VHF drop-ins: FCC refuels the debate
Strike: light at end of the tunnel

HAL DAVID:
THE NEW FACE
AT ASCAP

See Page 11
BUILD A

MGM/PRE-48

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THE
$20,000
PYRAMID

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And bigger than ever!

One of America's most popular game shows, The $20,000 Pyramid, returns to television January, 1981. Syndicated on a five-times-a-week strip basis, it features all new programming with the popular host: Dick Clark.

After a highly successful six-year run on ABC, you can be certain that The $20,000 Pyramid, will be a winner, especially among women 18-49. Check the track record in your market then give us a call.

Produced by Bob Stewart, The $20,000 Pyramid, is available in syndication through CPM, Inc., Chicago. For more information contact: Mike Willner, CPM, Inc., 919 North Michigan Avenue, Chicago, Illinois 60611. (312) 440-5200.

CPM, Inc.
The Week in Brief

MORE, MAYBE  □ The FCC adopts a proposed rulemaking that would drop-in as many as 139 VHF TV stations. PAGE 21.

UHF PROBLEMS/CURES  □ An FCC staff report explains why UHF runs second in competing with VHF. It suggests changes in home antennas to lessen the disadvantage. PAGE 23.

GOLDENSON CALLS FOR PARITY  □ ABC’s chairman charges that government has tilted the balance against free TV. He offers a six-point remedy based on less regulation. PAGE 24.

BREAK IN STALEMATE  □ The 10-week-old strike by SAG and AFTRA takes a major step towards resolution with tentative agreement on payments for home subscription TV and home videocassettes and disks. PAGE 25.

AIRING OUT RADIO DEREGULATION  □ Panel discussions at the FCC indicate that there will be no major changes in the rules without a fight from public interest groups. PAGE 26.

TACKED ON  □ The Swift crossownership bill is approved by the House Commerce Committee, but with amendments, one to give a VHF to every state, another to eliminate the Lea Act that limits featherbedding. PAGE 30.

JUSTICE DISAGREES  □ It claims flaws in the FCC staff report that says networks have no monopoly over TV production. Some affiliates and Group W also oppose the findings and argue for retention of the prime-time access rule, but the networks reaffirm their stance on the other side of the fence. PAGE 32.

VOICE OF EXPERIENCE  □ Prior to the FCC’s vote to allow four short-spaced VHF drop-ins, Commissioner Lee provided his colleagues with a short course in the FCC’s allocations policy since World War II. Much of it was based on his own 27 years on the commission, wrestling with the problems, and it amounted to a case against drop-ins. PAGE 34.

NEW EARLY LINE ON AM STEREO  □ Motorola emerges as the leader in the revised notice of proposed rulemaking. The commission also asks whether it should revive the marketplace approach by approving more than one system. PAGE 40.

NCTA RAISES SIGHTS  □ The association’s board votes to plow back surplus into additional staff and the implementation of long-range goals. PAGE 44.

CABLE HANDOUTS  □ Omaha publisher Warren Buffett decrees the practice of franchise seekers who dote out interests to locals. He says it is an argument for common-carrier type regulation of rates. PAGE 46.

THAT VICTIMIZED FEELING  □ The spiralling cost of syndicated programing has station management and production executives pointing fingers at each other during the BFM conference in San Diego. PAGE 51.

CONFIDENT CBS  □ Its meeting with Wall Street analysts is upbeat due to improved network ratings, a determination to control costs and the company’s move into cable. PAGE 53.

AN EXTRA HITCH  □ CBS News President Bill Leonard is asked to stay another year despite the company’s mandatory retirement-at-65 policy. PAGE 58.

AS HERB KLEIN SAW IT  □ The former Nixon aide’s new book offers additional insights of the “love-hate” relationship between the White House of yesteryears and the media. PAGE 57.

MAN FOR ALL MEDIA  □ Ralph Becker’s roots have been in communications since his grade-school days. That has been a major factor in his success in many fields of media on the way to the presidency of Ziff-Davis Broadcasting Co. PAGE 51.

THE BIG GREEN FAMILY MACHINE!
Once he's turned on, so are family audiences!

THE INCREDIBLE HULK
A network built a whole night around him!
Imagine what he can do for you!

Don't wait—ask to see our Hulk presentation today!

MCA TV

© 1980 Universal City Studios, Inc. All rights reserved. "Or another appropriate title."
Bull rides

Strong market in broadcast/cable issues has some people looking for takeover attempts. Metromedia, for example, closed at high for year last Thursday at 98, up almost 6 from Sept. 10. LIN shares were up 7 1/2 in period to 62, Cox 8 1/4 to 60. But Wall Street insiders discount takeover talk; market's just gone 'cable crazy,' they say, with spillover effect boosting cable-related issues and stock of broadcasters with favorable earnings outlooks. Some point to trading in giant cable companies as indicative. Last Thursday Warner Communications, Times Mirror and Time Inc. all hit or were near 52-week high, and no one's likely to buy them out.

Counterprogramming

ABC's decision not to carry Carter-less presidential campaign debate live apparently was solid several days before public announcement. Night before his appearance at National Press Club luncheon (story page 24), ABC Board Chairman Leonard Goldenson confided to guests at private Washington party his delight over prospect of blockbuster ratings ABC would achieve with hit movie, "Midnight Express," against Reagan-Anderson on CBS and NBC.

Party was at home of Joseph and Barbara Allbritton (his WILA-TV is ABC’s Washington affiliate) and in addition to ABC top brass (Elton Rule, Fred Pierce, Everett Erlich) was attended by Washington Post's Kay Graham, Robert Strauss of Carter-Mondale campaign, FCC Commissioner Robert E. Lee, Representativ Lionel Van Deerlin (D-Calif.), among others.

Strike? What strike?

Throughout actors’ strike, people have been wondering: Would inability of TV networks to launch new prime-time season at customary mid-September date mean lower-than-usual audiences for that time of year? First indications say no. Latest Nielsen prime-time data available—for last Monday, Tuesday and Wednesday, start of what would have been introductory week—shows total homes using television at 65%, more than on comparable nights last year, when figure was 62.4%. Three-network share was exactly what it was year ago: 92%.

Exceptional pull of NBC's 'Shogun' (see page 25) obviously played part. But year ago all three networks were introducing new programs and new episodes—and promoting them heavily.

Stacked deck?

Whether GOP candidate Ronald Reagan will debate beyond first two-man encounter scheduled for yesterday (Sept. 21) depends precisely on how GOP leadership reacts to panel approved by League of Women Voters. Moderator Bill Moyers, of PBS, isn’t regarded by Republicans as necessarily nonpartisan, and GOP eyeprobs lifted at announcement of some others among six questioners.

But main complaint was elimination of "empty chair" originally planned for Baltimore debate, to depict absence of Jimmy Carter. League authority Friday said Ernest Jennes, of Covington & Burling, league’s legal counsel in Washington, advised that Federal Election Commission might construe empty chair as “partisan position." Newton N. Minow, prominent Democrat, former FCC chairman and co-chairman of league’s advisory committee, wasn’t involved in "empty chair" opinion, league source averred.

Futures

Extension of Bill Leonard’s contract as president of CBS News beyond hitherto inevitable retirement age is seen by some CBS insiders as sign that no one successor was conspicuously in sight in company. Veteran Leonard is being kept on to preside over transition from Walter Cronkite to Dan Rather at anchor desk, it’s reasoned.

Early book on successor when Leonard does retire includes these names: Ed Fouhy and John Lane, news division VP’s; Van Gordon Sauter, president, CBS Sports; Ed Joyce, general manager of O&O KNXT(TV) Los Angeles, and, dark horse, Gene Mater, VP, CBS-Broadcast Group.

Collective bargaining

There’s concern among TV stations and station reps about practices of new media buying service, WFR Inc., Richmond, Va., which visits markets, invites all stations to hotel meeting, outlines demographic requirements and time periods for particular campaign and specifies cost-per-thousand. Stations say C-P-M’s are set too low and amount to demand for rate cutting. Reps are fearful other buying services will try to emulate WFR if tactics succeed.

WFR officials could not be reached for comment late last week; they were said to be on road. Main client is said to be prepared foods and beverage division of Del Monte Corp. WFR principals learned their approach at Mil-Mor Advertising, Richmond, house agency for A.H. Robins Co. (Chap Sticks, Sergeant’s pet care products, perfumes, cosmetics).

Heavy artillery

Public broadcasting community has picked up valuable support in its fight to delete provision being considered by Congress that would cut off funds for stations that solicit advertising for program guides. Flap started when House, without debate, passed amendment to Labor-Health-Education bill meant to cut off funds for new public television magazine, The Dial (BROADCASTING, Sept. 1). As worded, however, language would affect all noncommercial TV and radio stations and their advertising-supported program guides. But key senators are not happy with provision, which will be considered by Senate Appropriations Committee after November election. In letter to Appropriations Committee Chairman Senator Warren Magnuson (D-Wash.), Senate Majority Leader Robert Byrd (D-W. Va.) asked that any similar language be deleted in mark-up.

Also writing to Magnuson in joint message were Commerce Committee Chairman Howard Cannon (D- Nev.), Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and Senators Bob Packwood (R-Ore.) and Barry Goldwater (R-Ariz.), who asked that Commerce Committee be allowed first scrutiny of measure, which has not had hearings, early next session. Also opposing provision is administration. Henry Geller, head of National Telecommunications and Information Administration, has made number of trips to Capitol Hill to fight bill.

Squeeze could hurt

AM broadcasters trying to get fix on what it would cost if U.S. proposal to reduce channel spacing from 10 kHz to 9 kHz is adopted in western hemisphere should figure beyond technical expense of conversion. Research firm hired by Canadian Association of Broadcasters to study problem is said to have noted that many other costs should be considered—printed forms, signs, change-of-frequency advertising, and marketing, among others. Canadian network, CJRN(AM) Niagara Falls, Ont., in passing information along, notes that revenue loss that could occur with major shift would add to costs, perhaps substantially. CJRN estimates its nontechnical costs would range from $175,000 to $400,000, depending on plan it selected.

Broadcasting Sep 22 1980


We have a number of large market and medium market radio station opportunities available. We specialize in finding you the station within your objectives, not listed by other brokers.

When confidentiality, integrity and experience are important . . .

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Bronxville, New York 10708
914-779-7003
Consulting Appraisals Brokerage Executive Search

Broadcasting Sep 22 1980
"the standout station"
"led the parade"
"with the highest shares"

Those are the words of Advertising Age.

Describing WBRC-TV's audience ratings in the May 1980 Arbitron survey when it compared all U.S. television stations in the top 50 markets.

Ad Age found that TV6's percentage-of-audience scores against its competition in the Birmingham area were higher than any other U.S. station in four important program areas.

Here are TV6's audience shares that won the national sweepstakes.

<table>
<thead>
<tr>
<th>Station</th>
<th>Sign-On To</th>
<th>Prime 7 To 10 PM</th>
<th>Access 6:30 To 7 PM</th>
<th>Fringe 3:30 To 5 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBRC-TV</td>
<td>49</td>
<td>42</td>
<td>61</td>
<td>51</td>
</tr>
<tr>
<td>WVTM-TV(WAPI-TV)</td>
<td>25</td>
<td>29</td>
<td>15</td>
<td>33</td>
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<tr>
<td>WBMG-TV</td>
<td>11</td>
<td>15</td>
<td>5</td>
<td>7</td>
</tr>
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</table>

Nobody does it better.

A station of the Taft Broadcasting Company, represented nationally by Tele-Rep.
Sales pitch. Featured in new TV campaign for Ideal Toy Corp., electronic game, Flash, are sports celebrities Joe Namath and Baltimore Orioles pitcher Jim Palmer. In spots, currently running on NBC and CBS networks plus regional sports networks and ESPN, Namath and Palmer toss bean bags at an electronic target while disputing who has the better pitching arm. Agency for Ideal is Heliotto, Towne & Silverstein.


Gordon Jewelry □ Jewelry shops. Begins Nov. 17 for three-to-seven weeks in about 70 markets. Morning drive, midday and afternoon drive times. Agency: Ketchem, MacLeod & Grove, Houston. Target: adults, 18-34; adults, 18 and over.


Source EDP □ Computer programming. Recruitment begins in October for one to two weeks in about 30 markets. Agency: Bentley, Barnes & Lynn, Chicago. Target: men, 25-34; women, 25-34.


Top to top. Coincident with 20th anniversary of its newstalk format, KABCAM Los Angeles is conducting series of taped presentations on advantages of using station. Presentation asserts that KABC, through its top-rated news shows and its wide assortment of information programs, has become most widely-listened-to station in Los Angeles and Orange counties. Presentation was given in New York last week to more than 250 advertising officials. Other cities on station’s schedule are San Francisco, Chicago, Detroit and Los Angeles.

Shop by satellite. Modern Satellite Network is delivering Home Shopping Show, in which advertisers personally sell product in talk show format, to 350 cable systems. Advertisers have 10 minutes in hour-long show to demonstrate and sell product. Viewers can call toll-free number to order products. Novelty is that executives get chance to personally sell item. Length allows advertisers to put ‘information’ back into advertising, says Jim Perkins of Washburn Associates, program distributor. Segments cost advertisers $3,500. Program, distributed over Satcom I, claims reach of nearly three million homes.

Hispanic target. J. Walter Thompson U.S.A. Inc. has formed new division called HISPANIA to supply advertising and marketing services to Spanish-speaking communities throughout country. Austin S. (Ace) Parker, senior vice president and general manager of JWT USA’s Miami office, will serve as president of HISPANIA, and Antonio Ruiz, account supervisor in Miami, will be general manager of new unit. Its management group will consist of JWT executives from New York, Los Angeles, Chicago, Miami and Puerto Rico.

Another BBDO. Arthur Meyerhoff Associates, Chicago, which was acquired by BBDO International in January 1979, has changed its name to BBDO Chicago. Its billings for 1980 are expected to be about $55 million, with more than 80% in broadcast.

List gets longer. Newest sponsors for 1980-81 season of SFM Holiday Network are: Hallmark Cards Inc., Quaker Oats Co., Hershey Foods Corp. and Campbell Soup Co. SFM Holiday Network, which presents TV specials preceding each major holiday, will run on more than 150 stations covering 80% of national TV audience. Scheduled for fourth quarter are MGM’s “Prisoner of Zenda” for Halloween, Paramount’s “Black Beauty” for Thanksgiving and MGM’s “The Yearling” for Christmas.
HAL DAVID: THE NEW FACE AT ASCAP

How do you top 20 gold records, an Oscar, 3 Oscar Nominations, a Grammy, 5 Grammy Nominations, and membership in the Songwriters’ Hall of Fame?

You get elected President of ASCAP.

“This is the greatest honor of my life,” said Hal David, after being elected by the 24 member ASCAP Board of Directors, a veritable Who’s Who of the music world.

The Society Hal David inherits has come a long way from the ASCAP of Victor Herbert. In fact, if Herbert came back today, he probably wouldn't recognize the Society he helped found in 1914. The electronic media have made music as accessible as running water. Over 99% of the homes in America have radios, with the average being 5.7 sets per household. Similarly, over 98% of the homes in America have TV sets, with an average of 1.7 sets per household.

From a tiny organization with a handful of members, ASCAP has grown to 19,000 writers and 7,000 publishers; from one small room in New York to 19 offices across the United States.

Victor Herbert also wouldn't know what to make of the segmentation that's taken place in music itself: Rock, Disco, Country, Gospel, R&B, Jazz, Show, Movie, etc., and ASCAP's growth in all of these areas has been continuous over the years.

No other performing rights organization can boast of a roster that includes such established writers as Alan and Marilyn Bergman, Irving Berlin, the Gershwin's, Marvin Hamlish, Oscar Hammerstein, Cole Porter, Richard Rodgers, Stephen Sondheim, Harry Warren—to name just a few — side by side with the newest proponents of contemporary music. For ASCAP also counts among its stars in the Pop area Chris Cross, The Doobie Brothers, Billy Joel, Ricki Lee Jones and Steely Dan. Newer additions representing Rock and R&B include Brothers Johnson, Cameo (Larry Blackmon), Earth, Wind & Fire, Tina Marie and Narada Michael Walden.

ASCAP has also taken some giant steps in the Country area, listing together with established writers like Rory Bourke, Buzz Cason, Foster & Rice, Steve Gibb, Archie Jordan, Bob Morrison and Billy Edd Wheeler; more recent members like Charlie Black, Waylon Holyfield, Debbie Hupp, Mickey Newbury, Don Schlitz, Sonny Throckmorton and Don Williams. Just this year alone, ASCAP Country writers accounted for 24 Number 1 songs on the Billboard charts. In the Gospel area are Andrae Crouch, Bill and Gloria Gaither, Stuart Hine and Gary Paxton. Recognizing the importance of Latin music in the American market and on the international scene, ASCAP has also attracted an impressive array of talent from this group including Ruben Blades, Nydia Caro, Charityn Goyco, Papo Lucca, Jorge Millet, PJuan and Tito Puente.

If ASCAP has significantly expanded its repertory from its early years, it's also a lot healthier in financial terms. In the early years, most of the ASCAP income went to keeping the Society alive and setting the legal precedents that established its members' rights to collect their royalties. Last year alone ASCAP collected over 127 million dollars (more than any other licensing organization in the world) and in 1980 over 150 million dollars will be collected for a membership that has won 110 of the 134 Oscars that have been awarded for music, several hundred Grammys, the lion's share of Broadway's Tonys, a roomful of Emmys and 17 Pulitzer Prizes. 155 ASCAP members have been elected to the Songwriters' Hall of Fame and the number of standards in the ASCAP repertory is the envy of performing rights licensing organizations throughout the world.

The technological explosion would also have flabbergasted Victor Herbert: Satellite, Cable, Video-disc. The product may remain the same, but the channels of distribution have revolutionized the business.

Here, David explained, lies both the future of ASCAP and his greatest challenge: "It's quite possible that by the year 2000—and that's only 20 years from now—the bulk of the Society's income will come from sources that don't even exist yet. Twenty-five years ago, the space satellite was science fiction, today it's revolutionizing communications.

"We have to be aware that technological breakthroughs will redefine the scope and shape the lives and livelihoods of songwriters and publishers. We have to be flexible enough to anticipate the demands and meet the needs of the future. Music is a two-way street: creator and user. Unlike the dinosaur, we must evolve and adapt to an ever-changing environment."

As first among equals, Brooklyn-born and NYU-educated David assumes the challenging role of presiding over a democracy. Unlike the other American licensing organizations, ASCAP is owned and operated by its members and, as such, expresses the often diverse views of its writers and publishers. That ASCAP collects more performing rights royalties than the other organizations combined is eloquent testimony to the superiority of such an arrangement.

The representative and democratic nature of ASCAP is a theme David keeps returning to when discussing what he believes is the unique advantage ASCAP has over its competitors. "I think it's so important to spread the ASCAP message," he told an interviewer shortly after his election, "not only in terms of its goals for songwriters and publishers, but also in terms of the way ASCAP functions. No other performing rights organization in the United States is owned and operated by its own members.

At ASCAP the newest member is treated on a par with the most established member when the songs of both are used in the same way on the same program. I'm still impressed when I think that a song of mine just a couple of years old earns as much for a performance as does a great Irving Berlin standard. The other performing rights organizations cannot make the same claim. We've got to educate our membership, to make them aware of what makes ASCAP so special. I wouldn't discourage members from investigating the other performing rights organizations, along with our own, to know what the differences are and why they're better off as members of ASCAP. Writers and publishers ought to learn the facts for themselves."

Calm, deliberate and thoughtful, David appears uniquely suited to advancing the cause of ASCAP's 26,000 writers and publishers. And they have already demonstrated their confidence in his leadership by making him their number one spokesman.
Great copywriters are also great salespersons

My ideal copywriter is not aiming at the Nobel or Pulitzer prizes. He or she is essentially a salesperson—selling convictions, providing meaningful inducements to buy a product or service.

I know creative people who are excellent writers, but their copy doesn't sell. They approach writing an advertisement the way they would literature. If, after I've read their copy I am anxious to try the product, they've written effective advertising. On the other hand, if I marvel at their choice of words and the crisp writing style that's employed, we're in trouble.

Advertising copywriters with a true sense of salesmanship are, unfortunately, in short supply. Far too many have forgotten a basic tenet of good advertising—asking for the order. The philosophy has been lost by frivolous attempts at jingles, spectacular photographic techniques or cult-like "new" methods that come and go.

Asking for the sale is essential. In the case of the beer commercial that airs on radio drive time during the summer months, my ideal copywriter thinks to add the tag line: "...so on your way home tonight, stop off and pick up a six pack." A case could certainly be made that consumers understand the sales message without "hitting them over the head." Yet a copywriter who reasons that "as long as it's hot, it's 5:30 and the end of a long day—why not make the link for him" is, to my mind, someone with good selling intuition. It is always better to have told the message then never to have sold at all.

I don't, of course, always require as commonplace a tag as illustrated, but I insist on a call to positive action, some understanding that the role of advertising is to motivate a consumer to act, to buy.

My ideal copywriter has no specialty other than writing good copy—he or she, be it print, television or radio. He is as good writing a 30-second radio commercial script as inventing a page headline. The differences between each medium are understood, and limitations are turned into strategic assets. Particularly in radio advertising, time forces a copywriter to zero in with his copy; the aural medium dictates a believability in a brief span of time—no "seeing is believing" here.

Effective radio and television commercials have some key elements in common. Most important, they must be able to stand out from the clutter that is part of today's broadcast media and must promote a benefit that is easily remembered and most relevant. If one were to think back over the last decade to the commercials that best accomplished these ends; what comes to mind would be this:

- Mr. Whipple, who squeezed enough Charmin bathroom tissue in the 70's to make us all aware of the fact that Charmin is soft.
- The many people (it seems like hundreds) who cried out in despair that we had "ring around the collar" and drove home the fact that Wisk is an extra-strength laundry detergent.
- The many athletes and celebrities who made us chuckle when we thought about Lite beer from Miller, as we started ordering and buying this new brew.
- McDonald's, which told us so many times that we "deserved a break today" that we finally believed it.
- Robert Young, whom everybody loves, and who has apparently convinced everybody to love Sanka brand coffee.

Believe me, great salesmen conceived these campaigns.

The salesmanship of my ideal copywriter need not extend beyond his copy. As long as sales intuition is packed into the copy, he need not excel at presenting his work to the client. There are others within the agency who can and should possess this quality to a greater degree.

When a creative person sits down to conceive an advertisement, he will often find it tempting to wander away from the agreed-upon strategy. Clearly, a desired quality is the discipline to keep the work within the confines of the product positioning. A scintillating piece of copy for a new car that highlights the fact that you need never carry a spare tire, when the strategy talks about better mileage, is a flop no matter how clever or brilliantly executed. "That's brilliant!" "That's funny!" "Beautifully done!" All are wasted words when the client says, "This is not the strategy we agreed upon."

The history of modern-day advertising provides numerous examples of memorable commercials that were written from the wrong creative strategy or even worse—the wrong product positioning. Consumers remembered the advertising, but forgot to buy the product. To recall a few:

- Resolve, the Bristol-Myers stomach remedy that fizzled because its sole proposition was that it fizzled just like Alka Seltzer for a few cents less.
- Alka Seltzer's famous "Tummy" commercial that had everybody talking but nobody buying.
- Gablinger's beer, the one with the right idea (light), but the wrong execution (low calorie).

Any account manager knows that the greatest hype a copywriter has is at the moment he talks. "This copy comes out of the typewriter. It's all downhill from that moment. My ideal copywriter is fully aware of the downhill realities of the advertising process—recognizing that his work will go through more sieves, more review than any other piece of work in the agency. After it's submitted to the scrutiny of his supervisor, it goes to the creative director. On to the account group for its suggestions and changes before it reaches the client who will surely incorporate his ideas and alterations. This tedious trip through a creative person's chamber of horrors unfortunately comes with the territory. (And it's not a territory reserved only for copywriters. Many of my best marketing plans have been revised more than I'd care to admit.)

Salesmanship in the writing of advertising is like putting a puzzle together. My ideal copywriter has read the research and at least parts of the marketing plan. He knows the target group, analyzes what motivates them to buy, then builds a convincing argument. He builds it well and in a memorable, unusual way, because above all, my ideal copywriter is creative and inventive.

Each new assignment is accepted with relish as a challenge of the highest magnitude. A constant search is going on for a new way to grab the consumer's mind, for a new phrase that could become "part of the language." And more often than not, that search ends with fulfillment, because my ideal copywriter is good...very good.
Radio is our only business. That's why we're better at radio sports than anyone else.

Mutual is "the sports network. No one else even comes close." That is the praise from one of our major radio network rivals as reported in The Washington Post. Winning the championship for radio sports is something Mutual has been doing for years. We do play-by-play of 16 NFL Sunday afternoon games, 6 major Bowl games and 20 Notre Dame and other major college games; dunk-by-dunk of 17 NBA playoff and championship contests; follow the eagles of the PGA, U.S. Open and 9 more major golf matches; and provide ace reports direct from Wimbledon and the U.S. Open Tennis Championships. Plus 37 "Wide Weekend of Sports" live coverage broadcasts from practically every major sporting event taking place every Saturday and Sunday.

But it's not the quantity of our coverage that attracts our avid national audience. It's the quality. Our sports commentators report to our listeners as though they were on the sidelines together. Nobody plays sports as well as Mutual. And that's why we're better at it than anyone else.

MUTUAL BROADCASTING SYSTEM®
Radio is our only business.
This week

Sept. 20-24 - International Broadcasting Convention 80, Metropolis Exhibition Center, Brighton, England.

Sept. 21-23 - Nebraska Broadcasters Association annual convention, Holiday Inn Grand Island. Former FCC Chairman Richard Wiley, now with Washington law office of Kirkland & Ellis, will receive Nebraska Broadcasting Award.

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


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

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

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


Sept. 28-29 - Massachusetts Association of Broadcasters meeting, Sheraton Regal, Hyannis.


Also in September

- Sept. 28-30 - New Jersey Broadcasters Association 34th annual convention. Bali's Park Place hotel, Atlantic City.
- Sept. 30 - Radio Advertising Bureau co-op retail meeting. Amfac hotel, Dallas.

Also in October

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

- Oct. 1 - Comments on future AM channel needs due in FCC further notice of inquiry on 9 kHz AM channel spacing (Docket 79-16). FCC, Washington, D.C.


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


Oct. 2 - Radio Advertising Bureau co-op retail meeting. Century Airport Inn, Atlanta.


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

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Datebook


Oct. 2-30 - National Association of Educational Broadcasters 56th annual convention. Las Vegas Hilton.

Nov. 9-11 - Television Bureau of Advertising annual meeting. Las Vegas Hilton.


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.


GOOD NEWS TRAVELS FAST

On the first newswire designed especially for television.

In fact, over 18 times faster than on an ordinary broadcast wire. That's the incredible speed of the AP TV Wire, the first newswire developed especially for television.

The AP TV Wire provides for the first time an in-depth background source for all the state, national, and world news you need, uniquely designed and totally suited for television. It's the most comprehensive TV news package anywhere; plus, sports, features, specials, and much more—all available at 1200 wpm via our state-of-the-art, high-speed system.

The AP TV Wire is simply the most technically advanced and carefully designed broadcast newswire ever.

Each AP TV Wire printer is installed with a micro-computer that we program individually to the needs you specify. Newsroom efficiency and productivity benefit because the computer scans and selects the service tailored to you, sends and receives simultaneously, spaces and organizes items for easier use, knows your station by call letters and network affiliation for exclusive communication, and will even set off a beeper when a bulletin is coming.

Plus, only AP Broadcast Services has the trained field personnel to program, maintain, and update your AP TV Wire to the latest service and technology.

The incredible AP TV Wire was designed for you. It works harder to meet your needs, strengthen your product, help build ratings, and make your station more saleable.

Associated Press Broadcast Services, 50 Rockefeller Plaza, New York, NY 10020 (212) 262-4011

AP Broadcast Services

INNOVATION for better news programming

Oct. 3-4 — National Federation of Local Cable Programming mid-Atlantic region, fall conference. Hosted by Berk's Community Television, independent community television produces Reading, Pa.


Oct. 5-7 — Common Carrier Association for Telecommunications annual MDS convention. Speakers include: Charles Ferra, chairman, FCC; and Richard Willey, Kirkland & Ellis, Washington Hilton, Washington, D.C.


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

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


Oct. 8-9 — National symposium on videotape programming sponsored by Nebraska ETV Network, KUON-TV Lincoln, Neb. University of Nebraska-Lincoln and Office of Engineering Research, Corporation for Public Broadcasting, University of Nebraska-Lincoln. Information: Chuck Havlick, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583; (402) 472-2844.


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


Oct. 16-18 — American Women in Radio and Television Southeast area conference. Bond Court hotel, Cleveland, Ohio.

Oct. 16-19 — American Women in Radio and Television Southwest area conference. Airport Marina, Albuquerque, N.M.


Oct. 21 — Radio Advertising Bureau co-op retail meeting. Falmouth hotel, San Francisco.


Oct. 24-26 — Fourth annual National Student Broadcasters Convention sponsored by WUMB, University of Massachusetts. Hotel Sonesta, Hartford, Conn.

Oct. 25 — American Council for Better Broadcasts annual fall conference, Annenberg School of Communication, University of Southern California, Los Angeles.


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


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


Oct. 29-30 — Ohio Association of Broadcasters fall convention. Hilton Inn East, Columbus.


Oct. 30 — Radio Advertising Bureau co-op retail meeting. Tarrytown Hilton, Tarrytown, N.Y.

Oct. 31-Nov. 1 — National Translator Association annual convention. Hotel Utah, Salt Lake City.

Oct. 31-Nov. 1 — Broadcasters Promotion Association board meeting. Hyatt Regency, Chicago.

November

Nov. 2-4 — Washington State Association of Broadcasters annual meeting. Thunderbird Motor Inn, Yakima.

Nov. 3 — Radio Advertising Bureau co-op retail meeting. Registry hotel, Minneapolis.

Nov. 3-4 — Cable Television Administration and Broadcasting Sep 22 1980

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November 9 - Radio Advertising Bureau co-op retail meeting, Arlington Park Hilton, Chicago.

November 7 - National Association of Broadcasters' radio code board meeting, Scottsdale, Ariz.

November 9-11 - Television Bureau of Advertising's annual meeting, Hilton hotel, Las Vegas.

November 9-13 - National Black Network affiliates advisory board meeting, Dorado Beach, PR.

November 9-14 - Society of Motion Picture and Television Engineers, 1220 technical conference and equipment exhibit, Hilton hotel, New York.

November 11-12 - Cable System Advertising Conference hosted by Cable News Network, Colony Square hotel, Atlanta.


November 12 - Radio/Television News Directors Association region 7 management training seminar, University of Illinois, Champaign; Information: Dick Westbrook, WAND-TV Decatur, Ill.

November 14 - Association of Advertising Agencies central region annual meeting, Ritz-Carlton, Chicago.


November 14-15 - Oregon Association of Broadcasters' 40th annual convention, Marriott hotel, Portland.


November 14 - FCC deadline for applications on the notice of proposed rulemaking on deletion of first class operators licenses (Doc.: 04817). FCC, Washington.


November 16-17 - Tennessee Cable Television Association annual fall convention, The Maxwell House, Nashville.

November 17-18 - Society of Cable Television Engineers technical meeting and workshop, Hyatt hotel, Phoenix.


November 19-22 - Society of Professional Journalists, Sigma Delta Chi National convention, Hyatt hotel, Columbus, Ohio.

November 20-21 - Arizona Broadcasters Association fall convention and annual meeting, Doubletree Inn, Scottsdale.

November 30-Dec. 3 - National Association of Broadcasters' joint board meeting with Canadian Association of Broadcasters, Williamsburg Inn, Williamsburg, Va.

December

December 2 and 6 - Radio/Television News Directors Association board meeting. The Diplomat hotel, Hollywood, Fla.

December 3-4 - Advertising Research Foundation's second Western conference and research fair, Los Angeles Astmore.


December 9 - Cable Television Administration and Marketing Society Western regional marketing seminar, Disneyland hotel, Anaheim, Calif.

December 9 - Deadline for comments on notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

Open Mike

Ready to go

Editor: David Solinske's letter, which appeared in your Aug. 25 edition, failed to note that he is chief engineer of WEFM/FM Chicago. Perhaps this explains his lack of appreciation for the fact that a decision by the FCC to leave final AM stereo system selection up to the AM broadcaster "marketplace" could result in AM stereo being implemented almost immediately, particularly since top stations in such major markets as New York, Los Angeles, Philadelphia, San Francisco and others are already equipped for the Kahn/Hazeltine system. Edward A. Onders, general patent counsel, Hazeltine Corp., Greenlawn, N.J.

Must reading

Editor: I look forward to Broadcasting each Monday and am delighted with the increasing space and sophistication you have brought to the book's coverage of the cable industry.—N.J. Nicholas Jr., chairman, Home Box Office, New York.

Vic Diehm

Editor: When I think of unforgettable persons, my mind flashes to Vic Diehm [whose death was reported in Broadcasting, Aug. 25]. I knew Vic for some 30 years. We served on many boards together. Always he was the effervescent spirit that kept our meeting from becoming too pedantic or autocratic. When someone thought he had the pat answer, Vic could be counted on to stump him with a not-so-pat question.

As the years passed by, they took a toll of Vic physically; yet mentally and emotionally he remained a youngster at heart, a blithe spirit—full of mirth. We are richer for the memories.—Elmo Ellis, vice-president and general manager, WSB-AM/FM Atlanta.

Now Harris puts low cost multiple TV program sources at your fingertips!

With the new Harris Satellite to Studio Link (SSL), over 40 additional program sources are instantly available to your station—with many more on the way on a regularly scheduled basis over the coming years.

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Take advantage now of the new alternatives in programming that are available through Harris' Satellite to Studio Link. Also, remember that Harris is a complete system supplier, from satellite antenna to studio to transmitter to broadcast antenna—and all the required links in between.

For more information contact your Harris TV District Sales Manager, or Harris Corporation, P.O. Box 4290, Quincy, Illinois 62301. 217-222-8200.

Visit the Harris display at the 1980 NRBA, Los Angeles
OKLAHOMA CITY—John and Mary found their parents on television. They were just two of the thousands of children who were not being adopted because they were "hard to place." That usually means they're older, have physical handicaps or belong to a minority.

Anchorman Jack Bowen and news executives of KOCO-TV in Oklahoma City decided to do something about it. They drew on the successful experience of three other Gannett Broadcasting Group television stations, WXIA-TV in Atlanta, KBTV in Denver and KARK-TV in Little Rock, in televising adoption programs. KOCO wanted to introduce adoptable children on television to show that they act the same, feel the same and need the same love as other children.

But at first, adoption agencies in Oklahoma City refused to participate. They said "It's never been done before here," or "We can't subject children to such exposure."

The only way to prove the value of the idea was to do it. So, with the cooperation of one private agency, KOCO began a weekly series called "Wednesday's Child."

The first episodes were so sensitively handled that the state welfare department and private agencies allowed the station to profile other adoptable children.

Viewers responded in the best way possible. To date, they have adopted 25 of the 41 children introduced on "Wednesday's Child." Nine are in the process of being adopted and only seven are still waiting to be placed. In addition, 42 other "hard to place" children not shown on the programs were adopted by viewers who responded and called in.

All of us at Gannett are proud of KOCO and her sister stations. Their efforts symbolize the things Gannett is most proud of: professional excellence and a total commitment to strong, independent service to the community.

At Gannett, we have a commitment to freedom in every business we're in, whether it's newspaper, TV, radio, outdoor advertising, film production, magazine or public opinion research.

That freedom rings throughout Gannett, from Lansing to Little Rock, from Phoenix to Pensacola, from Rochester to Reno, in news coverage, in editorial opinions, in community service. Each member serves its own audience in its own way.
Market  City  Possible Allotments  Market  City  Possible Allotments  Market  City  Possible Allotments  Market  City  Possible Allotments
1. New York  1  1  26. Cincinnati  1  1  51. Birmingham, Ala.  1  1  76. Chattanooga  1  
2. Los Angeles  0  0  27. Buffalo, N.Y.  1  0  52. Flint, Mich.  1  1  77. Youngstown, Ohio  0  
3. Chicago  1  1  28. Denver  0  0  53. Raleigh, N.C.  0  0  78. Portland, Me.  2  
4. Philadelphia  0  0  29. Providence, R.I.  0  0  54. Wichita, Kan.  3  3  79. Spokane, Wash.  0  
5. Boston  0  0  30. Nashville  1  1  55. Greensboro, N.C.  1  1  80. Albuquerque, N.M.  1  
6. San Francisco  1  1  31. San Diego  0  0  56. Richmond, Va.  2  2  81. Lincoln, Neb.  1  
7. Detroit  0  0  32. Columbus, Ohio  2  2  57. Little Rock, Ark.  2  2  82. Springfield, Mass.  1  
8. Washington  1  1  33. Charlotte, N.C.  2  2  58. Knoxville, Tenn.  1  1  83. West Palm Beach, Fla.  2  
9. Cleveland  1  1  34. Memphis  0  0  59. Des Moines, Iowa  1  1  84. Springfield, Mo.  2  
10. Pittsburgh  1  1  35. New Orleans  1  1  60. Toledo, Ohio  2  2  85. Jackson, Miss.  3  
11. Dallas  0  0  36. Greenville, S.C.  3  3  61. Shreveport, La.  0  0  86. Bristol, Tenn.  1  
12. St. Louis  1  1  37. Phoenix  0  0  62. Tulsa, Okla.  0  0  87. Evansville, Ind.  3  
13. Minneapolis  1  1  38. Louisville, Ky.  3  3  63. Omaha  0  0  88. Sioux Falls, S.D.  1  
14. Houston  1  1  39. Grand Rapids, Mich.  2  2  64. Rochester, N.Y.  0  0  89. Fort Wayne, Ind.  7  
15. Miami  1  1  40. Dayton, Ohio  2  2  65. Mobile, Ala.  2  2  90. Peoria, Ill.  6  
16. Atlanta  1  1  41. Oklahoma City  1  1  66. Green Bay, Wis.  3  3  91. Greenville, N.C.  2  
17. Tampa, Fla.  0  0  42. Charleston, W.Va.  1  1  67. Davenport, Iowa  2  2  92. Fargo, N.D.  3  
18. Seattle  0  0  43. Albany, N.Y.  1  1  68. Paducah, Ky.  4  4  93. Lexington, Ky.  6  6  
19. Baltimore  0  0  44. Orlando, Fla.  2  2  69. Jacksonville, Fla.  1  1  94. Salinas, Calif.  1  
20. Indianapolis  1  1  45. San Antonio, Tex.  2  2  70. Roanoke, Va.  2  2  95. Tucson, Ariz.  0  
21. Hartford, Conn.  2  2  46. Harrisburg, Pa.  4  4  71. Cedar Rapids, Iowa  0  0  96. Lansing, Mich.  0  
22. Milwaukee  1  1  47. Scranton, Pa.  7  7  72. Springfield, Ill.  7  7  97. Columbia, S.C.  1  
23. Kansas City, Mo.  2  2  48. Norfolk, Va.  2  2  73. Johnstown, Pa.  2  2  98. Baton Rouge, La.  1  
24. Portland, Ore.  1  1  49. Syracuse, N.Y.  0  0  74. Fresno, Calif.  7  7  99. Huntsville, Ala.  1  
25. Sacramento, Calif.  0  0  50. Salt Lake City  2  2  75. South Bend, Ind.  4  4

FCC drops in the other shoe

After opening up the possibility for low-power TV's, commission votes rulemaking to add VHF's by short-spacing them throughout the top 100 markets under theory of equivalent protection.

Nine days after the FCC proposed the creation of thousands of low-power television stations, the commission last Thursday adopted a hotly debated notice of proposed rulemaking to add as many as 139 VHF drop-in allotments to the TV table of assignments.

In recommending the proposal to the commission, Broadcast Bureau Chief Richard Shiben said the commission was obligated by public interest concerns to use the existing television spectrum “in the most efficient manner possible and to provide as many business opportunities as we can to people who want to get into the television business.”

Frank Washington, deputy chief of the Broadcast Bureau, presented the staff report to the commission. In addition to Shiben's observation of the unmet demands for opportunities in television, Washington noted two other premises upon which the bureau's recommendation was based: First Amendment mandates for "diversity of voices and competition," and the "evolving nature" of the FCC's allocations policy. Two weeks ago, that allocations policy resulted in a unanimous vote for a rulemaking on the addition of "thousands" of low-power TV's (BROADCASTING, Sept. 15).

The theory of equivalent protection—the technical means by which the FCC thinks the new V's can be squeezed in, by trading off distance for power—is a concept that had been contemplated by the commission as far back as 1961. Washington noted that in that year, the commission considered a proposal to add drop-ins in eight cities, based on the equivalent protection approach. But soon after that rulemaking was proposed, Congress adopted the All Channels Receiver Act, mandating FCC efforts to improve the quality of UHF service.

In view of the fact that UHF service has made considerable gains since the passage of that act, Washington said, "we can now consider the VHF drop-in issue." He cited the 1976 WFMY-TV Greensboro, N.C., case, in which the commission granted that VHF's request for facilities changes that would increase its coverage area, which was also serviced by several UHF's. The commission determined in that case that unless the Greensboro-area UHF's could prove that a significant harm to UHF service would result, there was no reason not to let WFMY-TV expand its coverage. The decision signaled the commission's recognition that UHF service was reaching the point where it could effectively compete with VHF without benefit of favored-service status.

Washington also cited the UHF task force report, released last week (see page 23). That document cited "continued improvements" in UHF service since 1976, which further reinforced the notion that negative UHF impact is no longer a viable argument against adding the short-spaced VHF stations to the table of assignments.

If the proposal is adopted, the allotments would not automatically be added to the table of assignments. Rather, each would be added when and if a petitioner—intending to apply for a construction permit for the assignment—requested it.

Commissioner Robert E. Lee, a long-standing advocate against drop-ins in any form, asked if UHF operators in a drop-in market would be given preferential treat-
Operation Exodus

It will be across the river and into Virginia for the FCC, if it can get the necessary approval, as now seems likely. Legislation freeing the commission from the statutory requirement that it operate within the District of Columbia has cleared the House and last week was awaiting Senate approval. But the proposed move, into nearby Rosslyn, just over the Potomac river (see map), is not without its element of controversy.

The Department of Interior and the Justice Department last year attempted to block construction of the building—twin towers of 32 stories. They will be the tallest structures in the Washington area (building height is restricted in the city). Secretary of the Interior Cecil Andrus called them "monsters" that would overshadow Washington's monuments and federal buildings. But the suit was rejected by the courts. And the commission, which is in desperate need of space, proceeded to initiate lease negotiations, after the towers and several other buildings were suggested by a consulting firm that was searching for space for the commission. Commission officials say the need for space to house the 1,700 employees now in five downtown locations—additional staff is in quarters in Gettysburg, Pa.—is more than a matter of improving efficiency. They point out that the commission in April 1982 will lose its lease on a small building where 100 employees are housed, and is in danger of losing space in another, larger building, where several hundred employees work. And the 1,000 employees in the main building—at 1919 M Street N.W., officials say, are in cramped quarters. The commission plans to begin the move to Rosslyn next year, and to complete it in the fall of 1982, when the second tower is constructed. Tom Campbell, associate director of operations, who is in charge of arranging the move, also said it would save money, at least in the long run. The commission now spends $6.1 million on rent each year, and while he declined to say what the rent would be in Rosslyn—the matter is under negotiation, he said—he acknowledged the cost would be "somewhat higher" in the first years. He noted that the commission occupied 1919 M on its construction in 1967, when rents in the area were low. In time, he said, the rapidly escalating rental costs in the area would outstrip what would be paid in Rosslyn. Meanwhile, the Federal Communications Bar Association, whose members do not relish the idea of the commission moving out of the neighborhood where most have their offices, will ask the commission to take a hard look at the possible effects of the move.

Linda Cincotta, FCBA president, said the executive committee last week agreed to draft a document urging the commission to consider the proposed move from the point of view not only of the FCBA but of the members of the industries represented by the commission, the public interest groups, and the public at large, particularly those businesses in the area that would be adversely affected. But the FCBA, Cincotta said, "is not taking a position opposing the move."
FCC says home antenna clue to better UHF

Task force study concludes that the most room for improvement is at the reception end and that the public should be educated about the best systems

The FCC released last week a major report concluding that UHF TV is running a poor second to VHF. But the 275-page report notes that the disadvantages suffered by UHF service could be drastically reduced if consumers installed the proper antenna systems.

The commission unanimously adopted the report, the product of a task force established in 1978 under congressional directive. The task force’s charge was to analyze UHF’s progress and to look into regulatory strategies that would aid the medium in moving toward comparability with VHF service. Last week, the commission also approved a notice of inquiry to investigate possible rule changes to improve UHF.

The staff report, “Comparability for UHF Television,” is the result of a 1978 request by Congress for an evaluation of improvements in UHF service. The commission’s UHF task force, in doing its analysis, relied on an engineering project done by the commission in New York City in the early 1960’s, and a recent Louis Harris and Associates survey of the public’s attitudes and experiences concerning UHF TV.

The Harris survey, the report says, confirms the existence of UHF handicaps in programming, channel selection and picture quality. But on close examination, the task force concludes, the Harris survey reveals that the major reasons for this apparent handicap could be rectified.

For example, the data from the Harris survey shows that in communities that were able to receive at least one UHF and one VHF station, 1% of the households were unable to receive a VHF station, while 27% could not receive a UHF station. In addition, 91% of these households could receive at least one VHF station with good or excellent picture quality, but only 49% could receive a UHF station with comparable quality.

These results, the report says, differ significantly from the New York test results, which found that, technically, UHF suffered only a slight disadvantage. “There is one chief reason that accounts for the survey results,” the report adds. “This one reason must be underscored because it accounts for the vast majority of the UHF picture quality handicap: Members of the public have not installed adequate receiving antenna systems for good UHF reception . . . Although good quality UHF receiving equipment is available, it is not being used to the extent necessary for UHF channels to be received as well as VHF channels.”

But even with a UHF antenna, findings show there are still disadvantages for UHF, such as snow caused by weak signals. To correct the problems, attention has been focused on upgrading television receivers and raising transmitter power. “Both these worthwhile goals and will offer improvements to UHF television, but these improvements pale in comparison to the improvement that could be achieved though the installation of adequate receiving antenna systems,” the report says.

The task force makes six recommendations for improved UHF reception: (1) an outdoor antenna instead of an indoor antenna; (2) separate UHF and VHF antennas rather than a combination antenna; (3) four- and eight-bay “bowtie” UHF antennas; (4) installing antennas in a location that will provide the best picture quality; (5) using shielded cable to connect an outdoor antenna to a TV set, and (6) using single-boosting preamplifiers, where appropriate, to boost the TV signal.

In addition, the study recommends that a standard be developed to provide consumers with the necessary information to compare the quality of TV receiving equipment.

The commission suffered one setback in its efforts to upgrade UHF on the day before it adopted the task force report. The U.S. Court of Appeals in Washington struck down an FCC order requiring all TV receivers produced after 1981 to have a maximum UHF noise figure of 12 db. The current limit is 14 db and average noise levels for UHF; a staffer reported at the commission meeting last week, are in the 10-11 db range.

Set manufacturers had argued that the commission’s authority to set noise-level figures had to be justified by state of the art technology.

Anne Jones on where this all will end

FCC commissioner tries to see around the corner on how technological/regulatory changes will fit together and whether they could mean the end of local television broadcasting

Commissioner Anne Jones posed a number of questions to a group of broadcasting engineers last week in Washington, the most important of which—in her mind and in common with many of the engineers—was what impact the flood of new telecommunications technologies for program delivery will have on the economics and regulation of conventional broadcasting.

Speaking to a luncheon audience of the annual broadcasting symposium sponsored by the Institute of Electrical and Electronic Engineers, Jones left no doubt that it is a question that will have to be confronted.

The changing membership of the FCC over the years, she said, has grappled with the question, as she framed it: “Is it our role to protect/preserve the existing service . . . or should we encourage a newer service that will take advantage of potential dramatic economic gains to the older service—and possibly the public interest as well?”

Unfortunately for the operators of the “older service,” Jones said, it is not the posture of the current FCC “to preserve the status quo.”

Jones mentioned several of these new technologies and speculated on their impact on broadcasting, on one another and on broadcasting regulation.

Although the easing of restrictions on cable’s use of broadcasting signals is a currently hot topic, Jones said “the long-term excitement” about cable stems from its multichannel and wide bandwidth capabilities. “Revived again now, after a decade of dormacy, is talk of an eventual ‘wired nation’ drastically reducing the need for or viability of local broadcast stations.”

If the wired nation means the end of broadcasting, asked Jones, what becomes of the concept of localization? And what about those who cannot afford to pay for television services? But, she asked, if the wired nation is an accepted reality, should broadcasters be allowed to lease or sell their channels for nondistribution applications “both to speed the transition to cable and provide broadcasters with new sources of revenues?”

Assuming that broadcasting and cable co-exist, Jones suggested the diversity of cable may benefit broadcasting by “eliminating the scarcity concerns which have long underlain broadcast regulation . . . Cable’s capacity may be the coup-de-grace to a major underpinning of commission regulatory authority.”

Calling DBS a “newer and more exotic application” of communications satellite technology, Jones said DBS policy questions will be dealt with at the FCC’s Sept. 30 meeting. Among those questions, she said, are whether DBS should be regulated as a common carrier or broadcaster. Or she asked, is this new service better regulated on some hybrid ground—perhaps a common carrier approach for the actual hardware operators, and a broadcasting scheme for the programmers?”

She expressed concern not only about DBS’s possible impact on broadcasting, but also on cable. “If the greater economics of satellite-to-home distribution can be developed, what then happens to cable systems?”

But what happens if the economics of distribution don’t develop for DBS, and DBS is limited to serving a mobile and rural audience? Jones suggested if service were so restricted, spectrum allocation for DBS may not be justified.

Jones sees great potential for multipoint distribution systems (MDS). She said today’s DBS is similar to subscription TV, except it now operates in a common carrier mode with the MDS operator selling transmission service” to programers.

But, Jones said, “MDS could be owned
and operated by programmers" and could be "advertiser supported" and "with sufficient channels become an over-the-air equivalent of cable systems."

Among the questions this potential raised in Jones's mind: "Should some kind of spectrum pricing scheme be instituted either... legislatively by Congress or administratively by the commission, to assure that spectrum-using systems such as MDS (or conventional broadcasting for that matter) are not unfairly subsidized (free use of a public resource) in competition with cable."

Fiber optics, Jones said, has raised the same sort of issues as cable and has a potential perhaps greater than cable. Using fiber optics, "a broadband switched twoway video network could even outmode cable as an entertainment and information medium."

The promise of fiber optics is an abundance of bandwidth, which, Jones said, might imperil the concept of spectrum markets, "thus endangering the position of others say is to the left. As Jones put it, turning it around, Jones suggested that perhaps "market pricing of spectrum be implemented now to hasten the transition to fiber systems." Free spectrum "may create undesirable economic bias" against fiber, she said.

The tone of Jones's speech was that broadcasting may not have long to live in its present form, given the proliferation of the new technologies. But, she said, the "huge present public investment in TV sets is a definite factor limiting the total demise of broadcasting as we know it. Broadcasting plant is also "in place" whereas other media must be installed... if viewers shift to cable or MDS or fiber, the broadcaster's role may likewise shift to that of content supplier, rather than distributor."

Henry Geller, head of the National Telecommunications and Information Administration, followed Jones to the symposium's luncheon podium a day later, with a more sanguine view of broadcasting's future. "There will be some erosion to videotapes from the video era. But, there will be a new era of markets created by cable and possibly by direct broadcasting satellites."

Geller reiterated his philosophy that regulation should be a function of the marketplace structure that allows for an abundance of television channels. With that philosophy in mind, Geller slammed the FCC's recent action dropping the syndicated exclusivity and distant signal rules. He contended that the move "wasn't a marketplace action and wasn't deregulatory."

The cable operators, he said, should be made to compete fairly with broadcasters for television programming. The Copyright Royalty Tribunal, he said will have to step in where the FCC stepped out, resulting in more government regulation.

Goldenson goes to the heart of the matter

**ABC chairman takes his message to Washington: Broadcasters are being unfairly shackled in the marketplace by regulation**

Leonard H. Goldenson, chairman of the board of ABC, traveled to Washington last week to voice a complaint that has been heard increasingly from broadcasters in recent years: Government has tilted toward the new telecommunications technologies—which charge the viewer a fee—in their competition with free, over-the-air broadcasting. But the six-point remedy he proposed contained new elements: Release broadcasters from regulations under which they operate, including some that now seem engrained in stone.

Goldenson, in a luncheon address to the National Press Club, said that the past 10 years, government halted a policy of encouraging the growth of television and began promoting cable television, pay cable and subscription television—all with a view to increasing diversity of programming. "Washington," he said, "has tilted the balance—against free television and in favor of pay television."

Goldenson denied that ABC opposes development of the new technologies. "They should have an important place in American television," he said. But, he added, government in the 1980's should move to insure that the competition among the services "be fair and equitable."

"Let me be blunt," he said. "It is time for the government to get off our backs. It was one thing for the government to expect us to operate under tough, restrictive rules when the national communications system was served primarily by free broadcasting. It is quite another, however, for the government to promote pay television and other systems by arbitrarily discriminating against free television."

And he was ready with a program of how the government might right what he said is the imbalance in the competition.

His first proposal was for a revision of the Copyright Act of 1976 to require cable systems to pay "full compensation" for broadcast programs they retransmit, rather than a compulsory fee that producers and broadcasters say is too low. As an alternative, he suggested that cable systems be required to obtain retransmission consent from broadcasters whose programs they pick up.

The other proposals are aimed directly at, as he would say, getting government off the backs of broadcasters. And two involve rules that in recent years have rarely been seriously questioned.

One calls for FCC repeal of the multiple ownership rules in broadcasting. If cable operators may program up to 78 channels in as many markets as they wish, Golden-
Media is the issue

Carter plays politics with news conference and no-show at league-sponsored debate

Presidential politics and television were entangled in a series of related controversies last week, headlined by the first League of Women Voters-sponsored presidential debate—one that was held in Baltimore on Sunday night (Sept. 21), without President Carter. There was a ruckus over a presidential news conference that left network news executives dismayed and supporters of Republican candidate Ronald Reagan and independent hopeful John Anderson angry and demanding equal time. Then there was the anger of NBC and CBS directed at the league over the question of whether ABC pool cameras covering the debate would be permitted to show audience reaction. As for ABC, it opted for a feature film, "Midnight Express," in view of the President's absences.

The controversy over the Carter press conference, held at 4 p.m. on Thursday, began developing even before it was over, at 4:30. The President opened with a four-minute statement of "good news" that some observers thought sounded like an advertisement for himself. Bill Leonard, president of CBS News, and Bill Small, president of NBC News, both described the statement as "flag waving" and "self-serving." David Burke, vice president of ABC News, said it "did not distinguish the press conference in the usual sense."

But none thought the statement put the news conference outside the exemption from Section 315 that is normally granted news conferences as " bona fide " news events. "He made a lot of news," Leonard said. "How do you arrange it so you screen out the politics and leave in the news?" All three networks promptly rejected the equal time demand of Reagan's campaign director, William Casey. But that didn't stop Anderson's campaign from submitting its own demand on Friday. Complaints to the FCC were likely from both sides.

One controversial aspect of the Reagan-Anderson debate faded from the scene at midweek when the league announced it would not, as it had planned, place an empty chair on the stage of the Baltimore Convention Center to symbolize Carter's absence. Ruth Hinerfeld, chair of the league's Education Fund, said the league did not intend "to let the 'empty chair' controversy overshadow the opportunity of the American people to focus on the candidates' discussion of the issues." She also said "legal questions" were another factor in the decision—a reference to concern that the Federal Election Commission might question whether the league was as neutral as the law required in its sponsorship of the debate.

One issue not finally resolved as of Friday, however, was whether the pool cameras would include audience reaction in their coverage of the debates. The candidates' aides had opposed such coverage. And, when pool producer Charles Frye of ABC argued for it, Hinerfeld gave her support to the candidates. That led to sharply worded telegrams of protest to Hinerfeld from CBS's Leonard and NBC's Small.

None of that was ABC's problem, since it was about to show a movie. The network announced on "View "60 that "since the President was not going to appear, the debate did not warrant 'the immediacy of live coverage.'"

Settlement nears in actors strike

With agreement on pay TV and home video issues, there's hope other disputes will be ironed out this week; four to six weeks are estimate for getting new shows on air

Striking actors and producers reached tentative agreement on the key issue of payment for pay television and home video entertainment last week. Starting its 10th week today, the dispute has involved 67,000 members of the Screen Actors Guild and the American Federation of Television and Radio Artists, 40,000 other support personnel and all prime-time entertainment program production appeared closer than ever before to resolution. Other issues—most notably basic salaries—remained unresolved, but the apparent agreement on supplemental markets indicated that, for the first time, an end to the protracted dispute may be within sight.

The tentative agreement was announced at 3 a.m. Los Angeles time last Tuesday (Sept. 16). The producers agreed to pay the actors 4.5% of the pay television revenues after a program has been exhibited for 10 full days within a one-year period. Included in that portion of the agreement are pension and welfare benefits—bringing the total up to 4.95%. In the area of videocassettes and disks, the factions agreed to allow the sale of 100,000 units before actors will begin participating in the revenues.

Kim Fellner, spokesperson for SAG, said last Thursday a resolution of the strike could come as early as "next week, maybe," but that full ratification of the

Hal ratings. NBC-TV's $22-million Shogun demolished the competition last week. The national ratings and shares available by last Friday for the first three episodes of the five-part 12-hour mini-series showed the following: Monday, 29.5 rating and 44 share; Tuesday, 31.7/48; Wednesday, 36.9/57. Thursday evenings from the four markets with Nielsen meters showed a 42.0/61 in New York; 37.8/53 in Chicago; 39.6/60 in Los Angeles, and 44.8/66 in San Francisco. NBC estimated 75 million viewers per episode with 125 million seeing all or part of the mini-series.
agreement would take two to three weeks more. Although traditionally actors have been willing to go back to work before ratification, she said, in the current situation there can be no assurance of that. "It's not clear the actors would go back," she said.

Phil Meyers, spokesman for the producers, was equally guarded. "We still have no formal resolution," he said. "I still see days of negotiations."

Furthermore, a full resolution of the strike is not yet at hand. The pay television issue was the principal hurdle, but the actors and producers still must reach accord on minimum compensation, payment ceilings for reruns and theatrical residuals from commercial television. Too, the American Federation of Musicians is continuing its walkout, and it is not clear that actors would cross the AFM picket lines even if the on-camera personnel settle with producers.

Economic issues of the actors strike yet to be resolved include SAG's demand for a 35% across-the-board increase in minimum salaries, covering the entire three years of the new contract. Producers have countered with a 31% increase spread over the period. Currently, minimum pay for actors is $225 a day or $785 a week.

According to Gary Nardino, president of Paramount Television Productions, it will take studios at least two weeks to get back into production upon settlement of the strike. He estimated that his company's first half-hour could be completed in just over one week, a first hour in six.

Should the strike be settled sometime this week, then, it is unlikely that network schedules could be up to speed before the end of October—placing the beginning of the new truncated 1980-81 season in November.

Bud Grant, vice president of programs at CBS Entertainment, said last week that the season could begin as early as mid-Oct. - Cameron just after the World Series. Even then, he said, it will be a while before the CBS schedule is full of new product.

"I think they're going to filter in," said Grant of the season's crop of new shows. Universal Television's Magnum PI., an hour film show shot on location in Hawaii, will probably be the last new CBS show to make the line-up, Grant said. It would probably take as many as eight weeks to produce the first episode. "We're not going to hold every other show for it," he said.

Taped shows, he said, could be aired within two or three weeks of returning to production.

NBC said that it has a firm schedule through Dec. I already in hand and, according to a spokesman, the season would not be back to normal unless that NBC is prepared to go back into production "overnight" upon settlement of the strike, the spokesman said. That network is looking at a two-to-four-week lead for half-hours and six to eight weeks for hours.

ABC is also operating with a "working figure" of four to six weeks between settlement and the airing of new product, according to a network spokesman.

**NAB board meets to face up to the future**

**Issues created by new technologies dominate agenda for this week**

The National Association of Broadcasters board of directors meets this week on an agenda that in large part seems to have been written by the FCC. Many of the items involve issues that have been before the commission since the August break or soon will be. As a result, much of the board's time over the three days of meetings beginning tomorrow (Tuesday) will be taken up with matters involving the commission's encouragement of the development of new telecommunications technology.

But the strategy questions posed for the board are difficult. Given a commission apparently determined to open the doors increasingly to competition of all sorts, some officials feel the NAB cannot simply be negative and hope to be effective. It must, some feel, examine the issues closely, pick those on which it has a good chance of prevailing, and carefully craft its arguments.

One example of the kind of dilemma facing the board involves direct satellite-to-home television, a matter on which the commission is expected to issue a notice of inquiry later this month. Many broadcasters regard direct broadcast satellites as a threat to the existence of stations. But some NAB officials feel that taking a hard, negative line would not be effective. The question remaining is: What would?

However, since the notice of inquiry has yet to be issued—and since the Communications Satellite Corp. has not yet filed its application for a direct broadcast satellite service—it's unlikely the board will take any action in connection with those matters.

**Pointing finger.** National Radio Broadcasters Association has shifted the dates for its 1981 and '82 conventions to mid-August of those years to avoid conflicting with the National Association of Broadcasters Radio Programming Conferences. NRBA said NAB deliberately created scheduling conflict, a charge NAB denies. New sites and exact dates aren't firm yet.

**Play ball.** Regulators, captivated by FCC Chairman Charles Ferris, will meet Broadcasters, led by Washington communications lawyer Richard Wylie, in a softball game Sept. 27. The contest, set for 3 p.m. at Jellet Boys' and Girls' Club in Georgetown (Wisconsin and S Streets, N.W.), is to benefit American Women in Radio and Television charity for Washington hospitals. Line-ups will include radio and TV executives and personalities and top figures from Congress, White House, FTC and FCC.

But it will probably act in another area of the DBS issue. Comments are due Oct. 10 in the commission's inquiry on preparation for the conference that western hemisphere nations are to hold in 1983 on planning the manner in which the 12 ghz band will be used for broadcast satellites. The board will have before it a study by Kalba Bowen Associates of Cambridge, Mass., suggesting areas of research on the DBS issue.

In other matters, the board will discuss commission actions looking to the establishment of hundreds, perhaps thousands, of low-power television stations and to the constitution of a panel of less than standard spacing, although under standards aimed at assuring "equivalent protection." And a committee on ancillary use of the broadcast signal, which is concerned with the development of teletext, will report to the television board on Wednesday. It is expected to urge support for the rulemaking CBS has requested to adopt digital standards, set up national panel discussions on the former last week, and will hear panels on the latter next month.

The boards also hear and discuss reports on a variety of other matters, including the copyright tribunal's position on cable television, contraceptive advertising, Communications Act amendments pending in Congress, the Public Broadcasting Service's offering of commercial services (a matter of particular concern to NAB Chairman Thomas Bolger; he may suggest the NAB at least initiate talks with PBS on the issue), and the status of the western hemisphere conference on planning and the use of AM band.

One housekeeping matter that is expected to be controversial involves a report to be given by the bylaws committee, on Thursday. One proposal calls for elimination of the at-large seats on the board to make it more responsive to specific regions.

The NAB's effort to inform itself more thoroughly on the issues on the agenda is evident in the presence of one outsider who will meet with the board on Tuesday—Assistant Secretary of State Matthew Nimetz, whose responsibility includes technical and scientific matters. A number of NAB officials met with Nimetz last summer when the officials realized that closer liaison with the State Department is essential in dealing with the increasing number of broadcasting issues that are international in nature.

Another outsider from whom the board will hear is Senator Paul Laxalt (R Nev.), chairman of the Reagan Bush Committee. The Reagan campaign was invited to send a spokesman because the board was briefed by President Carter during its meeting in June. Laxalt will speak at lunch on Wednesday.
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Airing out deregulation at the FCC

Commission holds two days of panel talks, lets all sides have their say about efforts to trim back radio requirements

Two days of panel discussion at the FCC on the subject of radio deregulation showed clearly that the commission will not make major changes in its rules without a fight from public interest organizations.

Participating in the first panel discussion, held on Monday, were Kristen Booth Glen, WNCN Listeners' Guild; Walda Roseman, National Public Radio; Carolyn Alden, Justice Department; Robert W. Coll, ABC Inc.; the Rev. Donald C. Matthews, Department of Communication of the United States Catholic Conference; Erwin Krasnow, National Association of Broadcasters; Pluria Marshall, National Black Media Coalition; John F. Lyons, National Telecommunications and Information Administration, and Samuel Simon, National Citizens Committee for Broadcasting.

Each of the panelists was allotted three minutes for individual comment; a general discussion followed.

Glen of the Listeners' Guild started off the discussion with an unequivocal denunciation of the deregulation proceeding, citing what she said were "considerable procedural irregularities and illegitimations" in the inquiry to date. Not only was there a "lack of empirical data" to justify deregulation, she said, but the commission was "ignoring" what little data there was.

Glen also attacked the basic premise on which the inquiry stands: that marketplace conditions will insure that broadcasters act in the public interest. Those who favor deregulation are confusing "consumer wants" with public interest needs, she said. Advertising revenue is targeted toward the former at the expense of the latter, which the Communications Act requires a licensee to serve, she said.

NPR's Roseman cited polls of public radio listeners that showed them to believe that commercial broadcasters are already operating for "maximum profit" at the expense of the public interest. She believes that an "unfettered marketplace" would compound the problem.

Alden, on the other hand, cited Justice's "full support" of the commission's deregulation endeavors. ABC's Coll backed the proceeding, too, although he said ABC preferred that the issue "be resolved at the legislative level." In either case, Coll said, the regulations under consideration in the proceeding—program logging, ascertainment, commercial time limits and nonentertainment programming guidelines—"represent a burden and expense unjustified by the public interest."

Coll also said that standards for renewal will become even more "murky" if deregulation becomes a reality, and expressed ABC's request that the commission—concurrently with the deregulation proceeding—initiate a rulemaking looking toward revised renewal standards in light of deregulation.

Matthews expressed the Catholic Conferences' belief that the proceeding "is almost an obituary...an attempt to certify the near death by neglect of the concept of public service in radio after almost 20 years of indecision." He agreed with Glen's contention that the public interest is being confused with "consumer well-being as it happens to be served by the unregulated play of marketplace forces," which he said was totally at odds with the concept of "accountability for service to the public resident in the public trustee scheme Congress designed."

NAB's Krasnow turned Matthews's statement around, saying that the deregulation proceeding was a "birth announcement" giving a "fresh look to all concepts and regulations." Krasnow disputed the notions that deregulation is an "abandonment" of the Communications Act or that the commission had no legal basis on which to deregulate the industry or that so doing would lessen broadcasters' obligations to the public.

Opponents of deregulation, he said, were operating under the false assumption that federal regulation was essential to broadcasters' service to the community.

NBMC's Marshall said that deregulation has "the potential of destroying black radio" because the advertising decision makers who determine the radio marketplace are "10 times more racist than broadcasters." For blacks to make a living in the marketplace there must be more black advertising decision makers, he said. He also said, however, that after blacks "get a few more station owners in place," deregulation might be conceivable.

More government backing came from John Lyons, who expressed NTIA's "strong support" for the proposed deregulation. "Content regulation has been ineffective," he said, referring to commercial time limits and nonentertainment programming guidelines now in effect. Not only can't they be administered, but they are also "in conflict" with First

Monday's panel (l-r): Glen, WNCN Guild (not pictured); Roseman, NPR; Alden, Justice; Coll, ABC; Matthews, USCC; Krasnow, NAB (partially obscured); Marshall, NBMC; Lyons, NTIA; Simon, NCCB.

Tuesday's panel (l-r): Bowie, CCC; Goldberg, U.S. Office of Consumer Service; Wall, of Dow, Lohnes & Albertson; Jennings, UCC; Schattenfield, NRBA; Firestone, ACLU; Boyer, NABOB; Schwartzman, MAP.
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Amendment considerations, he continued.

Simon expressed NCCB's opinion that the existing regulations are "minimum standards." Eliminating the equal-time requirement, he said, would mean "less accessibility" to stations by the public and hence less understanding of the public's participatory role in broadcasting.

Participants in the second panel discussion, held Tuesday, were Andrew Jay Schwartzman, Media Access Project; Nate Borow, National Association of Black Owned Broadcasters; Charles Firestone, American Civil Liberties Union; Thomas Schattenfield, National Radio Broadcasters Association; Ralph Jennings, Office of Communication of the United Church of Christ; Thomas H. Wall, Dow, Lohnes & Albertson; Mark Goldberg, United States Office of Consumer Service, and Nolan A. Bowie, Citizens Communication Center.

Schwartzman said that the commission's expectation of only a "modest readjustment" of the broadcast industry as a result of deregulation was "appallingly naive." As an example, he cited NAB's quest for further deregulation in the form of petitions to repeal the personal attack provisions of the fairness doctrine and the "important public editorializing rules.

The second panel, "repeatedly demonstrated its willingness to ignore the needs and interests of minorities, the poor and the elderly in favor of more demographically attractive segments of the public," Schwartzman added.

Firestone noted that the First Amendment perspective is most important to the inquiry. "Access and entry" are being deregulated, he said.

Schattenfield of the NRBA expressed his organization's qualified support of the proceeding although noting that while "Congress can deregulate" the FCC can only "regulate."

The UCC's Jennings said the inquiry was based on an "arcane" economic theory that would minimize public participation and insure a "free and permanent monopoly" of frequencies. He said that the definition of public interest must be re-examined because it has come to connote "advertising needs" while it really means "local self expression and service to the community."

Goldberg of the Office of Consumer Service strongly expressed a need for quantitative minimum requirements for informational programming to be extended between 6 a.m. and midnight. He also expressed the need for a flexible ascertainment program geared to the particular community.

CCC's Bowie stated his belief that adoption of the proposal would unfairly favor incumbent licensees. "If adopted, the proposals would stimulate a further gap between the haves and have-nots," he said.

Commissioner Abbott Washburn said the oral presentations provided a "clearer focus" of issues in question, noting a general agreement by the public interest groups and broadcaster representatives alike that ascertainment was "useful" and generated a "healthy dialogue" between the public and broadcasters, and has led to better programing. The discussions also brought to his attention at least one problem he had overlooked—that elimination of local nonentertainment programing might lead to total automation of many stations, which could be detrimental in the event of a local emergency.

Commissioner Joseph Fogarty told Broadcasting that the panel discussions confirmed his original opinion that the FCC's "irrelevant minimums" are "senseless" and "out of touch" and that "the proposed deregulation is "senseless" and "out of touch." He also "sensed little support on the commission itself" to adopt the proposals as they now stand.

Crossownership bill gets sidecars

Swift bill is given amendments by House Commerce Committee that press for a V for every state and repeal musicians' union amendment to 1934 Act

The House Commerce Committee, by a vote of 17-to-4, last week approved legislation that would codify the FCC's cross-ownership rules while protecting multimedia licenses against challenges on ownership grounds, repeal the Lea Act and open the door for commercial VHF TV service in New Jersey.

The legislation, in its original form, was conceived by Representative Al Swift (D-Wash.) and was designed only to deal with the crossownership provisions. But on the way to full committee mark-up the bill found some excess baggage in the form of the other amendments (Broadcasting, Sept. 15).

The major concern about prospects for passage of the bill hinged on the language drafted by Representative Andrew Maguire (D-N.J.), requiring the FCC to insure that each state has at least one commercial VHF station. An amendment offered by Representative Ronald Moul (D-Ohio) to reap the Lea Act, a 34-year-old amendment to the Communications Act (Section 506) that halted union efforts to coerce broadcasters into keeping staff musicians they didn't need, generated little resistance. Also added to the bill was a provision offered by Representative Henry Waxman (D-Calif.), who wanted existing challenges to multimedia licenses to be exempted from the Swift bill, which would bar competing applications for facilities occupied by multimedia licensees in compliance with the law.

The full committee, after a good deal of haggling, finally ended debate on the measure, but the required number of members to report a bill out was not present at the mark-up two weeks ago, meaning postponement of a vote until last Tuesday (Sept. 16).

Under a rule agreed to by the committee, no discussion of the bill was allowed, and a vote to send the bill to the House floor occurred as scheduled.

The only objections about the legislation were raised by Representative Tim Lee Carter (R-Ky) after the vote. Carter charged the bill would put a damper on competition.

The major question now involves the circumstances under which the bill will come before the full House. Under regular procedures, the Rules Committee would schedule debate on the legislation, with the possibility of amendments being offered. Then it, too, would also come up on the suspension calendar, which limits debates to 90 minutes, prohibits amendments and requires a two-thirds vote for passage.

If the bill goes to the Rules Committee, its chances of passage are slim. With time running out in this session of Congress, more than 100 bills—most of which will probably be given priority—are already scheduled for action. But to get a bill on the suspension calendar, it has to be deemed noncontroversial—a decision to be made by House Speaker Thomas O'Neill (D-Mass.). Although some would say the Maguire language is indeed controversial, key players such as Commerce Committee Chairman Harley Staggers (D-W.Va.) could help influence O'Neill's decision.

With the House moving toward possible passage of this broadcast bill—a likelihood that nearly everyone had written off for this year—the Senate also resumed activity. In the forefront was the coalition from New Jersey, which, as one of two states in present agreement with the House, is the other that lack VHF services, stands to gain from the bill becoming law.

As worded, the bill would require the FCC to assign a VHF frequency to a state that does not have one if a license elsewhere is revoked—and all legal appeals have been exhausted—and if the transfer is technically feasible. With the license of a station denied without cause or having been denied and the decision headed for an appeal, New Jersey has its eye on that frequency.

New Jersey's two Democratic senators, Bill Bradley and Harrison Williams, were scouting around for support last week, but no one was willing to predict an outcome. A key to the whole process, however, will be Senate Majority Leader Robert Byrd (D-W.Va.), who will decide whether or not to schedule the bill for action, if the House approves it. Byrd reportedly has taken an interest in the legislation because of strong support expressed for its Lea Act repeal by West Virginia musician unions.

This, apparently, is also the reason for Senator Ted Kennedy's expressed interest in getting the bill on the suspension calendar, where it would have the best chance of passage. And although publishers and broadcasters have voiced support for the crossownership language—which is the original intent of the bill—it appears that the Lea Act, which everyone touted as a noncontroversial rider to the legislation, could ultimately take the oxygen for the bill moving through Congress.

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Hope grows dim for H.R. 6121
Rodino examines AT&T sections of bill, Ferris testifies that he doesn't like it; time is running out for floor action, and Hollings plans no Senate bill

With Congress’s Oct. 3 adjournment date creeping up, a House Judiciary subcommittee last week continued its scrutiny of comprehensive legislation that would significantly change the face of the nation’s telecommunications industry. The bill, H.R. 6121, was approved by the House Commerce Committee July 31 by a 34-to-7 vote, with all indications that the measure was headed for the House floor (Broadcasting, Aug. 4). But Representative Peter Rodino (D-N.J.), chairman of the Judiciary Committee, petitioned House Speaker Thomas O’Neill (D-Mass.) to let him scrutinize the bill first, which O’Neill agreed to.

The Subcommittee on Monopolies and Commercial Law held one day of hearings Sept. 9 and concluded its preliminary investigation last Tuesday (Sept. 16) with a list of witnesses that included FCC Chairman Charles Ferris and Sanford Litvak, assistant attorney general for antitrust.

As approved by the Commerce Committee, the bill would substantially deregulate the telephone industry and require AT&T to set up over an eight-year transition period at least one fully separate subsidiary for offering any unregulated telecommunications services. The bill would also bar AT&T from offering mass media services, such as teletex.

In allowing AT&T to compete in areas not regulated by the FCC, the bill modifies a 1956 consent decree between AT&T and the Justice Department. This was the basis of the concern expressed by Rodino and other members of the Judiciary Committee, who said the legislation could affect Justice’s pending antitrust suit against AT&T.

But Litvak, much to the surprise of many, concluded that since the bill “adequately protects our lawsuit” and provides no obstruction to the case’s going to trial next January, as scheduled.

Litvak took issue with earlier testimony by Representative Robert Matsui (D-Calif.), a member of the Communications Subcommittee and former member of the Judiciary Committee, who said the bill would risk harming Justice’s position in the antitrust suit.

Matsui also complained that the bill, by reducing the role of the FCC in telecommunications regulation, would create problems. Specifically, Matsui said that since the commission would be prohibited from overseeing the structure of the separate subsidiary, competitors will have to rely on the courts to stem abuses, which could prove costly to them and possibly keep them out of competition.

Ferris agreed that the bill had flaws that made its passage undesirable, and said it could be counterproductive from the standpoint of competition. He concluded that he’d rather see no legislation than this bill.

And that appears to be a likely possibility—at least for this session of Congress. Rodino now has to decide whether to mark up the bill or send it along to the House floor for final consideration. But O'Neill said Rodino can keep the bill in subcommittee until Oct. 1, which would leave only three days before Congress closes up shop.

In addition, the Senate shows no eagerness to take up similar legislation, and Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, has said he has no intentions of moving a bill this Congress.

The Dial' and locals

The nation's largest public television stations, under fire from Congress for on-air promotion of their new magazine, The Dial', last week received some more bad news, this time from the U.S. Postal Service.

The Postal Service ruled that three of the four participating stations—WETA-TV Washington, WNET(TV) New York and KCET(TV) Los Angeles—cannot mail the magazine to their subscribers at the cheaper second-class nonprofit rate, but must instead use third-class mail. The increase is expected to cost the stations $70,000 to $80,000 annually. The status of the fourth station involved with the magazine, WTTW(TV) Chicago—will be considered separately.

The flap over The Dial started when Phillip Merrill, publisher of the Washingtonian magazine, asked the FCC to prohibit the noncommercial stations from on-air promotion for the magazine. Merrill subsequently went to court over the matter, and followed with a suit against the Postal Service. That filing argued that The Dial should not be allowed to use the cheaper rate.

The giant Labor-Health-Education bill that would prohibit the Corporation for Public Broadcasting from appropriating funds to stations that publish magazines and program guides, as long as they solicit commercial advertising. The Senate has yet to consider the measure (Broadcasting, Sept. 1).

Merrill last week withdrew his suit against the Postal Service after it reached its decision.

Arguing over FCC staff report on program production

Comments on network inquiry study include filling by Justice citing 'flaws' and other arguments against it by stations; ABC, CBS and NBC back its conclusion

The FCC network inquiry staff report issued last summer that concluded that the three TV networks have no monopoly power over the television industry (Broadcasting, June 23) is "significantly flawed" and "should not form the basis of action by the commission," said the Justice Department last week in responding to what was the final in a series of 16 reports issued by the inquiry staff.

The networks supported the staff’s findings, however, and took them as the basis for suggesting, as did NBC, that the commission “reassess the initial and continuing validity of current restrictions on network relationships with program suppliers.”

Affiliates and Group W—syndicator of PM Magazine, one of the highest rated programs in prime access time—also opposed the staff’s conclusions.

Justice based its conclusions on what it claimed was a tendency by the network inquiry staff to rely too heavily on “theoretical economic analysis with little or no attention paid to factual evidence of market behavior.” Facts were frequently unsupported, the Justice Department said.

With regard to the prime time access rule (PTAR), Justice criticized the final inquiry staff report for making “no attempt to address whether any competitive benefits would accrue” from an expansion of the period or whether expansion might effect an increase in the number of networks. The staff report said that other means should be used to increase the number of networks, citing PTAR expansion as too “unwieldy. Justice said the basis for that conclusion is “is not apparent.”

Two groups of affiliates—The CBS Television Network Affiliates Association and a group of nine affiliates (five CBS, three NBC and one ABC) represented by the Washington law firm of Covington & Burling—and Group W based its criticisms largely on what they claimed were drastic misinterpretations by the network inquiry staff as to just exactly what the PTAR and companion syndication and r-
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Speaking for the minority: Lee's case against drop-ins

The FCC's Sept. 9 vote to waive its rules to allow four short-spaced VHF drop-ins (Broadcasting, Sept. 15) was preceded by a long discussion of the merits and demerits. Weighing in on the latter side was the FCC's dean, Commissioner Robert E. Lee, who treated his colleagues to an oral history of FCC allocation policy. The following excerpts deal primarily with Commissioner Lee's recounting of how and why the FCC dealt as it did with the VHF vs. UHF problem in the post-World War II period. Although his remarks failed to carry the day—Lee had predicted that "I suspect my influence and oratorical ability will not convince anybody who is already unconvinced"—they did impress a number of his listeners, and are expected to be cited in the continuing dialogue on the "generic" VHF drop-in issue (see "Top of the Week").

I have a feeling of deja vu. I've been up and down this track about four times. And I suppose I would have to admit that I have a UHF bias. But from my standpoint, I feel that you will get a rash of petitions for additional waiver requests within the near future, and I don't think we have the tools to hold the line. I know a lot of you profess a belief and a sincerity for the development of UHR [but] I think that it looks like a gradual conversion to all V, with a much degraded rural service.

This, of course, wouldn't happen overnight. But I think when you have granted a number of these bobtailed V's (you will have created) islands of service in seas of interference. And then the licensees of these bobtailed V's will be screaming for equality. You might have somewhat of a parallel with the daytime broadcasters. This was a concession to a technical problem, and we let the daytimers in, and they've been hollering ever since. And they're getting closer to it, to getting full time, one way or another.

I think this will increase the pressure from land mobile for additional space, and I don't really blame them. I also feel in the very long run it would be a gradual deterioration of the receiving set. As more and more areas convert to V, the manufacturer is going to start wondering why he's spending so much money providing a good all-channel capacity. Maybe that law should be repealed at some time.

[This particular proposal] has been a constant thing in my 27 years here. It was pending at the time that I arrived. This is the fourth or fifth time [it's come up]. We have buried it and put...
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It's important to remember that in these early allocation proceedings [of 1944 and 1948] everyone seemed to think that television belonged in UHF, all of it. I think if you could push the clock backward, that would be the opinion of most engineers, at least those I know. But I really place the significance of making these assignments on the old basis. People applied, and we assigned them.

I suppose it's something like equivalent protection, which takes us back to where we were in those 108 original assignments—which is why New York and Los Angeles were assigned exclusive V's. That probably goes back to your New Jersey problem. If the assignment table had come before the 108 assignments were made, there probably would have been more provision for New Jersey, although we did provide for one.

Now, when I showed up Ion the FCC, the freeze had just been lifted. In the course of the pre-freeze era, these 108 stations were assigned, went on the air, and a lot of people at this point were not sure that this new medium was going to work. It's kind of incomprehensible to people whose ages I note out there, but there were assignments turned in—such as Zenith Corp., to its embarrassment, turned in a VHF channel in Chicago. They said there's no way this thing is going to work; it's nonsense. Advertising is going to pay for this and we don't want it. Zenith was thinking in terms of subscription television, I believe.

Now, when the freeze ended, we had this terrible problem of deciding these mutually exclusive cases. We had all kinds of hearings and all kinds of scandals and all kinds of allocations. But we had intermixed the VHF and the UHF, because we had determined that the 12 VHF channels were not enough. You might be surprised to know that people like CBS and ABC, in those days, didn't want UHF's. They were interested in VHF, and being granted because nobody was fighting against them, or they applied for a V and went through these expensive hearings that turned out to last four or five or six years.

Those early UHF's went on the air on the theory that they would have the jump on the VHF because they had that experience and they had the set conversion. And they went on the air, and actually, they were sort of making it. Experience was, however, that when we got around to making the VHF grants, the UHF station almost immediately went bankrupt. I think the precise figure is that there were 88 failures.

And that's when Congress got into it, and we were up and down the Hill. The first hearings I remember were conducted by Senator Charles Potter [R-Mich.] who sat on the Senate Commerce Committee, and all these people who went berated up there and called us a lot of names, and Congress began to lean on us: What are you going to do about it?

Well, some of us thought one way to do it was to go all UHF. We found that that was politically impossible. I'm sorry that we didn't try harder, but we didn't really mean it—not entirely. We thought that someday we would, when UHF becomes more comparable. At one point we even had a pool of UHF stations set aside that we could give to VHF's. Those were protected, not available. They're now gone so it's impossible to push the clock back that way.

We tried deintermix— that is, to make certain markets all VHF, certain markets all UHF. Again, for political reasons this didn't seem to work. We did deintermix several markets and it worked; a very good example is Fresno. The Annenberg stations had the only V in Fresno. Threw it up after we started the proceeding. Other markets fought us and we couldn't seem to make it stick. But at any rate, in Fresno, I think you'll find six or seven U's doing fine right now. And I've always wanted to give tribute to Roger Clipper, who is now deceased, who was the head of the Annenberg stations and voluntarily made that contribution.

We also tried to get to the military and see if we could get more VHF spectrum. Frank Stanton, then the president of CBS, was very active in that effort. After a month, we were lucky, we had won the battle. There was just no way. We were going to lose the next war with Russia, for military reasons you couldn't do it, so we didn't.

Then we had a series of drop-in proceedings here. I guess the one I remember the most was where ABC, as the third network, felt discriminated against. They had to compete in, like, 17 of the markets against V's with U's. They were trailing the other two networks, and we had a real big fight here in oral argument. And the vote was 3 to 3 with our then chairman, Bill Henry, who had been over it for a few days, held it up, and finally voted not to permit the drop-ins. We would have had 17. He has publicly said that that's the most important vote that he ever cast.

We finally formed the Committee for the Development of All-Channel Broadcasting, which I headed. Some of the old timers here were on it; it lasted about five years. We had meetings every month; I've got file cabinets full of transcripts. We did some good, we got the manufacturers in it, to try to needle them on the set. We had the New York experiment, which was a $2 million deal. The object of the exercise was to find out whether UHF would work in a cavernous city. The results concluded that it would— that with outdoor antennas UHF was substantially equal to VHF in signal.

We've done continuous work on the tuner. We tried all kinds of voluntary propositions. And, very reluctantly, really, we went for the all-channel legislation. There was a lot of concern that this was a terrible precedent, that the next thing you know, the government would be telling you how to make ice boxes. And Newton Minow was our chairman at the time; he was very vigorous. And he pushed the hell out of that thing, and we finally got it through Congress.

I'm sorry we didn't have a contractual agreement on it, but I know there was kind of a handshake on the part of all of us that they would give us this all-channel set legislation if we'd stop tinkering with the table, forget about these drop-ins and squeeze-ins, all-UHF; deintermix. This was going to be the panacea.

Minow said at that time: "Any attempt to squeeze in a substantial number of VHF stations at short spacings would only result in seriously degrading the quality and extent of television service to metropolitan areas, and virtually eliminating such service to many rural areas. Moreover, lowering the minimum spacing could not in any event provide us with the number of additional assignments necessary to achieve our allocations goals."

In other words, what we were saying there was that we really need the UHF. They're the only thing that there is that you did, to get enough channels. The educators were very helpful in this regard. Their future was in UHF, and still is.

I don't know what else I can say, except that I do feel very strongly about this move, and I would hope the commission wouldn't take it very lightly and would know precisely what they're doing.

But I think if you look behind you to see the people who are interested in what's going on here today, you will see a lot of UHF operators in small markets who are concerned. And they're wondering what's going to happen to this great commitment that we have made to promote UHF to insure a compatible service.

Also, I would hope that everyone would understand that these drop-ins are really not full-fledged stations. And we would be passing out something, whatever kind of a gold rush it may turn out to be, which is not comparable to the competition that they will face.

So I think that's about all I can say, Mr. Chairman. I thank you for your rapt attention and your making notes. I do not thank you for your vote that is coming.

**NFL blackout rule taken to court by Florida TV station**

Federal judge questions league's right to define 'home territory'

When UHF WTVX(TV) Fort Pierce, Fla., boosted its power and increased its tower height last summer, it extended its grade A signal some 40 miles and began serving Palm Beach as well. That was the good news for the station, owned by WTVW Inc. The bad news came over the weekend of Sept. 13, when it was denied a broadcast of the Miami Dolphins home game, even after winning a hearing that seemed to clear the way for the broadcast.

At issue is the National Football League's blackout policy designed to protect teams' box office against loss of patrons to television. The league, under the authority of a 1961 statute, calls for a TV blackout of games within "the home territory" of the home team if the game is not sold out 72 hours before kickoff.

For seven years, WTVX had been carrying Dolphin home games; it was more than 120 miles from Miami, well outside the team's "home territory," of which the NFL defines in terms of a 75-mile radius. But with the new facilities, the station began putting a grade B signal within 40 miles of Miami. So the NFL and the Dolphins said they would deny the station permission to carry the game. The Cincin-

nati game was far sold out—fewer than 40,000 of the 50,000 tickets had been sold. But the station went to court.

It asked the U.S. District Court for the Southern District of Florida to declare the
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action a violation of the antitrust laws and the constitutional guarantee of equal protection of the laws. It also asked for a preliminary injunction prohibiting the league and the Dolphins from denying it the game—and got it.

Judge James C. Paine held that "there is a substantial likelihood" the station will ultimately prevail in the suit. He noted the term "home territory" is not defined in the law and that, as a result, "should probably not be dictated by the NFL bylaws and constitution." Thus, he said, there appears to have been an illegal delegation of authority to the NFL to define the "home territory."

What's more, Paine cited the FCC's use of a 35-mile standard in the sports-blackout rule it endorses against cable television systems. Thus, he said even if the NFL has the authority to define "home territory," there is "an apparent inconsistency" between the 1961 statute and the commission's regulations. And that inconsistency might amount to discrimination, the judge added.

But even as WTVX was celebrating its victory, it learned it would not be able to broadcast the game after all. NBC, which was to carry the Dolphins-Cincinnati game, would not feed it to the station, as expected. It was "a marketing decision," Pierre Mapes, NBC's affiliate relations representative, explained. After all, WTVX is a CBS affiliate, and, with its new facilities, was a competitor of NBC affiliates in the area, including WPTV (ch. 5) West Palm Beach.

And the NFL and Dolphins are not letting the matter rest. They plan a prompt appeal of the injunction order.

Watching that court action closely is CBS. It is scheduled to carry the next Dolphins home game, on Sunday (Sept. 28). Although the networks agree to abide by the league's blackout rule, officials of WTVX say they assume CBS will feed the game, because of the affiliate relationship. But an official in the network's affiliate relations department, Dan Clancy, said last week, it was "too early" to say what CBS will do.

**'Challenges’ to society and broadcasters**

That's what the FCC's Ferris sees in new technologies, along with possible First Amendment problems; the industry should look for new opportunities that will be available, and the general press should be doing a better job informing the public.

The brave new world toward which the FCC has been urging the telecommunications industries it regulates presents "challenges" not only for those industries, as FCC Chairman Charles D. Ferris frequently says, but for the government and society as a whole. They are challenges, Ferris said in a speech to a press group, that involve such fundamental rights as free press. But they involve matters, he said, about which the daily press has done little to inform the public.

Ferris, who was addressing the Maryland-Delaware-D.C. Press Association, in Ocean City, Md., complimented the newspaper owners for taking advantage of developing technology to diversify their operations. That attitude differs from that of some of the industries regulated by the FCC that, he said, seek to prevent technological development rather than "seizing the opportunity" they present.

"Change should be viewed as a challenge, not a threat," Ferris said. "Change challenges the communications industries to respond more effectively to consumer demand—to create, in short, the circumstances under which government regulation will cease to be necessary."

But, he added, the developing technology, in providing new competition, diversity and abundance of services, "may present challenges of a wholly different order to your industry, to the First Amendment, and to our entire society."

He cited experiments in which AP, Knight-Ridder and a dozen other newspapers are using the telephone and cable television to deliver over a television set the kind of information normally contained in a newspaper, and asked: "When our television sets become the receivers and our phone lines the transmitters of (such) information, what should the role of government be?" Should it "weaken this information and its carriers?" If the system uses television signals, should it be considered part of the broadcasting system, and regulated accordingly?

Ferris also pointed to what he sees as a dilemma regarding the role of the "gatekeeper" in the new communications systems. If access to the systems' owners, he said, there is a danger that "controversial and unpopular ideas" will be suppressed. But if the government makes the decisions on access, he added, "we undercut the very freedom that has spurred us to explore new ways of communicating information better."

The questions—which Ferris and other government officials have raised in private and public remarks in the past—have yet to be addressed in a formal way. But Ferris indicated that, as in other matters, he would prefer competition to government regulation.

The best role for government, he said, is to make sure that consumers can choose among a variety of suppliers of information. If there can be more than one source, there should be. "And," he added, "broadcast information should compete with information provided by the twisted wire pairs of the telephone. Only if the technology is such that only one source of information can reach the electronic home should government sit as an umpire to guarantee access to those with competing ideas."

Ferris, who cited other questions posed by the new technology—how to preserve privacy and to equalize the use of information among segments of society, for instance—said they should not be left solely to the FCC and the trade press which covers it. "All of us as citizens—and especially you as publishers and editors—should be concerned about what choices are made in this area and who the choosers will be," he said.

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**Washington Watch**

**Matter of timing.** FCC is seeking comments (deadline Oct. 15) on proposal to establish effective date of commission actions as date of public notice of such action, "unless affirmatively designated otherwise." Proposal also suggests that date of public notice would also be date on which commission actions are final for purposes of reconsideration or judicial review. Proposal will also consider amendment of rules establishing date of public notice to commence at 3 p.m. Eastern time on day after occurrence of certain events.

**Impractical.** FCC has denied petition by National Citizens Committee for Broadcasting that sought 180-day deadline for action by commission on all ruling petitions. Staff agreed with spirit of petition—"speedy dispatch" of commission responses to petitioners—but disagreed with method. Commission noted that in many cases periods longer than six months are needed to respond to petitions due to "complexity of issues" and number of replies received in connection with petitions. As alternative, commission said it will issue quarterly report giving "status" of all petitions received.

**Counterattack.** FCC's policy statement asserting that radio stations' entertainment formats should be left to discretion of broadcasters has been described by WNCN Listeners Guild as "aberration from [commission's] otherwise clearly understood statutory obligations." Guild makes statement in brief filed in Supreme Court in opposition to commission's request for reversal of decision by U.S. Court of Appeals in Washington. Commission, backed by six broadcast industry parties, said appeals court exceeded its authority in requiring commission to scrutinize proposals to abandon "unique" entertainment format when broadcaster applies for renewal or assignment of license (Broadcasting, June 16). Listeners Guild said in its reply that case "is about a blatant and unlawful attempt by the FCC to avoid doing exactly what the Communications Act of 1934 requires it to do—regulate the public interest". Listeners Guild's position, joined by 10 citizen group organizations, was backed in three friend-of-court briefs filed by public interest and cultural groups and eight state attorneys general.
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ESPN — cable TV’s all sports network — has grown to 4.7 million homes in just its first year!

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Why is this rookie such an all-out hit? Because ESPN covers sports — all sports — 24 hours a day, 8760 hours a year. We’re already in 175 DMA’s, with over 50 blue-chip advertisers such as Anheuser-Busch, Pontiac, American Express, Hilton, Hertz and Mercedes-Benz.

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It’s official: Motorola is spotted lead in AM stereo race

Revised matrix means Magnavox, Kahn/Hazeltine, Harris and Belar have an uphill fight

The FCC finally has released its further notice of proposed rulemaking on AM stereo, adopted by unanimous vote on July 31, and it looks much as expected.

The notice includes two evaluation matrices that rank the five proposed systems according to a number of criteria established by the FCC staff. The first matrix no longer means much. It formed the basis for the FCC’s tentative selection of the Magnavox system as the industry standard at its April 9 meeting (Broadcasting, April 14).

The second matrix is a revision of the first and is the heart of the new notice. It reflects the FCC’s more intense analysis of the AM stereo docket after the April 9 meeting and indicates that the Motorola system is now the system to beat. Other proponents will have the opportunity to challenge it in comments (due Dec. 9) and reply comments (due Jan. 8, 1981). The other three companies vying to have their systems adopted are Harris, Belar Electronics and Kahn/Hazeltine.

At the April 9 meeting, the FCC staff was ordered to rewrite the report and order that had recommended the marketplace approach—that all five systems be approved—to reflect the FCC’s decision in favor of Magnavox.

However, in going back over the docket, the staff soon realized that because of omissions and ambiguities in the record, the selection of Magnavox was not wholly defensible. So instead of returning to the FCC on July 31 with a report and order naming Magnavox, it came back asking for the adoption of the further notice to gather additional information.

In the notice, the FCC said, “We emphasize that our purpose is not in any way to delay the selection of an AM stereo system but, rather, to base our final determination upon a full, complete and accurate record.”

The revised matrix is similar in format to the original. Unlike the original it contains asterisks where the FCC felt it had insufficient information to make a valid rating. In the notice, the FCC said it is “allowing all AM stereo system proponents an additional opportunity to present evidence in any evaluation category where they feel their system may have been mistated.” It also solicited comments on “the appropriateness of the evaluation category on the weights assigned to them, on whether any category should be added or deleted from the evaluation table, and on our assignments of engineering data scales corresponding to numerical scoring scales.” The FCC also asked for comments on how each of the systems would affect monophonic coverage areas.

Following the tentative selection of the Magnavox system there was an outcry raised by the other proponents and many broadcasters who believed the Magnavox system produced intolerable interference in the nulls of directional antenna patterns. The new notice specifically asked for comments on this problem and added, “even monophonic signals can become badly distorted and we see nothing in any of the proposed stereo systems which would tend to exempt them from such a natural deterioration.”

The notice also had a specific question on the Kahn/Hazeltine system. The FCC said the stereo noise figure it had on the system was extremely poor and asked whether this was typical and, if not, what would be a more accurate number.

The notice also invited comments on whether the FCC should resurrect the marketplace approach by approving or more systems. The notice also asked about the feasibility of universal decoders that would allow one receiver to process the signal of many systems.

“Another approach that the commission could consider,” the notice said, “would be the selection of a system by lottery. This could involve selection from . . . all systems,” assuming that all are minimally acceptable.

In the notice, the FCC said that failure of the proponents to provide sufficient information will not preclude a decision. “We are confident that if we received no further information at all, and were thereby forced to use only the information on hand, we are in a position to choose an AM stereo system which would serve AM broadcasters and the American public very well.”
In Milwaukee great things are brewing. Great things besides beer. WISN-TV is one. Everything you always wanted in a television station.

And More. A solid number one in every demographic, 9am-midnight, rating and share.*


WISN-TV

And More. The strongest shows in syndication, including PM Magazine, Happy Days Again, Welcome Back Kotter, Tic Tac Dough, Hour Magazine and M*A*S*H with its 21 rating/51 share.*

And More. Continued network domination in the market. ABC commands a leadership position in both daytime and prime time.

And More. Ongoing community service projects, including "Food for Families", our annual Thanksgiving effort that received the 1980 national BPA award as the best community involvement project in the country. And More.

To three or not to three

A difference of sorts has arisen between the National Cable Television Association and Satellite Syndicated Systems over the use of three-meter satellite earth stations.

The engineering department of NCTA has warned members against the purchase of the small dishes because the interference levels that accompany them fall close to the maximum allowed by the FCC. What’s more, NCTA’s Christopher S. Weaver, vice president of science and technology, expects the FCC eventually to shorten the orbital spacing between the satellites from four degrees to three, which “could effectively make three-meter antennas unusable.”

NCTA’s action affects SSS, which has given away 100 three-meter stations as part of a marketing effort for its Satellite Program Network II on Westar III. SSS chose the small dishes because they are cheaper than the 4.5-meter and five-meter dishes widely used by cable systems. The earth stations SSS has given away cost about $2,500 each.

Dick Smith, executive vice president of SSS, defended the company’s decision. Smith said the dishes now in place are “operating better than expected.”

Smith said SSS has told cable operators who installed the small dishes that larger ones will be put in if the three-meter dishes don’t work. And Smith said if the FCC shortens the orbital spacing it won’t happen for a number of years and in the meantime the smaller dishes will do the job.

When the FCC will shorten spacing is unknown. The subject has been raised at the FCC, but it is not officially looking into the matter and probably won’t until the orbital arc is filled. Even then outside pressure would be needed to generate a rulemaking.

NCTA, in taking a long-range view of the matter, said its warning is part of its attempt to standardize the industry and influence future policies. Weaver maintains that the three-meter dish “is bad engineering practice.”

Changeover. FCC has issued rulemaking notice that would require AM stations using directional antenna systems to convert to standard radiation patterns. Move would affect some 1,200 broadcasters. FCC adopted rules in 1971 on directional arrays for new AM applicants, but grandfathered rules for existing stations. Comments are due Nov. 17.

Dirigible duty. Raven Industries, Sioux Falls, S.D., has built blimp for use by ABC in professional golf coverage. Blimp has 50-pound microwave package on underbelly that is used to transmit to ground relay antenna and is largest built by Raven.

Still going. Consumer group within Electronic Industries Association said video sales are on rise despite recession. EIA reports nearly 15% (686,316 to 788,676) increase in August color TV sales and 56% (35,219 to 56,606) jump in videotape recorders over August 1979. For year VTR sales are 83% (240,877 to 393,520) ahead of last year.

Honored. Over 350 persons gathered last Monday evening in Rainbow Room of RCA building in New York to honor four companies for their work in "the development and implementation of digital techniques for the production of video special effects." Nippon Electric, Panasonic, Quante! Ltd. and Vital Industries were recipients of the Emmys presented by National Academy of Television Arts and Sciences. Panasonic’s award singled it out for "concept and introduction" of digital squeeze techniques.
Each week, secretaries, homemakers, engineers, salesmen, people from all walks of life, watch Kenneth Copeland. He is a man with a message of faith that is dynamic and candid, but refreshingly entertaining. Starting on television one year ago, this one hour program has expanded to over 60 markets and is still growing. We at Michael R. Ellison are so enthused about this program, you won’t have to call us, we will call you.

MICHAEL R. ELLISON
ADVERTISING
NCTA board votes to match growth of association to industry progress

Convention profits are to be plowed back into additional staff for expanded activities at state and local levels, in promotion, technology, programming, advertising and new services.

To reach these goals, Wheeler said the board authorized the immediate hiring of nine staffers during the current fiscal year that started in February and gave tentative approval to the hiring of 18 more in the next couple of years. "The total plan," Wheeler said, "calls for 27 new bodies over the next three years."

Among the new employees, Wheeler said, will be a director of membership services, a vice president of government relations, a director of special projects, a director of programming and advertising, and an additional person for the public affairs department which will undergo "total restructuring." In support of the others, Wheeler said four additional secretaries will be hired.

The hiring is being made possible by current members' equity (a nonprofit organization's term for profits) far in excess of what had been budgeted. NCTA has experienced an increase of $581,378 in members' equity in the first six months in fiscal 1980, $366,899 more than was called for in the budget. The surplus is a result, Wheeler said, of "an excess in income and a shortfall in expenses." The jump in income was due mostly to convention revenues which were $557,003, $159,203 over budget projections. Expenditures below budget were reported by nearly every department.

By way of explaining the call for an increase of activities on nonfederal levels, Gilliland said NCTA sees important issues popping up at the local level that have national implications and that state and regional cable organizations are "ill-prepared to handle."

Wheeler said what NCTA can do for the state and regional associations is "going to vary from state to state and from issue to issue. NCTA will be a resource and there are many ways you can draw on the resource."

On the need for expansion of public affairs, Wheeler said that cable now enjoys high visibility and that NCTA can no longer afford to sit back and merely answer phone calls. As Gilliland put it, there is a need for "public outreach" particularly to the general press and a need to be more "aggressive."

The NCTA board took several other significant actions:

- Minorities—The board made a formal commitment to increase minority involvement in all aspects of cable television (programming, ownership and construction). Wheeler said the move was a response to concerns of black entrepreneurs expressed at a meeting at the NCTA convention in Dallas last May and said it wasn't the result of pressure from the White House or the FCC.

The board is expected to operate on an excess of $1,620,600 and expenses of $2,452,000.

The bottom line. One of more pleasurable tasks that faced the board of directors of the National Cable Television Association at its Washington meeting last week was the review of NCTA's six-month financial report. The report distributed to the board showed that members' equity (profit) for the first six months of fiscal 1980 was $581,378, $366,899 (171%) over budget. The budget calls for an excess at fiscal year's end (Jan. 31, 1981) of $21,810 on income of $2,474,050 and expenses of $2,452,000. Despite the extraordinary surplus that budget figure may still be on target since much of the excess was committed to the hiring of new staff to aid the organization at state and local levels. The chart below summarizes NCTA's financial health, where the money is coming from and where it is going.

### INCOME

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<td>45,253</td>
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<td>Science &amp; tech.</td>
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<td>Legal</td>
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<td>Public affairs</td>
<td>48,551</td>
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<td>108,650</td>
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<td>40,020</td>
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<td>$694,639</td>
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### Operating expenditures

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### Projects and programs

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<td>25,253</td>
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<td>Repres at PAC</td>
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<td>Honoraria &amp; speakers fees</td>
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<td><strong>TOTAL</strong></td>
<td>$315,411</td>
<td>$348,510</td>
<td>$715,530</td>
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**TOTAL EXPENSES**

| $1,051,192 | $1,184,761 | $2,452,240 |

**EXCESS**

| $581,376 | $214,479 | $21,910 |
Mañana is Today.

At Channel 52, L.A.'s newest all-Spanish TV station, there is no such word as "manana."
Instead, we give you our word that you'll find better service today. And better, more competitive pricing. Channel 52 is about to break up the monopoly in the Spanish-speaking market by giving you a choice.
We offer first-run, top-rated programming, direct from Mexico City. Big advertising budgets, putting thousands into on-air, radio, print and outdoor campaigns. And a professional management team with a proven track record.
At Channel 52, there's no such word as "manana. We're going to succeed in Los Angeles by doing what needs to be done. Today.
Call Bill Morrison, KBSC's Vice President of Sales, at (213)507-6522 to learn more about L.A.'s other Spanish-speaking television station.

KBSC
CORONA-LOS ANGELES

Represented nationally by WNJU-TV New York (212)935-3480.
Contact Tom Johansen. In Chicago, contact Howard Weiss (312)263-3340.
may come out when the NCTA meets with the Congressional Black Caucus on Sept. 26.

- New headquarters - The board authorized the executive committee “to review final plans and final budget so that issue does not have to be brought back to the board,” Wheeler said. With the executive committee making decisions, it’s hoped that the NCTA’s move to 1734 Massachusetts Avenue N.W., Washington (BROADCASTING, July 28), will be expedited and that it will be in the building that will bear its name by Feb. 1, 1981.

- Signal piracy - The board adopted a position in favor of some type of “theft-of-service legislation” but stopped short of endorsing antitheft legislation recently introduced by Representative Richardson Preyer (D-N.C.). Wheeler said, however, that the board went on the record in favor of such legislation and “management will be judged by its ability to secure legislation.”

- Conventions - The board approved some changes in its line-up of future conventions, tentatively scheduling Las Vegas as the site of two out of three conventions for the next six years. Because of the unexpected growth of the convention, Wheeler said, the board dropped Atlanta as the 1985 host city and substituted Las Vegas. And, he said, the board authorized the NCTA to see about also moving the 1983 convention, now set for New Orleans, to Las Vegas. The board con-

Cable franchising give-aways prompt call for regulation of system rates

Omaha newspaper publisher says percentages handed out to locals ultimately mean higher charges paid by subscribers.

Warren Buffett, chairman of the Sun Newspapers, a group of weeklies in Omaha, Neb., has hit cable where it hurts the most, saying all revenues of a cable system, including those from pay television, should be regulated according to the rate-of-return formulas that are common in public utilities regulation.

Buffett made the comments in a lengthy column that appeared Sept. 7 on the op-ed page of the Washington Post. Buffett is also a director of the Washington Post Co.

Buffett said the 1974 FCC ruling which exempted pay television revenues from regulation “now is clearly unwarranted. In the relatively near future, a majority of revenue might well come from a wide variety of unregulated charges...

...that doesn’t include all items or revenues in determining appropriate rates of return is no regulation at all.”

Rates based on rate of return, Buffett suggested, are needed to end the practice of what he termed insuring “windfall” profits to local citizens who aid cable operators in winning cable franchises, but who supply no capital for the construction of the system. The money to pay off these local partners for their services through a share of the profits or buy-out after several years, Buffett said, ultimately comes from the cable consumer.

“The degree to which massive handouts can be made in conjunction with obtaining exclusive franchise grants should be seen as a barometer of the weakness, current and expected, in rate regulation. If rate of return is effectively regulated there is no windfall to be distributed.”

Cable operators, Buffett said, can be expected to try to maintain the status quo and devise from it only to weaken the local regulatory role even further. But, he warned, “the behavior of... cable operators should cause... governments to think twice before consenting to any 'honor system' theory of rate regulation.

Instead, a rate-of-return approach applied to total earnings and total capital investment should become mandatory. Unless this is accomplished soon, imbedded eco-
HOW TO HELP
PROTECT YOUR CHILD'S LIFE

CHILD RESTRAINT SYSTEMS IN CARS CAN LOWER THE RISK OF SERIOUS INJURY

The facts aren't pretty. Each year, more small children are killed in automobile accidents than in drownings, fires, or falls. And that's only part of the story. About 46,000 children under the age of five are injured in auto accidents every year. Experts estimate that the vast majority of these fatalities could have been prevented and most injuries reduced if Child Restraint Systems had been used. The tragedy is that less than 10% of all children in cars are properly restrained in child seats.

An unrestrained child is vulnerable in an auto accident. During its first few years, an infant is proportioned differently than an adult. That means small children are top-heavy—usually until the age of five.

If children aren't restrained during an accident, or even a sudden stop, they may tend to pitch forward, headfirst. Even in a minor collision a small child can be thrown against the car's interior, and serious injuries can occur.

Holding a child in your arms is not a substitute for a Child Restraint System. Some people think that by holding a child in a car they are protecting him or her. But safety experts disagree. In an accident, a child in a parent's arms can be crushed between the car's interior and the unrestrained parent. Even if the parent is wearing a seat belt, in a 30 mph collision a 10-pound child can exert a 300-pound force against the parent's grip. Chances are that even a strong adult won't be able to hold on to a child in such a situation.

Child Restraint Systems are an effective way to protect a child in a car.

General Motors makes two types of Child Restraint Systems: The Infant Love Seat, for infants up to 20 pounds; and The Child Love Seat, for children 20 to 40 pounds and up to 40 inches in height. They are available through any GM car or truck dealership and leading department and specialty stores. These have been designed by our safety engineers in consultation with pediatricians and medical experts. We believe they represent a significant development in child safety systems.

Ours aren't the only systems available. The important thing is to have a restraint system for your child and to use it correctly.

Here's what to look for when you buy a Child Restraint System: 1) For a child restraint, the seat should have a label certifying that it meets Federal Motor Vehicle Safety Standard #213. 2) An infant restraint should indicate on the label or in the literature that it has been dynamically tested. 3) Make sure that the seat is appropriately designed for your child's size and development. 4) For convenience and safety, the seat should attach easily but securely to your car, hold your child snugly, and be the one you're willing to use correctly. 5) It's a big help if the seat is easy to clean.

At General Motors, we're very concerned about safety. And we believe that every child has the right to the protection afforded by properly designed child seats and infant carriers. That's why we support efforts to enact reasonable mandatory child restraint laws.

Please make sure that when you have a child in the car, he or she is adequately protected. If you have a Child Restraint System, always use it. If you don't have child restraints, read your Owner's Manual and learn how the seat belts your car does have can be used to protect your child. And always remember to wear seat belts yourself. Because no matter how careful you may be, accidents can, and do, happen.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors

People building transportation to serve people
economic interest, along with subsequent transfers of properties at enormous premiums over tangible capital investment, will make a cost-related rate structure politically impossible.

The National Cable Television Association, for one, would try to make such an approach impossible. NCTA President Tom Wheeler, commenting on the article, said, "You cannot compare cable to public utilities" and base cable rates on rate of return. He said utilities provide necessary services and are natural monopolies. Cable systems, on the other hand, are not monopolies—they compete with broadcasters, STV and MDS—and cable service is a luxury. "You can live without cable television," Wheeler said.

What Buffett is advocating, Wheeler said, is "fitting cable into a pre-existing regulatory cubbyhole whether it fits or not" and ignoring the uniqueness of cable.

Rates regulated on the basis of rate of return would "squash incentive, which is now the impetus behind the wiring of cities and new services." Risk-taking, intrinsic in urban cable building, and rate-of-return regulation do not mix, Wheeler said.

Buffett's concern over cable rate regulation stems from the experience of the publisher of the Sun Newspapers in Omaha, the site of a recent franchise award to Cox Cable. Buffett said the publisher received a letter from one of the five losing applicants offering a 20% interest in the cable system should it win the franchise in exchange for the newspaper's help in securing the franchise. He said the newspaper would have received "a significant piece of the action. Our financial commitment would have required us to forgo a night out at McDonald's."

Buffett was harsh in his criticism of the practice. "What would be blatantly illegal if only two parties were involved—the grantor and grantee—apparently can be legalized if not deodorized by the presence of three parties—grantor, free-riding party of influence and grantee."

In Omaha, Buffett said eight individuals, for $200 total, were allowed to buy a 20% share of a cable system that may cost $3 million to build. Cox's projection to the city, Buffett said, puts a value of $12 million on the 20% share after 10 years. And even if the system should flop, Buffett said, Cox has promised the investors $1 million after five years.

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**Changing Hands**

- **WKS(FM) Hartford, Conn.:** Sold by Broad Street Communications Corp. to Sturgeon Corp. for $2.2 million. Seller is privately held group owner of WELI(AM) New Haven, Conn.; WGG501(AM)-WQUE(FM) New Orleans; KTO5(AM)-KZUE(FM) Oklahoma City, and WVG51(AM)-WYOR(FM) Coral Gables, Fla. Richard L. Geismar is chairman and Fred Walker is president. Buyer is owned primarily by Howard P. Tanger who is also principal owner of WTM(FM) Miami. WKS is on 95.7 mhz with 50 kw and antenna 820 feet above average terrain. Broker: Blackburn & Co.

- **KFKA(AM)-KFKZ(FM) Greeley, Colo.:** Sold by RG Inc. to Bob Treadway and others for $1.8 million plus $150,000 covenant not to compete. Seller is owned by Harris Enterprises (60%), Garden City, Kan.-based group owner and newspaper publisher owned by John P. Harris and family; and by Joseph J. Tennessen (15%), and former FCC Commissioner Robert Wells and Peter Macdonald (12.5% each). Harris Enterprises also owns WJLO(AM)-WLLI(FM) Joliet, Ill.; KUJL(AM) Garden City and KTOP(AM)-KDFV(FM) Topeka, both Kansas; KHoward(AM) Odessa and KSEL-AM-FM Lubbock, both Texas, and 30% of KBUR(AM)-KGRS(FM) Burlington, Iowa. Treadway is Colorado Springs broadcasting consultant with no other broadcast interests. KFKA(AM) is on 1310 kwh with 5 kw day and 1 kw night. KFKZ is on 96.1 mhz with 100 kw and antenna 660 feet above average terrain.

- **KIVA-TV Farmington, N.M.:** 100% of Four States TV Inc. sold to Center Group Broadcasting Inc., for $1.2 million plus assumption of debts not to exceed $700,000. Seller is owned by D. Kent Anderson, Robert L. Clarke and Eugene Talbert (20% each) John R. Garris and wife, Connie (17½%), and others. Anderson, Clarke and Talbert also own KYKN(AM) Grants, N.M., and KBFM(FM) Edinburg, Tex. Anderson and Clarke own KIUJ(AM)-KHFI(FM) Austin, Tex. Buyer is owned primarily by Alfred Burke, owner of Pepsi-Cola bottling company in Longview, Tex. He is also principal owner of KIUJ(AM)-KXAK(FM) Tyler, Tex., and KKCS-AM-FM Colorado Springs. KIVA-TV is NBC affiliate on channel 12 with 158 kw visual, 15.8 kwaural and antenna 410 feet above average terrain.

- **KWKA(AM)-KTON-FM Clovis, N.M.:** Sold by Creative Communications Corp. to Curry County Broadcasting Inc. for $350,000 plus $270,000 covenant not to compete. Seller is owned by Lyle Walker, Norman Petty, Tom Battin and Pauline Ridley (25% each). They have no other broadcast interests. Buyer is owned by C. Hewel Jones (85%) and Robert D. Coker (15%). Jones is Fort Worth realtor. Coker is news correspondent for ABC Radio Network. They have no other broadcast interests. KWKA is on 680 kwh with 500 w full time. KTON-FM is on 99.9 mhz with 100 kw and antenna 300 feet above average terrain.

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**EXPERIENCE . . .**

**. . . RESULTS**

Over 1,000 Station Sales
South will rise again

Annual cable meeting, again in Atlanta, features more exhibits, more ambitious program and expected record turnout

Last year the Southern Cable Television Association changed course—away from hardware and toward programming. This year SCTA meets at the same location, the Atlanta Hilton, for three days starting Sept. 25 and continues in the same direction.

SCTA President Cal Sutliff of Gulf Breeze Cablevision, Gulf Breeze, Fla., said when the association meets it will be "majoring in programming and minor in financing." The dual theme, he said, will be reflected in the panel sessions of the 30th annual meeting.

Sutliff expects large attendance: 1,200 "versus 800 last year and versus 600 the year before." Many of those will be equipment and programming suppliers, who quickly bought up the 140 booths available in this year's expanded exhibit area. And Sutliff said the contracted convention organizer, Convention and Show Management Co., told him that it could have sold 100 more booths had they been available to SCTA.

The presence of booths this year is testimony to the meeting's increasing size and sophistication. Previously, exhibitors were assigned tables. (The affair is growing so fast, Sutliff said, SCTA is moving to the wide open spaces of the Atlanta convention center next year.)

The Cable Television Administration and Marketing Society, as Sutliff said, "is piggybacking" on the meeting. It will hold one of its regional seminars on Tuesday (Sept. 24) at the Hilton the day before the SCTA meeting commences. A CTAM spokesman said 150 are expected at the seminar to participate in sessions on tiering, advertising and programming guides.

Charles Smithgall of Turner Broadcasting Systems is chairman of the day-long seminar, and Eric Severeid, former CBS News commentator, is the Friday luncheon speaker.

The panel session schedule throughout the meeting is light. On Thursday there is a morning session on set-top converters and in the afternoon, one on financing. On Friday morning there is a joint technical-management session on videotext followed by concurrent technical and management sessions: "How to Secure and Audit Multitiered Systems" and "Tech-

The heart of the city. WOrs-TV Louisville, Ky., formally opened its new $2.5-million facility with ceremonies attended by more than 400 people, including civic and business leaders and representatives from national broadcasting organizations. Highlight was a Sept. 4 one-hour TV special that featured comedian Foster Brooks, actor Ned Beatty, Muhammad Ali (via tape from his training camp) and Kentucky Governor John Y. Brown. Brooks, Beatty and Ali are Louisville natives. WOrs-TV's new facilities are in Louisville's downtown redevelopment area. The site was selected for its access within the community as well as to emphasize the station's commitment to the growth and revitalization of downtown Louisville, according to Elmer Jasan, WOrs-TV president and general manager. The channel 41 independent is owned and operated by the Minneapolis Star & Tribune Co. L-r: Jasan; Otta A. Silha, chairman of the board, Minneapolis Star & Tribune Co.; Beatty; Brooks and Paul A. Tattersal, senior vice president, Minneapolis Star & Tribune Co.

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has joined our company as vice-president

specializing in Cable TV

and smaller Radio markets.

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COMPANY

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Broadcasting Sep 22 1980 49

KNOT(FM) Jackson, Calif.: Sold by Gold Country Radio to Winters Broadcasting for $300,000. Seller is owned by Vernon Hatfield who has no other broadcast interests. Buyer is owned by Melvin Winters (87.5%) and John B. Webb (12.5%). They also own XKGOF(M) Arcata, Calif. KNGT is on 94.3 mhz with 230 w and antenna 1,090 feet above average terrain.
Change of heart. Carter campaign has withdrawn five-minute program featuring woman who is no longer grateful to Carter—as she seemed in piece—and is in fact planning to vote for Ronald Reagan. Sondra Downend, wife of coal-mine operator who is in financial difficulty because of environmental laws, appears in program filmed at presidential town meeting, in Steubenville, Ohio, last year. After she questions Carter about laws, Carter stuns audience—and Downend—by inviting her to White House meeting to be held on subject. Her eyes glisten, and she blows President kiss. But on Today show Downend said while she went to meeting in White House, she has still received no satisfaction. "President Carter," she told Tom Brokaw, "deals in symbols, and I was a symbol. . . . He gave us no relief!" She said she no longer supports Carter and, answering question, said she will vote for Reagan. Aide to Gerald Ratshoon, who produced program, said it was promptly pulled after she complained about it on Today.

Franchise notes. Erie, Pa., has passed resolution designating Comcast Corp. subsidiary as winner of cable television franchise there. Official city action is expected Wednesday (Sept. 24). Comcast proposed 58-channel system with two-way capability and four to five tiers of service. Company plans to pass 42,000 homes in Erie. In New Orleans, Storer has drawn early lead in franchise race there. Consultant has rated Storer tops among eight competing companies. Cox, Teleprompter, Community Tele-Communications subsidiary, and four local companies, one in joint venture with American TV & Communications, are other bidders. Award for city's 205,000 households is still at least six weeks away. In Washington suburb of Fairfax county, Va., board of supervisors decided last week to award one franchise for entire county. Previously county was going to split franchise in three areas. Decision makes pot (200,000 homes) even bigger for city companies who have expressed interest. Providence, R.I.-based Colony Communications has opened Los Angeles office in move to "strengthen its West Coast cable television franchising efforts." Office is at 617 South Olive Street, Suite 507, Los Angeles 90014. (213) 629-0816 . . . Baltimore's Morgan State university will showcase two days of cable television workshops and exhibits as part of city's efforts to identify cable needs. Mayor has established 10 task forces on various subjects to ascertain community needs. Interested companies should call (301) 444-3022.

Getting the public into the act

The Federal Trade Commission, the National Citizens Committee on Broadcasting and the National Federation of Local Cable Programming (NFLCP) have joined together to sponsor a conference in Washington designed "to help consumers get the most out of cable television." According to Sam Simon, president of NCCB, a public interest group under the Ralph Nader umbrella, the conference will "alert city officials, cable operators and consumers to the different types of consumer-oriented services available and give them practical advice on how to make them a part of local cable systems." He said the conference will also focus on making consumers "better able to participate in the franchising process" by making them more aware of the total spectrum of cable services.

The two-day conference will be held at the Carnegie Institute, Washington, in January. Simon said a maximum of 16 papers will be presented by industry, government and other interested parties. Simon said 400 is the largest crowd that can be accommodated. Of that 400, he hopes 100 will be representatives of industry and 200 of state and local governments. The rest will be staff of the FCC, the FTC and "other Washington people." Spin-offs of the conference will be two pamphlets, one written for cities and cable companies, the other for consumers. A one-hour videotape will also be produced capturing the discussions and highlights of the conference. Audio tapes of the various papers will also be available.

Simon said the conference idea grew out of informal discussions between the FTC and NCCB. Eventually, NCCB submitted an unsolicited bid to the FTC to put the conference together and was subsequently
No more Mary Hartmans?

At BFM, syndicators say deficit financing is out for programing

Station management pointed to the syndicators, who, in turn, pointed back to the stations. The subject was the cost of syndicated programing. It was discussed at a Broadcast Financial Management Association panel session last Tuesday, "Television Programing — How Much is Too Much?"

Gary Lieberthal of TAT Communications/Tandum Productions in Los Angeles said that production costs in Hollywood have risen so high that first-run, scripted syndicated programs, such as his company’s successful Mary Hartman, Mary Hartman, will probably not again be made for local stations. Those shows, he said, are now “headed for pay television, not syndication.” According to Lieberthal, MH would cost $250,000 a week to make today, requiring a minimum payment from a station in Los Angeles of $30,000-$35,000 for each week. For proved off-network shows, such prices are not unheard of, but it is considered high for made-for-syndication product.

“In order to make it pay, you can’t just have a winner,” said Lieberthal. “You need lightning in a bottle.”

John Goldhammer, the former program director of KABC-TV Los Angeles and currently with Paramount Television, was also on the panel. “What the industry is saying is that it will no longer deficit finance,” said Goldhammer. “We don’t want the risk.” He added that production studios were interested in co-producing with stations and groups as a way to reduce those financial risks.

Lucie Salhany of Taft Broadcasting, president of the National Association of Television Program Executives, served as moderator of the panel. She said that the stations were interested in local as well as co-productions because “we can control our own destinies and not be at the mercy of the syndicators.” She, along with Phil Corvo of KGTW TV San Diego, represented the station side of the argument.

Corvo pointed out that the “escalating cost in syndicated properties” is forcing stations to look elsewhere for programing. Many, he said, are finding it in their news departments. “It doesn’t take that much to produce an additional half hour or hour of news,” he said.

A question was raised for the syndicators concerning whether stations could expect more magazine-style or “reality” programs from Hollywood. Lieberthal said that as far as his company was concerned, probably not. Reality shows, he said, can be done as well by local stations as by syndicators. “We should be doing things you can’t do yourself,” he said.

In answer to another question, Lieberthal and Goldhammer said they expected one-inch tape to become the norm in syndication in the relatively near future.

Smith out at Worldvision

Jerry Smith, executive vice president, marketing, for Worldvision Enterprises, and a key figure there since the TV program distribution firm’s creation in 1973, has been dismissed. The move last week led to considerable industry speculation about the company’s organizational future and the job security of Worldvision President Kevin O’Sullivan, but on both those counts, Taft Broadcasting, which took over Worldvision last year, was adamant in denying that Smith’s departure meant wider-reaching changes at the subsidiary.

Word of the Smith firing came not long after Taft’s announcement that it consolidated its TV and theatrical production activities under a new Taft Entertainment entity headed by Sy Fischer, president and
WETA takes BET on black football

Washington PTV carries games normally fed to cable systems

Black Entertainment Television and non-commercial WETA(TV) Washington have turned things around a bit. The noncommercial broadcaster is picking up programming from a cable network.

Starting last Friday and continuing for the next eight Fridays, WETA is televising taped coverage of college football games, produced by BET, a cable television network. The games air on channel 26 on Fridays at 10:30 p.m. EDT, a half hour before they are transmitted via satellite (Satcom I, transponder 6) to the 375 cable systems affiliated with the USA Network.

The arrangement between WETA and BET works to their mutual benefit. WETA gets programming appealing to sports fans, particularly black fans in the predominantly black city of Washington, and BET enjoys added revenues and a showcase for its product in the nation's capital.

Some of WETA's costs are being underwritten by Columbia Federal Savings.

The Washington bank is putting up $3,000 per game, which will be split and paid directly to the colleges playing in each game.

Bob Johnson, president of BET, said one of the reasons he entered into the deal was "to demonstrate the potential of cable and stimulate interest in cable television" in the cableless capital. (Johnson has previously expressed an interest in procuring the city's cable franchise.)

The colleges involved in the telecasts are all members of the Southwestern Athletic Conference.

Missed again. Daredevil Gary Wells was in critical condition last week after unsuccessfully attempting motorcycle jump over fountain at Caesars Palace, Las Vegas, for ABC-TV's That's Incredible. Show earlier this month featured tape of accident that occurred when another stunt involving leap over speeding cars nearly ended in tragedy, but motorcycle crash was not shown.

In the marketplace. World New York and KTLA-TV Los Angeles are among early takers of The Award Winners, umbrella package of nine "classic" features distributed for monthly prime-time release before On the Air, New York. It's company's first movie package and includes "La Strada," "Of Mice and Men," "Hamlet," "Seven Beauties," "Wilfred," "Cousin, Cousine," and "400 Blows" ... Sullivan Productions and Syndicate Services claim 85 stations on board for six Best of Sullivan barter shows edited from old Ed Sullivan Show. Two half-hour shows are intended to run back-to-back in October.

Starting September and December Syndicate will be distributing weekly package come January. International distribution rights to Tonight Show starring Johnny Carson have been picked up by 20th Century-Fox Television, with Fox's Global Television subsidiary handling in Canada, new hour format Tonight is on one-day delay, Fox also has two-hour Tonight special Columbia Pictures Television is distributing other Carson shows, those from newly formed Johnny Carson Productions. WVT-9 Boston production of "Summer Series" presumably destined for syndication has attracted Henry Fonda and Myna Loy as leads. Play was picked from "Project 5" local writing competition.

Dunking for dollars. National Collegiate Athletic Association reported its NCAA Productions recorded income of $350,726.85 from telecasts of 25 of 48 games in Division I basketball tournament in March. That was 70% over 1978 figure.

Leonard joins WOIV-TV. Former welterweight champion Sugar Ray Leonard has signed a two-year contract as sportscaster on WTV-2 Washington's Eyewitness News. In addition, he will do segments for station's Morning Break and P.M. Magazine.

Leonard did color commentary on NBC Friday Night Fights last month.

Mixed marriage. Blair Radio said its newly created specialized sales division has been named to sell advertising in Drake-Chenault's radio affiliates. "$300,000, 48-hour space-age fantasy concert due to run in top 20 radio markets from 8 p.m. local time Friday, Oct. 24, to 6 p.m. Sunday, Oct. 26 (BROADCAST AUG. 25)." Assignment called unprecedented for both Drake-Chenault and Blair Radio, Blair unit is responsible for selling four minutes per hour per station, or 192 minutes per station. Coordinating sales efforts is Dan Follis, senior vice president and manager of specialized sales division, based in Blair Radio's Detroit office. Drake-Chenault is bartering Satcon I to stations.

Country time. The Silver Eagle. The Cross Country Music Show, produced by DIR Broadcasting for ABC Radio, goes on road in January 1981. Airing on over 400 country and western stations, 90-minute Silver Eagle will spotlight artists recorded live at major club or concert arena. There will be 24 shows running every other week throughout year.

Tennessee bound. Oct. 13-19 is busy season for country music industry, much of which will gather in Nashville for annual events. Country Music Association's annual award ceremony opens festivities on Oct. 13. Following ceremony, CMA will hold its annual membership meeting through Oct. 16, at which 15 new board members will be elected. Following CMA meeting, Grand Ole Opry begins annual birthday celebration and country music convention. Over 2,000 country radio personalities are expected to participate this year. Included in activities are performances by various recording artists and annual meeting of Federation of International Country Air Personalities on Oct. 16. Information: 615-244-8672.

First fives. The top five songs in contemporary radio airplay, as reported by Broadcastings' Playlist: (1) All Out Of Love by Air Supply; (2) Upside Down by Diana Ross on Motown; (3) Another One Bites The Dust by Queen on Elektra; (4) Late In The Evening by Paul Simon on Warner Bros.; (5) Slating by Christopher Cross on Warner Bros. The top five in country radio airplay: (1) Do You Want To Go To Heaven by T.G. Sheppard on Warner/Curb; (2) Heart Of Mine by the Oak Ridge Boys on MCA; (3) I Believe In You by Don Williams on MCA; (4) Faded Love by Willie Nelson and Ray Price on Columbia; (5) Dukes Of Hazzard Theme by Waylon Jennings on RCA.
Confident CBS faces analysts

Meeting with Wall Street is upbeat, despite revenue picture; network ratings improvement, determination to control costs and move into cable are taken as positive signs for the long run

"Discipline" seemed to be the byword at CBS's meeting for New York security analysts last week, at least insofar as cost control was concerned.

As used by CBS Broadcast Group president Gene Jankowski, it was a welcome word to the analysts' ears, and gave the meeting an air similar to the analysts' session ABC had the week earlier (BROADCASTING, Sept 15). Indeed, one Jankowski remarked, "It's just difficult to sustain itself without achieving success," was a paraphrase of a statement ABC Television President Fred Pierce had made.

At the same time, two elements combined to give the CBS event a generally more optimistic tint than the ABC session. First, Jankowski could use last season's narrow ratings victory to point to what he called his network's "bench strength": the capabilities of the management staff that joined him on the dais. Second, a good deal of the analysts' attention was focused on CBS Cable.

As far as the network business was concerned, Jankowski said CBS-TV had sold out 60% of its prime-time inventory at unit prices up 12% or more over last year. The scatter market, he noted, had been slowed by the Hollywood strike, but CBS Network President James Rosenfield later told the analysts that scatter prices now are "just under last year's" with sales on a week-to-week basis because of the strike, although he "expects the floodgates to open" soon. Half the network's daytime inventory was said to be sold, with C-PM's up slightly over 5%, although unit prices are "just barely ahead of last year."

Jankowski's version of the over-all broadcast financial situation puts network growth this year at 13%, and 12%-13% growth for 1981. National spot, he said, is up 10% this year, and is projected to rise 12% in 1981, with local having advanced 10% in 1980 and set to rise 14% next year.

On the cost side, Jankowski said CBS is looking to hold network costs to 11%-12% rises in the immediate future. CBS Entertainment President Bob Daly had some additional statistics for an analyst who wanted an "apples-to-apples" comparison of program costs. Speaking off the cuff, Daly used figures that suggested film series cost increases were in the 8%-9% range, and that tape series, while still costing less than half the price of film, have experienced 25% cost growth. CBS later clarified those figures, saying Daly was low on the film side, high on tape, and that in the aggregate series costs would be up 13%-15% this season.

Daly noted that shifting from film to tape afforded a great potential for cost savings (ABC had also leaned heavily on this point) as did what he called a "leveling off" of the past several seasons' trend to an enriched original/repeat mix through the television year. And he stressed the cost advantage of made-for-TV films over theatrical features.

Jankowski as well dwelt on the latter point, calling the great ratio of originals to repeats of the last several years "the single biggest reason" for network cost increases, but also "one of our greatest opportunities" for controlling costs now.

Radio was shown to be a stellar performer, with CBS Radio President Sam Cooke Diggins putting industry revenue growth at 25%-30% for 1980. National sales over that period were up 35%-40%, he said, and he expects that good performance to continue into next year. Diggins did note that most of the revenue increase has gone to larger markets.

For the CBS-owned television stations, Jankowski expects 1980 to end as a record year, with marginal improvement in 1981. He noted retained or improved ratings shares for all the stations save WCAL-TV Philadelphia.

Jankowski took the opportunity afforded by the meeting to introduce to the analysts the heads of the Broadcast Group's theatrical films and cable units—respectively, Donald March and Bob Shay. Many of the questions analysts at the session asked dealt with CBS Cable, although most of the points discussed had been reported previously (BROADCASTING, Sept 1). Shay did indicate that while CBS Cable is directing its "satellite strategy" at present to use of CBS's Westar transponder, that isn't yet a foregone conclusion. And Jankowski said that while the "fine arts" channel contemplated under current plans would remain just that, it's possible CBS might look to develop other channels of cable programing, in what he termed "a magazine approach to cable."

With news of the actors' strike breakthrough having circulated that morning, attention was also directed at the implications of the walkout. The analysts were told the full impact will depend on when it is finally settled, with Daly saying the network could have some programs on the air as early as three weeks after settlement, although others might require seven weeks. In some cases, he noted, episodes were already 80% complete. Were the strike to drag on for a month, however, one analyst who asked was told the network would definitely order fewer episodes of series than originally planned, although Daly couldn't say how many.

Another analyst who wanted to know if the network didn't stand to realize "multi-multi-millions of dollars" each week of the strike thanks to program cost savings received the answer from Jankowski that "multi-multi-multi" is incorrect.

On an issue of interest to broadcasters, Jankowski claimed that CBS's recent FCC filing on teletext standards "moved the whole issue off dead center." He reaffirmed the company's commitment to broadcast teletext, which he categorized as "an exciting new broadcast service," particularly on the local level.

Jankowski also made a point of expressing his optimism for the future of network television over the next decade. "We're bullish," he said in describing the CBS attitude. According to his projections, increases in homes using television will more than offset the "no more than 10% to 12% erosion of viewer loyalty" he sees due to new technologies' impact by 1990.

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**Financial types see bottom line in Washington**

**BFM convention attends to matters of government; form 324 targeted**

Politics, in its varied forms, was a subject of much discussion last week in San Diego, where the Broadcast Financial Management Association held its 20th annual conference.

Total registration for the meeting reached 871. Twelve companies, ranging from computer firms to insurance companies, had exhibits at the four-day meeting, but many of the salespeople were less than pleased with the business they weren’t getting at the show.

Both of the conference’s featured speakers, Bob King, senior vice president of Capital Cities Communications, and Dwight Case, president of RKO Radio Stations, implored the financial managers of the nation’s radio and television stations to get involved in politics—for themselves and for the industry.

The FCC, said King on Monday, has made a "blind embrace of the philosophy that more is better" for radio and television. According to King’s calculations, the FCC currently has before it proposals that would create 4,000 new radio stations in the country. Add to that the low-power television station proposals and the expansion of cable, and, according to King, broadcasters "can count on the future being very different, very exciting and a challenge."

In addition to calling for more technical studies before an expansion of the number of media outlets, King made a plea for a new look at the restrictions under which existing broadcasting companies must operate. "If we’re going to play the same game, let us share the same rules for all the players," he said. He also urged the financial managers to become active in governmental affairs. TARPAC—the Television and Radio Political Action Committee—"is important because of the emphasis on the political and regulatory pressures we are under today."

Case, speaking last Wednesday, said that station managers should "lead the city where you want it to be." He also said that it was not just for business reasons that managers should take active interests in local or, even, national politics. "We have backed away from the people in Washington," he said, and "we who have the editorial right should give it back to the people." Membership in BFM is just under 1,100, according to President Bill Key of WHBQ-AM-TV Memphis. Its numbers are made up largely of controllers, treasurers and other financial officers of broadcast stations. There was much talk last week about the future general managers of radio and television coming from the ranks of BFM membership—"more of you who are not general managers will be," said Case—as the new competitive environment of the media demands more stringent managerial and financial expertise. Salesmen, said Case, can "no longer" automatically look upon the top offices of top management as the end point of their rise up corporate ladders.

As Key pointed out, BFM is increasing its Washington presence, and last Wednesday the delegates voted to submit lengthy comments to the FCC in its rulemaking inquiry on form 324, the annual financial reports.

Although maintaining the position that the commission should not be allowed to solicit financial information from licenses ("the commission should have no more interest in financial operating results of a station than it should have in program content"), BFM suggested that the commission should ask for information only in "relatively broad categories."

"The information reported would provide industrywide consistency without disrupting individual stations’ accounting practices and would enable the commission to study industrywide trends to guide its policy-making," the comments said.

In its comments, BFM included a three-page suggested reporting form.

The exhibitors at last week’s meeting were, in most part, sellers of advanced, computerized management information systems such as Data Communications Corp. ’s BIAS. Others included Jefferson Data Systems, Computer Concepts Corp., Computer Management Systems Inc., Sperry Univac and Station Business Systems. Among them, however, there was a consensus that the trade show side of the conference was not altogether to their liking.

Greg Dean of Computer Concepts, a Kansas City, Mo., firm marketing Wang computer systems, said he was "very disappointed" with the show. Although he said he had been a regular at the National Association of Broadcasters, the National Radio Broadcasters Association and, for the past four years, at BFM, he said he did...
meets next year in Washington.

Another exhibitor was equally dissatisfied. He pointed out that the convention schedule provided little time for shopping. On Tuesday, for example, the floor was open from 7:30 a.m. to 6 p.m., but the conference schedule allowed for only limited trips to the exhibition - 45 minutes in the morning (in two separate open periods) and an hour and 45 minutes in the afternoon (in three periods).

No one interviewed reported any sales at the show, although several said they had some prospects.

Warner executives indicted on bribery, racketeering charges

A federal grand jury in New York last week handed down a 17-count indictment in the Westchester Premiere Theater case against Jay Emmett, one of the triumvirate that makes up Warner Communications' office of the president. Included in the government's charges is the allegation that in 1973 Emmett accepted $70,000 in bribes to influence WCI to purchase

which went bankrupt in 1978. Emmett is also accused of "racketeering" by illegally diverting corporate funds.

Indicted at the same time was Leonard Horowitz, a marketing executive at Warner, who previously had been a vice president of the theater operation. Horowitz, the government charges, delivered the bribes to Emmett, and was the recipient through kickbacks of most of the over $100,000 that Emmett allegedly stole. Last year, several operators of Westchester Premiere were convicted of fraud. Horowitz was among those convicted, but that conviction was set aside while his request for a new trial is being reconsidered.

Emmett has denied the charges, and Warner chairman, Steven J. Ross, issued a statement expressing his "shocked" reaction to the indictment. Ross said it "comes after two years of highly publicized but unsubstantiated allegations" and furthermore in that trial of former Westchester Premiere employees "not a single witness presented evidence that Mr. Emmett did anything wrong." Ross voiced his confidence in Emmett's vindication.

TV turning into a clothes horse

Apparel makers, spurred by designer jeans firms, boost spending on television by more than 100% in first half of 1980

Marketers of ready-to-wear apparel are turning increasingly to television advertising to make household names for them- selves and boost sales, according to an analysis by the Television Bureau of Advertising.

The analysis shows that in the first half of 1980 this category-encompassing sportswear, blouses, shirts, coats, suits, dresses, rainwear and lounging attire-increased its national and regional TV spending by 114% over the same period of 1979, going from $15.4 million to $32.9 million, based on estimates compiled by Broadcast Advertisers Reports.

The growth was attributed to increased TV use by established television advertisers such as Blue Bell, major new campaigns by designer jeans companies like Murjani, Jordache and Bonjour, and a return to TV by such brands as Arrow shirts.

The increase was in spot television, which more than tripled in the first half of this year and now accounts, TVB said, for about 75% of all dollars spent in TV for such products. Network expenditures remained constant.

The apparel category is an area in which television has only begun to realize its potential," said TVB President Roger D. Rice. "Television did more than any other medium to force both consumers and retailers to sit up and take notice of such heretofore unknown names as Mur-
He cited "the tremendous success of designer jeans advertising on TV," but noted that other manufacturers have also used the "packaged goods" approach with good effect. He singled out London Fog, maker of London Fog rainwear and an early user of TV. He quoted Mark Lieberman, London Fog's president, as saying that "identification of the London Fog brand name began to grow with the use of TV advertising in the early 70's."

Combined spot and network expenditures of TV's top 15 ready-to-wear apparel advertisers in the first half of 1980 and their comparable expenditures in the first half of 1979 were listed by TVB as follows, using estimates compiled by BAR:

<table>
<thead>
<tr>
<th></th>
<th>Jan.-June 1979</th>
<th>Jan.-June 1980</th>
<th>Percent change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Levi Strauss</td>
<td>$5,589,100</td>
<td>$5,918,300</td>
<td>+6%</td>
</tr>
<tr>
<td>2. Men's Wear</td>
<td>1,246,400</td>
<td>4,782,800</td>
<td>+216%</td>
</tr>
<tr>
<td>3. Jockey Enterprises</td>
<td>632,200</td>
<td>4,207,900</td>
<td>+556%</td>
</tr>
<tr>
<td>4. Men's Wear</td>
<td>0</td>
<td>3,009,800</td>
<td>-</td>
</tr>
<tr>
<td>5. Wrangler &amp; Sedgefield apparel</td>
<td>1,059,700</td>
<td>2,885,000</td>
<td>+153%</td>
</tr>
<tr>
<td>6. Britania Sportswear</td>
<td>0</td>
<td>1,375,300</td>
<td>-</td>
</tr>
<tr>
<td>7. Arrow shirts</td>
<td>11,500</td>
<td>1,002,400</td>
<td>+867%</td>
</tr>
<tr>
<td>8. H.D. Lee apparel</td>
<td>830,800</td>
<td>995,400</td>
<td>+20%</td>
</tr>
<tr>
<td>9. Sergio Valente</td>
<td>0</td>
<td>975,900</td>
<td>-</td>
</tr>
<tr>
<td>10. Zena women's jeans</td>
<td>0</td>
<td>825,400</td>
<td>-</td>
</tr>
<tr>
<td>11. London Fog apparel</td>
<td>737,200</td>
<td>772,300</td>
<td>+5%</td>
</tr>
<tr>
<td>12. Sasson jeans</td>
<td>0</td>
<td>695,900</td>
<td>-</td>
</tr>
<tr>
<td>13. Calvin Klein apparel</td>
<td>134,500</td>
<td>661,800</td>
<td>+392%</td>
</tr>
<tr>
<td>14. Haggar Co.</td>
<td>64,100</td>
<td>491,200</td>
<td>-20%</td>
</tr>
<tr>
<td>15. Carter's children's apparel</td>
<td>245,900</td>
<td>320,700</td>
<td>+34%</td>
</tr>
</tbody>
</table>

TOTAL TOP 15: $110,386,400 526,697,100 +180%
TOTAL READY-TO-WEAR APPAREL: $154,403,800 532,886,400 +114%

An extra year's hitch for Leonard
CBS breaks with long-standing policy and asks News president to stay past mandatory retirement

Bill Leonard last week cleared the barrier Richard Salant couldn't—CBS's celebrated mandatory retirement-at-65 policy. At a special press conference on Tuesday, CBS/Broadcast Group President Gene Jankowski announced that he had asked Leonard to stay on as CBS News president for another year beyond his scheduled retirement in April 1981. This exception to the retirement policy (which also numbers among its victims former CBS Inc. President Frank Stanton) was said to have the "complete support" of both the current CBS president, Thomas Wyman, and the only other CBS executive to have been so honored, Chairman William S. Paley, who on Sept. 28 turns 79, 14 years over retirement age.

Jankowski, explaining the rationale for the postponement of Leonard's otherwise imminent retirement, which he admitted had raised guilt to much speculation concerning a successor, said: "When Bill became president of CBS News in April 1979, he launched two major long-range projects-program and personnel development. We have seen the results of some of those innovative efforts, with the launching of the critically acclaimed and successful Sunday Morning, the restructuring Monday through Friday editions of Morning and the introduction of Universe with Walter Cronkite. The additional year at CBS will help bring more of Bill's projects to fruition." He was later to add that he felt it was "in our best interests to have the management structure stay in place for a while."

For his part, Leonard painted the picture of an offer he couldn't refuse. Saying he had been "perfectly content and ready to speak quietly away," he maintained one can't say no "when someone asks you to break a precedent that long-standing." High on his list of priorities, which started with general news expansion ("I'd like a three-hour evening news," he joked), Leonard counted "an extremely ambitious documentary project," a multi-program effort he termed "perhaps the most ambitious" undertaking of CBS News.

Both men insisted that the extension of Leonard's employment didn't suggest any perception of existing weakness in the management team in place at CBS News—Leonard said afterward that any of the half-dozen persons generally considered to be on the list of possible successors could have taken over the job. Nor did the time foresee the possibility of an additional extension after the one-year extension. Meanwhile, Leonard told reporters, the year would not be used to groom anyone in particular as his replacement.

Jankowski also took the opportunity to announce that Walter Cronkite has signed a new five-year contract "to serve as the host of the science series, Universe, and to perform other news duties." Responding to a question, Leonard said 13 episodes of Universe are budgeted for 1981, though he didn't know when they might be scheduled.

Asked for his opinion of reported comments by an official of another network that recent personnel defections might harm CBS News' competitiveness, Leonard told the questioner: "First consider the source, second consider the source, third look at the record... Ask yourself why do other networks turn to CBS for the leakings," a term he quickly modified by adding that wasn't always the case.

On the subject of an expanded Morning broadcast, Jankowski said the network was studying "how to improve our competitive position (vis a vis news on the other networks) without compromising our compromised..."
Klein offers middle-ground perspective on Nixon wars with the press

Former head of White House Office of Communications finds fault with both sides, offers insider’s view of the volatile mixture of politics and journalism

Herbert G. Klein, whom reporters covering the Nixon White House regarded as the “good guy” on the staff, emerges as just that from the pages of the book he has written on his years with Richard Nixon, before and during the White House tenure. He was, he indicates, appalled by the excesses of the White House in its attacks on the media. And although he does not blame himself on the part of the White House press corps, he seems never to have lost respect for the profession in which he has served since 1940. But in the end, he was defeated, loser in what he termed a “power struggle” with Nixon chief of staff H.R. Haldeman, after Nixon’s smashing re-election win in 1972.

“Making It Perfectly Clear”—the title is taken from the phrase worn out through overuse by Klein’s former boss—provides what the subtitle describes as an “inside account of Nixon’s love-hate relationship with the media.” Some observers have called it “a hate-hate relationship,” but Klein suggests the “love” part was shown when praise of the President appeared in the press. That, he writes, “was eaten up like a gourmet dessert.”

There are no major revelations in the book, although Klein discloses that, in 1974, as the Watergate tide was beginning to engulf the White House, top presidential aides, including Alexander Haig, and Nixon himself asked Klein to return to the White House temporarily to handle press relations and take charge of White House strategy in dealing with crisis. Klein, now editor in chief of the Copley newspaper chain but then a vice president of Metromedia, declined the offer, citing professional and personal reasons.

Klein has known Nixon since, as a young reporter, he covered Nixon’s first political campaign, for Congress in a district in the Los Angeles area, in 1946. And over the years, he has served Nixon as assistant of White House press corps. Klein has observed Nixon’s mistrust of the press—a mistrust that permeated the
White House war, and he says it produced an "us against them" feeling.

But Klein provides some views that do not jibe with the views of Nixon's critics in the media. For instance, he says the antitrust suits the Justice Department filed against the networks in 1972 were not politically motivated. He says he was "horified" by them—they seemed "to be out of date and based on sloppy understanding of network production." More than that, he was certain the administration would be charged with "harassment" of the networks. But, he adds, his talks with then-Attorney General John Mitchell and Bernard Hollander, the top antitrust division lawyer on the case, convinced him that the emergence of the suits, in preparation for the White House war with the press. (The suits have all been settled out of court.)

But for the most part, it seemed, it was a war. Vice President Spiro Agnew, as history has recorded, fired the first salvo in his Des Moines, Iowa, speech, in December 1969 when he attacked the networks as being unfair to the administration and as acting practically in concert under the news leadership of a handful of anchor men and news executives. Nixon knew of the speech's contents in advance, Klein said, but Klein didn't. And although he thought it contained some "truths and some justified criticisms of the networks," Klein considered it "McCarthy-like" and,

(However, Klein evidently felt Agnew had his uses on the stump. In an "eyes only" memorandum to Haldeman that is published in the book, Klein suggests that, in the 1972 campaign, the President should "emphasize the positive" while most of the "counter-battery" should be carried on in "drum-beat fashion by the Vice President, surrogates and congressional candidates.

If Klein was the "good guy" in the White House, Charles Colson was the "bad guy," in spades. "He was," says Klein, "fanatical. He was unscrupulous. He was overly ambitious, a man who loved power and would knock down anyone but the President to achieve it." He also "kept grabbing for power" in the field of communications. And while Colson, in his desire "to intimidate and dominate television news ... echoed the inner and often outwardly expressed feelings of President Nixon," the tougher his approach to the networks, the tougher Klein said his job was "in keeping things within the bounds of sanity, logic and morality."

Klein cited Colson's efforts to intimidate network executives in a series of meetings in 1972. Colson's memoranda on the subject unearthed earlier in connection with the Watergate investigation, indicated he had succeeded. The President thought so, too; Klein says in his book. But, he adds, the network executives were not cowed. "The broadcasters discussed each meeting with me personally," he said, and each meeting led to further confrontations between himself and Colson and Haldeman.

The book also recounts a meeting Klein had arranged for the President with the heads of a number of major broadcast companies in 1972 whose purpose, Klein says, Colson tried to subvert. The purpose of the meeting—attended by, among others, officials of Westinghouse Broadcasting Co., RCA, Metromedia and Taft—was to permit the broadcasters to explain their problems with government to the President. But at one point, Klein says, "one of the broadcasting executives," with Colson's encouragement, urged those present to support Nixon in the election. Klein said he felt the remarks were inappropriate and that he could "feel the negative reaction around the table." He also could "envision the future headline about politics in Broadcasting magazine." So he cut off the speech.

Klein says he knew the President did not approve his action: "He would have preferred hearing their words of praise instead of listening to the other executives express their complaints." Klein learned exactly how unhappy the President was two years later, when the "so-called smoking-gun tapes" of three Nixon-Haldeman conversations of June 23, 1972, became public. Among other, more startling revelations, Nixon was heard remarking that Klein's action at the meeting suggested he "doesn't have his head screwed on."

Klein says that after his resignation, Nixon called to express regret about the
Klein incidentally, does not seem to regard Watergate as the media's finest hour. He saw an "anti-Nixon bias" as reporters, "in their frantic effort to be first or to catch up with the story...[printed] accusations they had not checked out thoroughly, and they unfairly [damaged] the reputations of some of the more innocent members of the administration."

Not surprisingly, Klein regards communication between the President and the public as of paramount importance. If he were President, he would name two strong press secretaries—one to handle White House affairs, the other to coordinate the news operations of other parts of the government, as he did in heading the old Office of Communications.

Furthermore, he says, while tension between the media and the President is inevitable, it need not become war. "An intelligent President who fully understands the need for substance and for sensitive communication with the American people, giving full weight to both, could reverse the history of running warfare between the media and White House," Klein writes. "The newsmen need not be less aggressive, but they must assume greater responsibility for accuracy; and for his part, the President cannot allow himself to be intimidated or bothered by petty media criticism. A middle ground of substantive communication leadership and understanding of the American people is still possible, and it is all-important."

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For the Record

As compiled by Broadcasting Sept. 8 through Sept. 12 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications.
ALJ—Administrative Law Judge.
alt.—alternate.
ann.—announced.
ant.—antenna.
aux.—auxiliary.
CH—critical hours.
CP—construction permit.
D—day.
DA—directional antenna.
Doc.—Document.
ERP—effective radiated power.
HAAT—height of antenna above average terrain.
khz—kilohertz.
kw—kilowatts.
m—meters.
MVQ—maximum unobstructed operation value.
mhz—megahertz.
mod.—modification.
N—night.
PSA—preservice announcement.
RCL—remote control location.
S.A.—Scientific Almanac.
SH—specified hours.
SL—studio location.
trans.—transmitter.
TPO—transmitter power output.
U—unlimited hours.
vis.—visual.
watts.—watts.
**—noncommercial.

New Stations

FM application

TV applications
- Portland, Me.—Comark Television Inc. seeks ch. 51; ERP: 3,681 kw vis., 3,888 kw aur., HAAT: 627 ft.; ant. height above ground: 560 ft. Address: Box 267 FL 57, Southwick, Mass. 01077. Estimated construction cost: $1.2 million; first-year operating cost: $138,750. Legal counsel: Martin E. Firestone, Washington; consulting engineer: John A. Fergie, Feeding Hills, Mass. Principals: Richard E. Fiore, Sr., David D. Smith and Leroy A. Wallace (33-1/3% each). They own Southwick, Mass., transmission line systems firm. They also have pending applications for new UHF's at Daytona Beach, Fla., Syracuse, N.Y., and New Orleans. Smith is 49% owner of Commercial Radio Institute, family held broadcast company which is licensee of WFMF(FM) Baltimore, and is applicant for new UHF's in Buffalo, N.Y., St. Petersburg, Fla., Columbus, Ohio and Indiana. Ann. Sept. 2.

Ownership Changes

Applications
- KNGT(FM) Jackson, Calif. (FM: 94.3 mhz, 230 kw)—Seeks assignment of license from Gold Country Radio to Winters Broadcasting for $300,000. Seller: Vernon Hatfield who has no other broadcast interests. Buyer: Melvin Winters (87.5%) and John B. Webb (12.5%). They own and operate KKGO-FM Arcata, Calif. Ann. Sept. 5.
- KWK(AM)-KTQM-FM Clovis, N.M. (AM: 680 kw, 500 w-U, FM: 99.9 mhz, 100 kw)—Seeks assignment of license from Creative Television Inc. to Curry County Broadcasting Inc. for $350,000 plus $27,000 for covenant not to compete. Seller: Norman Petty, Lyle Walker, Tom Basin and Pauline Ridley (25% each). They have no other broadcast interests. Buyer: C. Hewell Jones (85%) and Robert D. Coker (15%). Jones is Ft. Worth, Tex., realtor. Coker is news correspondent for ABC Radio Network. They have no other broadcast interests. Ann. Sept. 5.

FCC decisions
- WOOK(FM) Washington—FCC has designated for hearing renewal application of United Broadcasting, Inc. (United) for license of station WOOK(FM) Washington, D.C., in consolidated proceeding with mutually exclusive applications of District Broadcasting Co. (District) and Hispanic Broadcasting Corp. (Hispanic) for CP's for new stations on same frequency as United's prior misconduct. FCC denied petitions to deny filed by Hispanic and Metropolitan Washington Coalition for Latino Radio (Coalition). Hispanic argued that United repeatedly demonstrated that it lacks required character to remain FCC licensee, pointing to FCC's denial of United's renewal applications for WFAI(AM) Miami and WOOK(AM) Washington. United claimed that character issue had been raised without due respect to its conduct at WOOK(FM) and argued that findings concerning its conduct at other stations are limited to disposition of those licenses. It also maintained that if its character is in question, section 309(c) of Communications Act requires full evidentiary hearing in renewal proceeding. FCC said these issues will be held in abeyance pending further FCC consideration and that it will retain jurisdiction over resolving effect of United's prior misconduct on its basic and/or comparative FCC consideration.
under terms of North American Regional Broadcasting Agreement (NARBA), to which Dominican Republic is a signatory. 1200 kHz frequency is designated as U.S. class I-A clear channel and U.S. Class I-A stations operating on it are entitled to priority protection. FCC also noted that Dominican Republic had failed to give notification required by NARBA with respect to operation of HIBS which is operating inconsistently with terms of treaty. Therefore, FCC added, HIBS was not entitled to protection under agreement. (Doc. 20469), Action Sept. 10.

Translators

UHF applications
  - Sterling, Colo.-Board of County Commissioners seeks CP for new UHF translator on ch. 29 (TPO: 100 w, HAAT: 433 ft.) to rebroadcast indirectly signal of KRMAT(TV) Denver. Ann. Sept. 9.
  - Sterling, Colo.-Board of County Commissioners seeks CP for new UHF translator on ch. 25 (TPO: 100 w, HAAT: 433 ft.) to rebroadcast indirectly signal of KOAT(TV) Denver. Ann. Sept. 9.
  - Sterling, Colo.-Board of County Commissioners seeks CP for UHF translator on ch. 23 (TPO: 100 w, HAAT: 433 ft.) to rebroadcast indirectly signal of KWGN(TV) Denver. Ann. Sept. 9.

Cable
  - The following cable service registrations have been filed:
    - Gulf Communications Inc. for Rio Rico, Ariz. (A20037) new system.
    - Texas Community Antennas Inc. for Siloam Springs, Arkadelphia, Gordon and Malvern, all Arkansas (AR0017, 105, 68, 9) add signal.
    - Fort Smith TV Cable Co. Inc. for Hackett, Ark. (AR0197) new system.
    - Ind. Co. TV Cable Inc. for Black Rock and Portola, both Arkansas (AR0198, 9) new system.
    - Harron Communications Corp. for Penn., Pa. (PA0645) add signal.
    - Service Electric Cable TV Inc. for Little Mahoney, Pa. (PA1528) new system.
    - Teleprompter Corp. for Orion, Ill. (IL0409) new system.
    - Helen Cable TV for Robertstown and Helen, both Georgia (GA0264, 3) new system.
    - Warner Amex Cable Communications Inc. for Creve Couer, Crystal Lake Park, Des Peres, Eureka, Fenton, Frontenac, Ladue and Town and County, all Missouri (MO0207, 214) add signal.
    - Miami Valley Cable Inc. for Middletown, Lemon and Franklin, all Ohio (OH0349, 409, 352, 379) add signal.
    - Community TV Inc. for Clark, Las Vegas and Boulder City, all Nevada (NV0015-17) add signal.
    - Wakeeney Cable TV Co. for Wakeeney, Kan. (KS0314) add signal.
    - Teleprompter Corp. for Santa Clara, Calif. (CA0455) add signal.
    - Crest Communications Inc. for Mulvan, Kan. (KS0225) add signal.
    - Skyline Cable Inc. for Perry, Ore. (OR0222) add signal.
    - Wiggins Cable TV Inc. for Wiggins, Miss. (MS0355) new system.
    - Madison Cablevision Inc. for Valdese, N.C. (NC2030) new system.
    - Storer Cable TV of Texas Inc. for Balch Springs, Cedar Hills, Desoto, Rowlett, and Weatherford, all Texas (TX0650-54) new system.
    - Tarrant Cable Communications Inc. for Bedford, and Euless, both Texas (TX0648, 9) new system.
    - Mildale Associates Ltd. for Volusia, Fla. (FL0333) add signal.
    - Comcast Cablevision Corp. for Vienna, Mich. (MI0449) new system.
    - Sammons Communications Inc. for Benbrook, Tex. (TX0647) new system.
    - Roxboro Cablevision Inc. for Roxboro, N.C. (NC0213) new system.
    - Sammons Communications Inc. for Clinton, Okla. (OK0350) new system.
    - Advocate Communications Inc. for Coral Springs, Fla. (FL0347) add signal.
    - Warrick Cablevision Inc. for Newburgh, Ind. (IN0433) add signal.
    - Community Tele-Communications Inc. for Livingston, Mont. (MT0707, 50) add signal.
    - Madison Cable Inc. for Culpepper, Va. (VA0068, 224).
    - Columbus Cablevision Inc. for Columbus and Bibb City, both Georgia (GA0012, 253) add signal.
    - Miami Valley Cable for Inc. Hamilton, Fairfield, St. Clair, Trenton, Seven Mile, New Miami and Butler, all Ohio (OH0251, 0, 634, 3, 613, 553, 531, 0) add signal.
    - Warner Amex Cable Communications Inc. for Darke, Ohio and Greenfield, Pa. (OH0354, PA1526) new system.
    - United Cable Television Corp. of Michigan for Gibraltar, and Woodhaven, both Michigan (MI0447, 8) new system.
    - Yazzio Answer Call Inc. for Rolling Fork, Miss. (MS0154) new system.
    - La Monte Cable Services Inc. for La Monte, Mo. (MO0206).
    - National Cablesystem Inc. for Delray Beach, Gulfstream, and Palm Beach, all Florida (FL0329, 30) add signal.

Summary of broadcasting

FCC tabulations as of July 31, 1980

<table>
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<tr>
<th>Commercial AM</th>
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<tr>
<th>Total CP's on air</th>
<th>Total CP's not on air</th>
<th>Total CP's authorized**</th>
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*Special temporary authorization **Includes off-air licenses

Broadcasting Sep 22 1980

80
Professional Cards

ATLANTIC RESEARCH CORP
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
590 Clace Ave
Alexandria, Virginia 22314
(703) 642-4164

EDWARD F. LORENTZ & ASSOCIATES
Edward F. Lorentz, P.E.
Charles L. Gallagher, P.E.
1334 G St. N.W., Suite 500
Washington, D.C. 20005
(202) 347-1519
Member AFCCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 233-6700
Member AFCCE

COHEN and DIPPELL, PC.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCE

CARL T. JONES ASSOC.
(formerly Gauty & Jones)
CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, VA 22153
(703) 569-7704
AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLMAN AND SILLMAN
8701 Georgia Ave. #805
Silver Spring, MD 20910
ROBERT M. SILLMAN, P.E.
(301) 589-8286
THOMAS B. SILLMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Ritch & Larson, P.C.
(formerly Seketa, Moffet & Knowles, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCCE

STEEL, ANDRUS & ASSOCIATES
David L. Rice, P.E., T.E.
Bld. II, Box 216
Grassville, Md. 21636
(301) 821-8797
Avin R. Andrus, P.E.
305 Scott Dr.
Silver Spring, Md. 20004
(301) 384-5714
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

JULES COHEN & ASSOCIATES
Suite 400
1730 M St. N.W., 205-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member APOOB

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computized Frequency Surveys
343 Colorado Blvd. #8206
(303) 333-3563
DENVER, COLORADO
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkeye Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
3525 Stone Way N.
Seattle, Washington 98103
(206) 639-2985
Member AFCCE

MATTHEW J. VLISIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications.
Inspections, Supervision of Erection
7501 BURFORD DRIVE MCLEAN, VA 22102
Tel: (703) 350-9504
Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. Box 18312
DALLAS, TEXAS 75218

RADIO ENGINEERING CO.
Box 4399 8th J., Santa Ynez, CA 93460
CONSULTANTS
Allocations, Installations, Field
Antenna & Type Acceptance Measurements
NORWOOD J. PATTERSON
(805) 588-2333
Serving Broadcasters over 35 years

JOHN F.X. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
1901 Pennsylvania Ave., N.W.
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel: (313) 642-6226
(208) 293-2020
Member AFCCE

WILLIAM B. CARR & ASSOCIATES, INC.
DALLAS/FORT WORTH
WILLIAM B. CARR, P.E.
1805 Handgrove Lane,
Burleson, Texas 76228
(817) 295-1181
Member AFCCE

Consulting Electrical Engineer to Educa-
tion and Industry specializing in instruc-
tional and broadcast television cable dis-
tribution, sound reinforcement, to meet
short and long range needs of engineering
and the objectives of management.

POHTS ENGINEERING
301 South Allen St., Suite 301
State College, PA 16801
814-234-9090
Member AFCCE

FIELD ENGINEERING SERVICES
Specializing in Small Market AM-FM TV
Design-Installation-Maintenance. Com-
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proofs, demapping. Instr. Stock, equip-
ment inventory.

REALISTIC RATES ON A REGULAR OR
ONE-TIME BASIS.
Templeton, California 93465
Phone 805-466-8033/24 hrs.
MEMBER: SMTPE

SNOWBERGER AND RINEHART
(formerly Creutz and Snowberger)
CONSULTING RADIO ENGINEERS
Frequency Surveys # Applications
Field Engineering
712 Marion St.
Hagerstown, Md. 21740
301-797-0574
Satellites

Applications

- Based on FCC calloutings announced on July 10, there are 3,255 licensed earth stations. Approximately 3,000 are receive-only with remainder being transmit-receive. There are 489 pending earth station applications. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive stations is approximately 3 to 1.
- Harbor Vue Cable TV Inc.—Dunkirk, N.Y. (5m; S-A: E2544).
- Badger CATV—Bloomer, Wis. (4.5m; S-A: E2543).
- Hi-Net Communications—Miami Beach, Fla. (7m; Microdyne; E1546).
- Liberry TV Cable Inc.—Bangor, Mich. (5m; S-A: E2547).
- Spanish International—Little Falls, N.J. (10m; S-A: E2548).
- Eastern Cable Corp.—Newton, Ohio (4.6m; S-A: E2549).
- Satellite Business Systems—San Francisco (5.5m; Hughes; E2550).
- Satellite Business Systems—Harford, Conn. (5m; Nippon; E2551).
- Satellite Business Systems—Chicago (5.5m; Hughes; E2552).
- Highland Cable TV Inc.—Hillsboro, Ohio (5m; S-A: E2553).
- Taracom Inc.—Topeka, Kan. (4.6m; S-A: E2554).

Grants

- Warner Amex Cable Communications Inc.—Olean, N.Y. (E2361).
- Riverside Cablevision Ltd.—Hemet, Calif. (E2367).
- Clar-O-View Community TV Inc.—Bangor, Pa. (E2368).
- American Television and Communications Inc.—Yerington, Nev. (E2372).
- Outer Banks Cablevision Inc.—Kill Devil Hills, N.C. (E2373).
- Outer Banks Cablevision Inc.—Manteo, N.C. (E2374).
- C&W Cable Inc.—Burnings Springs, Ky. (E2376).
- Cablecom-General Inc.—Norfolk, Neb. (E2377).

Call Letters

Applications

<table>
<thead>
<tr>
<th>Call</th>
<th>Sought by</th>
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<tr>
<td>WVCM</td>
<td>Pocahontas Communications Cooperative Corp., Frost, W.Va.</td>
</tr>
<tr>
<td>*WUMB-FM</td>
<td>University of Massachusetts, Boston</td>
</tr>
<tr>
<td>KHAI-TV</td>
<td>Sunset Communications Corp., Honolulu, Hawaii</td>
</tr>
<tr>
<td>WSMQ</td>
<td>WSMQ Broadcasting System, Miami</td>
</tr>
<tr>
<td>WWWE</td>
<td>WWOI Portland, Me.</td>
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<tr>
<td>WXYW</td>
<td>WEAD Winchester, Mass.</td>
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<tr>
<td>KCFM</td>
<td>KSDF Flora, Ill.</td>
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<td>WNEV</td>
<td>WNAC-TV Boston</td>
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Grants

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<td>*KCI</td>
<td>Prairie Public Television Inc., Bismark, N.D.</td>
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<tr>
<td>*KXG</td>
<td>KGMR Jacksonvllle, Ark.</td>
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<tr>
<td>*KSK</td>
<td>KEWI Topeka, Kan.</td>
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<tr>
<td>WSSJ</td>
<td>WSCC Camden, N.J.</td>
</tr>
<tr>
<td>WAXL</td>
<td>WEFL Tallahassee, Fla.</td>
</tr>
<tr>
<td>WGLU</td>
<td>WEFM Johnstown, Pa.</td>
</tr>
<tr>
<td>KFMX</td>
<td>KFLX-FM Lubbock, Tex.</td>
</tr>
<tr>
<td>WLEH</td>
<td>WTEV New Bedford, Mass.</td>
</tr>
<tr>
<td>KAUT</td>
<td>KFCH-TV Oklahoma City</td>
</tr>
</tbody>
</table>
HELP WANTED MANAGEMENT

First Class Sales Manager wanted to lead, train, and motivate very productive sales force. Must be ex-

Classified personal cohesive local editor.

Classical: tuation.

an be part an of a

ary, sales staff

Station

tools We promote big and successfully. We provide the

J-161. car and growth

ary, Alexandria.

benefits.

(813) 576-6868.

4318, Daytona Beach.

EOE. Wanted

Mature, experienced salespeople

50% FM in medium Texas growth market live

Wanted

Versatile Sales Person looking for growth

York, Box 7045, Harrisburg, VA 22401. 

Two, aggressive, experienced salespeople

FM Ad Adult Contemporary in the Rocky Mountain Area. Paid Life, Health and Dental Insurance.

Wanted

Salesperson on for Medium Contemporary in beautiful central Virginia. Excellent

Station Manager:

Kodak, NY 14545.

Excellent management opportunity in medium-
sized Michigan city. High salary and bonus combina-
tion. Experience in sales and management. Send con-

itical: 

WANTED All Around Broadcaster. Sales knowledge

WANTED

WANTED

WANTED

WANTED

WANTED

classical: 

Advertising

The Classified Advertising sections of this "Broadcasting" (September 22, 1980) issue cover the following categories:

RADIO

SALES, PRODUCE, ENGINEERING, PRODUCTION, PROMOTIONS, PROMOTIONAL AGENTS, TALENT, JOB OPPORTUNITIES, SHORT NOTICES, AND GENERAL CLASSIFIED ADVERTISING.

SALES

RADIO

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HELP WANTED ANOUNCERS

HELP WANTED TECHNICAL

HELP WANTED NEWS

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS
Got the ticket. Needed the break. Drive 2,000 miles for it, wife and son still in N.Y. 1st phone willing and able. Seeks professional, oriented, station. Some on experience, but good voice. Competitive energy and production skills. Will relocate. Contact Marty Kaye. PO. Box 846, Pogasco, Springs Co, N.Y. 14117, or call 212-369-5729. Leave message.


Expert PBP in hockey, football, baseball, basketball. I am ready to relocate immediately in the U.S. or Canada. Do not coddle. Station going broke. Will not make money if we don’t talk. You can call references. All replies confidential. Box J-151.

SITUATIONS WANTED SALES


SITUATIONS WANTED ANNOUNCERS


Expert PBP in hockey, football, baseball, basketball. I am ready to relocate immediately in the U.S. or Canada. Do not coddle. Station going broke. Will not make money if we don’t talk. You can call references. All replies confidential. Box J-151.

21 Year old male looking for first break. Interested in new job if possible. One year of college. No experience. Local or out of town. Call Howard. Station going broke. Can make money if we don’t talk. You can call references. All replies confidential. Box J-151.

Currently afternoons in Milwaukee, team player, seeks position in Connecticut, Massachusetts. Market size, not as important as the people I work with. Available immediately Keith. 414-769-6696, mornings.

Dedicated DJ 2 yrs. N.Y. exp. Will go anywhere available now! Box J-115.


Situation Wanted: After 7 years experience in a H.S. hockey PBP announcer in hockey crazy Minnesota. I am ready for the pro minor league or top notch college level. Steve Jezierski, 701 Park Ave., Clifton, NJ 07019, 212-879-5303.

Top Notch Sports Announcer looking for opening as Sports Director and/or play-by-play man. You name it. I can do it. I sound damn good and have the tapes, references, and experience to prove it! Contact Burt Gnotek, 5455 Grove St, Skokie, IL 60077, 312- 228-3875. (Former Sports Director at WKJ Radio Northern Illinois University.)

Exp. Rock Jock—Ready to kick. For tape and resume, call Roger Cannelti, at 312-764-0262 or 312-929-0776.

Black Reporter is ready to move. See “Articulate Black” under television for details.

News-Sports Director—Good voice—R-TV credits. Degree, References. Hank Holmes 617-679-6957 after 2 pm.

Network radio deskperson, MSJ, newspaper background, seeks street reporter’s job in mediummajor market, Call 212-686-1449.

News/sports Reporter. Hard-working, with medium market experience in Ohio/Michigan...does reporting and anchor work, plus ppb for all sports. Steve French. 2059 Willowdale Drive, Stow, OH 44224. 216- 688-3646.


Talk Show Host available… with major market talk and news background. Contact Doug Carrick 314— 533-6632 or 301—633-7191 all replies given consideration.

Play-by-Play—Football and basketball. 15 years major college. Exciting, enthusiastic, expert, experienced. Lost assignment due to sale of station. Audience builder, Major college or pro only Box J-173.


SITUATIONS WANTED PROGRAMMING/PRODUCTION, OTHERS


Professional Program/Music Director, Sales, copy, production, promotion, organizer. Box J-154.

8 years experienced Program-Music Director/Announcer, including staff and copywriting supervision, budgeting, promotion, community involvement, motivation, sales ideas. Proven ARB’s-Excellent references. Bill McCown 803—226-1408.


TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager with experience in on-air promotion and production for dominant market. Experience in creative, print layout and budgeting capabilities are necessary. Minimum two years’ experience as television promotion manager required. Excellent written and public relations skills, and some sales experience. Send resume and salary requirements to Box J-67.

Promotion Manager, 2-3 yrs experience. Send samples of work which will be returned. Network affiliated TV station on East Coast. AIA/EEO. Send all inquiries to Box J-190.

Marketing Services Manager, KING-TV, Seattle. New position within Sales Department of major market NBC affiliate for individual with minimum three years experience at a television station in marketing, sales, promotion or production. Job requires strong writing and graphics skills, knowledge of broadcast research and television selling. Self motivation essential. Please send resume, samples of work and letter outlining interest to: Sturges Dorance, General Sales Manager, KING Television, Box 24525, Seattle, WA 98124, King Broadcasting is an equal opportunity employer, M/F.
HELP WANTED MANAGEMENT CONTINUED

TV Station Manager—Building new UHF country market Southern town. Must be qualified to take it from ground up, direct all departments. Call 813-879-8267.

Business Manager—2-3 yrs. experience. Accounting degree required. For network affiliated TV station on East Coast. AIA EEOE. Send all inquiries to Box J-166.

HELP WANTED SALES

Account Executive, WSOC-TV (ABC) Charlotte, N.C. knowledgeable, experienced sales person needed. Send resume with phone followup acceptable to Mark Key, Local/Regional Sales Manager, WSOC-TV PO Box 346665 — Charlotte, NC 28234. An Equal Opportunity Employer M/F.

HELP WANTED TECHNICAL

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

Maintenance Engineer—needed for an eastern large market group owned station. We are looking for an aggressive self starter with 3-5 years experience in studio and transmitter maintenance. Good salary and benefits. E.O.E. Send resume to Box J-30.

Assistant Chief—Major Market—Here is a chance for a smaller market chief, assistant chief, or maintenance/TV experience up to an eastern major market plant. We need someone with a strong studio/transmitter maintenance background with management potential. Good salary and benefits. E.O.E. If you are interested in working in our modern facility send resume to Box J-43.

South Florida Television needs maintenance engineer 3 to 5 years experience all phases of television—E.N.G.-installation—digital and microprocessor experience desired. EOE. Please send resume to Box J-54.


The Rex Humbard Ministry has immediate openings for experienced video operator/engineer, and video tape maintenance engineer with experience on late model RCA. Please send resume with salary history to T. Hollerin, 2690 State Road, Cuayhoga Falls, OH 44223.

Broadcast Technician. Experienced in master control, video tape, telecine operations and studio maintenance. Must have first class FCC license and a minimum of 3 years practical experience. Send all replies to the attention of Chief Engineer, WSBN-TV, 3200 Expressway Drive South, Central Islip, NY 11022. An equal opportunity employer.

Maintenance Supervisor—small production studio. Experience with telecine and video cameras required. For details call Barbara Gillette 415-495-8846 or send resume to 1175 Polkero Ave., SF 94110.

Television Maintenance Engineer: Near beautiful Monterey coast. First phone required. Minimum of 2 years television broadcast studio equipment maintenance experience. Must have Class A FCC license and a minimum of 3 years practical experience. Send resume to Jim Downey, PO Box 6185, Salinas, CA 93932 (408) 422-6422.

TV Engineering Supervisor—Major market CBS affiliate. WNBC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, testing and coordination of maintenance equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years experience. ENG, ENG/TO, ground, and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Pagliuca, Division Personnel Manager, RKO- General, Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/HHVets.

Operations Engineer—Immediate need. Switching, 1st Class FCC License. $10,000. Contact Mary Diegel, WSKG Public TV and Radio, PO Box 97, Endwell, NY 13760 EEPROM-F.

TV Engineer: Houston independent UHF station needs a Technical Director. Applicant must have 1st class FCC license and minimum 5 years transmi-ter experience. Will assume responsibility of new studio complex and resume to Metromedia, Inc. PO Box 22810, Houston, TX 77027. We are an equal opportunity employer.

Central Michigan University is seeking a Senior TV Engineer to be responsible for operation, modification and preventative maintenance of University owned television and radio apparatus. Qualified candidates must have a strong background in studio and television maintenance. Send resumes to: Professor Karl Albrecht, Department of Fine and Media Arts, Central Michigan University, Mt. Pleasant, MI 48859-5100. Equal Opportunity Employer.

EVANGELICAL MINISTRY—Studio Maintenance Engineer—immediate opening—must have first phone, experience with TR 600 Quad TK-45 cameras, etc. Minimum two years broadcast studio equipment maintenance experience. Good salary, benefits, growth potential for qualified person. Send resume: Mr. E. E. Carter, Manager of Engineering, KGTV-TV, 1225 Viking Way, San Diego, CA 92109-3324. Equal Opportunity Employer.

Chief Engineer: "hands-on" person needed to establish and manage maintenance activities for network affiliated TV station on East Coast. AIA, EEOE. Send all inquiries to Box J-151.

Television Engineers needed for expanding production facility. Must have 5 years experience in Video, Audio, or Videotape maintenance and/or operation. Send resume to: Father Ron Trudel, Stations Evangelical Association, PO Box 2187, Tulsa, OK 74171.

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 climatological extremes. Good benefits, equal opportunity employer. Contact Dennis Smith, KARD-TV, Box 333, Wichita, KS 67201.

Reporter: You might fit on our team if you've got what it takes to put together top packages in a variety of situations. Must be a local area sales person, related news organization; medium market, southeast. Send us complete information about your background and experience. EOE. Address replies to Box J-55.

Anchor/Reporter: We're looking for that spark that will fit on a local news team. We will be looking for you. Management committed to excellence in news. Good living conditions in south. If you think you've got what it takes, let us take a look at you. EOE. Address replies to Box J-72.

Producer/Anchor for fast growing well equipped, group owned network affiliate in top 100 market. If you can work with live gear and think on your feet, let us hear from you. Send resumes and tape to Max Tooker, News Director, WAFF-TV, PO Box 2116, Huntsville, AL 35804.

South Florida television station is looking for an experienced street reporter for a total ENG station. Send resume to Personnel Dept, News Director, PO Box 510, Palm Beach, FL 33480 EOE.

Producer: Tired of plugging pieces into somebody else's format? Use your creative talent with Corinthian-owned, aggressive CSS affiliate. Resume, sample of newscast and writing to: Robert Allen, News Director, WTAL-TV, Pennington, AL 35903.

Top 20 Sun Belt Station looking for weekend meteorologist. Must have excellent presentation with lots of energy and a creative approach to delivering weather information. An Equal Opportunity Employer. Send resumes to Box J-94.

News director for small market NE station. We seek an experienced broadcast journalist with administrative ability. Salary negotiable. Contact Mike Trudel, Box 314, Bangor, ME 04401, E.O.E.

Weathercaster—Excellent opportunity for very person-sonal weathercaster. Some training in meteorology highly desirable. Number one station in market with ftx, color radar and other aids.Need take charge personality with the talent to handle mid-west weather extremes and present an interesting and fast-paced cast. Send resume and VTR immediately to Don Blythe, KOAM-TV, Pittsburg, KS 66762. Salary negotiable. Equal opportunity employee.

Reporters—need hard working, creative reporter with solid journalistic background. Anchor opportunities in 37th market. Send resume, VTR and salary require-ments to Box J-105.

Sports Director—Anchor and late sports in ag-gressive small market news operation. Cover local sports, edit ENG, some shooting. Salary to $12500. E.O.E. Send resume to Box J-105.

News photographer, background in film and ENG preferred. Must have minimum 2 years experience in editing and processing. Tape and resume to News Director, WISC-TV, 4801 West Beltline Highway, Madison, WI 53711, EOE.

Weathercaster, to be second person in the depart-ment. Must have experience in broadcast studio and radio. Competitive midwest market. Duties include weekend TV weathercasts. Tool kit include weather writer, computer, VTR, field trips, cold weather experience. Equal Opportunity Employer. Send letter and resume to Box J-179.

Assistant Producer for TV news documentary unit. Involve assisting the producer in researching and writing stories. Experience in television and radio. Excellent research skills are required. Send resume and recent writing samples to Box J-151.

Managing Editor for major markets network affiliate. Must be able to execute a dynamic coverage concept motivating reporters and photographers. Must be self-starting person with strong leadership capabilities. Must have minimum 2 years experience as TV news assignment editor and/or producer. An EEO employer. Send reply to Box J-160.

News Director, tropical island Cable TV ENG with daily satellite news feed. Salary open. Some anchoring. Send tape and resume to Lee Holmes, Guam Cable TV, P.O. Box 9890, Hagatna, Guam, 96910.

Sports Director—On-Air 6 & 11 p.m. M-F. Experience only. Emphasis on local sports. Mid-Atlantic city medium market. Salary negotiable. Send resume to Box J-141.

News Anchor/Reporter—applications now being taken for a fully experienced anchor/reporter with an absolute minimum of 3 years prior experience in this position necessary. Those not having the background indicated are asked not to apply as they will not be considered. Send tape and resume to News Director, KMHP-TV, 5111 East McKinley, Fresno, CA 93727. An M/F EOE station.

Producer for 6 and 10 pm news. Must have TV news experience. Send resume to News Director, WTVW-TV, PO Box 7, Evansville, IN 47701, EOE.

Anchor. Market-leading SE affiliate in top 100 range needs anchor for weekday 6 and 11 p.m. newscasts. Salary negotiable. Send resume to Box J-166.

Reporters: Aggressive, creative, experienced appli-cants only. Resumes and cassettes to Ron Scott, KTVH, Box 12, Wichita, KS 67201.

Mid Western Top 100 market is looking for news anchor; co-anchor, sports anchor and good investigative reporter. Must be able to edit and shoot ENG. Send resume to Box J-156.

News Director: experienced. lake-charge leader, strong on-camera presence. Send resumes and newscast cassettes to Ron Scott. KTVH, Box 12, Wichita, KS 67201.
HELP WANTED NEWS CONTINUED

We are seeking an assignment editor who looks up knowledge and research. This is an opportunity to discuss more about his/her world. The person we seek should be extremely curious, an excellent journalist, understand the elements that make up a TV news broadcast, and be well organized, and can motivate people, as well as "move the crews around." We hope that this person will become a key member of our executive team. An Equal Opportunity Employer. Please send resume to Box J-165.

Reporter—Central Florida affiliate seeks energetic person with proven experience. We have covered all the big news stories, and want aggressive street reporter to join us. Send tape and resume to Harry Horn, News Director, WINK-TV, P.O. Box 1080, Fort Myers, FL 33902. No phone calls. Equal Opportunity Employer.

Assignment Editor—This job probably pays more than you're making. But you can't do it for the money alone. If you have TV newsroom experience, and desk experience you may be the person to motivate and direct a large and aggressive news staff. If you're working the desk nights or weekends in a major market, this job is right up your alley. Send resume to John Howell, KFEN TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications is an Equal Opportunity Employer.

Reporters: need two reporters to join strong News operation in southeast—top 100 market; some experience preferred; must be aggressive and have good writing ability. EOE. Reply to Box J-193.

Assistant Assignment Editor. Creative, aggressive assistant assignment editor wanted for one of the top independent TV stations in the nation. The position is located in Orlando, FL. Have a great personality, are a team player, and know TV news. Send resume and references to Bob Yuna, KDKA TV, 1 Gateway Center, Pittsburgh, PA 15222. EOE.

Producer—6 pm and 11 pm newscaster. Work with dual anchor, fast paced show. Must be good writer, visual oriented, creative, cool head. Fort Myers CVB news director. Prefer someone from Florida. Write with video and writing samples to Harry Horn, News Director, WINK-TV, P.O. Box 1080, Fort Myers, FL 33902. Equal Opportunity Employer.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS


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.

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

TV Producer-Director or director for public TV station. Applicants should have at least two years of full time TV directing experience at a broadcast station and have strong background in live and taped performances. Send resume and cassette sample of work to Office B, WNET TV, 184 Bartan Street, Buffalo, NY 14213. WNET is an equal opportunity employer.

Television Programming Coordinator, Plan, select, obtain and schedule entertainment, academic and service programs for closed circuit cable TV system. Supervise, coordinate production facilities and equipment. Bachelor's degree in Communication or related field necessary. Master's degree and experience in TV production preferred. Salary competitive, salary area helpful. Part-time position, four day work week or equivalent schedule. Send resume: Personnel Manager, Box BB, Bidg. 60, Rochester Institute of Technology, Rochester Institute of Technology for the Deaf, One Lombar Memorial Drive, Rochester, NY 14623. An Affirmative Action/Equal Opportunity Employer.

Minority Affairs Producer: State public television network has immediate opening (contract) for a producer to manage all phases of television program development, design, and production for a full range of minority audience assignments. Assignment will include the establishment of a strong presence for minority audience programming in the broadcast schedule. The producer will actively interface with public affairs producers for high visibility, nationalAnthropological assignments. (3) years of increasingly responsible experience in television production with emphasis on line producing, research, writing and demonstrated management skills. Must have basic understanding of statewide travel will be required. Salary commensurate with skills. Send resume and demo tape to Director of Broadcast Operations, Louisiana Public Broadcasting, 2618 Woodville Blvd., Baton Rouge, LA 70805. No phone calls. Deadline for receipt of applications October 3, 1980. Louisana Public Broadcasting is an equal-opportunity employer.

Video, Ltd., a leading Midwest producer of high quality industrial video tapes and moves currently has a position available for an individual with EPAF and on-line video tape editing experience. Send resume/ tape to Attention: Carl Swanson, Vice President Production, Video, Ltd., 200 Guaranty Building, Cedar Rapids, IA 52406.

On-air Promotion Manager. Major market Independent needs strong production-oriented individual to handle on-air promotion. One to two years production experience necessary along with ability to do high quality work under tight deadlines. Send resume to on-air producer, PO Box 7669, St. Louis, MO 63103.

PM Magazine Photographer: Station is making heavy commitment to PM Magazine and needs an excellent photographer. Must be able to shoot hard work. Must be totally familiar with ENG equipment. Send resume, tape, and salary requirements to: Production Manager, WQSB, Madison, WI 53711. An equal opportunity employer.

TV Audio Director to supervise department of three and work on programs ranging from talk to live performance, both in studio and remote. Must be familiar with recording studio practices, electronic mixing, 8-track operation and computer editing procedures. Three years broadcast experience minimum. Resume to Chuck Waggnet, KTCP-TV, 1640 Como Ave., St. Paul, MN 55108. An Equal Opportunity Employer.

Assistant Traffic Manager. Top 25 network affiliated station seeks an assistant traffic manager with previous traffic experience, as well as experience with the BIAS system. The person will work with the traffic manager on all phases of traffic operations. The person will enter orders, commercial and program change information, and maintain cul ins and CTN information. Salary is negotiable. Send resume and references to Paul Singleton General Sales Manager, WTVK-TV 1950 N. Meridian, Indianapolis, IN 46207. WISH-TV is an Equal Opportunity Employer.

Traffic Manager needed in major southern market. BIAS experience preferred along with aggressive and hard working attitude. Excellent salary and benefits. An Equal Opportunity Employer/MF. Please send resume with salary history to Box J-155.


Are you a top-flight control room director? Can you turn out "Mistake-Free" newscasts night after night? Would you like to be a part of the latest movement in modern studios? To top it off, would you like to live in beautiful Florida? EOE/MF. If so, send your resume to Box J-155.

Central Michigan University is an Equal Employment Opportunity Institution. Director of Public Promotion Responsibilities include corporate underwriting, grant proposals, on-air fund raising for both radio and TV, public relations, and advertising. Requires a Bachelor's degree in communications or related field and 3 years experience in fund raising required. Starting salary commensurate with qualifications. Excellent fringe benefits. Send resume with references to Dr. Wive Lom, President, Central Michigan University, Mt. Pleasant, MI 48849 by October 3, 1980. CMU is an affirmative action & equal opportunity institution.

Director Program Production for major market Northwest TV station responsible for developing and implementing program production activities; coordinate activities of program production units. Degree in communications or related field or education/ training equivalent. 5 years related production management experience. Will work closely with program production with verifiable national credits in key role. 2 years production management; project/unit management or executive producer. Salary 53,232-537,356 depending on experience. Contact Employment Opportunity Office, P.O. Box 28, Frankfort, IL 60423. Contact Selection Committee. 80-7-P.E. c/o Fujita, KCTS-9, University of Washington, 4045 Brooklyn NE, Seattle, WA 98105.

Program Coordinator: A top independent station in the Mid-West is looking for a bright and energetic person with good communication skills to schedule films and related program production activities. Must have some knowledge of operations, production, and promotion, with a good research background. We're looking for a person who wants to make a career of it. EOE/EOE Please send resume & salary requirements to Box J-178.


Director of Studio Operations. If you have had five or more years of supervisory experience in TV studio environment, with some exposure to labor relations, and have the ability to keep exciting operations in the black. The New Jersey Networks have available. Eastern New Jersey Areas of responsibility include supervising of union and non-union employees in day time. Supervision and control of operating and capital budgets. Plans and oversees on going production of studio activities—the successful candidate will have knowledge of financial operations of a studio, as well as a good background in studio design and construction. We offer an attractive compensation package in an exciting work atmosphere. Qualified applicants should write to Box J-188.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design and survey and critique-intermittent maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-866-2989.

Attractive and single black female with first ticket wants entry level TV position. Career minded. Young, hard working, eager to "Get it going." Good work habits and will follow direction. Sony Davis 215-365-0673.

Female FCC First-Class License (recently obtained). Twelve years experience at major TV station in operation, personal coordination, Ready for entry-level technical position. Very negotiable. Box J-140.

SITUATIONS WANTED NEWS


Aggressive Reporter 2 years experience eager for small to medium market opportunity. Strong production skills. MaryAnn Herman 614-486-2882.

Thinking about expanding your sports staff? Award winning sports reporter/photographer with solid sports background can do it all. Has solid profiles, game highlights, live, shoot/edit ENG Box J-118.


Aggressive, Hardworking recent graduate seeks entry level position in TV News or Sports. Willing to relocate anywhere. Will give 120% Call in early morning or late afternoon or evening. 506-261-0684.
ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive Director, California Chicano News Media Association. The California Chicano News Media Association (CCNMA), a non-profit educational and charitable corporation, is seeking an Executive Director. The position involves administration and supervision of CCNMA programs and staff, fund raising, relations with professional groups and community organizations, counseling of students and preparation of applications for financial aid. Call 212-873-9027 at 6 p.m.

WEATHER ANCHOR

A.M.S. Seal, five years medium market Box J-153.

Add an established team to your broadcast organization. Husband & wife looking for positions in medium market. Good experience in programming — top 100 markets. He is: experienced news writer, reporter/producer with Ph.D. She is: production assistant/associate producer with prior experience in promotion and sales. They are: ready to relocate and flexible to negotiate terms. Call 212-873-9027 after 6 p.m.

Anchor: Our news program is the dominant number one. I have accomplished my goal and would like to bring my track record, youth, masters Degree, and winning attitude to the right news operation. Box J-147.

Articulate Black Reporter with four years experience on daily newspapers is ready for a career change to radio or television news. I am a personable, hardworking reporter with bright copy and three years extensive college radio experience. While Box J-189.

SITUATION WANTED

PRODUCTION, OTHERS

Seeking a director-producer? Have four years commercial TV experience in studio and ENG work. M.S. in systems management, First Phone, B.A. broadcasting. Call 703-726-2521.

Operations/Programming/Promotion Nine years of experience, including management. Open-minded, dedicated, enthusiastic. Box J-108.

Dependable, enthusiastic, female seeks entry level position in video production. Have broadcasting degree, crew experience, good sense of visuals, research skills, logging experience. Will relocate. Call Terry 215-482-4035.

Host of top rated TV magazine in top 30, extremely creative, on air presence very strong. Looking for bigger challenge like variety talk, game or children’s show. Call Steve Shannon 614-457-9131.

Producer/Director with national and regional commercial production credits, strong managerial background and 15 years television production experience. Seeks position with production house or television station with emphasis in production. Available now. K. Dwight Welte, 385 Good Ave, Indianapolis, IN 46219 317-357-4735. Will relocate.

Producing for cable. Experienced PBS Producer seeking production station willing to develop cable op on future. Box J-144.

Major market experience in in-air and pre-production and public relations with strong writing background. Degree male seeks position, relocation open. Steve O’Beirne, 53 4th Street Place, Apt. 205, Chicago, IL 60657. 312-248-7405.

Production Asst. for leading international industry seeking broadcast position. Box J-174.

CABLE

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Television Programming Coordinator, Plan, select, obtain and schedule entertainment, academic and service programs for closed circuit cable TV system. Six years experience of production facilities and equipment. Bachelor’s degree in Communication or related field necessary. Master’s degree and experience in programming a must. Box J-144.

HELP WANTED INSTRUCTION

instructor/Vocal Coach, Must be proficient in correcting regional dialects have knowledge of phonetics and oral interpretation. Call for interview before 10:00 AM weekdays or send resume to: Debbie Yoder, 1212 S. Park Ave. (918) 689-0114, Applications accepted now. Deadline January 1, 1984. Apply by October 15, 1980 to Debra Ronald O. Champagne, Salem College, Salem, W. Va 26426. Advertisement, Equal Opportunity Employer.

HELP WANTED TECHNICAL

Engineer with strong background in State of the Art Video Production is looking for move into sales. Major video equipment supplier has openings in Washington, D.C. Send resume to Ken White, 4700-G Boston Way, Lanham, Md. 20801, phone: 301-577-4903.

$40,000+ First Year Guaranteed. Our company has grown so quickly in the past 5 years, we are in desperate need of a very special person who knows broadcast equipment intimately and has aggressive sales ability. We are diversifying into other areas and need someone to take the equipment sales division. Responsibilities include sales of new and used broadcast equipment and further development of equipment sales. Successful candidate will have management, sales and business demands. We are a first rate company and believe in paying top dollar for the right person. Call Bill Kitchen, Quality Media Corp., 800-241-7876.

Video Ventures is now taking applications for audio, video and video tape equipment. Video Ventures, P.O. Box 2795, Rocky Mount, N.C. 27801-446-6734.

HELP WANTED NEWS

Senior Video Producer. Major energy company seeks experienced, motivated individual to handle public relations video programming. Candidate should have several years experience in a major market with news documentary experience preferable. Salary competitive with top 15 market producers. Send resume to: Rick Whitmyre, Texaco, Inc. 2000 Westchester Ave, White Plains, N.Y. 10605. Equal Opportunity Employer.


GE TT-25 UHF TV Transmitter, ea. $35,000.
RCA TT-15AL VHF Transmitter—$45,000.
RCA TT-35CH VHF Transmitter—$20,000.
RCA TT-50AH VHF Transmitter—$12,000.
Sony 2850’s 3/4” Video Recorders—$1,500 ea.
Sony 2800’s 3/4” Video Recorders—$2,300 ea.
Sanivation 3/4” Editor—$3,000 ea.
Complete fm island—$30,000.
IVC 500 Color Cameras—$7,500.
PE 350 Color Cameras—$4,000.
PE 240 Film Camera—$8,000.
CDL VSE-741 Switcher—$25,000.
RCA TK-27A Camera—$12,000.
RCA TP-6 Projectors—$1,000.
Amplex 120 A VTR’S—ea. $22,000.
Garrard Turntables—ea. $1,500.
New Edutron C2H-2 Time Base Corrector—$5,800.
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best prices. 3 Brands of new equipment. Special prices. We will buy your used equipment. To buy or sell, call toll free 800—241-7876. In GA call 404—324-1211. Bill Kitchen, Quality Media Corporation, Box 705; Columbus, GA 31908.


5 KW AM Collins 820-61, 5 yrs. old. w/proof, many spares. Mint, M. Cooper 215—379-6585.

Jampolo 2 bay antenna, 55 MHz, 149’ guyed tower, coax on the ground, $1,950 package price. FOB. Demai, California. (209—834-7820)


Collins 820E-1 AM Transmitter, 5KW with matching 2-tower phased and antenna coupling units. Please specify the air and available for inspection. Contact Tom D. Doekl, KVXI, Inc. 246—361-729, Suite 902, 7515 Greenville Avenue, Dallas, Texas 75231.

For Sale Mini Van: Dodge Tradesman 200—3 years old. (15,000 miles) Air-conditioned, insulated, car stereo, for cable-TV or news gathering or remote production, 2 kigem’s HL-35 mini-cams, 1 CDL Switches, syn gen, 1 color monitor, 49” conac monitors, VDAs, PDA’s, lights, mikes, tripods, completely wired ready to go, extras. Better offer over $5,000. Call: Emie Panos 9 to 5:00 p.m. 312-236-5535.


Tektronix 46SM Oscilloscope, $1900. TRI EA-3 Edit Control system with DD1-1 Digital Reader, $1800. Tektronix 93-137 Digital Scope, $600. brand new, with TV shutters, mirrors and remote control. $1500. ITE Camera Pedestal P379, $250. 212—691-1300.

SITUATION WANTED NEWS CONTINUED


I am the top rated anchor in a medium market looking to move to a market that wants a journalist and the face and voice, then I am the person you are looking for. Call 609—561-0619.

Weather Anchor, A.M.S. Seal, five years medium market Box J-153.

HELP WANTED

Executive Director, California Chicano News Media Association. The California Chicano News Media Association (CCNMA), a non-profit educational and cultural organization, is seeking applicants for the position of Executive Director. The Executive Director’s responsibilities include administration and supervision of CCNMA programs and staff, fund raising, relations with professional groups and community organizations, counseling of students and preparation of applications for financial aid. Call 212-873-9027 at 6 p.m.

Stereo broadcasting studio equipment for programming on public radio by community center in the Washington, D.C. area. Contact United Migrant Opportunity Services, Inc. 809 West Greenfield Avenue, Wilkes Barre, Pennsylvania 18701.

In addition to the above, I would like to hear from those companies whose RF equipment is ready to relocate and/or availability. Write: Box J-162.
FOR SALE EQUIPMENT


UHF Transmission line and accessories, 47 sections, 19x6 inch Prodelin Type 100-8675, 5 each—6 1/2 inch 90° elbows, 92 each—6 1/2 inch spring hangers. For package price, contact Charles Harpeth, 213-482-7711, or Jack Kruges, 603-497-3000.

Equipment for Sale: 1 Magnasonic/Motion model 23000 magnetic film sound displacement Recorder; this unit has been used very little so condition is like new—make offer. 1 Houston Fearless mini-color film processor model MC-16/ME4: complete with chemical mixer; Ray Taylor, Chief Engineer, KOLN-TV, 40th and "W" Streets, Lincoln, NE 68503 402-467-4321.

For Sale: 4 ea.—GE 350 color cameras complete with pedestals, lenses, and cable. $9,000 ea.; 1 ea.—GE 240 film chain complete with Eastman numatic multiplexer w/2 ea.—Eastman 275 projectors 1 w/1 ea.—RCA TPE slide projector total $10,000; 1 ea.—GE 50KW transmitter tuned 500KW, LA. Air Force Box 944-B, Long Beach, CA 90801.

Film processor 15 mm Houston Color-Master, good condition. Asking $2500. KOB/KIRO Studios, John Lippman. KIR-O 106, 1-624-7077.

ORK Omega 10 Channel stereo audio console, good condition. $2,800. Andy Booth, CE. WQRK 804-497-1067.

IGM-500 Stereo Automation, 2 Scully 270, 3 carousels, pgv, clock, tape, mouse, encoder, encoder cart deck, 3 racks. $5000 Steve Dinkel 816-279-6346.

Automation-DP 1 Stereo, 2 RS carousels, 2 dual deck motor carts, 1 Rogers PB. 1 Metrotec R/P/W tone encoder. encoder cart, & logger, 4 racks. As is $8,500 Steve Dinkel 816-279-5194.

Gates 1 Kilowatt AM Transmitter. BCA 404-487-9559.


Ikegami - HL-77 camera w/15:1 Ang. lens, AC pac. case, for: $17,000. Also includes RGB Pre-Amp. RCV w/200' cable. Contact Cariami at Videography. Company 8134 Ellis Avenue, Los Angeles, CA 90034. 213-204-2000.

For sale: Television Technology 100 watt UHF translator (Ch 8 input and ch 63 output) with solid state updated UST-20 and RA-7 Amplifier. $5,000 or make offer. Contact Gary Mackley, City Clerk, Deer Rivet, MN. Phone No. 218-246-8195.

COMEDY

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

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy. S804-B Twinning, Dallas, TX 75227.

"Phantastic Phunnies"—month's 400 hilarious, topical "phunnies"... $2.00 134-B Stratford, Kent, OH 44240.

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 Whilde Creative Services 20006 Ethkhart, Detroit, MI 48225.


MISCELLANEOUS

Artist Bio information, daily calendar, more! Total personality bi-weekly service. Write for letterhead! for sample: Galaxy Box 20095-B, Long Beach, CA 90801. 213-438-0508.


RADIO PROGRAMING


Radio's golden age. Mystery-Comedy-Drama. The original radio programs, at a very reasonable price. Evergreen Sound, PO Box 954. Point Roberts, WA 98281.


Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO Box 2311, Littleton, CO 80160. 303—795-3288

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and O.J.-Newscaster training. ATS, 152 W 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 60% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N Pineapple Ave., Sarasota, FL 33577, 813—935-6922.

San Francisco, FCC License 6 weeks 10/27/80. Results Guaranteed Veterans Training Approved. School of Communication Electronics, 612 Howard St, SF 94105. 415—392-0194.

KHS Broadcasting Workshop in Hollywood An-nouncing. Disc Jockey, News. Plus top rated account executive program—all taught by top LA. radio- TV teaching broadcasters. Evenings or day sessions. KHS Broadcasting Workshop, 1200 N Highland, Holly-wood 90038 212—462-5600 "Where tomorrow's broadcasters are today"

FOR FAST ACTION USE BROADCASTING'S CLASSIFIED ADVERTISING

RADIO

Help Wanted News

KCMO, Kansas City, seeks applicants for the position of NEWS DIRECTOR. This person will direct the activities of a staff of more than 20 at NEWS/TALK 81 KCMO. 3-5 years on-air experience in major market radio required, plus managerial skills. Send tape and resume with first letter. No telephone calls. Mail to: Mike McGee, Operations Manager, KCMO Radio, 4500 Johnson Drive, Fairway, KS 66205. KCMO Radio is and EOE, M/F.

Help Wanted Sales

SALESPERSON

WARM—a Susquehanna Station—Northeast Pennsylvania's No. 1 radio station for 22 consecutive years, proven sales person. Reply only if experienced winner who wants increased earnings, excellent benefits and opportunity for management. Position available immediately. Send resume to: Jim Davey, VP/GM, WARM Radio, PO Box 590, Avoca, PA 18614. Equal Opportunity Employer.

Help Wanted Annunciators

ANNOUNCER WANTED


BROADCASTING'S CLASSIFIED ADVERTISING

Help Wanted News

KCMO, Kansas City, seeks applicants for the position of NEWS DIRECTOR. This person will direct the activities of a staff of more than 20 at NEWS/TALK 81 KCMO. 3-5 years on-air experience in major market radio required, plus managerial skills. Send tape and resume with first letter. No telephone calls. Mail to: Mike McGee, Operations Manager, KCMO Radio, 4500 Johnson Drive, Fairway, KS 66205. KCMO Radio is and EOE, M/F.
Help Wanted Management

Business Manager
New York City

An excellent career opportunity for an experienced radio business manager to become in integral part of our management team.

You should have a strong background in accounting and finance, be exceptionally good at your job, and aspire to being more than a "bean counter." If you're tired of being kept in the back room and ready to participate in the decision making process, reply in confidence to: Raymond York, Vice-President and General Manager, WPIX-FM, 220 East 42nd Street, New York, NY 10017. We are an equal opportunity employer.

HELPUS FIGHT CRIME

An

If

An

CO-ANCHOR

seeking communicator with personality for 6 and 11 PM anchor position. Negotiable salary. Excellent company benefits. Journalism degree needed. Send resume, VTR to News Director, WOTV, Box 8 Grand Rapids, MI 49501, EOE/IMF.

Situations Wanted News

Gene Steinberg Seeks New Horizon:

This newsman/talk show host is heard late nights on a major East Coast clear-channel station...and he's ready to move on. Got a radio/TV slot in a top five market? Want a guy with 12 solid years of multimedia experience? That's Gene Steinberg. CALL HIM AT: (212) 631-9290

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If you enjoy working in a mountain environment and are experienced with solid-state microwave and 2-way VHF radio equipment, you should consider a valuable position with KNBC. An FCC first-class license and a familiarity with RCA, VHF, and FL transmitter lines are also necessary.

If you are qualified, please send resume immediately to:

Employee Relations
KNBC
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Burbank, CA 91523

We are an equal opportunity/affirmative action employer.

Help Wanted News

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 G-133, EOE, m/f.

Help Wanted Programing, Production, Others

The No. 1 station

in the Bermuda market requires a top, experienced and creative Television Program Director/Assistant. Minimum of 5 years television production experience required, along with good working knowledge of networks and syndicated program producers. Ability to write and a strong ability to lead and supervise people very necessary. If qualified, send resume to the Bermuda Broadcasting Co. Ltd., PO. Box 452, Hamilton 5, Bermuda.

TELEVISION

Help Wanted News

Reporters

Top 10 West Coast market. Must be experienced, aggressive and with talents as either back-up anchor or live ENG field work. Excellent salary with an industry leader. Please send resume to Box J-181. EOE.

Help Wanted Programing, Production, Others

The No. 1 station

in the Bermuda market requires a top, experienced and creative Television Program Director/Assistant. Minimum of 5 years television production experience required, along with good working knowledge of networks and syndicated program producers. Ability to write and a strong ability to lead and supervise people very necessary. If qualified, send resume to the Bermuda Broadcasting Co. Ltd., PO. Box 452, Hamilton 5, Bermuda.

METEOROLOGIST

37th Market. Must have degree and experience in broadcasting. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box 8 Grand Rapids, MI 49501, EOE/IMF.

Computer Video Editor

For newly added salon in state of the art production facility. Requires heavy spot work, broadcast and industrial training program experience. Preferably with Sony BVE 5000 or CMX background. Additional VTR, SqueezeZoom and Chyron abilities needed. Mid-west location, salary commensurate with experience. Send resume to Box J-194.
Help Wanted Programing, Production, Others

Continued

PM magazine

America’s top rated medium market PM show seeks co-host with on-air and story producing experience. Our co-host has gone to our sister station in Dallas. Please send tape and resume to Kathy Connelly, KFDM-TV, PO. Box 7128, Beaumont, Texas 77706. An Equal Opportunity Employer.

Are you a Director/Writer who does creative, quality production?

We’re a highly respected, top 25 midwestern station looking for an experienced Director to do commercial writing and production for one of country’s most aggressive promotion departments. We have the facilities and budgets to do the job right. Reply to Box J-121. M/F. An equal opportunity employer.

Situations Wanted News

PERSONABLE WEATHERMAN

I am looking for my start in a small market. After working as a fill-in, part-time, I would like a chance to show you my tape. Call me at 615-331-9757 Michael Blue.

CABLE

Help Wanted Management

DIRECTOR OFFICE OF TELECOMMUNICATIONS

The City of Erie, Pennsylvania is soliciting applications for the Director of their Office of Telecommunications. The Director will oversee the franchise’s construction of the cable system within the City and enforce compliance of the franchise. The Director will also be responsible for the organization, startup, and administration of the community access facilities. The Director will act as liaison between the City and the cable company and promote the effectiveness and efficiency of the cable system. Salary commensurate with experience, ranging from $15,000 to $25,000. Please send applications, including a complete resume, to City Clerk, City of Erie Municipal Building, 626 State Street, Erie, PA 16501. All applications must be received no later than October 14, 1986. (E.O.E.)

ALLIED FIELDS

Help Wanted Sales

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Television Programming

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Contact Fritz Liscie
Liscie Productions, Inc.
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913/281-5600

Public Notice

PUBLIC NOTICE
The City of Seward
with a population of 2,000, is soliciting a Statement of Interest from firms interested in providing Cable Television to our community. The statement will be received at the Seward City Hall, P.O. Box 337, Seward, Alaska, until 4:00 p.m., local time, on November 4, 1980. To obtain specific information please contact:
Mr. Darryl Schaefermeyer
Administrative Assistant
P.O. Box 337, Seward, AK 99664
(907) 224-5214

WANTED TO BUY Stations

WANTED TO BUY
CP's ... will buy 100% of your CP for any broadcast property or will consider buying percentage and putting on air. Will show profit first month of operation. Box J-159.

For Sale Stations

PUBLIC NOTICE
The Village of Gowanda in the Counties of Erie and Cattaraugus, New York, invites applications for a cable television franchise.
Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned.
Applications will be accepted until November 24, 1980 at 2:00 P.M. E.S.T. and all applications received will be available for public inspection during normal business hours at the Gowanda Municipal Building, 27 East Main Street, Gowanda, New York.
HENRY E. MILLER
Village Clerk/Treasurer
27 E. Main Street
Gowanda, New York 14070
Telephone: 716-532-3353

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MIDWEST FM
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Box J-170

FAR NORTH-WEST:
Pioneer regional full time AM, $700,000 with $175,000 down and 10% balance carried by Seller.

CALIFORNIA FM:
Needs development in strong market. $735,000 with Seller financing.

SUBURBAN AM:
Full timer near top 10 Western market. $1,275,000 Seller with finance.

CALIFORNIA COMBO:
Full time AM and new FM did $350,000 in 1979. Priced at $875,000 on terms.

LARSON/WALKER & COMPANY
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New York AM-FM 350,000
Pennsylvania AM-FM 650,000
Carolina AM 300,000
Mid-Atlantic FM 900,000
Eastern FM 450,000
Southeastern AM-FM 1,000,000
Contact:
Ben Larson
Bill Walker
213/226-0305
202/223-1533

Radio Programing
For Sale Stations Continued

- AM/FM in Northwest Mississippi $380,000.
- Fulltimer near Charlotte, NC $600,000.
- UHF-TV-C-P. in the Deep South. At cost $250,000.
- 1,000 watt daytimer. $330,000.
- UHF-TV in Iowa. $320,000.
- 1,000 watt daytimer. KY. $300,000.
- Florida station under construction. Requires partner but will sell. $280,000.
- Atlanta area. 5,000 watts. $520,000.
- 3,000 watt FM. Southern Arkansas. $380,000.
- Class C in single FM market. Montana. $510,000.
- AM/FM in Oklahoma. $1,100,000.
- AM/FM in Louisiana. $520,000.
- Class C. Midwest. $700,000.
- 250 watt daytimer. NE LA. $250,000.
- Cable TV Southern Alaska. Small. $110,000.
- AM/FM. N. E. Louisiana. $250,000.
- 500 watt daytimer. Single market station. CA resort area. $430,000.
- Fulltimer. Major market ID. $680,000.
- AM/FM in Alaska. $900,000.
- Daytimer. NC. About 50 miles from coast. $240,000.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. $350,000. No down payment. $5,225.80/month for 10 years.
- Two AMs. CA. Fulltimer and daytimer.
- Class C plus powerful daytimer. S.E. $4 million cash.
- AM/FM in No. Mich. $190,000.
- Louisville area daytimer. $375,000.
- Eastern Kentucky AM/FM. Bargain. $90,000.
- WA. Coastal. Attractive. $800,000.
- Powerful daytimer in Atlanta area. $980,000.
- Powerful daytimer in Northern Michigan. $430,000.
- Fulltimer. Dominant. Metro. TX. $1,200,000.

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Bill David Associates, Inc.
2608 Fair Mount St.
Colorado Springs, CO 80909
For Sale Stations Continued

<table>
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<tr>
<th>STATIONS</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>W Small AM</td>
<td>$300K $75K Dan Rouse (214) 387-2303</td>
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<tr>
<td>MW Small Fulltime</td>
<td>$350K 29% Jim Mackin (312) 333-1545</td>
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<tr>
<td>MW Small AM/FM</td>
<td>$550K Cash Peter Stromquist (218) 728-3003</td>
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<tr>
<td>W Small FM</td>
<td>$600K 25% Ray Stanfield (213) 363-5764</td>
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<tr>
<td>NW Medium Fulltime</td>
<td>$450K Cash Ray Stanfield (213) 363-5764</td>
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<td>S Metro AM</td>
<td>$425K $175K Bill Cate (904) 993-6471</td>
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To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

Books for Broadcasters

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promotions. One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 373 pages. 8-1/2 x 11" bound in long-life binder. $29.95

T419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (for disc jockey) 256 pages. Illustrated. $12.95

T420. MODERN RADIO BROADCASTING: Management & Operation In Small to Medium Markets by R.H. Coddington. A comprehensive guide to successful practices of radio stations in small-to-medium sized markets. 296 pages. Illustrated. $12.95

T421. HOW TO SELL RADIO ADVERTISING by Sr W. Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Sr Willing illustrates it by theory and by practice. You'll hear of all sorts of objections (including a few you haven't heard) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clincher's, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections; how to recognize the "opportunity moment;" and how to convert a "No" to a "Yes." 320 pages. $12.95

T423. MANAGING TODAY'S RADIO STATION by Jay Holter. Outlines principles evolved by the author during his 20 years as a broadcaster. 268 Pages, Illustrated. $12.95

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Media

Tony Hirsh, VP-general manager of KDKA-TV Pittsburgh, named VP-general manager of WINS(AM) New York, succeeding Cecil R. Foster, Jr., who resigned (Broadcasting, Sept. 30).

1). Jonathan Klein, general sales manager, KDKA-TV Pittsburgh, replaces Hirsh as VP-general manager of KDKA (all stations are owned by Group W).

Norman Schrott, VP-managing general manager of WKBW(AM) Buffalo, N.Y., named VP-general manager of KZLA-AM-FM Los Angeles, both Capital Cities’ stations. He succeeds Peter Newell, who will become involved in capacities newly formed cable division. Schrott’s successor will be named shortly.

William T. Abbott, senior counsel, NBC, New York, named assistant general attorney. Oliver London, director of organization development and manpower planning, Kauffman’s department store, Pittsburgh, joins NBC as director of management development.

Elizabeth Shriner, senior VP-general counsel, Public Broadcasting Service, Washington, has resigned. Eric Smith, deputy general counsel, succeeds Shriner as general counsel. Lawrence Horn, associate general counsel, succeeds Smith as deputy general counsel.

Sheila Mahony, attorney and co-author of Keeping PACE With The New Television, follow-up to 1978 report of Carnegie Commission on Future of Public Broadcasting, of which Mahony was executive director, enters “full time association” with Cablevision Systems New York City Corp., with responsibility for managing company’s New York franchising effort.

Keith Donald, former president and general manager of Kowi(AM) Omaha, now KXBO, named general manager of WGO(AM) Atlanta.

Arnold Wallace, director of university relations, Howard university, Washington, named general manager of university’s noncommercial WHMM-TV, which is scheduled to go on air before end of year. Wallace formerly worked at WCAU-TV Philadelphia as director of community affairs.

Hal Bouton, program manager, noncommercial WIP(AM) Muncie, Ind., joins noncommercial KIKE-AM Redding, Calif., as general manager.

Jim Nesbit, local sales manager, WSOQ-FM Charlotte, N.C., joins WIST(AM) there as president and general manager.

Clyde Russell Shaffner, general sales manager, WTM(AM) Charleston, S.C., named general manager of WTM(WKIR)(FM).

Howard Meagie Jr., program manager, WRLY-TV Raleigh, N.C., joins KFVS-TV Cape Girardeau, Mo., as manager of station operations.

Hugh Roberts, general manager, WWOP(AM)-WTCQ(FM) Vidalia, Ga., joins WJAZ(AM) Albany, Ga., in same capacity.

Chuck Tweedie, national sales manager, WCLR(FM) Chicago, assumes additional duties as assistant station manager.


Advertising

E. Wyatt Hicks, managing director of Compton Group of Agencies, including Compton, Rumrill Hoyt, Cadwell, Davis & Savage and Ross Roy NY/Compton, joins Creamer Inc., New York, as corporate executive VP and executive VP for consumer accounts.

Bert Rosenberg, business group manager, Marsteller, New York, named senior VP-director of account management-marketing. Chuck Reynolds, director of client services in Los Angeles office of Marsteller, named VP-general manager of Los Angeles office.

Bernard Endelman, advertising director, Pan Am, joins Dancer Fitzgerald Sample in Los Angeles as senior VP-management supervisor.

Robert Petizon, executive VP of Independent Media Services, and formerly with DKG Advertising, New York, as VP-associate director, rejoins DKG as senior VP-director of media and programming. Frank Paul DiSalvo, director of broadcasting production, DKG, named VP-executive producer.

Michael T. Rogers, senior VP, executive creative director, Leo Burnett Co., Chicago, appointed senior VP and creative director-New York, Benton & Bowles.

George Godard Hadley, VP-account supervisor, McCaffrey &McCaul, New York, named management supervisor, William Huff, William Metzger and Georgie Pollok, account executives, named account supervisors.

George C. Coakley, founder of Coakley Heagerty Companies Ltd., Santa Clara, Calif., who left company in 1977 to develop product marketing business, rejoins company as management supervisor.

Michael Mohamad, former VP-advertising, promotion and design, NBC-TV, New York, joins Shapiro Budrow & Associates there as VP-creative director.

James Minsinger, senior negotiator in media department of Ketchum MacLeod & Groves, Pittsburgh, named broadcast supervisor.


Vicki Jo Hoffman, from sales and marketing department of National Airlines, joins Gold Key Media, barter arm of Gold Key Entertainment, as sales coordinator in Los Angeles office.

Edward Hartnett, with William B. Tanner Co., Memphis, named VP-marketing and sales.

Joseph Grady, secretary-treasurer, Haines, Grady and Associates, Muncie, Ind., elected president.

That’s Sherrie Barish’s track record in filling executive positions for the clients who call on her. Hundreds of managers sing her praises. It’s what’s made her the most trusted executive recruiter and news talent finder in the television business.

BROADCAST PERSONNEL, INC. Experts in Executive Placement 527 MADISON AVENUE NEW YORK CITY (212) 335-2672
Mark Butittle and Michael Hedge, assistant group heads, BBDO, New York, named assistant media directors. Michelle Shotts and Joyce Shotwell, media planners, named group planning supervisors.

Elizabeth IgenFritz, writer, D'Arcy-MacManus & Masius, Minneapolis, joins Car- michael-Lynch there in same capacity.


Lynde Ottersbach, account executive, John Blair Co., and formerly with Buckley Radio Sales in San Francisco, rejoins Buckley as manager of San Francisco office.


James D. Broderick, account executive with Peters, Griffin, Woodward, New York, named to same post with Meeker Television, Chicago.

Lynda Adams, account executive, KTV(TV) Los Angeles, joins HR Television there.

Maggie Morino, media buyer, J. Walter Thompson, Chicago, joins Kelly, Scott & Madison there, national media buying service, as senior media buyer.

Sandi Alter, assistant media director, Firestone Advertising, New York, joins Unirep Broadcasting Co. there as account executive.

Michael Schweitzer, from WFAA(TV) Dallas, joins KTX(TV) Phoenix as general sales manager.

David Loveland, local sales manager, KOKO-TV Oklahoma City, named VP-general sales manager.

Jack Sweeney, sales manager, KCBS-FM San Francisco, named general sales manager.

Mary Hamer, on sales staff of KMQ(FM) Houston, named general sales manager.

Helen Feinblum, account executive, WLA-TV Washington, named local sales manager.

Nelson Trottier, account executive, Katz Agency, Cleveland, joins WLT(TV) Cincinnati as national sales manager.

Arne Ramberg, account executive, WMAQ(AM) Chicago, joins WCFL(AM) there as local sales manager.

Deborah McLaughlin, national sales manager, WHTT(AM)-WHYI(FM) Fort Lauderdale, Fla. (Miami), joins KYW(AM) Philadelphia as sales manager.

Alan Ecklund, account executive, KOAX(FM) Dallas, named sales manager.

Mark Keown, local sales manager and director of retail advertising development, WBDO-TV Roanoke, Va., joins WSO(C)-TV Charlotte, N.C., as local and regional sales manager.

Tim Russell, account executive, WYAH-TV Portsmouth, Va., named local sales manager.

Brock Potter, from Kyrus Realty, Virginia Beach, Va., joins WYAH-TV as account executive.

James Clark, sales manager, KMPF-TV Minneapolis, named director of marketing.

Tim Bowling, with WCLR(FM) Chicago, named marketing director.

Judy Currier, general sales manager for Davis-Fowler Weaver Broadcasting's KLOK(AM) San Jose, Calif., and director of sales for its KARM(AM)-KFGP(AM) Fresno, Calif., assumes additional duties as director of national sales for its KZW-A-AM-FM Santa Ana, Calif.

Tom Burkhat, former partner in Sheehy, Dudgeon & Burkhat, Louisville, Ky., joins WTM(A)-WKPX(FM) Charleston, S.C., as retail sales manager.

Robert Sukys, advertising copywriter, Stockton, West, Burkhat Inc., Cincinnati, joins WICO-TV there as commercial services manager.

Theodore Byrne, assistant to president for external affairs, American International College, Springfield, Mass., joins noncommercial WGBY there as marketing manager.

Spencer Williams, sales manager, Leue Solar Inc., Clovis, Calif., joins KXST(TV) Monterey, Calif., as account executive.

June Lund, account executive, KHOW(AM) Denver, joins KSRY-TV San Luis Obispo, Calif., in same capacity.

Michael Braeutig, from Virginia National Bank, joins WTFS(TV) Norfolk, Va., as account executive.

Sue Hauman, formerly with Pittsburgh stations WPSF(FM), WSHH(FM) and WPOF(FM), and John Schutrick, general manager and account executive, WQTV(AM) Latrobe, Pa., join WPIT(FM) Pittsburgh as account executives.

Programming


William Lander, technical engineer and studio sports cameraman, NBC Sports, Los Angeles, named manager, operations.

Susan A. Nerenberg, television agent with International Creative Management, New York, since 1974, appointed director, prime-time program development, ABC Entertainment. William Potts Jr., manager of sports program sales, NBC, New York, joins ABC Video Enterprises there as director of marketing services.

Susan Nemeroff, manager, advertising design, CBS Sports, named director, talent, CBS Sports.

Patricia Narup, from Showtime, joins Premiere, Los Angeles, as manager of sales administration and affiliate services.

Kathryn Caas, head of nonaffiliated sales, Home Box Office, Time Inc. subsidiary, named director of international marketing in motion picture division of Time-Life Films.

Jack Whalen, Western sales manager, Modern Talking Picture Service, Los Angeles, named VP Lynn Mazz, general manager of Canadian division, Toronto, named VP.

Mike Baer, former general sales manager, TM Companies, joins FirstCom Broadcast Services of Dallas as VP of sales force. Fran Sax, sales coordinator, TM, joins FirstCom and will handle national sales. FirstCom is new company formed by Jim Long, former TM Companies president.

Stuart Doriss, former regional sales manager, Alaric Communications, Philadelphia, joins BBI Communications, Boston, as assistant director of sales. Debra Shapiro, advertising-public relations manager, BBIC, named head of newly created station relations department.

Bonne Tielg, freelance show business photographer, joins Sandy Frank Productions, Los Angeles, as photo coordinator for film's Face the Music, daily syndicated television show.

Harold Buckley Jr., staffer with Osmond Television, joins Cates/Hagan, production company in Nashville, as VP in charge of syndicated sales. Sandy Emerson, administrative assistant, Cates/Hagan, assumes additional duties in station clearance.

Deanna Deck, producer-director, DMK Inc., Nashville, joins Louisville (Ky.) Productions in same capacity.

Ruth Ann Meyer, director, program development, NBC Radio, New York, named VP-programs.

Kevin Metheny, from KSLQ(FM) St. Louis, joins WNDC(AM) New York as program manager.

Bob West, production manager, WIEF-TV Evansville, Ind., named director of operations.

Officers of the board will be elected at NRBA’s Los Angeles convention Oct. 5-8.

department. Shirley Kirk, continuity director, named program manager. Bruce Villines, producer-director, named production manager.

Larry Bruce, research director, KKPFFM Denver, joins KOB-AM San Diego as program director.

dave Lloyd, air personality, WPLQAM Atlanta, joins WTMAM-WPRFFM Charleston, S.C., as program director.

gary cubberley, host and co-producer of live morning program on WTVT(TV) Youngstown, Ohio, joins WBRK-TV Detroit as co-host of Good Morning Detroit.

Marlaree Dophe, reporter, WSKFTV Dayton, Ohio, joins WTVM(TV) Syracuse, N.Y., as TV Magazine co-host.

dick fabian, former account supervisor, Parker, Wilcox, Fairchild & Campbell Advertising, Saginaw, Mich., and before that, news and public affairs director, WYTI-TV Saginaw, and Cindy Cheatham, assistant director, Creative Technology, commercial production company in Akron, Ohio, and earlier, associate producer, WXYT-TV Detroit, join WNEMTV Bay City (Saginaw), Mich., as co-hosts of TV Magazine.

Geoffrey Baer, commercial production manager, WSKC-FM Cincinnati, joins WNEM-TV as TV Magazine producer. Lou Wirth, news photographer, WRTV-AM Flint, Mich., and John Amadio, on studio production crew of WTMH, named to production staff of TV Magazine.

guy le bow, executive director of Air Time International’s Sportsphone service in New York, named director of sports programming and planning, WERLAM New York.

Bob Hillman, sportscaster and feature reporter, WUSK-TV Detroit, joins WHRC-TV Rochester N.Y., as sports director.

Drew Wathey, sports director, KMOYAM Flagstaff, Ariz., joins KSAT-TV San Luis Obispo, Calif., as sports director and anchor.

Mike Miller, on-air personality at WTMAM

Harford, Conn., joins wxytiam Detroit, as morning program host.

Bob Bolton, operations manager, WKKIAM Raleigh, N.C., joins WFSIAM Baltimore as air personality.

Jackson Hayward III, former production supervisor and executive producer for public affairs, WSB-TV Daytona Beach, Fla., joins non-commercial WGBY-TV Springfield, Mass., as operations manager.

Ron Winders, sports director, WTVK-TV Huntington, W.Va., joins WRC-TV Rochester, N.Y., as assistant sports director.

Jerry Vaughn, air personality, KNXFM Tulsa, Okla., named sports director, KKOJAM Tulsa.

Ron DeFrance, sales representative, WUHF(TV) Rochester, N.Y., joins wxytiam there as anchor of Morning Line sports program.

Randy Schimmelpfennig, from University of Tulsa, Okla., joins non-commercial KGWSFM there as operations director.

News and Public Affairs


Chris Marrou, former anchor on KENS-TV San Antonio, Tex., named 5:30 p.m. anchor, W6Z-TV Boston.

Jim Redmond, anchor-reporter, KMGM-TV Denver, named managing editor. Robert Mike Fenwick, from WPMY-TV Greensboro, N.C., and Ann Simons, from WJBR-TV Detroit, join KMGM-TV as weekend co-anchors.

Leo Greene, reporter and producer, KARK-TV Little Rock, Ark., and Carlos Amezcu, former anchor and northern Utah bureau chief, KTVSTV Salt Lake City, join Khou-TV Houston as reporters.

Amalisa Barreda, from KSFM-TV San Diego, joins WSKK-TV Detroit as anchor. Glenn Barbour, from KTVSTV Little Rock, Ark., joins WJBF-TV as producer-editor.

Debbie Bromberg, reporter, KTVSTV Salt Lake City, Al Owens, reporter, WJOM-TV Milwaukee, and Ken Montoya, reporter, KOMV-TV Denver, join KPNK-TV Mesa, Ariz. (Phoenix), as general assignment reporters.

Kai Maxwell, 6 and 11 p.m. co-anchor, WSB-TV Detroit, joins WTVT(TV) Syracuse, N.Y., as 11 p.m. co-anchor.

Jackie Hayes, reporter and 10 p.m. anchor, WSDP-FM Paducah, Ky., joins WHAS-TV Louisville, Ky., as noon anchor and general assignment reporter.

Keith Martin, managing editor and anchor, WARE-TV Wilkes-Barre, Pa., joins WJAC-TV Lancaster, Pa., as 7 and 11 p.m. anchor.

Rory Devine, teacher, Locke high school, Watts, Calif., joins KSBY-TV San Luis Obispo, Calif., as 5:30 p.m. co-anchor. Laura Diaz, graduate, California Polytechnic State university, San Luis Obispo, joins KSBY-TV as correspondent and morning anchor. Ed Martin, news coordinator, KSBY-TV, named correspondent.

Paula Wilson, former reporter and ENG and film photographer, WIRTV-AM Filtch, Mich., named general assignment reporter for PM Northwest on KOMO-TV Seattle.

Warren Williams, from WJZM-Lansing, Mich., and John Damschroder, from WLOH(TV) Lima, Ohio, join WTVN-TV Columbus, Ohio, as general assignment reporters.

Jim Berry, anchor of This Morning on WTVT(TV) Charlotte, N.C., named weekend anchor. Beatrice Thompson, reporter, succeeds Berry.

Ann MacLean, newscaster, KMKCAM Marysville, Calif., joins KHSL-AM Chico, Calif., as general assignment reporter in Redding, Calif., bureau.

Mike Krasner, assistant news director, WGACAM-WHWMAM St. Joseph, Mich., joins WPFA as news assistant.

Adrienne Weissman, researcher and producer.

Please send

Broadcasting

The newsweekly of broadcasting and allied arts

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**Promotion and PR**

Nancy Fields, editorial assistant, Crown Publishers, New York, joins SIN National Spanish Television Network there as publicity coordinator. Tania Bien, director of public relations, Jamaica Arts Center, Queens, N.Y., joins SIN as affiliated publicist.

Ruth Macy, owner and operator of TeleWords, Los Angeles-based editorial consulting firm for communications industry, joins Robert Wold Co. there as manager of information services.

Carol Fleisher, account executive, Solters/Roskin/Friedman Public Relations, Los Angeles, joins NBC, Los Angeles, as press editor. She succeeds Ken Kantor, who retired in August.

Peter Cohen, public relations manager for Boston Broadcasters Inc.'s wcva-TV Boston, named advertising-public relations manager for co-owned BBI Communications there.

**Technology**


Steve Yonedai, marketing manager, Fuji Magnetic Tape Division of Fuji Photo Film Co. Ltd., Tokyo, named chairman of Broadcast Bureau, holds the new position at the firm's headquarters in Tokyo. Yonedai, who will oversee all operations, is responsible for coordinating all activities of the company's broadcasting division.

**International**


**Allied Fields**

Aaron Shainis, formerly with Hearing Division of FCC's Broadcast Bureau, joins Washington communications law firm of Baraff, Koerner & Glenden.

Bill Johnson, owner and operator of cable system in Columbus, Ohio, named chairman of National Cable Television Association's Equal Employment Opportunity Committee.


Todd Brandon, former general sales manager, wccbvtv Charlotte, N.C., and general manager, wgiyw (AM) there, named associate of Carolina Media Brokers, Charlotte.

Roger Ponto, VP and partner in representative firm of Fleeheart & Sullivan, and formerly with Share Brothers, has formed Roger Ponto Associates, manufacturer's representative in Bellevue, Wash.

**Deaths**

Giancarlo Rosiniani, 58, president of international division of Kenyon & Eckhardt from 1966 to 1968, died at his summer home in Chatham, Mass., on Sept. 12 after brief illness. He joined the agency in early 1960's and previously had been newscaster with Voice of America and panel moderator on wNETTV New York, public station. He is survived by his wife, Mildred and two sons from previous marriage, Douglas and Peter.

Edward F. Basista, 51, systems engineer in network operations department, Home Box Office, New York, and veteran of more than 30 years in cable TV and broadcast engineering, died of heart attack on Sept. 6 after jogging near his home in Wayne, N.J. He is survived by his wife, Gloria, and three children.

Lillian Randolph, 65, who played Madame Queen in television series, Amor 'n' Andy, died of cancer Sept. 12 at Arcadia Methodist hospital in Arcadia, Calif. She also played part of housekeeper Birdie in radio and television versions of The Great Gildersleeve, and Beauhah in radio comedy of same name, in which she succeeded Hattie McDaniel. She had recently appeared in several movies, and had part on Roots television series. Survivors include son, Charles.

James W. Booth, 63, chief engineer, wbbf-am FM Rock Island, Ill., died of heart attack Sept. 6 while on vacation in Wisconsin. He had been with WBBF-FM-TV 43 years in engineering department, and had been in charge of radio stations engineering since 1972. Survivors include his wife, Delores, son and daughter.

Alan Dubenetsky, 64, chief engineer, wcham-wctyfm Norwich, Conn., died of heart attack Sept. 8. He had been with stations since 1949. Survivors include his wife, Vera, son and daughter.

Verona Lee (Veril) Button, 55, assistant manager, KSVP(AM)-KTZA(FM) Artesia, N.M., died Aug. 31 in Artesia General hospital of cancer. Survivors include husband, Dave Button, general manager of stations, daughter and son.
### Stock Prices

#### Broadcast Stations

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<tr>
<th>Exchange and Company</th>
<th>Closing Wed., Sept. 17</th>
<th>Closing Wed., Sept. 10</th>
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| Notes: A-American Stock Exchange; B-Boston, M-Midwest; N-New York, P-Pacific; O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day. Price shown is last traded price. ** P/E ratio calculated company registered net loss. ***Two-for-one stock split + Stock traded at less than 25 cents.

#### Broadly Held Stocks

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#### Broadcasting Sep. 22, 1980

**79**
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:

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 Broadcasting magazine's celebration of its own first 50 years—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in Broadcasting's 50th Anniversary issue on Oct. 12, 1981.

Dec 1  On the eve of the annual convention of the Radio-Television News Directors Association, Broadcasting will report the state of the art on all sides of the electronic journalism profession: Nationally and locally. The content. The competition. The new forms. The new tools. Where things stand now and whither they are trending as the broadcast media strive to fill an ever-enlarging news hole.

Broadcasting will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming; (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting  Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
Ziff-Davis's Becker: a man for all media

Ralph Becker's roots in communications track back almost as far as he can remember. They also have spread far afield, touching almost every phase of broadcasting and occasionally overlapping into print as well.

It all started, he says, when he was about 7 years old, when his grandmother gave him a silent movie projector for Christmas. To make the most of it, he built himself a little theater, with benches and a curtain that pulled back, and charged his friends two cents admission to see his cartoon movies. For his 8th birthday, his parents gave him a phonograph.

Thus, at age 11 or 12, he broke in as a radio announcer.

Southwest High School in St. Louis had a radio workshop course, and he broke in there, too—and in time met some people from KMOX (AM) St. Louis where soon he could be found in nonschool hours, working “as a kind of assistant, doing whatever they asked me to do, from passing out scripts to helping with the cueing.”

After high school he was more interested in working in radio than in going on with a formal education, but eventually wound up at Southern Illinois University's School of Communications where he found a situation much to his liking.

“They had this old Army barracks, with parachutes strung up to improve the acoustics, and they had thousands of dollars worth of electronic equipment, some of it still in use today,” Becker says.

“They told me, ‘We sure need someone who can hook this up,’ and I told them I could do it, but I’d want to be paid for it. The only thing I’d really done in electronics was build an amplifier from a kit, but I convinced them I could wire up that equipment, and so I simultaneously got a job with SIU and enrolled as a student.”

He did as promised, but that was just for starters on what he now describes as “four really terrific years” in which he produced and directed SIU football and basketball game coverage on regional radio networks, sometimes also handling the color commentary. Branching out, he arranged for and then wrote and produced pickups of the performances of big-name bands when they came to Carbondale, setting up small regional networks to carry them live and simultaneously taping them for distribution to other stations.

He also put in some time studying, which he says often kept him up till two or three in the morning. The long hours became apparent when, upon graduation, he entered the U.S. Air Force. “I was probably the only person,” he says, “who went into the Air Force and was put on rest and relaxation for the first two weeks.”

With what some would call typical military efficiency, the young second lieutenant was trained to be an aircraft controller and then was abruptly made adjutant and personnel officer of his base.

“That was a marvelous experience for me,” Becker says. “I got acquainted with a lot of things having to do with human relations and the use of human resources.”

Discharged with the rank of captain, Becker went back to SIU to manage the school’s FM station while working for his master’s degree. “But the bureaucracy involved in managing things with state funds got the best of me,” he says, “and I gave it up.”

He wanted to become a TV salesman, sent out his resume and was hired by WTVI-TV (now WRAU-TV) Peoria, Ill., as a local salesman.

The station was then owned by Metropolitan Broadcasting, later to become Metromedia, and after a year—“and terrific training”—he was sent to the company’s WTTG (TV) Washington, where he rose from local salesman to national sales manager. He was lured away in 1966 to become general sales manager of KFIR-TV St. Louis, but when Metromedia put KNEW-TV San Francisco on the air two years later, he rejoined the company as general sales manager there.

“People sometimes forget it, but we were one of four UHF stations that went on the air that year in San Francisco—which already had four stations,” Becker recalls. Only one of the four U’s still remains—Field’s KFBK-TV—and when KNEW-TV went dark in 1970, he moved to KFBK-TV as national sales manager.

A pivotal move came in 1973 when a national station rep called him to say he had a client who was looking for a general manager. The client was Rust Craft Broadcasting and the station was WIXS-TV Jackson- ville, Fla. “I didn’t know Rust Craft and I didn’t know Jacksonville,” Becker says, “but my friend said it was a terrific opportunity. He also said if I took the job, he thought I’d end up running the company.”

And so he did, 19 months later, when he was promoted to executive vice president of Rust Craft. Some difficult times were ahead, as it turned out, when Ziff-Davis’s purchase of Rust Craft’s TV stations was stalled by what proved to be a bitter rift among Rust Craft owners. But he came through apparently unscathed by the crossfires, and when the sale was finally completed in early 1979 he was named president of Ziff-Davis Broadcasting.

Becker plainly wouldn’t trade away any of the experiences he has had, but he speaks with special fondness of the role of the local salesman.

He loved it so much he would go on Saturday mornings to help the Royal Crown Cola franchise manager for instance, do his weekly sales meetings. At WTTG, he also collaborated with Barry Klein of the Kal, Merrick & Salian agency in creation of the famous Ronald McDonald character for McDonald’s—played originally by Willard Scott, now of the Today show. “I encouraged Barry to do it,” he says. “Only I wanted to call him Don McDonald.”
Change of course

Leonard Goldenson went to Washington last week with a message. If he left before converting any natives, he at least got home without an arrow in his back. The guess here is that he may have hit upon a theme that will be heard again and could eventually attract support.

ABC emissaries who have preceded their chairman of the board have tended to argue for government controls on nonbroadcast enterprises to equalize competition in the marketplace. Goldenson has at least partly turned that around. Although he has not abandoned ABC’s traditional positions, the main point of his new approach is that the government ought to release broadcasters from existing regulation to let them meet the less regulated competition without excessive handicaps. As he put it, more succintly: “It is time for the government to get off our backs.”

The same sort of message came last week from the chairman of the National Association of Broadcasters television board, Bob King of Capcities. In a speech to the Broadcast Financial Management Association, he said of the proliferating competition: “If we’re going to play the same game, let us share the same rules for all the players.”

It is, of course, politically unrealistic to hope for regulatory parity under present circumstances. The arguments against radio deregulation that the FCC heard last week illustrated the difficulty the agency faces in the removal of rules that have provided dependable livelihoods for professional agitators.

Despite the opposition, however, broadcasters are likely to make more headway in Washington these days with a campaign for their own deregulation than with pleas for regulation of somebody else. Goldenson’s National Press Club audience just may have witnessed a turning point in Washington affairs.

Staying power

The extension of CBS News President Bill Leonard’s contract for a year beyond his normal retirement time calls attention to the ferment that has been rolling in network journalism over the past few years.

Let it be said first, however, that that extension given Leonard, which is reported in more detail elsewhere in this issue, is generally applauded. He has earned good marks in the relatively brief time—17 months—he has been in the job.

He has also contributed to, and at times been a victim of, the recent ferment, which dates to about the time Roone Arledge was named president of ABC News as well as of ABC Sports. Many professional newsmen were aghast at that choice, since in their hearts that Arledge would turn ABC News into a branch of show business and that network journalism would never be the same again.

Arledge did no such thing, of course, but network journalism is certainly not the same. ABC News, once a lagging third in the three-way competition, has been built and polished into a thoroughly professional organization that not only has turned a two-way race into a three-way race but has also been nosing NBC out of second.

Partly because of the new ABC News competition, NBC News has done some significant building of its own. Bill Small, passed over at CBS for the job Leonard got 17 months ago, was recruited into NBC News as president (after Dick Salant, for forced-retirement reasons that may seem ironic now, reluctantly took his CBS pension, but wound up at NBC). Small in turn has been building his own staff, often at the expense of CBS News, whence he recruited the likes of Roger Mudd and the Kalb brothers, Marvin and Bernard.

Leonard, for his part, has had to make the most critical decision of all: the choice of a successor to Walter Cronkite, the patriarch of anchormen. He chose Dan Rather, of course (and lost Roger Mudd in the process). That choice alone may decide whether CBS News remains king of the hill or yields that long-held eminence to ABC or NBC—or conceivably to both.

If Leonard’s choice proves right, he’ll extend his tenure in triumph. If it’s wrong, the ferment will boil up again. Nobody can say television journalists don’t earn all that money.

Why a two-mile limit?

The Twin Towers under construction in Rosslyn, Va., just across the Potomac river from the Georgetown district of Washington, are bush-league versions of the World Trade Center towers of lower Manhattan. Still, upon completion, they will be the highest structures in their neighborhood, aside, of course, from the flower children who infest Georgetown on Saturday nights.

Up in one of those towers in a year or so may be the FCC, empowered by a slipped-through act of Congress to extend the boundaries of the District of Columbia by two miles to encompass Rosslyn in the jurisdiction that the Communications Act prescribes as the site of FCC headquarters. The impending transfer may satisfy the FCC’s dreams of new bureaucratic pinacles. It is a sore subject for communications lawyers (BROADCASTING, Sept. 8) and others whose unenviable lot requires appearances before the agency (see story this issue). Visiting broadcasters will find few hotels in affordable taxi range of the new location.

FCC officials are saying as little as possible about the move, except to defend it as an act of economy. That story would be more plausible if figures were provided to prove it. The FCC admits that its rent will be higher at the outset than the $6.1 million it is paying now but will be lower in the long run under a lease still in negotiation. Maybe so. Maybe also as good a deal or better could have been found closer to the present quarters of the FCC and of all the private enterprises that moved to their present locations to be near the fountainhead, or sinkhole, as the case may be, of communications regulation.

It may be too late to keep the FCC where it is or nearby. But if the agency is moving, why not make the move worthwhile? To say, Ulman Bator, just across the Gobi desert from Inner Mongolia.

"Captioned news."
When was the last time a weatherman actually did something about the weather? After recent tornadoes left hundreds hurting and homeless in the areas surrounding Pittsburgh, WIIC-TV weathermen Pat Finn and Pat Shingleton helped spearhead a drive to raise money to aid the victims. At Channel 11 we're proud of the spirit of Pittsburgh. The same spirit that wins Superbowls and World Series championships shines through when our viewers pitch in to help their neighbors strike back at a tornado!
It's habit-forming. For the second consecutive year our fellow broadcasters agree on the high quality of Channel 7's newscasts. We've been honored by the South Carolina Broadcasters Association award for outstanding local coverage of a major news event.

In addition, for the third year in a row Stan Olenik has received the "South Carolina Sportscaster of the Year" award from the National Sportswriters Association, completing our dominance of news and sports reporting in the nation's 36th market."