence, Ky., as news director.
Dan Christopher, newscaster and reporter, KVOA-TV Tucson, Ariz., joins KOKV (TV) Stockton-Sacramento, Calif., as 5 and 11 p.m. co-anchor.
Kathleen Grey, anchor, WWAR (FM) Boston, joins WTED (TV) New Bedford, Mass. (Providence, R.I.), as general assignment reporter.
Bob Goodman, newswriter, KMXT (TV) San Francisco, joins KIRO-TV in same capacity.
Charlotte Ottley, manager of community affairs department, KMOX-TV St. Louis, named director of community affairs.
Angela Burnett, instructor in television and radio department of Howard university, Wash-ington, joins WTGQ (TV) Washington as director of community affairs.
Sujay Johnson, former associate producer for WZTV-Boston and for WLAT-TV Washington, joins WPLG (TV) Miami as public affairs producer.
Barbara Gaddie, "tipster" for PM Magazine on WKW-TV Cleveland, and helicopter traffic re- porter on WGAR (AM) Cleveland, named weekend weather person on WKW-TV.

Paul Nufer, producer of public affairs programs and special news projects, noncommercial WATS (FM) Berrien Springs, Mich., named news editor.

Promotion and PR
Kate Steed, who has assisted in national marketing of This Was America for BBI Com- munications, Boston, and former White House aide, named public relations manager for WCBV-TV Boston. WCBV-TV and BBI are co-owned.
Val Nicholas, assistant to community relations di-rector, KCAV-TV Sacramento, Calif., named news promotion coordinator.
Gene Lyons, director of press and publicity, WTGQ (TV) Washington, assumes additional duties as on-air promotion producer-writer.
Michael Stopnick, assistant promotion manager, WTPS-TV St. Petersburg, Fla., named prom- ession manager.
Walter Blower, formerly in public relations at University of Colorado, Boulder, joins noncom- mercial WMLY-TV Huntington, W. Va., as com-munity relations director.
Sandy Dempsey, formerly with WVQI (AM)- WYQR (FM) Coral Gables, Fla., joins WAXY (FM) Fort Lauderdale, Fla., as director of creative services.

Technology
Gary J. Worth, president of Robert Wold Co.'s Satellink of America, and former executive VP and co-chief operating officer of Mutual Broadcasting System, named presi-dent of newly formed division of company, Wold Communications, which handles electronic delivery of radio and television programs.
James Fischer, VP-technical development and planning, Warner Amex Cable Communic-ations, named senior VP-technical direc-tor, responsible for long-range technical plan-nning and exploratory engineering development.
James Birchfield, assistant director of invest-or relations department of Harris Corp., Melbourne, Fla., named director of investor rela-tions.
A.R. Pignoni, VP, Northrop/Page Communica-tions Engineers, joins Fernshek inc., new video corporation formed by Bell & Howell and Robert Becher, Salt Lake City, as director of commercial sales.
Robert McNam, VP, general manager of Gibson Instrument division of Norlin Corp., Lin-croolwood, Ill., joins cable division of Oak Com-munications as VP-operations, based in Crystal Lake, Ill. He will be responsible for design, marketing, sales and manufacturing of cable products.
Robert Belcher, general manager, Vidtronics Co., Los Angeles, assumes additional duties in sales and service as VP-general manager.
Pat Capainolo, assistant service manager for Brookhaven township, N.Y., cable system, Viacom Cablevision of Long Island, named in-stallation manager for Viacom Cablevision of Long Island. Lawrence Rutter, senior techni-cian, named installation field foreman.
Peter Moody, former manager of technical and quality control, General Cable Co., Green-wich, Conn., named manager of product safety and reliability.
John Shaver Jr., maintenance crew chief, non-commercial WENH-TV Durham, N.H., joins WNAC-TV Boston as technician.

Allied Fields
Sheldon Cooper, WGN-TV Chicago, and Harold Porr, KTLR-AM St. Louis, re-elected to second year-end terms on board of Associ-ation of Independent Television Stations, and five new board members elected: Alan J. Bell, KYW-AM Philadelphia, Anthony B. Casara, Golden West Broadcasters; James C. Dowdle, WDDG (TV) St. Petersburg, Fla.; Joseph LoBianco, WGIW/BBS Broadcasting, and Elmer Snow, WWTV (TV) Indianapolis. Seven board members continue for another year, and Bob Worthington of KBMA-TV Kansas City, Mo., current chairman, remains on board ex officio for one year. Board will elect officers at meeting Oct. 23-24 at Lake of the Ozarks, Mo.
W.N. Fleischman, national production man-ager, A.C. Nielsen Co., Northbrook, Ill., named director of operations for Nielsen's Marketing Research Group USA.

Deaths
Duncan Renoird, 76, who played title role in Cisco Kid in long-running television series, died Sept. 4 in Goleta Valley (Calif.) hospital. Cause of death was not revealed, but he had surgery for removal of part of one lung in 1978, and suffered stroke that year. Renoird started with late Leo Carrillo ("Pancho") in Cisco Kid dur-ing 1950's. They made 156 television episodes. Survivors include his third wife, Audrey.
Marlin F. Bennett, 73, who coordinated RCA's distributor activities for decades and was one of key members of RCA sales and market-ing team in introduction and growth of color TV in 1950's, died Sept. 1 at his home in Hun-ton, Ill. With RCA since 1946, he held number of posts, including VP for merchandising and VP for distribution, and was VP, distributor and commercial relations, from 1960 until he retired in 1973. Survivors include daughter, Mrs. Peter Fallon, and son, Father Martin Bennett, Maryknoll priest.
Richard Kellerman, 56, director of public rela-tions for ABC in late '60's and before that in production and public affairs posts at both CBS and NBC, died of heart attack Aug. 31 at his home in New York. He also had been New York deputy police commissioner for public affairs, and at his death was public affairs director of Hebrew Immigrant Aid Society. Survivors in-clude his wife, Regina.
Willie C. Beecher, 64, retired consulting engineer in Washington, died Sept. 2 in Arlington (Va.) hospital. He had been in coma for nine days. Beecher had been consulting engineer for over 30 years. Survivors include his wife, Roberta, two sons and daughter.
### Stock Index

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<th>Percent Change in Work</th>
<th>P/E Ratio</th>
<th>Market Capitalization</th>
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**Broadcasting with Other Major Interests**

- A Adams-Russell
- A Affiliated Pubs.
- A American Family
- A John Blair
- A Charter Co.
- A Chris-Craft
- A Coca-Cola New York
- A Cowles
- A Dun & Bradstreet
- A Fairchild Inc.
- A Fuqua
- A Geest Co.
- A General Tire
- A Gray Commun.
- A Harte-Hanks
- A Heritage Commun
- A Insoll Corp.
- A Jefferson-Pilot
- A Josephson
- A Kansas State Net
- A Knight-Ridder
- A Lee Enterprises
- A Liberty
- A McGraw-Hill
- A Media General
- A Meredith
- A Multimedia
- A New York Times Co.
- A Outlet Co.
- A Post Corp
- A Rollins
- A Sanborn Racing
- A Scherling-Plough
- A Stauffer Communi
- A Time Inc
- A Turner Bcatg
- A Washington Post
- A Wometco

### Notes:

- B: Boston.
- M: Midwest.
- P: Pacific.

- Over the counter (bid price shown, supplied by Shenandoah.
- Haydon Street, Washington).

- P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

- Earnings figures are exclusive of extraordinary gain or loss.

- Footnotes: *Stock did not trade on given day price shown is last traded price. ** No P/E ratio computed.

- **: Company registered net loss. ***: Stock split. Stock traded at less than 125 cents.

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**Programming**

- O BBDO Inc.
- O Compact Video
- O Comsat
- O Doyle Dane Bernbach
- O Foote Coates & Belding
- O Grey Advertising
- O Intepric Group
- O MCI Communications
- O MPO Videovox
- O A.C. Nielsen
- O Ogilvy & Mather
- O Teleform
- O Teleproduction
- O TPC Communications
- O J. Walter Thompson
- O Western Union

**Service**

- O AEL Industries
- O Ampex
- O Ampex
- O CCCA Telecommunications
- O Ceteo
- O Cohu
- O Cumans
- O Eastman Kodak
- O Ecol Miles & Comm
- O General Electric
- O Harris Corp
- O Hughes Net
- O Microdyne
- O M/A Com.
- O M/A Com.
- O 3M
- O Motors
- O Nippon Electric
- O N. American Phillips
- O Oak Industries
- O Office Products
- O Orrok Corp.
- O RCA
- O Rockwell Intl.
- O RSC Industries
- O Scientific-Atlanta
- O Sony Corp
- O Tektronix
- O Texas Instruments
- O Varian Associates
- O Westinghouse
- O Zenith

**Electronic/Manufacturing**

- O AEL Industries
- O Ampex
- O CCCA Telecommunications
- O Ceteo
- O Cohu
- O Cumans
- O Eastman Kodak
- O Ecol Miles & Comm
- O General Electric
- O Harris Corp
- O Hughes Net
- O Microdyne
- O M/A Com.
- O M/A Com.
- O 3M
- O Motors
- O Nippon Electric
- O N. American Phillips
- O Oak Industries
- O Office Products
- O Orrok Corp.
- O RCA
- O Rockwell Intl.
- O RSC Industries
- O Scientific-Atlanta
- O Sony Corp
- O Tektronix
- O Texas Instruments
- O Varian Associates
- O Westinghouse
- O Zenith

**Standard & Poor's 400 Industrial Average**

- 142.00

**Broadcasting Sep 6 1960**

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**75**
**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 6** Advance report on the NRBA Convention. Full listing of agenda events, full display of equipment, program and service exhibitors, and full coverage of what's on the aural medium's mind as the National Radio Broadcasters Association assembles in Los Angeles.

- **Oct 13** The beginning of Broadcast 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-emption by other breaking news developments.
Independent all the way—CNN's Schonfeld

When Ted Turner looked over the broadcasting industry to find a man to lead his 24-hour-a-day news enterprise, he found Reese Schonfeld and looked no farther. "My search showed me he was the best man," Turner says. "When I called him, we talked and we hit it off about as well as you can."

Schonfeld, after nearly a quarter century of scrapping for television news, was perhaps uniquely qualified to create and then manage the Cable News Network, the satellite-delivered service that now reaches nearly 2.5 million homes through 343 cable systems.

He had successfully competed with the major television networks on budgets a fraction of the networks'. He had created or helped create two television news services. He had foreseen the benefits of satellite technology and had been one of the first domestic television users of it.

Had his father had his wish, Schonfeld would be a lawyer today. But Schonfeld chose the road less traveled. As a law student at Columbia University in 1956, he was presented with two options for summer and part-time work: general executive training at CBS or copy boy at UPI Movietone, a maker and syndicator of newsfilms. Figuring news would "be a hell of a lot more fun," he took the job with UPI Movietone, rising to reporter and then to producer by the time he graduated from law school in 1960. And by that time it was too late for jurisprudence. "I had really fallen in love with film," he says.

Even as he was rising at UPI Movietone, the company and the business were falling apart. With the advent of videotape and coaxial cable, Schonfeld realized as early as 1960 that UPI Movietone could no longer compete with the networks. The networks' AT&T distribution system made UPI Movietone's delivery by air "totally obsolete," he says. But instead of discouraging him, he says, the realization made him more competitive.

Schonfeld quit the company in 1963 over an editorial dispute, but when UPI Movietone fell apart, he was lured back into the business by Burt Reinhardt, who was putting together a new organization, UPI Newsfilm, out of the rubble. "That was fun," Schonfeld says. "That was the first time I ever really helped set up an organization." He says, however, that the service was "doomed from the start" and even after the consolidation with Independent Television News, a British counterpart, and a new name, UPITN, the company "was barely making it."

The position of UPITN eventually became untenable and the domestic assets of the company—Schonfeld included—were sold to Television News Inc., a short-lived competitor, backed by Joseph Coors. Schonfeld says he spent a fairly unhappy year with TVN, during which he proposed a satellite distribution network as an alternative to the costly land lines that had sunk UPITN domestically and were sinking TVN. The Coors moneymen, he says, refused to back a plan to rent earth stations to clients at low rates and the whole idea was scrapped. His troubles with management resulted in his being fired in June 1975, a month before his resignation date.

Sensing the demise of TVN, Schonfeld, convinced that any independent news service should be nonprofit and delivered by satellite, talked to "every independent station in the country" and founded the Independent Television News Association, based on his convictions. On Nov. 3, 1975—three days after TVN's last day of service—ITNA commenced operation serving seven charter members over a Westar satellite network, set up by Robert Wold.

It was during these years at ITNA that he had the idea of a 24-hour-a-day cable news service first came to his attention. Time-Life talked to ITNA about it, but neither it nor the ITNA board of directors was ready for it. Schonfeld remembers one Metromedia general manager vociferously objecting to the Time-Life proposal on the ground that cable was the enemy of broadcasting. "I thought they might be his enemy," Schonfeld says, "but they weren't mine. He was in the broadcasting business and I was in the news business. It was at that moment that we became very conscious of the difference."

So when Turner called, Schonfeld was prepared to answer. He wiggled out of his contract with ITNA and joined CNN in August 1979. Nine months later—on June 1, 1980—CNN began its continuous service.

Since entering the news business Schonfeld has fought two enemies: a lack of resources and the major television networks. And to Schonfeld they often appear as one two-headed monster. "I have always felt," he says, "the networks stole the birthright of journalists by using networking as an entertainment medium rather than a news medium. Traditionally, people had paid for entertainment and news was supported...money by advertising. Networking, first in radio and then in television, stole advertising money away from journalists to give free circuses to people."

Schonfeld revels in his having survived so long in the television news business without the patronage of the networks. During his years at UPITN, he says he felt "prouder" working against the networks than with them. "I was really in the news business and they were just taking handouts from a rich corporation."

His reputation as a journalist of the "Front Page" school—get the story and bother with the frills later, if at all—clashes with his background. It was filmmaking—not journalism—that fascinated the young man so much that he gave up a career in law in 1960.

But he stayed in New York and the competitive environment sucked him deeper and deeper into the news business. He did, however, make some films that gave him a chance to flex his creativity. He produced the official biographical film of John Kennedy. (He made the film for UPITN, but following Kennedy's election, the United States Information Agency adopted it.) And one of his great pleasures at UPITN was a film he made each year for the Encyclopedia Britannica.

The Atlanta headquarters and studio of CNN is a second home for Schonfeld, made so by the long hours he puts in there and the presence of his wife. Pat O'Gorman, a former film editor at CBS, who now oversees CNN's videotape operations. "She's very good and a very valuable asset" to CNN, her husband says.

Wrecking crew?

According to the scenario crafted by FCC Chairman Charles D. Ferris, his like-minded colleagues and his obedient staff, the commission tomorrow (Sept. 9) will vote for radical revisions in the television allocations plan that created the present television broadcasting system. The scenario starts with four drop-ins of short-spaced VHF’s and ends with low-powered VHF’s and UHF’s strewn coast to coast. The objectives have been repeatedly stated: to create a profusion of new stations for minority occupancy, to eradicate the threat of multiple ownership, to halt the prohibition of service to the rural areas, and that the fourth major mission. Stability in license renewals would be restored by the bill’s prohibition against challenges based on an incumbent’s ownership or the absence of owners from day-to-day operation of a station. The bill would eliminate risks that large multimedia operators now run from rival applicants who lack other media ties and promise integration of ownership and management.

True, the major portions of the new TV allocations plan will be issued in the form of rulemakings to which objections can be raised if warranted. There is no assurance, however, that this FCC will heed technical warnings, however soundly based. So far its attitude toward television engineering has ranged from dismissal to contempt.

The four drop-ins, for example, will be done against overwhelming evidence that three will create extensive interference to existing television signals and that the fourth will probably diminish the service of UHF’s that are just getting footholds in the market where it is to be placed. The staff that reached those conclusions, when the subject came up in December 1978, has been replaced by Ferris appointees who were given all this time to invent amendments to the laws of physics. No doubt Ferris and friends will cheer results, above the sound of gagging from professional engineers.

The motives of the manipulators of this enterprise are utterly transparent. It is politically popular to carry out promises that the President himself has made, and hang the larger consequences. Ordinary citizens may hope that in the rulemaking the FCC will be saved from breaking up the world’s biggest and most diversified television service.

Extra innings

Fred Silverman last week was renewed for two future seasons, or at least through the start of the second, the kind of deal every program producer for NBC-TV dreams about. No one should be surprised. Jane Cahill Pfeiffer had signaled the probable extension of his contract when she was being fired as NBC chairman a couple of months ago. The last thing that NBC’s parent, RCA, needed was the messy publicity of another high-level departure so soon after Pfeiffer’s and, a few weeks earlier, that of RCA President Maurice Valente.

To outsiders, yet another million and a half for another year and a half may seem excessive compensation for the president of a network that is still in third place in prime time and worse off, competitively, in some other dayparts than it was when he took over. The pay, however, will look like pocket change if the program schedule can improve its ratings at a time when, as reported a week ago ("Closed Circuit," Sept. 1), one rating point for a national network equals 778,000 television homes.

It was not realistic for anyone, Silverman included, to expect him to take NBC from a poor third to first in the slightly more than two years he has been on the job. Indeed the first television season of his tenure had been fashioned before his arrival.

Silverman clearly needs more time. So does NBC, which, given the extension of his contract from June 1981 through December 1982, must be presumed to have no better candidate in mind for his replacement. There is no intention here to speculate whether Silverman and his team can do in four and a half years what he has failed to do in two. Their work will be intriguing to watch.
Meet
Lee Simonson
WXLO-FM NEW YORK

When you look at New York, you look at America. "The Big Apple," a bustling, dynamic city populated by peoples from all over the world. Each bringing their own culture and influence to create the most diverse community in the nation. If there is one quality necessary to manage in this polyglot environment, it is clarity. And General Manager Lee Simonson brings this vital attribute to WXLO. A career RKO Radio employee, Lee joined the company in 1971 as continuity director of WGMS in Washington, D.C. From there he moved to sales and was promoted to Sales Manager of WFYR in Chicago before being named manager of the highly successful RKO Radio FM station in New York.

Lee is clear on his community responsibilities as well, serving on the Board of Directors of the New York Market Radio Broadcasters Association and with the local chapter of the American Cancer Society. He and his wife, Nancy, are foster parents with the Save the Children Foundation.

An avid baseball fan, Lee plays softball with the WXLO team. Devoted to his family he spends as much time as his demanding schedule allows with his wife, Shetland Sheepdog and new baby daughter, Laura. In these times of crisis and confusion it is valuable to have leadership with Lee Simonson's clarity of purpose. RKO is pleased to have given you this opportunity to meet him.
How the Midwest was won.

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

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

In addition to broadcasting the programs, KOLN-TV/KGIN-TV offered dubs of all the shows to any other station wishing to air the series. Providing our viewers with the opportunity to discover their own rich heritage is all part of the greater tradition of total community involvement.

The Felzer Stations

WKZO Kalamazoo
WKZO-TV Kalamazoo
WJFM Grand Rapids
WKJFM(FM) Cadilac
KOLN-TV Lincoln
WWAM Cadilac
KGIN-TV Grand Island
KMEG-TV Sioux City