WE COVER AUSTIN WITHOUT ANY IFs, ANDs OR SCUTTLEBURTTs.
Because we're the only station in Texas with a year-round news bureau in the state capital. From the first returns to the last hurrah, we stay on top so our viewers can stay informed. So when it comes to covering Texas politics, we're always the people's choice. KPRC TV HOUSTON.
• Over 20,000 ITC cartridge machines purchased since 1969.

• Since 1975, ITC has outsold all other cart machines combined.

• One of every two radio stations uses ITC machines.

• Three of five stations planning to buy cartridge machines will buy ITC.

• ITC Premium cartridge machines have been improved continuously and now share advanced features with ITC's exotic new Series 99 machines.

Broadcasters' No. 1 Choice:

Premium Line

Cartridge Machines
EASTMAN RADIO

proudly announces its reappointment as national sales rep

KHOW-AM/FM
Denver
Doubleday Stations
BMI congratulates these writers of the 88 BMI Country Songs, most performed from April 1, 1979 to March 31, 1980.

JOHN ADRIAN
CURTIS ALLEN
JOE ALLEN
PETER ALLEN
BILL ANDERSON
MAE BOREN AXTON
HOMER BANKS
RANDY BARLOW
MAX D. BARNES
THERESA BEATY
STEPHEN BOGARD
WILLIAM BOLING
KARLA BONOFF
ROGER BOWLING
BOBBY BRADDOCK
PAT BUNCH
JOHNNY BUSH
MIKE CHAPMAN
KERRY CHATER
NICKY CHINN
JOHN CONLEE
PAUL CRAFT
TOMMY CRAIN
CLIFF CROFFORD
JERRY CRUTCHFIELD
IRVING DAIN
CHARLIE DANIELS
GAIL DAVIES
TAZ DIGREGORIO
DEAN DILLON
STEPHEN DORFF
JOHNNY DUNCAN
TOMMY DURDEN
FRED EDWARDS
SCOTT ENGLISH
DONNA FARGO
ANSLEY FLEETWOOD
KYE FLEMING
SNUFF GARRETT
LARRY GATLIN
HOWARD GREENFIELD

JOHN GUMMOE
MERLE HAGGARD
TOM T. HALL
CARL HAMPTON
GARY HARRISON
CHARLES HAYWARD
LARRY HERBSTREIT
WAYLAND HOLLOWAY
CHUCK HOWARD
RAYMOND JACKSON
WAYLON JENNINGS
STEVE JOBE
BERT KAEMPFERT (GEMA)
JACK KELLER
FRED KELLY
BUDDY KILLEN
LINDA KIMBALL
LARRY KOLBER
KERRY KRISTOFFERSON
DENNIS LAMBERT
RED LANE
HARRY LLOYD
JOHN D. LOUDERMILK
DAVID MALLOY
BARRY MANN
JIM MARSHALL
RANDY MCCORMICK
BOB MCWILLIAM
CHRISTY McVIE
JOE MELSON
BUCK MOORE
DENNIS MORGAN
JOHNNY MULLINS
MICKEY NEWBURY
KENNY NOLAN
ROY ORBISON
JIMMY PENNINGTON
BEN PETERS
JAMES S. PINKARD
STEVE PIPPIN
DOC POMUS
BRIAN POTTER
ELVIS PRESLEY
DARRELL PUETT
CURLEY PUTMAN
EDDIE RABBITT
DON REID
HAROLD REID
GEORGE RICHEY
KENT ROBBINS
BRUCE ROBERTS
JOHNNY RODRIGUEZ
DAVID ROSSON
CAROLE BAYER SAGER
TROY SEALS
BILLY SHERILL
MARK SHERILL
MORT SHUMAN
CHARLES SINGLETON
GLORIA SKERLOV
JOHNNY SLATE
MARGO SMITH
EDDIE SNYDER
BOBBY SPRINGFIELD
VAN STEPHENSON
EVEN STEVENS
JOHN STEWART
DOUG TEASLEY
SONNY THROCKMORTON
TANYA TUCKER
MICHAEL UTLEY
RAFE VAN HOY
CYNTHIA WEIL
STERLING WHIPPLE
DON WILLIAMS
HANK WILLIAMS, JR.
LAWTON WILLIAMS
LEONA WILLIAMS
NORRO WILSON
BOBBY WOOD
TAMMY WYNETTE

* Writers of the Most Performed Song of the Year—“Suspicions”

What the world expects from the world’s largest music licensing organization.
**The Week in Brief**

**TOP OF THE WEEK**

**HEAD-ON IN CLEVELAND** □ Carter-Reagan TV confrontation Tuesday sets pace for countdown to election day next week. CNN will patch in uninvited Anderson. **PAGE 27.**

**SCORECARD** □ In last days of campaign, journalists look at candidates, how they ran and way media performed. **PAGE 29.**

**PULSE OF PEOPLE** □ Study reports on how public feels about news freedom. **PAGE 31.**

**MOVE FOR DETENTE** □ Prodded by unhappy members, NAB committee seeks way to resolve conflict between its radio conference and NRBA convention. **PAGE 32.**

**JERSEY BOUNCE** □ FCC may propose that New York's channel 9 be reallocated to New Jersey. **PAGE 33.**

**DIGITAL BREAKTHROUGH** □ Worldwide standards may evolve from recommendations of CCIR subgroup. **PAGE 34.**

**MORE LOW-POWER GROUPS** □ Another three TV proposals are filed at FCC. **PAGE 34.**

**ICE STILL THIN** □ Don Curran has long been standard bearer for UHF in fight for parity with VHF But, president of Field Communications explains in interview, gains of last years could be offset by unanticipated new competition on horizon. **PAGE 36.**

**LOOK TO YOURSELF** □ FCC's network inquiry staff tells commission that existing allocations plan is biggest barrier to development of new TV networks. **PAGE 42.**

**MORE ATTENTION TO SIN** □ Justice's Antitrust Division is probing Spanish International Network, already under FCC scrutiny. **PAGE 44.**

**CABLE STUDY** □ FCC's Office of Plans and Policy is ordered to examine ownership and other restrictions. **PAGE 45.**

**OPENING CHINA'S MARKETPLACE** □ U.S. telecommunications products will be shown next year in Beijing at major trade show sponsored by Electronics Industries Association and National Council for U.S.-China Trade. **PAGE 48.**

**NOW THERE'S MICRO-TV** □ That's "floa-powered" television service proposed in study for FCC. **PAGE 48.**

**REAGAN ON RFE/RL** □ Republican candidate says it's vital to strengthen overseas broadcasts. **PAGE 53.**

**COLUMBIA PICTURES PRICE TAGS** □ In meeting with New York analysts, Vincent reviews company operations, says ABC will pay in $20-million range for "Close Encounters" and $15 million, with escalator, for "Kramer vs. Kramer." **PAGE 55.**

**NBC-TV'S DELAYED START** □ Three-phase launching in next three months is announced for 1980-81 season that was virtually grounded by strikes. **PAGE 58.**

**OBSTACLES** □ Premiere chairman Harris sees more dross than gold for new pay-TV network. **PAGE 58.**

**1933**

**THE 'BROADCASTING' YEARS** □ FDR and his fireside chats become American institution. It happens while broadcasters have to cope with accelerated press-war, and Washington starts to phase out Federal Radio Commission. **PAGE 61.**

**PAST IS PROLOGUE** □ Young & Rubicam's Jerry Baldwin last year supervised placement of about $250 million in radio-TV spot and network radio. He's not awed by magnitude of that figure since he sees even greater things down road with new media. **PAGE 97.**

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Arizona proudly casts its vote for KTAR NewsRadio.

Detroit. New York. We were there… bringing home the Arizona perspective to all the Republican and Democratic convention news.

And when the polls close November 4th, we’ll be all over Arizona with nearly 30 reporters and computerized results.

Because when more people cast their listening vote to KTAR than any other Arizona radio station, we know we have to perform.

**Exempt or not?**

Cable News Network’s scheme to videotape John Anderson into debate with President Carter and Ronald Reagan Tuesday (see page 27) raises legal question. FCC lawyers express befuddlement as to whether equal time law—which FCC has applied to cable systems as well as to broadcasters—would obligate CNN to afford other presidential candidates equal opportunities after tape-delay debate. Reese Schonfeld, CNN president, poo-poo’s idea, says 24-hour news service constitutes bona fide newscast and is therefore exempt. Commission lawyers say situation is without precedent.

Situation may be somewhat clearer for broadcasters picking up CNN-originated program. Several have told commission officials they regard broadcast of part-live, part-tape debate as on-spot coverage of bona fide newscast and therefore exempt from equal time rule—and officials so far have not argued point.

**Labor costs**

Analysis completed by media/TV programming department of Ketchum, MacLeod & Grove, New York, on impact of performers’ strike puts average drop-off in TV network prime-time ratings during affected period at about 5%. Ketchum says that in slippage, ratings for some demographic groups sought by advertisers held up well, while ratings for others fared poorly. Make-goods will be made to prime-time advertisers whose ratings did not reach guaranteed levels.

**View from top**

FCC’s expected proposal to realign channel 9 New York to city in New Jersey without moving antenna from New York’s World Trade Center Building (see page 33) is supported by computer study done by National Telecommunication and Information Administration’s Institute for Telecommunication Sciences, in Boulder, Colo. Study, not yet released, is said to conclude that that arrangement, from technical standpoint, is most feasible for improving television service to New Jersey. WOR-TV ch. 9 signal now reaches 79% of state’s population. Study says short-spaced VHF would not provide adequate service, statewide, but indicates that channel 8 drop-in, if directionalized, would be sensible way of meeting service needs in southern part of state.

Study was done at request of White House domestic policy staff member Rick Neustadt. He says he made request after drop-in idea was suggested in controversy that arose after Representative Andrew Maguire (D-N.J.) proposed legislation calling for realignment of channel 9—legislation that later died.

**On his own**

Robert Howard, former president of NBC-TV, later general manager of WNBC-TV New York and since then vice president, television projects, NBC Stations (BROADCASTING, June 9), has left NBC after more than 25 years and has formed Citicom, firm set up to buy and manage TV-radio stations. Citicom’s first purchase is WBEC-AM-FM Pittsfield, Mass., for $1.2 million subject to FCC approval. It also has entered into management contract with WOVO(AM) Albany, N.Y., with intention to buy station.

**Digest-ible**

Acquisition of about 5% of Storer Broadcasting Co. stock by Reader’s Digest Association, Pleasantville, N.Y., was “for investment purposes” rather than move toward operational involvement in television or cable broadcasting. So says high official of company.

Denied was report that Digest had eye on Ted Turner’s Cable News Network, in need of infusion of new capital. Nor was possible acquisition of troubled United Press International acknowledged.

**Second-level shuffle**

No matter who wins Presidency Nov. 4, these top-echelon appointed officials at FCC are expected to leave to enter private sector, where money is: Frank G. Washington, deputy chief of Broadcast Bureau and former legal assistant to Chairman Charles D. Ferris; Philip Vervey, chief, Common Carrier Bureau, along with his deputies, William B. Ginsberg and Thomas J. Casey.

Republican victory would spell termination of tenures of general counsel, Robert R. Bruce; chief of Plans and Policy, Nina W. Cornell, another Ferris protege; and chief scientist and head of Office of Science and Technology, S.J. Lukasik.

**Proficiency test**

Although many broadcast engineers oppose FCC’s rulemaking to dispose of first-class operators’ license, National Association of Broadcasters is supporting it. NAB, however, is sensitive to need of broadcast managers to have some way of evaluating engineering job applications, and is considering ways to fill vacuum in testing and certification that will be created if FCC drops license. Under consideration: publishing standardized test that would be administered to job applicants and joining with the Society of Broadcast Engineers to beef up SBE’s existing testing and certification program.

**FCC is broadening**

Slogan for commissioners’ floor at FCC headquarters: “Join the Telecommunications Committee and see the world.” Under Chairman Charles D. Ferris, committee, whose membership has been augmented on some trips, has been to Tours, France; the Hague, The Netherlands; Dublin, and Montreal. On Tuesday, committee, comprising Ferris and Commissioners Joseph Foyart and Robert E. Lee, will travel to Madrid to meet with representatives of European and Canadian telecommunications organizations in session that runs until Friday.

**Added attractions**

If, as some contend, football runovers gave CBS-TV just enough yardage for prime-time victory in ratings last season, could they be decisive factor again in 1980/81? Though it’s too early to tell, one thing seems clear: There probably will be as many NFL runover minutes to count in averages this season as last.

By last week, ratings observers could count 74 unscheduled football minutes since CBS and NBC-TV began televising afternoon games in September. Comparable period last season showed 68 minutes of runover on two networks. Last-season total of 181 extra minutes on CBS averaged 25.2 rating/42 share; 80 minutes on NBC brought 17.0/32.

**Bumped**

USA Network, cable program supplier owned by UA-Columbia and transmitted over Satcom I, transponder 9, has given C-SPAN, public affairs programer that buys several hours per day of time on its transponder (at rate of $200,000 per year), two years to find new satellite home. USA Network’s request brings into question future of C-SPAN. Brian Lamb, co-founder and president of C-SPAN, said “jury is still out” on whether service remains as it is, essentially carrier of House of Representatives proceedings, or grows into full-fledged programming service. “If the concept matters at all, it should go to its own transponder,” says Lamb.


Saks Fifth Avenue □ Department stores. Begins Nov. 27 for four weeks in about 10 markets. fringe and day times. Agency: Western International Media, New York. Target: adults, 25-54.


Schoenling Brewing Co. □ Little Kings beer. Begins Nov. 1 for three weeks in 12

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**Rep Report**

WOW-TV Oak Hill (Bluefield-Beckley), W. Va.: To Meeker Television from Spot Time Ltd.

WFOS-AM/FM Suffolk, Va.: To Torbel Radio from Eastman Radio.

WPPB-FM/WPRF-FM Middletown, Ohio: To Lotus Reps from Fred Smith.
Congratulations to our client
KFAB
America's #1 Rated Station...again.

(Arbitron April/May '80 Metro Area. Monday-Sunday,
6 AM-12 Mid., Share of Persons 12+.)

Christal
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue - New York, N.Y. 10022
(212) 686-4414
markets. Late fringe times. Agency: Byer & Bowman Advertising, Columbus, Ohio. Target: adults, 18-34.


**CBS co-op ad plan.** CBS Entertainment has revised its co-op advertising plan for affiliates, starting today (Oct. 27) and replacing earlier plan that was postponed because of performers’ strikes. Plan concentrates on first and second episodes of all new and returning prime-time series and contains 35% increases in dollar allowance for print advertising to be spent in any medium (except **TV Guide**). CBS also will place and pay for 100% of **TV Guide** advertising, starting today and continuing throughout November.

**Serious business.** Schieffelin & Co.’s Blue Nun wine, which gained recognition through comedians Still & Meara’s radio spots, takes serious approach in new campaign breaking in mid-November. Two new commercials will illustrate theme “Blue Nun goes any time, any place with everything. Blue Nun goes everywhere.” Cunningham & Walsh, New York, created spots which run in 35 major TV markets and coast-to-coast on cable.

**Cheap but good.** Production budget for retail television commercials is inexpensive, according to Thomas McGoldrick, vice president—retail, Television Bureau of Advertising. He cited three cases histories at National Retail Merchants Association seminar to prove his point. Peter A. Meyers Advertising, agency for Maison Blanche department stores in New Orleans, developed slide-to-tape technique that is portable, fast and affordable, PA Bergner Co. 27-unit chain in Illinois, made use of film footage from public library and from local TV stations’ news departments. Hochschild/Kohn department stores in Baltimore tapped co-op dollars of such brand names as Haggar, Arrow and Devon to help produce quality commercials that benefited its stores generally.

**Cable not special.** Young & Rubicam Inc., New York, which for several years handled buying of advertising on cable TV in its Electronic Media unit, says cable no longer needs special treatment. Henceforth cable TV advertising buying will be integrated into Y&R’s regular media department under supervision of Richard H. Low, senior vice president, director of broadcast programming and purchasing. William Donnelly, vice president, group supervisor of New Electronic Media, will become director of resource management for Communications Services Department and will be involved in new business activities.

**New message.** BBDO, new agency for Avis, Inc., has expanded “We try harder” theme created by Doyle Dane Bernbach, in “Leave your worries behind” campaign that broke this month on all three networks. Also using spot TV and radio in 21 markets, current advertising addresses concerns of business and leisure travelers with car rentals.

**Captioned Coke.** Hearing-impaired viewers will see for themselves what Mean Joe Greene has to say to his young fan when famed Glo-award commercial titled “Train” are aired for Coca-Cola Co. with closed-captions, beginning in November.

**Radio plus TV.** NBC Radio Network has issued booklet, “A Proven Method of Testing a Radio/Television Mix,” which suggests means of testing benefits of combining radio and television advertising. Advertisers and agencies may obtain copy of booklet by writing Charles W. Stefan, vice president, market development, NBC Radio Networks, 30 Rockefeller Plaza, New York, N.Y., 10020.

**Nominations, please.** American Advertising Federation is accepting 1980 nominations for its Advertising Hall of Fame. Deadline for nominations is Nov. 28. For information and to request nominating forms, contact AFA, 1225 Connecticut Ave., N.W., Washington, D.C. 20036. (202) 659-1909.
Christal

Congratulates two of its AM clients

WGY
WTMJ

who are again among America's Top 20 Radio Stations.

(Arbitron April/May '80 ADI, Monday-Sunday,
6 AM-12 Mid., Share of Persons 12+)

Christal
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 686-4414
Spots should inform, not just create viewer awareness

In a recent study conducted by Professor Jacob Jacoby, a consumer psychologist at Purdue University, 81.2% of viewers tested misunderstood some part of the commercials they watched. What is surprising is not that so many people misunderstood the commercials, but that 18.8% were able to understand them at all.

Traditionally, commercials have been attacked for all the wrong reasons. People rail against the inanity of a Mr. Whipple, the absurdity of the Jolly Green Giant or the blatant sexism of the “dumb” housewife vainly struggling to make a decent pot of coffee.

But the greatest failing of commercials lies in their inability to communicate. Most of them are textbook studies in illogic; a mishmash of irrelevant thoughts and barely articulated ideas. Commercials communicate with all the verve and clarity of a three-year-old.

This is most notably the case when the commercial is trying to sell a product that is at least mildly sophisticated—stereos, televisions, copiers and the like. One watches those spots and a minute later can remember only a jingle or a tag line; the message is ephemeral as the product’s shelf life. Journalism’s who, what, why, when and where are ignored by the commercial to the detriment of the viewer. The price is not given, the key characteristics of the product are not enumerated, and the places where it may be purchased are never mentioned. The name of the product, however, is repeated like a litany, as if that repetition alone conveyed some Zen-like essence.

Perhaps copywriters should borrow a page from their journalistic brethren and answer the five w’s. If they did, commercials would be infinitely easier to understand.

But would they sell? The philosophy espoused by A. Eicoff & Co. provides the answer. That philosophy is rooted in a journalistic approach to advertising—an approach that has made Eicoff one of Chicago’s largest agencies with billings upwards of $50 million annually. It is an approach that has turned products like Classic Nails, Tarn-X and Roll-O-Matic Mops into huge successes almost overnight.

The secret to success: The ability to make commercials which coherently give the consumer all essential information. Each commercial provides a product’s price, where it may be found, and demonstrates how it works. They run the gamut—from two-minute direct-response spots to key outlet to straight retail commercials. Most of them will never win awards, dazzle you with visual imagery or contain a boffo song and dance number. What they will do is provide all the information relevant to a product, allowing viewers to make an educated buying decision.

And what the commercials never will do is foster “awareness.” Awareness, that accursed buzz word, is the bane of advertising’s existence. Too often, it is the measuring stick account executives trot out to judge a commercial’s effectiveness.

When their research shows a commercial achieved a high awareness level, they proudly tell the client all is well. Yet all is not well, because awareness often has nothing to do with sales. The correlation is tenuous at best. And at worst, it is merely an excuse the agency can use when a client’s product does not sell. The agency will blame the salesmen, the distributors or any other convenient scapegoat. After all, the commercial fostered brand awareness.

Long ago, the Eicoff agency learned that the only measure of a commercial’s success was the sales it generated. And so we created the journalistic commercial as the optimum selling tool. We found it worked whether we were making a direct-response spot or a retail one. And in recent years, we discovered that major advertisers are more than willing to use it—from Ohio Bell to Mattel to Time-Life Books. For a relatively small expenditure of advertising dollars, they get a commercial that’s virtually guaranteed to sell their product. Because the journalistic commercial is so straightforward in approach, it normally does not require the large sums necessary to produce an “awareness” spot.

Of course, resistance to “journalistic” commercials runs strong and deep in the advertising community, especially on Madison Avenue. Agency creative types shrink from it in horror. What will become of their big budgets, their famous product spokesmen, their award-winning jingles? They will probably become things of the past. In their place will be an emphasis on language as a descriptive, dramatic selling tool. At the Eicoff agency, the two most important ingredients of a commercial are verbs and adjectives. A product doesn’t simply do a job; it does it faster, better, cheaper. During the demonstration of a product, the announcer will describe it in vivid, visceral terms. When the commercial ends, the viewer has no questions. The product has been shown and described with such absolute clarity—with such power-packed words—that there is no chance of any misunderstanding.

Of course, the journalistic commercial works best with products that work best. Most commercials cloak products with so much razzmatazz it becomes impossible to determine their worth. If the journalistic commercial becomes the norm, that would cease to be the case. In fact, companies would be forced to manufacture quality products, no longer able to hide deficiencies behind advertising. When the souls of their products are laid bare, they had better have something they’re not ashamed for the public to see.

It is quite possible that in the future, only the fittest commercials will survive, as well as the fittest products. At the recent convention of the Association of National Advertisers, Penelope Hawkey, senior vice president-creative group head of McCann-Erickson, explained that “zap buttons,” devices that can automatically blank out commercials, might be a standard feature in homes in the coming years. If that happens, there must be a compelling reason for viewers to watch commercials. And that compelling reason certainly won’t be “dancing dogs and talking soup cans.” Instead, it will be valuable product information laid out in clear, concise, exciting terms. It is something for agencies and advertisers to consider when they plan their commercials. Tarn-X is not an itchy-fingered people with hands poised above their zap buttons should make them consider it very long and hard indeed.

Ronald L. Bliwas, senior VP at A. Eicoff & Co., Chicago, has been with agency for 11 years. He serves as director of client services, working with such accounts as Time-Life Books, Mattel and Roll-O-Matic Mops. Before joining Eicoff, Bliwas was account executive with Lee King & Partners, Chicago, and director of marketing for Rhodes Pharmacal, Chicago.
Congratulations five of its FM clients

WHIO
WNCI
KNIX
WSOC
KKNG

who are now among America’s Top 20 Radio Stations.

(Arbitron April/May '80 ADI, Monday-Sunday,
6 AM-12 Mid., Share of Persons 12+)

Christal
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4444
This week


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


Oct. 29-30 - Ohio Association of Broadcasters fall convention. Speakers include FCC Commissioner Tyrone Brown, National Radio Broadcasters Association President Sid Kaplan and National Association of Broadcasters senior VP Larry Patrick and Ken Schanze. 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. 2 - Broadcasters Promotion Association board meeting. Hyatt Regency, Chicago.

Oct. 31-Nov. 2 - Electronic Industries Association, Northeastern Group, distributor products division, annual fall conference. Dunley's Hyannis hotel, Cape Cod, Mass.

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

Nov. 3 - FCC deadline for comments on notice of proposed rulemaking on adoption of postcard-size renewal application form (Doc. 80-253). FCC, Washington.

Nov. 3 - Supreme Court will hear oral arguments in radio format case. At issue is question of whether FCC has duty to review proposed changes in entertainment format if it is unique and members of public object to change, or whether, as commission says, it should leave enforcement of policy of broadcaster and market. Supreme Court, Washington.

Nov. 3 - Radio Advertising Bureau co-op retail meet-

Registry hotel, Minneapolis.

Nov. 3-4 - Cable Television Administration and Marketing Society direct sales seminar. Hotel Colonne, Boston.

Nov. 5-9 - Radio Advertising Bureau co-op retail meeting. Arlington Park Hilton, Chicago.

Nov. 5-7 - Conference on electronic delivery of news (teletext and videotex) designed particularly for news executives and sponsored by Indiana University, Bloomington.


Nov. 6-9 - American Broadcasting Federation western region conference. Heritage Inn, Great Falls, Mont.

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

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

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

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

Nov. 26-30 - National Association of Educational Broadcasters 55th annual convention, Las Vegas Hilton.

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


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


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


Atlantic, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 5-8, 1987; Las Vegas, April 10-13, 1986.

May 24-30, 1981 - 17th annual MP/TV international television program market. Palais Des Festivals, Cannes, France.


Represents the top ranked stations.

Eight of our clients are ranked in the top 20 in America...more than any other representative.

(see preceding pages)
January 1981


Jan. 15—FCC deadline for comments on proposed rulemaking on low-power television (Doc. 78-253). Replies due March 1, FCC, Washington.


Jan. 21-23—Colorado Broadcasters Association annual winter convention. Four Seasons Motor Inn, Colorado Springs.


December

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

Dec. 3-4—Advertising Research Foundation's second Western conference and research fair. Los Angeles Biltmore.


Dec. 9—Deadline for comments on FCC's further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

Dec. 9—Call Cable Television Administration and Marketing Society Western regional marketing seminar, Dills Hotel, Anaheim, Calif.

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


Dec. 15—FCC deadline for reply comments on proposed rulemaking on deletion of first class operators licenses (Doc. 20817). FCC, Washington.

January 1981


Jan. 15—FCC deadline for comments on proposed rulemaking on low-power television (Doc. 78-253). Replies due March 1, FCC, Washington.


Jan. 21-23—Colorado Broadcasters Association annual winter convention. Four Seasons Motor Inn, Colorado Springs.


February 1981

Feb. 4-6—Texas Cable TV Association annual convention and trade show. San Antonio Convention Center.

Feb. 4-9—International Radio and Television Society faculty/industry seminar and college convention. Harrison Conference Center, Glen Cove, N.Y.

Feb. 6-7—Society of Motion Picture and Television Engineers annual television conference. St. Francis hotel, San Francisco.

Feb. 10-11—Arizona Cable Television Association annual meeting. Adams hotel, Phoenix.


GOOD NEWS FOR SMALL STATIONS.

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

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

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

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

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

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

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

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

Name
Station
Address
Phone
March 1981
March 15-17 - North Central Cable Television Association meeting. Holiday Inn, Fargo, N.D.
March 16-17 - Society of Cable Television Engineers annual spring engineering conference. Opryland hotel, Nashville.

March 28-April 1 - Illinois-Indiana Cable Television Association annual convention. Hyatt Regency hotel, Indianapolis.

April 1981
April 12-15 - National Association of Broadcasters 59th annual convention. Las Vegas Convention Center.
April 19-22 - Videodex '81, international videotex conference and exhibition. Royal York hotel, Toronto, Canada.
April 23-24 - Oklahoma AP Broadcasters convention. Hoteloma, Oklahoma City.
April 24-30 - 17th annual MIPTV international TV program market. Palais Des Festivals, Cannes, France.

You may never see the world’s largest crab... but cheer up. You can still have the largest adult audience in Western Michigan with WKZO-TV.

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**Avery-Knodel, May 1980.

May 1981
May 1-3 - Texas AP Broadcasters convention. Marriott North, Dallas.
May 3-7 - National Public Radio annual conference. Phoenix.
May 20-22 - Videodex '81, international videotex conference and exhibition. Royal York hotel, Toronto, Canada.
May 27-30 - International Radio and Television Society annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York.

June 1981
June 4-6 - Associated Press Broadcasters annual convention. Washington Hilton.

July 1981

August 1981

September 1981

October 1981

Neither James A. Heaver nor Roland P. McClamroch have any ownership interest in WDBS (FM) Durham, N.C., as was reported in Oct. 6 “Changing Hands.” item on WCHL (FM) Chapel Hill, N.C.

Comment deadline date on FCC proposal to revise annual financial report form (324) has been extended to Nov. 17, not Nov. 1 as reported in last week’s issue.

Sept. 22 issue reported wrong number of USA Network affiliates. Satellite cable programmer has over 1,000. Also, it is distributed over Satcom 1, transponder 9, not transponder 6.
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EDITOR: October seems to be the month for anniversaries. While overseas helping the Australian Association of Radio Broadcasters celebrate their 50th anniversary on Oct. 15th, I thought of yours.

Now that I have returned, I want to formally salute you and Broadcasting magazine on your 50th anniversary, and thank you on behalf of the industry for your immense contributions during those 50 years.

The NAB was not quite a decade old when your presses began to roll. During the years that have passed, Broadcasting has become the bible of the industry—and for good reason. You have supplied us with fair reporting and you have displayed integrity in your editorial policy. We have depended upon you. In the coming years, as our job grows even more complex, the dependence will deepen.

Congratulations on 50 years of superb service. We wish you many, many more. — Vincent T. Wasielewski, president, National Association of Broadcasters, Washington.

EDITOR: I returned to the office today to find more than the normal interest in this week's issue of Broadcasting. First, the note from the chairman and editor was done in his usual and scholarly fashion and made me reach immediately for the story on page 79, "The First 50 Years of Broadcasting."

Aside from the fascination of the story itself, to which I shall look forward with continuing interest, I am reminded that your career has truly been phenomenal. I don't know anybody who has combined his life work and interest in such an accomplished and highly professional manner unabated. — Larry H. Israel, president, North American Broadcasting, Washington.

EDITOR: That was a super, superb, superior article on "The First 50 Years of Broadcasting." — Clifford Evans, vice president-Washington news bureau, RKO General Broadcasting.

Wants waiver

EDITOR: I was disappointed in studying the proposed low-power TV rules to learn that a cable TV company would be able to operate low-power TV stations, while local broadcasters would not. In fact, as I read it, cable operators will be able to operate as many low-power outlets as they wish. I feel this is most discriminatory. In order to allow low-power TV operations, many rules will have to be changed or waived. It would seem to me that the crossownership prohibition should also be waived.

After all, a "micro-station," as proposed, is hardly a full-service operation that should be considered in any monopolistic discussion. It is my position that a small town could never afford a normal television station, what with the costs involved and the ever increasing encroachment of cable systems and satellite technology. However, a low-power TV translator with local origination capability would satisfy that need very nicely. I feel that a natural extension of that would be the local radio broadcaster operating said facility. An existing broadcaster is in a position to share costs, personnel, equipment and facilities with the new (and marginal) TV operation. In addition, the broadcaster in a small town is in an excellent position to know the community needs, to know the advertisers who will support the fledgling operation and a multitude of other viable factors that a cable operator does not know, or even care about.

I respectfully suggest that the crossownership prohibition be removed completely. If that is not possible, perhaps it could be waived in populations of less than 50,000. — Lee Shoblon, president/general manager, KPWJ(AM)-KRFM(FM) Lake Havasu City, Ariz.

Accentuating the positive

EDITOR: In your Sept. 22 issue, you presented a fine review of the FCC panels on deregulation. In citing NPR's discussion in these panels, however, our position was erroneously represented as being much more negative about deregulation than in fact it is. We have subsequently received several inquiries growing out of your article, and therefore would appreciate this opportunity to clarify the record with the pertinent quote from my testimony:

"In our preparation for this proceeding, we informally polled our member stations and asked them to estimate what effect the commission's proposals might have on the services commercially available to the audiences in their areas. Their projections varied according to the audience needs in their particular communities and to the response they expected from the local commercial broadcasters. Some indicated that commercial broadcasters were already programming for maximum profits, that news and public affairs were part of the success formula and that deregulation would result in little change in local service. Others projected a commercial withdrawal from public affairs programming should nomenentertainment restrictions be lifted. — Walda W. Roseman, senior vice president, national affairs and planning, National Public Radio, Washington.

Proclamation

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At the top of ARB & NSI rating charts (9AM to Midnight Sun.-Sat.), in America’s Music Capital—the Nation’s 30th largest television market.
Robert Riger is a producer-director at ABC Sports exclusively involved in directing slow-motion inserts. Soon he will work with John Huston on sports sequences for Mr. Huston's new feature. Here Riger tells us how he has made the stadium his studio:

"I'm probably unique among the cinematographers and television directors in that I was trained as an artist. What I liked to do best was sports drawings. I had an appetite for teaching or learning how an athlete performs technically. I don't care what the final score is but rather about how the double play ended the inning. In six years with Sports Illustrated they published over 1,200 drawings on all sports. Then in 1960 I picked up a 16 mm camera for the second time. (The first time was when I was 9 years old and took neighborhood movies.)

"In 1964 I went to Innsbruck for ABC. In those days there was no videotape equipment, no stop action, no slow motion. Using still photographs and drawings, I was actually able to show the skiers' ski-tips an eighth of an inch from the pole. This was a forerunner of today's technology. I took high-speed sequence pictures anywhere from 5-10-20 pictures a second in black-and-white stills. Then as now, I focused on the moment I thought would be the cu of the race.

"Different sports require different camera speeds. Most people don't realize that. For figure skating you need 100 frames. For a jumping horse, 200. For a race horse, 400. You have to balance the time you have to tell your story against the slow motion, and you need to record the action clearly. My success has been knowing how much slow motion to use. How much the eye needs to see something sequentially. The other half of my pictorial success is angle and position.

"Slow motion for me is never decorative. I use it for information. I'll never use it for a Bonnie and Clyde ending - the ballet of death thing. Sports are very poetic and beautiful...the grace and movement of human figures and animals.

"I'm one of the few cinematographers who uses prime lenses in motion picture work. I very rarely use a zoom - maybe one in thirty jobs. With my prime lenses, I get more sharpness and more light. And I've used only Kodak films. They are truly exceptional. I've used every motion picture film that Kodak has manufactured.

"The basic need for me has been clarity. What I do is combine all the qualities of creative filmmaking with hot-line journalism, not giving anything away and still getting the same emotional response. That's the key. The stadium is my studio, and my works are moments which have been achieved - or not achieved - by athletes. The most satisfying single scene I ever shot was in the Winter Olympics at Lake Placid. I'd set my camera at the most difficult gate of the downhill run. I knew that I would get the highest dramatic moment there, either success or failure. The stage was set. Then a favorite came down two miles of mountain, and his binding exploded right before my camera. In that moment a man had lost the medal. The film camera achieved a moment that no other camera on the course recorded. That's the challenge today: to show somebody something they have never seen before."

If you would like to receive our quarterly publication about motion picture production for television, Telek, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, NY 14650.

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Put together all the qualities you want in your antenna: exceptional performance, proven durability, economy and on-time delivery, and you'll know the score about Bogner. We have competitors but no equal.

Prove it to yourself. Talk to the stations listed above (or call Len King for the names of all TV stations using Bogner manufactured antennas). Find out first hand why Bogner is the champion of UHF antennas. Bogner Broadcast Equipment Corp., 401 Railroad Avenue, Westbury, New York 11590, (516) 997-7800.
Television, the medium for most of Campaign '80 all along, will carry what appear to be the most decisive moments on Oct. 28—a one-on-one between Carter and Reagan

After the candidates had spent more than $30 million on advertising, and after the networks and local stations had devoted perhaps hundreds of hours to coverage of the campaign, the outcome of the Carter-Reagan contest may hinge on one 90-minute television spectacular tomorrow night (Oct. 28).

It will be the debate between President Carter and his Republican challenger, Ronald Reagan. The confrontation will enable the League of Women Voters Education Fund to salvage something from the schedule of three debates involving the major party candidates it had proposed last summer.

But more important to the candidates involved, the debate, originating in Cleveland's Convention Center and scheduled to start at 9:30 p.m. EST, is seen as crucial to the outcome of the election next week. Polls continue to show the race not only as extremely close among voters who say they have a choice but reveal as well large blocs of undecided voters in key states.

It was those factors that helped induce the candidates to agree on the debate. Each hopes the exposure will provide the additional support he needs to win. With the three commercial television networks, as well as the Public Broadcasting Service, carrying the debate live, the audience should be enormous—perhaps 120 million, according to estimates by league officials. (NBC will provide the pool coverage.) There also will be some 1,500 news media representatives on hand in Cleveland. As Robert Strauss, Carter's campaign manager, said, "There are great stakes in it."

Indeed, it seemed that the debate could be dominated as a news story only if the American hostages in Iran were released—as stories out of Teheran last week indicated was a possibility.

Beyond the closeness of the contest, the disappearance of independent John Anderson from the ranks of the "viable" candidates was another factor in making the debate possible. Carter had insisted on facing Reagan alone, at least in the first debate involving presidential candidates; he did not want to contribute to the attention paid to a man likely to draw votes away from him. Reagan, on the other hand, had insisted on Anderson's appearance, as a matter of "fairness"—and thus had contributed to the stalemate. But when the league sent out its invitations, Anderson—who had faced Reagan alone in the only other league-sponsored debate, in Baltimore on Sept. 21—was not included. Because his standing in the polls had slipped below the 15% mark, the league said Anderson no longer met its criteria for participation.

Last week, however, Anderson seemed determined not to lose access to the audience the debate will draw. He had abandoned previously announced plans to buy 30 minutes of network time following the debate as "impractical," according to an Anderson spokeswoman; she said that time period would be too late in the evening. But Anderson's aides were considering other possibilities—shorter segments of time before tomorrow's debate, as well as a possible "roadblock," with a purchase on all three networks at the same time. He is certain to reach at least the viewers of Cable News Network, as part of the debate they will see. CNN will employ a tape delay system to present Anderson—speaking from Washington—as a participant (see below).

The league's announcement last Tuesday (Oct. 21) of the debate agreement among the candidates' aides and representatives of the league came after intense negotiations over the previous 48 hours. The only indication of disagreement involved the date and possibly the place. (Reagan aide James Baker III suggested election eve, Nov. 3, as the date, while Carter's Strauss urged a date on the weekend. The President plans extensive travel this week.)

The debate will resemble others that have been held in that it will involve a

**One-candidate-uptsmanship.** While the rest of the nation tunes in to the Carter-Reagan debate tomorrow night (Oct. 28), viewers of the Cable News Network will have a chance to watch the Carter-Reagan-Anderson debate. Stuart Loory, vice president and managing editor of CNN (right), and Mitchell Rogovin, chief counsel of the Anderson campaign, announced at a hastily arranged press conference last Thursday that Anderson had accepted a CNN invitation to appear alongside his rivals through the magic of television. Appearing before an audience and the CNN cameras at Washington's Constitution Hall, Anderson will respond to the same questions put to Carter and Reagan at their debate, being broadcast at the same time by the three major television networks and the Public Broadcasting Service. His responses will be inserted into a time-delayed videotape of the Carter-Reagan debate, and the package will be transmitted to CNN's cable affiliates. The CNN program will start at the same time but, because of the Anderson inserts, will run two hours instead of 90 minutes. CNN senior correspondent Daniel Schorr will moderate. Loory said that the program will be made available "to television stations desiring it on a live or tape-delayed basis." As of last Friday, two broadcasters had signed up for the CNN production: WORF-TV Rockford, Ill., the independent station in Anderson's home town, and WTOP/AM Washington. WORF-TV will pick the feed off the satellite with one of its two earth stations.
The activity radio, along news television's Mutual Broadcasting System to regain standing in the Presidential race, has reportedly been on the airwaves weekly for the past month. The use of this medium, considered by some as "rigged," has been utilized by the candidates to present their views to the public. The debate is timed to provide a kind of climax to issues that have been building for weeks. For Carter, it will offer an opportunity to demonstrate the mastery of complex details of issues of profound importance that his aides say he has. For Reagan, it will be an opportunity to demonstrate that Carter's efforts to paint him as trigger-happy are unfounded—and his aids are confident he has the presence and bearing to do just that. What's more, he also is certain to attempt to regain the initiative by pressing hard on the issues of the economy.

Reagan, incidentally, is not relying on the debate alone to address those two matters. On Oct. 19 (a Sunday night) he bought a half hour of CBS-TV prime time to discuss defense and foreign policy in a speech entitled "A Strategy of Peace for the 80's." The following Friday (Oct. 24) he had bought a half hour of ABC-TV prime time to speak on the same and other matters; he was heard for 20 minutes at 12:10 p.m. on the Mutual Broadcasting System on each of the past three Sundays.

The debate may be climactic in terms of television's coverage of the campaign, but it will be only part of the rushing torrent of news and commentary that television and radio, along with the press, have been providing. Last week, the range of that activity on television, from the sublime to the ridiculous, was on view.

At the high end was the electronically rigged debate CBS News arranged between Carter and Reagan. Walter Cronkite interviewed Carter on Oct. 17 and Reagan three days later, asking each the same questions on a series of issues, including defense and the economy. The interviews were then spliced together and edited into a series of mini-debates that concluded the last several minutes of the CBS Evening News with Walter Cronkite each night last week. Viewers saw one candidate answering a question as his opponent's face was frozen on the other half of a split screen, then saw Cronkite summarizing the answer of each to another question. The series provided a quick survey of the views of each man.

On the other end of the TV scale was Carter's appearance on Good Morning America last Tuesday. Steve Bell in the White House and David Hartman from the ABC studio in New York were interviewing Rosalynn Carter shortly before 8 a.m. as part of a series of interviews with the candidates' wives when the President walked into the room. An ABC spokeswo-

**Cronkite's mini-debates.** Reagan and Carter shared the tube last week on CBS's evening news.

man said he had an invitation to participate if he had time. But the President, led on by his interest in the subject of why he was having a difficult re-election fight, fell victim in mid-sentence to a computer programed to cut away to the station break.

The interview was scheduled to end at 7:55 a.m., after seven minutes. But Carter, who appeared at about 7:53, was only getting warmed up at that point. He kept talking, forcing ABC to dump two commercials scheduled for 7:55. By that time, viewers may have noticed that Hartman seemed a touch nervous, as he tried to interrupt the President. The transcript shows the following:

**Carter:** ...I believe Americans will express their views clearly. They'll make a judgment between two men.

**Hartman:** "Mr. President..."

**Carter:** ...Representing two parties and two futures.

**Hartman:** "Mr. President?"

**Carter:** And the fact that we are concerned about...

Announcer: "This is ABC."

**Anderson takes to the airwaves as Carter, Reagan pour it on TV**

Independent candidate turns to television to pick up sluggish campaign with 30's, 60's and five-minute piece funded by loans from supporters

Independent candidate John Anderson, in shirtsleeves and looking into the camera while at a table in what appears to be a book-lined study, says the things that, since the days he was campaigning for the Republican nomination for President, set him apart from other candidates: "Solutions to our problems are going to be difficult." He is against the "multibillion-dollar tax cuts" his opponents favor; "they will increase inflation." He is against the MX missile and for a 50-cent tax on gasoline, for the Equal Rights Amendment and gun control, and against the political preachings of the Moral Majority. All of which, he says, is not controversial but "a new realism."

With the presidential election little more than two weeks off, Anderson's fading campaign for the Presidency began getting the benefit of commercial programming. The five-minute program, produced by media consultant David Garth, Anderson's campaign manager, began appearing on stations in six major markets the weekend of Oct. 18-19, and is now on all three networks. The time is being purchased with $1.1 million in small loans from supporters, and the Anderson campaign—denied loans by banks—expects to raise close to another $1 million in the same manner. Three spots—a 30-second and two 60-second pieces—have also been prepared but not yet placed in a market or
on a network.

Whatever appeal Anderson’s late TV campaign may have, it is up against some $18 million worth of commercials with which each of Anderson’s two major opponents is flooding the airwaves. And last week, President Carter’s and Ronald Reagan’s media consultants and media buyers were not letting up. Both sides released new flights of spots and five-minute programs for airing on the networks and in major markets.

The Carter-Mondale Re-Election Committee is airing two new five-minute programs, as well as a score of 30- and 60-second spots, all produced by the Rafshoon advertising agency. One of the five-minute pieces is keyed to an issue Carter is attempting to emphasize in the campaign: It stresses the importance of arms control. The other is aimed at eliminating doubts among the party faithful that Carter is a committed Democrat. It features a number of prominent Democrats speaking well of Carter. Several of the spots emphasize the peace issue in one form or another—some are cut from the five-minute programs, and others deal with the uneasy situation in the Middle East and Carter’s role in bringing about the Camp David accord.

For its part, the Reagan-Bush committee’s advertising man, Peter Dailey, has produced a series of four five-minute programs hammering away at what Reagan considers the principal issue—the economy and the problems Carter’s alleged mishandling of it has caused. Reagan is also featured in a 30-second spot discussing inflation.

The new flight of commercials also features a couple of supporting players the Reagan-Bush committee evidently feels have important constituencies of their own. Both had backed Reagan for a presidential nomination. One is the present vice presidential nominee, George Bush. He is seen expressing concern about the state of America today. The other is former President Gerald Ford, who turned back Reagan’s effort to keep him at the nomination in 1976 and who now attacks the record Carter accumulated—among other things, inflation went from 4% to, at one point, 18%—after defeating Ford.

Anderson’s five-minute program does not try to obscure the difficulty of the independent’s position. Indeed, it says a win for a “bipartisan government of national unity” would be “unprecedented” and “remarkable.” But it closes on a note designed to appeal to the large number of voters said to be disappointed by the choice the two major party candidates offer: “How would it feel if your vote on Nov. 4 made possible not a lesser of two evils but a greater good—a new vision—a new chance for our country? You can make it happen.”

An early retrospective on Campaign 80

Or: No man’s a hero to his valet, or to the correspondents who follow along the campaign trail

The journalists’ long march to the election is in its final week. And for most of the broadcasting correspondents involved—and their bosses in New York—it has not been a particularly inspiring campaign to report. Indeed, the 1980 presidential campaign may be the first in which journalists have had more complaints about the candidates than the candidates about reporters.

But wait. As ABC’s Sam Donaldson said, in effect, last Thursday: The critical and decisive phase of the campaign has just begun.

Looking back, the presidential campaign began, really, with Roger Mudd’s documentary on Ted Kennedy on CBS a year ago. Kennedy backers had hoped the program would get Kennedy off and running in his effort to wrest the nomination from President Carter. Instead, he fell on his face. There are those who would say Kennedy’s performance set the tone for what was to follow.

Ask about the criticism being heard regarding coverage—the lack of attention to issues, for instance—and hear what the men in New York say:

“The main feeling [near the end of the campaign] is not fatigue but frustration, because of the level of the campaign and the quality of the candidates, which leave something to be desired.”

—Ernest Leiser, CBS’s vice president for special events and political coverage.

“We can’t force the candidates; they have to set the tone.”—Lester Crystal, senior executive producer, NBC News.

“In recent weeks, the candidates have been concentrating on issues—defense, the economy—and they’re drawing distinctions that will be useful. But they’re doing it in a complicated way.”—Richard Wald, ABC News senior vice president.

The statements may be unnecessarily defensive, a conditioned reflex to the kind of criticism to which broadcast journalism has always been subject, and is, along with newspapers, subject again this year. New York Times columnist William Safire offered his view that “the television analysis should get out of the way of the reporting.” And Washington Star columnist James J. Kilpatrick expressed wonder at the “foolish notion” that Reagan “has been avoiding the issues.” He has actually “talked his head off” on them, Kilpatrick said, but no one is listening. A columnist who is friendly to Carter, if there is one, would probably say the same about the alleged lack of attention being paid to the President’s discussion of the issues.

Then, too, there is the criticism of a slightly different sort—that the reporters have not been rigorous or tough enough in their scrutiny of the candidates. James P. Gannon, executive editor of the Des Moines (Iowa) Register, in a speech to the National News Council that was reprinted in the newspaper on Oct. 12, said, “We are overdosing on political detail and undernourishing on meaning. . . . We editors more often ought to tell our guy on the bus, ‘Don’t write today if there is nothing really new—and please don’t predict how Mr. Carter is going to do in Grundy Center.’”

(That last remark would probably draw blood from any number of journalists. Crystal, for one, says, “All of us have gone heavy on the horserace aspect of campaigns. There is a preoccupation with it. No matter what you say about polls not being predictive, people look on them as predictive.”)

CBS’s Eric Engberg, the man on the John Anderson press bus, offered the defense of the medium usually heard in response to such criticisms. “It’s very easy to dictate on the basis of a couple of newscasts,” he said. “But if you watch us consistently, it’s there.” In that connection, he also put a knock on the candidates:
"There have been a lot of shows on all three networks of what the three candidates think—if they think at all."

And all three networks have gone well beyond routine coverage in their evening news to report the election campaign. CBS and NBC are producing weekly late-night programs on the subject, and ABC is devoting a substantial amount of its nightly Nightline to campaign developments. CBS last week in effect scooped the League of Women Voters with a series of “mini-debates” between Carter and Reagan on controversial issues (see page 27).

The Leisers and Crystals and Walds are the generals, or at least the colonels, in the network news organizations. Talk to the men and women on the bus about issues and the quality of the campaign, and it’s like talking to riflemen on the front lines about heroism and glory, a little embarrassing.

Bill Plante of CBS, who has been following Reagan for a year—full time since January—turns aside questions designed to elicit serious evaluations of the candidate’s performance—questions like: “Is he fulfilling Adlai Stevenson’s charge of talking sense to the American people?”

Plante: “I saw no reason to hope there would be more enlightened discourse this year than in other campaigns.”

And the Reagan campaign generally, he said, “doesn’t offer much in terms of style. I can’t remember any of that did.”

And it’s not a matter of Plante being a burnt-out case after a year on the trail. CBS’s man in the Carter camp, Jed Duvall, has been following the President for only eight weeks and seems happy as a bird. “I love it,” he said last week. “I hope it never ends.”

But talk to him about issues, and he says, “I don’t want to complain about issues not being addressed; they’re never addressed. You don’t sit down and discuss things as though it’s a League of Women Voters symposium or a Council on Foreign Affairs meeting.”

What are the themes of the campaign as divulged by the correspondents covering it? What seems to stand out particularly vividly in the minds of most correspondents is Carter’s attacks on Reagan—he’s a warmonger, not too bright—and Reagan’s attacks on Carter—incompetent. Duvall is right; it’s not the sort of thing for a meeting of the Council on Foreign Affairs.

“This has been a nastier campaign than ’76,” says Engberg. But he has been following the one candidate who has been discussing the issues. For Anderson, however, it may be a matter of making virtue of a necessity; he lacked the funds for the kind of advertising campaign that would keep his name and face before the electorate. In discussing issues—and he is forever holding news conferences and making speeches—he has, Engberg noted, gotten the media’s attention.

Underlying at least some of the criticism of the networks’ coverage of the candidates is the tension that always exists between reporters and those they cover.

While on the road, the candidates’ handlers generally schedule two events a day—one in the morning, to make the deadlines for the evening television news shows and evening papers, and another in the afternoon, for the morning news programs and the morning papers. “It’s a question whether we accept their agenda, or decide to ask them to react to breaking news,” says Plante.

But there are times when the items on the candidates’ agenda are simply too attractive—too perfectly packaged for a television crew’s creative eye—to reject. Reagan’s people are said to be particularly good at providing good pictures. There was the visit to the largely shutdown Jones & Laughlin steel plant in Youngstown, Ohio.

NBC’s Chris Wallace, who has been there when he covered Kennedy during the primaries, recalls that the senator simply addressed out-of-work union members in a union hall. But he said Reagan, whom he has been following since the election campaign started, “goes to the deserted, shut-down plant—a shell of a building—walks off by himself, looks at it, comes back, and says, ‘I’m angry.’”

Isn’t that media manipulation? Perhaps. But, in its way, it also addresses an issue. And Wallace says, “you’ve got to decide what’s hype and what isn’t.”

The correspondents also seem to feel compelled to “put things in context,” as more than one put it.

There was, for instance, Plante’s near-classic piece of television journalism on Reagan’s shift of position from the right to the center of the political spectrum since beginning his presidential campaign in 1980. Using clips of the candidate stating positions early in the year, Plante listed five examples—involving proposals to abolish the Departments of Education and Energy, getting rid of inheritance tax, subjecting unions to the antitrust laws, and opposing the Chrysler bail-out and aid to New York City.

“Which,” asked Plante, “is the real Ronald Reagan? Does he plan to deliver on his conservative promises, or is he a closet moderate?” (The piece was a bit too strong, however. To stress the point that Reagan had abandoned a position, a large white X was superimposed on Reagan’s face, which was frozen on the tape after he was shown stating his initial position on an issue. Viewers’ complaints about the use of the X’s were so strong Cronkite apologized for the use of the “graphic.”)

And last week, print and broadcast reporters made a point of cleaning up the record while reporting Carter’s efforts, during a campaign stop in Waco, Tex., to ridicule Reagan for claiming, in Carter’s...
version, to have “a secret plan” to free the American hostages in Iran. Carter likened the language to Richard Nixon’s talk in 1968 of a “secret plan” to end the war in Vietnam. Donaldson, who along with other reporters pointed out that Reagan was being mistakenly—he had said only that he had “some ideas” on the issue—that kind of clarification is a reporter’s job. “We don’t just pass along what a candidate says.” Or as NBC’s Wallace puts it, “We’re not just a paid commercial.
But all of that, as Donaldson was saying last week, is part of the preliminaries. Neither candidate had yet demonstrated a greater appeal to the electorate than the other. The possibly climactic League of Women Voters-sponsored debate between the two candidates will be held tomorrow night. And, since the World Series is finally over, Americans can now turn their full attention to presidential politics. “So what the candidates and my colleagues do over the next several days,” said Donaldson, “is extremely important.” Indeed it is.

A 1980 SNAPSHOT.
How public feels about news freedom

Public Agenda report on attitudes toward journalism shows people supportive of fairness doctrine and idea of diversity of programming; television seen as more trusted than newspapers; 70% see freedom of press ‘working well’

A report on American attitudes about freedom of expression in the media, released today (Oct. 27) by the Public Agenda Foundation, has found that “the public rejects direct government censorship” but believes that regulation of television and major newspapers “can actually increase freedom of expression.”

The study, part of a two-year project funded by the John and Mary R. Markle Foundation, contends that “the media and the public share a common goal—a diverse marketplace of ideas. There is, however, a major disagreement about the means to the desired end.

“For most leaders involved with the media, the marketplace of ideas is best achieved by insulating the media and the press from governmental control or interference. In contrast, the public believes the government should act to insure that diverse points of view will be heard.”

From individual interviews with 1,000 people and group sessions in five major cities, the Public Agenda Foundation reports the public attitude on various regulatory policy issues. Among the major conclusions:

- “Because of its commitment to fairness, the public is not sympathetic to current efforts to deregulate the media.” Such “traffic cop rules” as equal time and the fairness doctrine are supported for the electronic media and the public would like to see them extended to print as well.
- “Despite fears about the effect of TV sex and violence on their children, people oppose government regulation of program content.” The public is for parental control of children’s viewing but believes such tools as program scheduling at a later hour and program labeling are preferable to censorship.
- “The public has not taken a clear position on recent disputes between the press and the Supreme Court over the nature and extent of First Amendment protections.” The public feels that the press is more free today than it has been in the past and will be freer still in the future. Therefore, the public thinks press/court conflicts can be handled “on a pragmatic, case-by-case basis.”

Philosophically, however, there is support for confidentiality of journalists’ sources but against publication of national security secrets.

In preparing the report, the Public Agenda Foundation sees itself as a “communications broker,” trying to “create a dialogue between decision-makers and the public.” Improved communications between the two groups is taken as the best way to avoid “potentially drastic strains on our democratic institutions.”

One particular attitude generally attributed to the public is shot down. The foundation disagrees with research and studies claiming that the public would eliminate the Bill of Rights if given the chance.

“The Public Agenda believes that many of these findings have been misinterpreted. If we re-examine the results from the perspective of the listener, the public’s opinions and statements begin to reflect a very different outlook,” the report says, adding, “There has been a tendency . . . to assume that lack of support for the autonomy of the media indicates a lack of concern for freedom of expression.”

The report asserts that “the public does not connect these concepts in the same way. For most people, the principal concern is their ability to get the information they want and need. What is paramount is their right to hear all significant points of view. Fairness is a primary value; media freedom is secondary.”

Throughout the report, in order to drive home the point, the public is described as the “listener” and the media as the “speaker.” The report itself is titled “The Speaker and the Listener: A Public Perspective on Freedom of Expression.”

The listeners’ demand for all points of view is said to “transcend demographic and ideological categories.” Specifically, the foundation says the public wants equal coverage for major-party candidates; coverage of “diverse points of view in controversial issues,” and fair and full coverage of minority stances. However, the “fairness” demands are not meant to “imply a minute-by-minute, line-by-line standard”; the report says the public wants “an overall balance and fair play” in their media.

Furthermore, the Public Agenda Foundation claims that the public only holds up those standards to major news organizations such as TV stations and daily newspapers, with “fringe groups [having] a right to cover the news from their own point of view” in smaller newspapers.

The report also shows the public in support of “some trade-offs” in having the government enforce “fairness.” Sixty-two percent of those interviewed said they would be willing to give up a popular TV program so fringe candidates could have air time. Even if it meant news organizations would avoid many controversial issues, 55% said they would favor laws requiring “an honest attempt to cover” those issues.

And the same percentage, the report says, would opt for equal-time laws “even if major party candidates received less coverage as a result.”

But the support for trade-offs goes only so far. “The possibility of enforcing fairness by closing newspapers forced many of the respondents into a real conflict,” the report says. “People want to increase the variety of the information they receive, but a law or an enforcement procedure that results in eliminating a source of news is the last thing they have in mind.”

People are said to be “concerned about heavy-handed government intervention, and they do not want to impose a mechanistic impartiality on the media. For the most part, people are willing to delegate responsibility for finding a ‘fair’ way to achieve fairness to leadership.”

The public, according to the report, sees the government “as an ally of freedom of expression by acting as a check on the media’s power.” As evidenced by the interviews, the foundation claims that “for many Americans, it is the media who may be the enemy of freedom of expression since the media have the power to select and limit the information available to the public.”

When asked which medium, television or newspapers, is more guilty of unfairness and accuracy shows up more trusted. Fifty-four percent of those surveyed claimed that newspapers are “not usually fair” and 52% said “not usually accurate.” The percentages for television don’t show a unanimous vote of confidence but the negative quotient is lower. Forty-six percent said television is “not usually fair” and 37% “not usually accurate.” However, by percentages of 63 to 19, those surveyed believe that “television would issue to be faster without rules requiring fairness.”

On the subjects of violence and sex, the “findings suggest that people are calling for choice, not censorship.” While 70% thought there was too much violence and
NAB vs. NRBA: Detente possible?

Radio committee of senior broadcast organization takes initiative to resolve row caused by conflict in conference dates; move is seen as reflecting members' impatience with dispute

The possibility of combining the National Radio Broadcasters Association's annual convention with the Radio Programming Conference of the National Association of Broadcasters was raised in Washington last week.

That suggestion was one of several considered by the NAB Metro Market Radio Committee, chaired by Len Hensel, WSM-AM-FM Nashville, which subsequently recommended that the NAB executive committee "explore procedures to minimize the number of individual separate radio meetings throughout the course of the year and to eliminate meeting 'conflict of dates' problems."

Wayne Cornils, NAB radio vice president, described the recommendation as an important break. "These are members telling us, 'You're causing a problem; let's get it fixed,'" he said.

Notified of NAB's position, NRBA President Sid Kaplan said, "We're always willing to talk. We've had many discussions with them in the past, but NAB has always suggested that NRBA become a part of NAB."

Concurring with Kaplan was NRBA vice president, government affairs, Abe Voron, who said, "Past discussion about this has never gotten beyond initial stages. We're conditioned by the fact that NAB has always advocated absorbing NRBA."

Last week's initiative grew out of increasing dissatisfaction among broadcasters with the simultaneous scheduling of NAB's conference and NRBA's annual convention in 1981. Both are scheduled for Sept. 20-23, the NAB's in Chicago and NRBA's in Hollywood-by-the-Sea, Fla.

NAB set the dates for its programing conference in February and discovered in late March it had settled upon the same period claimed years in advance by NRBA. NRBA maintains that NAB intentionally scheduled its programing conference simultaneously with NRBA's convention in an attempt to undermine NRBA.

NAB's Metro Market Radio Committee also addressed the basic problem of having two industry associations—often working at odds or in competition with each other. "For the good of the radio industry," it said in its recommendations to the executive committee, NAB should "take the initiative in bringing about a unified voice speaking for the radio industry as a whole."

In Brief

FCC says policy of advance notice that ABC requires of political candidates seeking to buy time on its radio network violates reasonable access rule, in case of federal candidates, and may have effect of denying candidates equal opportunity rights. Commission's Broadcast Bureau issued ruling in responding to complaint filed by Barry Commoner and LaDonna Harris, Citizen Party's presidential and vice presidential candidates. They had sought on Oct. 7 to buy two 60-second spots for now-famous "Bullshit" commercial (Broadcasting, Oct. 20) on ABC Information Network on Oct. 14 and Oct. 20. But ABC said it would not sell time before week of Oct 27; it cited policy requiring commercial and political advertisers to give 17 days advance notice. That across-board policy has effect of circumscribing candidates' access to airwaves immediately before election, bureau said. ABC spokesman said policy is essential if commercials, which are delivered by mail, are to be cleared by affiliates and received in time for airing. Network is considering appealing decision. ABC earlier had sold Commoner/Harris time for spots on Oct. 27 and 31.

UNESCO biennial conference now approaching conclusion in Belgrade, Yugoslavia, has produced mixed-bag of results on global communications issues, in view of U.S. officials in Washington and members of U.S. delegation. U.S. officials are pleased about creation of international clearing house, whose function will be to identify and find ways of meeting needs of Third World countries in improving their press and broadcast facilities. Clearing house will have no control over content of news and. U.S. officials stress, will be independent of UNESCO secretariat, which is suspect in eyes of West on press freedom issue. Bad news was series of resolutions pushed through by Third World countries, backed by Soviet Union, that the U.S. will object to. The Soviet communique set the dates for World Communications Conference (BROADCASTING, Oct. 20). Performers returned to work on Sept. 25 pending ratification of tentative agreement.

Last Tuesday's (Oct. 21) sixth and final game of 1980 World Series scored 40.0 rating and 60 share, highest-rated series game ever, according to NBC-TV. Six-game average of 32.5/56 didn't break record but network claimed new high in viewers; NBC research estimated 140 million people saw all or part of four games in prime time and two in daytime.

Screen Actors Guild membership voted to accept three-year prime-time television contract with networks and producers, formally ending strike that began last July 22. American Federation of Television and Radio Artists earlier had ratified pact (Broadcasting, Oct. 20). Performers returned to work on Sept. 25 pending ratification of tentative agreement.

With certain affiliates in arms over syndication of Tonight show in Canada, NBC- TV last week said that it had received assurances from the network had been "no further Canadian sales" beyond Toronto and Calgary and that "Johnny is working with us to resolve any problems." Strongly worded private letter had been sent to NBC President Fred Silverman from King Broadcasting President Ancil Payne criticizing network for allowing Carson to offer show north of border and claiming delayed broadcasts there could cause major competitive damage. Last Friday, Payne said "network has been responsive" and that "everyone, including affiliates and Carson, is concerned."

Anheuser-Busch Inc., St. Louis, has signed contract with Entertainment and Sports Programing Network, Bristol, Conn., which it calls "largest sponsorship commitment" on cable TV based on length of contract. It said pact was "multi-year" and on pro-rata basis was larger than Bristol-Meyer's 10-year, $25-million commitment to Cable News Network, meaning its investment was more than average of $2.5 million annually but was for fewer than 10 years. Agreement takes effect January 1981. Agency for Anheuser-Busch, which will advertise all its beer brands, is D'Arcy-MacManus & Masius, St. Louis and New York.

In June, NBC and ABC were able to come to a peaceful arrangement that neither network would transmit its prime-time programming during the United States-Japan series, avoiding an anticipated " ratings war" between the networks. Both networks also agreed not to air any network programming that would be "in direct competition" with the Houston Super Bowl.

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whole.”

Asked whether the radio committee’s action last week could lead to resolution of the problem of the 1981 conventions, Cornils said: “Whatever action the executive committee takes ought to be done in time to do something about the 1981 dates, but the logistics of moving one of the conventions or of combining the two are a major problem.

“I don’t think either association wants a confrontation next fall, nor do we want to offend our exhibitors or hospitality suite hosts,” Cornils continued, “but finding a hotel to accommodate a combined convention could be impossible and pulling out of one hotel at this late date could present legal problems.”

Among possible solutions to the convention problems is a separation between radio and TV during NAB’s own annual conventions. “That was mentioned at the meeting last week,” said Cornils, “and it’s one of many alternatives.”

In the wind: ch. 9 move to New Jersey

The FCC is expected to put out for public comment a proposal that, if adopted, would reallocate channel 9 New York—currently operated by RKO General (wor-tv)—to New Jersey. Commissioner James H. Quello is expected to join other Democrats, Chairman Charles Ferris and Commissioners Tyrone Brown and Joseph Fogarty, in a majority favoring adoption of a notice of proposed rulemaking looking toward the proposed switch.

The proposal is to be considered on Thursday, Nov. 6—two days after the presidential election.

The item had originally been tacked on to the agenda of a special common carrier meeting that will take place tomorrow (Oct. 28). However, Commissioner Anne Jones—in a memorandum to Ferris—raised serious concerns about considering the controversial RKO issue at the same meeting that the commission was already dealing with complex common carrier matters. She felt there was insufficient time to prepare thoroughly for the RKO item as well as the second computer inquiry and other complicated common carrier issues. Ferris deferred to Jones’s concern and postponed the item one week.

If the commission eventually adopts the proposal to move ch. 9, the critical question would be when the reallocation would take effect—before or after a final resolution of RKO’s status as licensee of that facility. RKO’s ongoing appeal of the commission’s June 4 decision to deny renewal of RKO’s licenses for its Boston, New York and Los Angeles VHF outlets could take up to three years.

Republican Commissioners Robert E. Lee, Abbott Washburn and Anne Jones are expected to oppose the proposal.

According to one commission source, Chairman Ferris has been pushing to get the item on the FCC’s agenda for two months because of “a great deal of congressional pressure to do something for New Jersey.” That pressure has recently included legislation sponsored by Representative Andrew Maguire (D-N.J.) providing that if the FCC revokes the license of a VHF television station in a state with more than one VHF, the channel, if technically feasible, shall be assigned to a state without one.

Even if the channel is technically reallocated to New Jersey, the ch. 9 transmitter would remain in downtown New York City. According to the petition, the assignment would go to any city in New Jersey that would not require moving channel 9’s present transmitter site in New York.

Spacing requirements would preclude moving the channel 9 transmitter site more than 12 miles west of its present location because of a co-channel station in Scranton, Pa., and an adjacent channel conflict in Philadelphia. Because of Federal Aviation Administration restrictions, it would be difficult to move the transmitter—located atop the World Trade Center at 1,600 feet above average terrain—to a comparably elevated height.

Dick Tuck. All three networks aired portions of tapes on evening newscasts—ABC even devoted one entire Nightline broadcast to story. Tapes have been available to public at Archives in Washington, but not for duplication. Tuck said his copies didn’t come from there. Networks, which had fought unsuccessfully through Supreme Court for access to tapes, made point of identifying Tuck’s history as “political prankster” in their newscasts.

Minneapolis Supreme Court has upheld lower court and denied Minneapolis Cablesystem’s challenge of cable franchise award for Minneapolis. Franchise was awarded to Northern Cablevision, subsidiary of Storer Broadcasting, last December, but Minneapolis Cablesystems, subsidiary of Canadian Cablesystems, filed lawsuit against city, claiming resolution naming it franchisee passed by city council prior to Northern award constituted valid franchise contract. Suit was rejected by county district court. Despite signed contract between it and city, Northern is still awaiting approval of franchise by state cable board.

Stock of Canadian Cablesystems, major Canadian MSO, has shot up almost 50% in one week, from 10.35 to 15.35 (see “Stock Index,” page 95). Jump is attributed in part to news that Canadian Radio-Television and Telecommunications Commission would begin processing of pay television licenses in first half of next year and that government would begin crack down on use of satellite earth stations for unauthorized reception of satellite signals, practice that had begun to threaten established cable operators. Colin Watson, president of Canadian Cablesystems, also noted demand for its stock in United States has been “tremendous.” He said that Teleprompter-Westinghouse deal (Broadcasting, Oct. 20), emphasized relatively low trading price of Canadian Cablesystem’s stock. Stock is traded on Montreal, Toronto and other exchanges in Canada and over-the-counter in United States.

RCA said Friday that Toshiba will manufacture videodisk players for North American market utilizing RCA’s capacitance system. Companies that have already announced plans to market RCA system are Zenith, Sears, J.C. Penney and Sanyo.

Citing Supreme Court’s ruling making FBI videotapes of Abscam probe available to public, wroc-tv Savannah, Ga., asked federal judge to order release of 34 tape recordings used to help convict former state senator on drug conspiracy charges. Station attorney Dick Harris and reporter George Murphy filed petition for release of tapes with Judge Avant Edenfield in U.S. District Court in Savannah Oct. 21. Tapes were used in trial of Roscoe Dean, who was convicted of smuggling cocaine, marijuana, and quaaludes to raise $10 million for future campaign for governor of Georgia. Attorney Harris said wroc has right to “inspect these tapes, and if [it] feels they’re newsworthy, then to broadcast them.”

FCC has extended comment deadline one week to Oct. 30 on its proposed rulemaking to revise its equal employment opportunity rules. National Association of Broadcasters requested extension to enable it to analyze results of research contract it let to Chilton Research Services, Radnor, Pa., regarding EEO issue. National Radio Broadcasters Association comments reject FCC’s EEO proposals on grounds that they are overly “intrusive.”

FCC denied request by Senator Thomas F. Eagleton (D-Mo.) that KCBJ-TV Columbia, Mo., be required to provide him with free air time to respond to advertisements aired by that station sponsored by National Conservative Political Action Committee attacking his candidacy. Commission determined that NCPC spots did not constitute “use” of airwaves triggering equal time obligation because spots projected neither image nor voice of Eagleton’s opponent.

In Cleveland: Carter-Reagan TV debate will originate Tuesday in Convention Center (see page 27). Dallas: City council expected to vote Wednesday on award of cable franchise in 10th largest market. D in New York: Association of National Advertisers will conduct corporate advertising seminar at Plaza hotel Wednesday. National Advertising Review Board holds annual meeting at Park Lane hotel Thursday.
Digital breakthrough

Worldwide standard may evolve from recommendations of CCIR subgroup; CBS and EBU play leadership roles

A subgroup of the International Radio Consultative Committee (CCIR) has issued draft recommendations that could form the basis for a single worldwide digital television standard. If they pass muster at a "final meeting" of the CCIR in September or October 1981 and a "plenary meeting" in early 1982, they will be published in the CCIR "green books" and effectively become the standards for the manufacture of digital production equipment.

Issuance of the recommendations, even though tentative and incomplete, is significant as it shows that the countries represented on the CCIR recognize the benefits to be gained from a universal standard and demonstrate that they can work together in developing it.

Ed Miller, head of the National Aeronautics and Space Administration and national chairman of the digital subgroup, said the "major elements" of the subgroup's work are recommendations for component coding, extensibility of standards and sampling characteristics.

The recommendations synthesize the work of many organizations throughout the world, particularly CBS and the European Broadcasting Union.

According to Richard Green, director of advanced television technology at the CBS Technology Center and a delegate to the CCIR, adoption of a universal digital standard would benefit both program producers and broadcasters. Producers would no longer have to struggle with converting their product from one standard to another; stations would make one program and sell it everywhere. And manufacturers, working from the green book, would be able to enjoy and pass on to their broadcaster customers economies of scale by designing and building a single piece of equipment that could be sold everywhere.

Green estimated such cost savings could be more than 10%.

Green noted that the only present incompatibility that could not be overcome by a move to universal digital standards would be in field frequency, necessitated by the 60-cycle electrical system common in the U.S. versus the 50-cycle systems in other parts of the world. That incompatibility, however, could be circumvented by manufacturing equipment that could be switched to accommodate systems using either 60 or 50 fields per second.

The key to making the digital standards universal, and the heart of the draft recommendation, is component encoding of the television signal. The signal emanating from the camera is encoded digitally before the peculiarities of the three television systems now in use around the world—NTSC, SECAM and PAL—are imposed upon it. This does not necessarily mean the encoding of the red, blue and green signals, Green said—a luminance and two color-difference signals would also suffice.

The subgroup also recommended "an extensible family of compatible digital coding standards." In other words, it recommended the development of several different digital systems, each capable of producing a different signal quality, that could be converted easily to any of the other standards. Thus a videotape recorded on a low-quality, ENG-type recorder could be played on a high-quality studio recorder.

One way of achieving this convertibility among the various standards of a "family" is to establish a simple binary relationship among sampling frequencies.

According to Green, the subgroup recommended that the sampling site on each frame be the same, thus eliminating the color-frame ambiguities and other picture irregularities that now make editing of analog pictures difficult.

Also recommended: that the number of samples per line be compatible for all television systems. What that number should be, Green said, depends on which sampling frequencies are finally adopted.

The crucial question of sampling frequencies will confront the CCIR delegates when they meet again next year. The European Broadcasting Union has done all its experiments with a 12.4-4 standard, but there is some concern, even within the EBU, over whether that is the best way to go.

Green said the 12.4-4 standard may preclude a useful "family of standards" and would be insufficient for program production. Also, Green felt 12.4-4 might be selling the potential of digital technology a bit short. CBS, which would like to bring the full production flexibility of digital techniques to videotape, is testing higher frequencies, Green said.

The Society of Motion Picture and Television Engineers will aid in the understanding of the different sampling frequencies by contrasting them in a demonstration preceding the SMPTE television conference in San Francisco next February. The EBU technical committee will be on hand.

Three more seek low-power groups

Three more applications for low-power television networks have been put before the FCC—two for UHF systems, the other for a VHF system.

Applied Communications Technologies Inc., based in Roslyn, N.Y., proposes a 15-station low-power UHF television network programmed for minorities in major Southern cities.

Bohner Broadcast Equipment Corp., a Westbury, N.Y.-based antenna manufacturer that has proposed for 25 translators nationwide to rebroadcast the signal of Ch. 40 KTBN-TV Fontana, Calif. (Los Angeles).

Kingston, Tenn., radio broadcaster Edward Johnson has applied for four low-power VHF stations in Tennessee.

Applied Communications—owned by Angela DeCock, an attorney who previously worked for FCC Commissioners Joseph Fogarty and Benjamin Hooks—had applied for low-power television facilities in 10 cities last February, seeking experimental status. That application was refused, however, and the revised was told to reapply on a nonexperimental basis.

DeCock reapplied in late September, this time seeking 15 1 kw UHF outlets, all in major Southern cities including Nashville; New Orleans; Jacksonville, Fla.; Houston; Atlanta, and Raleigh, N.C.

Her proposed programming format is "Afro-cultural, with each of the outlets rebroadcasting the signal of a "single production center," which would be located at the proposed Raleigh facility.

The company says it's prepared to spend more than $3 million for a satellite uplink and transponder time for the first year, but before such a commitment is made DeCock said she will wait to see how many of the applications get FCC approval. A microwave feed system might be sufficient if a few of the applications survive the rigors of the FCC processing line. If all 15 applications were granted, the network would have a potential viewing audience of eight million, including four million minorities. Proposed construction cost for each facility is $71,000. Plans call for the use of Emcee transmitters, Bogner antennas and Andrew Corp. transmission lines.

The intent of the Bogner proposal is to enable that company to experiment further with circular polarized UHF antennas. Bogner's application states that it seeks to "engage in long-term observation of the electrical and mechanical performance of its products in actual service."

A spokesman for Bogner said that "if the opportunity arises"—that is, if the FCC eventually adopts its pending rules for low-power television—the firm would see "no objection to pursuing low-power" capacity for its translators.

All of the Bogner translator applications propose 100 watt (although most have an effective radiated power of 1 kw or better) UHF service with an average construction cost of approximately $20,000 each.

Kingston, Tenn., radio broadcaster WTNR (AM) Edward Johnson has applied for three 10 watt VHF stations in Green ville, Newport and Morristown, all Tennessee, and a 10 watt VHF outlet at Knoxville. Proposed construction cost for each proposed station is $20,000.

According to Clay Pendarvis, chief of the FCC's auxiliary services branch, there are about 160 low-power TV applications pending. The Sears-backed Neighborhood TV Co. has 120 low-power applications before the commission (about 75% of the total). Applied Communications and Community Television Network are the second and third largest low-power television applicants.
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From the moment it appeared on the U.S. television scene in the early 1950's, UHF has become familiar with the territory between a rock and a hard place. The inheritor of second-class citizenship, technologically speaking, the lot of UHF broadcasters has been lean—made easier but not secure by the all-channel set legislation of the 1960's. Now, in many markets, UHF is beginning to sense the possibility of parity with VHF—and in some rare instances has even moved out ahead. To Don Curran, whose all-UHF Field Communications station group has been the medium's most conspicuous standard bearer for years, that's the good news. The bad: that just when things began to look upbeat, some unanticipated competition has appeared on the horizon. First of all, cable. Second, the prospect of VHF drop-ins. Third, an entire new category of competition from low-power TV, both VHF and UHF Curran and his UHF colleagues are alarmed, as he describes in this interview with Broadcasting editors.

UHF broadcasting: Re-endangered species

Considering recent FCC decisions in the areas of low-power TV and VHF drop-ins, do you believe that the prospects for UHF are beginning to unravel?

Well, I'll tell you, having been in the UHF end of the business for six and a half years now, you develop a bit of resiliency. In VHF, you take your signal for granted to a great extent. With UHF you have to battle for every little inch of clear picture. You soon take on the role of a soldier going into battle with a wooden rifle. Is UHF that bad, technically?

It varies. As an example, in Chicago, where there is flat terrain and we have height—and more important, where the VHF stations have been restricted in effective radiated power and we're allowed to transmit 2.5 million watts—we have pretty close to parity. Witness the fact that our ch. 32 WFLD-TV audiences have caught ch. 9 WGN-TV. So, given a reasonable opportunity, UHF can do the job. And we've been very encouraged by some of the technical developments that have occurred in the last year with transmission breakthroughs. The ability to use the transmitting devices that allow the transmitter to pulsate, to rest, to get more efficiency out of the same amount of power, to use the new klystron tube developments, which again, up efficiency and so forth—we're simply able to put out a heck of a lot better picture. But to say that there is parity with VHF would be foolish, because there simply is not. I couldn't help note that the FCC, after spending several hundred thousand dollars of the taxpayers' money, came out with a report that said what we all knew to be true, and that is that we have a definite disadvantage. On one hand they're saying that, while on the other they're saying...
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SWEEPS SIT-COMS IN TOP 50 MARKETS

In the decisive February 1980 sweeps, LITTLE HOUSE ran against four different half hour sit-coms. The Results: LITTLE HOUSE is big city choice.

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UHF is fine, let’s not worry about it as it relates to these VHF drop-ins. They really do speak out of both sides of their mouth, simultaneously, when they’re dealing with UHF.

Do you agree with the staff report that improvement in home antenna systems would substantially reduce the differential between VHF and UHF?

I do. I think that’s a major frontier for us. The broadcasters themselves must do a better job of public education on proper antenna installation. That’s a real problem. A fair shake, not a major factor. But I must tell you also that there is no question that better tuning equality in the sets would make a difference. But that’s coming. That’s coming because of the marketplace.

You know, I’ve talked to the Zenith people and others, and they readily recognize that to market an all-channel television receiver these days it must really be an all-channel television receiver. UHF—either through full service television stations, such as those we operate, or STV, or any of the other services—is simply driving the manufacturer to put out a better tuner for UHF.

But isn’t the fact that there are so many applications for UHF and so many people fighting each other in comparative hearings to get a UHF—aren’t those signs that people believe that if it hasn’t arrived yet, UHF is going to arrive tomorrow?

Well, that’s part of it, but if you look behind those applications, you will find that a heck of a lot of them are for STV operations.

But still they have to provide a good signal.

No question about it. But that’s a different business, because the STV people go in and install a one-channel receiving antenna directed right to that tower, and they can put in an optimum receiving situation for a subscriber.

We’re looking for a consumer receiver antenna system that will receive two or three UHF television stations in a community.

But that has to do with the electronic aspects of UHF. I’ll tell you, when I first got into the business, I myself had a gnawing feeling of a lack of equality, of the inability to really compete. But I can’t sit here today and tell you that the big problem with UHF in this country any more is the technical side; I can tell you that there are still inequities, and that should be things done to correct that—a good part of which I think rests on the shoulders of the broadcasters themselves.

But that’s our problem—it really isn’t. I think UHF is beginning, in fact, to deliver on the promise that the commission had for it—it certainly has in all of our markets. But at the very moment that UHF seems to be reaching those strides, the FCC is making decisions that without any shadow of doubt are going to have the effect of undermining the UHF stations.

Could you be more explicit?

Well, to me, the real heart issue, and it’s the one that I find the greatest anger with as it relates to the FCC and their actions, is the matter of program exclusivity as it relates to cable TV. Now I’m speaking more from the standpoint of an independent UHF operator, but there are a disproportionate number of UHF operators that are independent. When we’ve committed as much as we have to programming—and in the case of my company, we have millions of dollars in future program commitments that we’ve obligated ourselves to. And we’ve bought those programs on the basis of acquiring a franchise for that show in a particular market. Let’s use, as an example, a San Francisco, where we’ve purchased Happy Days or where we just contracted for The Muppets. Now those programs are terribly expensive; in fact, I can tell you that both of those shows set all-time record cost factors for half-hour programs in the San Francisco Bay area. We’re acquiring that kind of programming to establish a revenue base for ourselves. An audience base, too, that is revenue base—to allow us to get into other things, such as the expanded news that we’ve gotten into now, as compared to what we had before in San Francisco. Or children’s television productions that we’ve been very aggressive with. We’ve already had enough problems with erosion from adjoining markets. Sacramento is adjacent to us in one direction, and as a result, those programs have been coming into a portion of our market via cable—and remember, San Francisco is a 35% cable-concentrated market. We’ve had the same programming coming in, imported by cable, from San Jose, which is another separate DMA, and again, that’s been cutting into our market.

But even with that, because the basic marketplace has been our franchise for that program, we’ve been able to succeed and grow, and we’ve been expanding our audience base, and expanding our ability to provide better and better programming. Now I don’t have to tell you what will happen if all of a sudden the cable operator in San Francisco decides, or is allowed, to bring in a couple of Los Angeles independents. Add to that any other two or three superstations he may choose to do, and all of a sudden Happy Days starts showing up all over the schedule.

So that’s the thing that has me more concerned than anything else—the absolute failure of the FCC to recognize that the viability of local service depends on franchises of programming that stations acquire or develop for themselves, and if they no longer have that franchise exclusivity in those markets, how are they expected to succeed?

But that’s not particularly a UHF problem.

No, it’s an independent problem. However, I will remind you that the UHF operator is already competing with a certain degree of pressures against this operation in terms of signal strength. In terms of the fact that more often than not, he’s an independent, and it’s the independent that’s affected. I would remind you that the networks are still protected under this rule. It’s the independent guy that’s really taking it on the chin with this ruling, and it’s just blatantly unfair, in my opinion. And I think, ultimately, there’s going to have to be a remedy, and it may have to come from the Congress. I mean, this is an absolute do or die issue. Absolutely. It’s a heart issue to the independent segment of the business and to the UHF segment of the business.

You don’t think that you have viable recourse at the FCC, I take it?

Obviously, the appeals are in. But I don’t see a lot of smiles on the faces of the attorneys because I’m convinced that the FCC has made its move. I will tell you that two of the dissenting commissioners have both told me that they realize that there are inequities in this decision as it relates to the independent and UHF broadcasters, but they think our remedy should be with the Congress.
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size market. San Francisco is not a big enough market to support as many independent stations as Los Angeles or New York, as an example. But in a market with a topography like San Francisco, VHF has a definite technical advantage over UHF: I mean, those are facts.

But you think this is essentially an economic issue as opposed to a technological one?

I certainly do.

Are you willing to accept the principle of equivalent protection as not denigrating the service of the existing V’s?

Well, I think you have to look at these things in combination. You have to look at it from the standpoint of the fact that the network stations have been provided protection now in terms of the cable deregulation, in that the networks are protected in their areas. Add to that, then, the drop-in situation, and in that case, they will be independents because the networks in 90% of these markets already are VHF-affiliated properties.

So the network affiliates are not going to be as greatly affected. They’re going to be affected—in the first place, they’re going to have chunks of their signals interfered with by other drop-ins, more than I think anybody in that commission can imagine. I think there’s going to be an electronic nightmare in some of these situations. You can’t just lay circles on a map and expect that’s what’s going to happen. Propagation is a strange thing, and I think there are going to be a lot of real problems for existing V’s in this thing. It’s not just a UHF problem.

What about the low-power V’s and U’s that the commission proposes to create, perhaps in the thousands?

That’s probably the greatest tragedy of all. And that’s not going to affect me as much as it’s going to affect the people that get into it. You’re talking with someone who knows what it’s like to be operating with something other than a full stick. I know what it’s like to be in there with a UHF against VHF powerhouse. I can’t even fathom what it would be like to come in and try to make a station operate successfully with very, very limited power, and particularly in the major markets where they’re going to have to be limited to a great extent, because of all the V’s that are there and all the U’s that are in operation.

And, as a result, they’re going to be held down to that low, low power. And I think that’s been sold as a bill of goods to potential minority owners in this country. I hope there can be some sense brought to that situation because they’re going to find that they don’t have the economic base to serve that community, and it’s going to cost them an awful lot of money. Then we go to Phoenix, we go to the commission and then say, “Well, we can’t make it on our audience base, we must be carried on all the cable systems in this metropolitan area.” Now all of a sudden, with a 100 watt transmitter, they’re being carried in an entire DMA, by cable. I mean, that’s a scenario that could well happen. And what a single that becomes. That worries me as much as anything else. It really doesn’t worry me from a programming point of view. If I’m not satisfying a particular segment of the audience, and there could be more specialized programming developed, then it will be and it could be.

But I feel some real concerns for the people who are coming in. You know, I thought of a great political cartoon. There’s this beautiful facade on a television building—it’s called “Our Hope Television TV.” And it’s a nice, big facility, but in reality it’s a Hollywood movie set, and it’s sitting right on a precipice, and standing at the door is Charlie Ferris, inviting all of these people to come into the television business, and they open the door and step off into nothing. That’s what this thing is to me; it’s a hoax.

Do you think that your segment of the broadcasting business has peaked, or is about to?

No. Given fair treatment, I think it’s just beginning. If we don’t get fair treatment? Well, I still think we have some growth coming, because in the first place, whatever happens, it will take some time to happen. And we’ve seen tremendous growth over the last two or three years. Our company is reaching more people today than ever before, a bigger cumulative audience than ever before. And we are now seeing the benefit of the all-channel act in the

in on cable. In a cable home, I’m equal to that home. I have an equal shot at that audience. But with a VHF operation, it’s not necessarily true.

What sort of time frame do you give UHF broadcasting, over the air?

Well, I’m not trying to cry gloom at all. I mean, I’m trying to say that we’re alarmed, don’t misunderstand me. But we’re alarmed primarily from the culmination of all of these decisions that have come out of this commission, and the facts that they seem—unknowingly, perhaps—to be on a steady track to dismantle UHF. Is it going to have its effect? You better know it’s going to have its effect. How can I measure that? I can’t really say. It’s like trying to project what we’re going to do if a few terms of our revenues and our earnings. I think in the major markets, because of the impetus that independent UHF television stations have been able to generate, that that impetus will continue to carry and will continue to grow for another five, six, seven, eight, 10 years. Who knows?

I would be a lot more concerned if I were sitting in a smaller market someplace, and many of them were listed among those 139 markets, with two or three possible facilities coming in. That’s the guy who’s going out of business very quickly, if in fact these other facilities light up against them.

You’re talking about the economic competition?

Absolutely. It’s something that, for whatever reasons, the commission just won’t look at. They won’t look at it.

But that’s the fallacy of it all. The thing that’s made this industry so good is the value of the scarcity of the spectrum. The fact that we have enough of a franchise, we’re able to generate enough of an audience that we can sell that audience to advertisers and have the money to allow us to do the kinds of things we do in this country. When you eliminate that, the quality is going to have to go down.

You know, it’s amazing—the one thing that suffers so much in all of this is that subject of localism. You get a bunch of broadcasters together, if you’re out on tour or you go to the conventions or whatever, broadcasters invariably sit around and they talk about their news, they talk about their public service things, they talk about their service to the community. That’s the thing that they really are proud of. That they really enjoy doing. That’s what makes this business as great as it is. And you’ve got to have the ability financially to do those things and to succeed, to hold your head up.

We couldn’t have done that a few years ago; economically, we could not have done it. How could you do those things when you’re losing millions of dollars? What were we trying to do was stay alive then. Sure, now we’re earning money; we’re very profitable. Are we unreasonably profitable? I sure don’t think so. Because we’re building better plants, we’re competing better in our marketplaces, we’re diversifying our investments, and acquiring other communications facilities to the betterment of the public. And am I antithetical? No; we’re going to get in the cable business, because I think cable has a place in this world. But should it have an unfair competitive advantage? I don’t believe so, and I think that the people who are in both cable and broadcasting clearly understand that and can agree with that.
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FCC's allocations held to impede development of new TV networks

That's finding of FCC's network inquiry staff after two years of investigation; multiple ownership rules called 'arbitrary'; prohibition of cable ownership by networks not 'rational'; commission asks for list of recommendations.

The most effective way for the FCC to achieve its goals of added competition, diversity and localism in television is to open its existing allocations plan to many more local outlets so that new networks can be formed.

That's the bottom-line conclusion of the FCC's network inquiry staff which presented its final report to the commission last Monday (Oct. 20).

In addition to providing more broadcast outlets to the existing allocations plan, the network inquiry staff has concluded that the commission can foster the growth of more networks in the newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable. The staff said the FCC should place no regulatory barriers in the way of new technological development.

The staff has determined that the biggest barrier to the entry of new networks into the television industry is the existing allocations plan—adopted in 1952—which does not provide for enough stations to support a fourth (or more) network even though, as FCC Chairman Charles Ferris noted, "the advertising dollars are there."

In light of its re-examination of the entire network structure, the network staff also said that:

- The commission's multiple ownership rules are "arbitrary and capricious."
- Commission rules prohibiting the ownership of cable systems by television networks have no "ascertainable rational basis."
- Commission regulation of contract terms between networks and their affiliates and program suppliers have proved to be largely ineffective in promoting the commission's goals of competition, diversity and localism within the television industry.

At one point during the presentation, Ferris asked the co-director of the network inquiry staff, Stanley Besen, whether the implementation of VHF drop-ins and low-power television stations would provide the opportunities envisioned by the staff for development of additional television networks. Besen replied that both of these vehicles were "steps in the right direction," although much would depend on "how handicapped" a given drop-in would be due to necessary power limitations.

As to the commission's existing multiple ownership rules, Besen noted several "anomalies." For example, no company is allowed to operate more than one television network, but there are no similar restraints for cable or multipoint distribution service networks.

Broadcast station ownership is confined to a limit of seven AM, FM, and TV outlets, but no similar "magic numbers" restrict the number of cable or MDS systems a firm can own.

Commissioner Abbott Washburn was concerned about the concentration of market control that would be placed in the hands of the existing networks if they were allowed to own "two HBO-type cable networks with say, 100 cable systems."

Thomas Krattenmaker, the other co-director of the network inquiry staff, responded, saying that if "ABC were to purchase a cable system in Chicago [where it already owns one AM-FM-TV combination] it would be one thing, but for it to purchase a system in Boise, Idaho [where it has no properties], would be quite a different question."

He added that the "level of bigness" that the commission can tolerate should be determined case by case. He said the commission should be concerned "a good deal less" about cable ownership by television networks per se than the "ownership of a large number of local outlets" by a single firm, which is where the real danger to competition and lack of diversity lies.

Besen said the staff had found that competition and diversity in the television industry suffer most from what he called, "horizontal integration"—the merger of two businesses in direct competition. On the other hand, when two firms in a buyer-seller relationship merge (vertical integration), it is usually done to promote cost efficiency," Besen said, not market domination.

Conglomerate acquisitions usually have no adverse effect on competition or diversity either, the staff report concluded, as the commission recognized with its willingness to approve an ITT-ABC merger proposal that eventually fell through in 1968.

Besen pointed out that the cable system ownership structure generally has what he called "separations problems," which the commission should consider along with network ownership of cable systems.

Existing cable television rules allow total progrmming control of the system by the owner-operator. The staff report suggests the commission might want to consider adopting rules to force cable operators to lease one or more channels to outside programmers if the demand were there.

The staff report also concluded that the "complement of fours" rule (requiring at least four "free" TV outlets in operation in a market before a pay TV station can operate in that market) poses severe limitations on the start of subscription television networks.

Regarding the commission's efforts to regulate network contract agreements, the staff report suggests that the current rules affect only profit distribution between networks and their station affiliates on the one hand and networks and their program suppliers on the other and do not touch at all upon the public interest which "may be completely unaffected by the manner in which these[profit] disputes are resolved."

The network inquiry staff was not charged with making specific recommendations to the commission. At the presentation, however, the FCC decided that it wanted recommendations. Besen said a list would be drawn up by himself and Krattenmaker—"as soon as possible."

Network reaction to the network inquiry staff's final report was predictable. A spokesman for ABC said that since the staff had found many of the commission's existing network-related regulations "undesirable," the commission should repeal "at least some" of them. The spokesman said ABC would like to see the regulations barring existing networks from operating additional networks or cable systems repealed. CBS and NBC said they would like to see the commission repeal the prime-time access rule as well as the rules prohibiting networks from engaging in the syndication of or acquiring financial interests in programming.
ing SIN. He said SRBA's concerns regarding SIN "involve alleged anticompetitive practices," specifically in relation to its commercial practices.

Stiles regards the Justice Department investigation as further evidence of SRBA's effort to protect its member stations from the competition of Spanish-language programs relayed by SIN's affiliates, which now number 72 and include nine stations, six translators and 51 cable systems. In several cases, SIN aided the affiliates in starting their operations. But Stiles sees nothing wrong in that. "We helped put a lot of people in business through affiliations with us," Stiles said.

And while he was reluctant to comment on the Justice Department's action until he heard from the department on it, Stiles said it was odd that, considering its size, SIN was the target of an antitrust suit. "I don't know how a company with $20 million revenues can be much of a monopoly," he said. If it is difficult for others to get into the business, he said, "that's the FCC's fault."

In another development involving SICC, a U.S. federal district court in Los Angeles deferred argument on motions of minority stockholders that a receiver for the company be appointed and for a summary judgment in a suit that alleges mismanagement. The court set the start of trial in the three-year-old case for Feb. 3.

SICC's five stations are WXTV(TV) Paterson, N.J.; KWX- TV San Antonio, Tex.; KMEX-TV Los Angeles; KFTV(TV) Hanford, Calif.; and WLTV-TV Miami.

**FCC undertakes cable study**

Office of Plans and Policy will examine ownership and other restrictions; commission also deletes channel regulations

The FCC last week directed its Office of Plans and Policy—headed by Nina Cornell—to conduct a comprehensive study of the structure and ownership of the cable industry. And in a related action, the commission—pursuant to a Supreme Court ruling in FCC vs. Midwest Video Corp. (Broadcasting, April 9, 1979)—formally deleted its cable television two-way capacity, channel capacity and access-channel rules.

The OPP study will focus on:
- The general implications of telephone company ownership of cable systems.
- Separations policies within the cable industry—the relation of cable ownership to programing access on cable systems.
- "Horizontal integration" within the industry—the merging of cable systems that are in direct competition with one another.
- "Vertical integration" within the cable industry—the merger of cable system owners with programers (or with satellite firms).

The FCC views access to cable system programing as an important issue. Cornell's staff will try to determine whether it warrants commission concern, and if so, to what extent, and how the commission should proceed in formulating policy regarding cable access.

The FCC's network inquiry staff also considered to some extent the last three aspects of the proposed OPP study—separations and horizontal and vertical integration (see page 42).

Cornell told Broadcasting that the OPP study made "such good sense," in light of the network inquiry staff's conclusions and recent FCC proceedings regarding telephone company ownership of cable systems.

One commission ruling—adopted just two weeks ago—will come under close scrutiny by OPP. That ruling declared that all telephone company applications for cable systems in areas containing fewer than 30 homes per route mile will be determined on a franchise-by-franchise basis.

Commissioner Joseph Fogarty—who initially supported that ruling—said he did so with intent of "broadening" the scope of telephone company entry into the cable market. The net effect of the ruling, however, was to narrow the scope of telephone company entry into the cable business.

Fogarty said that as a result of the franchise-by-franchise ruling, 19 pending telephone company cable system applications stood no chance of receiving FCC approval.

Phil Verveer, chief of the FCC's Common Carrier Bureau, told Fogarty that was not the case and that each of the 19 applicants could seek a waiver based on other "good cause" showings.

As a result of Fogarty's concern, the commission decided that each of the 19 applications would be presented directly to the commission—as separate items—for disposition.

The cable rules which the commission officially deleted required cable systems with 3,500 or more subscribers to have a technical capacity for bilingual alarm-type services ("nonvoice return communications"); 20-channel capacity, and provide where possible channel space for public education and local governmental authorities.

In deleting the rules, the commission maintained the distinction between programing on access type channels, and programing controlled by the cable operator.

Cable-operator programing is bound by fairness doctrine and equal-opportunity provisions of the Communications Act. Access programers, on the other hand, will remain unaffected by these provisions if the programing they present is on "channels that inherently make possible equal opportunities for candidates and programing covering all sides of controversial issues of public importance."

From now on the FCC will determine on a case-by-case basis how to apply the fairness and equal-opportunity rules to access programers.

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Broadcasting Oct 27 1980
**Washington Watch**

**Share and share alike.** National Telecommunications and Information Administration has issued policy statement that paves way for public broadcasting stations to share cost and use of federally funded satellite earth stations with commercial parties. Statement says such sharing — either through leasing use of earth stations to commercial parties or entering into joint ventures with them — is legal, provided equipment is capable of being used simultaneously by multiple parties without interference to any of their operations. NTIA says "use interference" test "has broad applicability" to other equipment, but "is particularly advantageous for the use of earth stations." Statement was issued in response to requests from public broadcasters for ruling on question.

**Inside into.** FCC has compromised with Federal Communications Bar Association on descriptions of professional services that law firms must supply in settlement agreements that require FCC approval. Fee descriptions were amended to require breakdown of personnel involved — number of senior attorneys, junior attorneys and non-attorneys — and total hours worked and fees charged for each of those groups. Previously FCC wanted fee breakdown for each person involved and total hours of time spent by each on case. Services rendered can now be described in terms of "principal documents and meetings." As case is opposed to description of specific meetings which FCBA claimed would be infringement of attorney-client confidentiality.

**Florida reversal.** FCC Review Board has reversed Feb. 15 decision by Administrative Law Judge Joseph Sturim granting construction permit for new FM station at Dunedin, Fla., to Stereo FM 92 Inc. and awarded CP grant to competing applicant, Tampa Bay Concert Radio Inc. for FM at Safety Harbor, Fla. In initial decision Judge Sturim concluded that Tampa Bay actually intended to serve larger city of Clearwater, Fla., and not Safety Harbor as it proposed. Review Board found no evidence to substantiate that determination, and concluded that Tampa Bay was actually entitled to significant preference for its proposal to establish first local transmission facility at Safety Harbor.

**Resistance movement.** Everett C. Parker, director of United Church of Christ Office of Communication, says that organization and other public groups are prepared to challenge in court FCC's proposed deregulation of radio. Parker, in speech yesterday (Sunday) in Portland, Ore., said commission will be exceeding its authority in taking that action. "Only Congress may later provisions of the Communications Act," he said. "The FCC's responsibility is to regulate." Parker delivered 1980 Helen Oliver Memorial Lectures, public forum held annually by First Congregational United Church of Christ in honor of one of its late leaders.

**Women-watchers.** FCC has let contract to East Lansing Research Associates Inc. — which outbid 17 competitors — to conduct $39,049 study of "Female Ownership of Broadcast Media." Study will attempt to delineate number of female owners, proportion of ownership, and degree of female involvement in ownership activity.

**Comsat check-up.** FCC has begun rulemaking examining corporate structure of Comsat to ensure that its competitive domestic facilities operate independently of its congressionally mandated international services. Although both Comsat services currently operate separately, commission is seeking comments as to how effective that structure works in practice and whether there is need for additional changes. Comments are due Nov. 21, replies Dec. 19.

**Open the doors.** Supreme Court has told Massachusetts court to review ruling barring news media from covering trials for sex offenses in which victims are under age 18. High court said ban should be reconsidered in view of its decision in Richmond Newspapers case holding that press has First Amendment right to attend trials except for "overriding reasons." Those reasons were not specified. Court acted on appeal by Boston Globe from state court decision upholding decision of trial judge to close trial of man accused of forcible and unnatural rape of three teen-age girls.

**Slapped.** FCC has "admonished" Curian Communications Inc., licensee of WPMAM-AM in Pottsville, Pa., for issuing paid political advertisement on station that it would sue advertiser if it ran spot with derogatory comments about one of stations owners. Commission said action constituted "censorship" prohibited by Communications Act.

**Available.** Nation and its press can count on easy access to next President if statements of three major candidates for that position are to be believed. Each says that, if elected, he will hold frequent, televised news conferences and, in addition, make himself available for non-televized, in-depth questioning. President Carter, Ronald Reagan and John Anderson expressed views on those and other press-related matters in responding to questionnaires sent by American Society of Newspaper Editors. Each candidate described himself as firmly committed to free press.

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**Justice Dept. joins line investigating SIN operations**

New probe is looking into anticompetitive practices; ties with Mexico's Televista already under FCC scrutiny

Spanish International Network is drawing additional attention from the U.S. government. First came the FCC's disclosure that it was beginning another inquiry into whether SIN — as a Mexican-controlled entity — illegally controls Spanish International Communications Corp., licensee of five television stations (Broadcasting, Sept. 15). Now the Department of Justice's antitrust division is conducting a "preliminary investigation" into SIN's operations.

Mark Sheehan, Justice Department spokesman, in confirming published reports, did not say the target of the "civil antitrust investigation" is SIN; rather, he said it is a "Spanish network." But SIN is the only full-time Spanish-language network in the U.S.

Sheehan declined to disclose any details of the inquiry other than to say it is aimed at determining whether the network's programming and advertising practices violate the Sherman Antitrust Act's provisions prohibiting restraint or monopolization of trade.

Bill Stiles, executive vice president of SIN, said he knew nothing of the Justice Department's investigation other than what he had read in the newspapers. He said Justice had not contacted SIN or its attorneys. But Stiles believes the investigation stems from the same source as the complaint that led the commission to institute its fourth inquiry since 1965 into whether SIN, now 75% owned by Televista, a Mexican company, controls SICC in violation of the Communications Act prohibition against foreign dominance of broadcast stations. SICC officials noted that the three previous inquiries ended without commission action. SICC representatives, however, say the commission has never conducted a full-fledged inquiry into the issue; it had examined the question only when raised by parties in the context of adjudicatory proceedings.

Stiles apparently is correct. The complaint was filed with the FCC by the Spanish Radio Broadcasters Association in opposition to applications for experimental translator stations in Denver and Washington to relay SIN programs. The Denver application was filed by SICC, the one for Washington by a local group that would be aided by SICC. The commission granted both applications in April.

And Matthew Leibowitz, counsel for SRA, acknowledged last week that SRBA had "discussions with the Justice Department over a period of months" concern-
From number three to number one in the market with a Harris CP* antenna

Mr. Vern Killion
Harris Corporation
7000 Regency Square Blvd.
Suite 200
Houston, Texas 77036

Dear Vern:

Two months and one rating period after installation of our new antenna, my enthusiasm is greater than before. From downtown bent rabbit ears to rusty fringe area Yagi’s, we have gone from Number Three to Number One in the market.

The edge of Class A service has made rabbit ear reception routine rather than rare. Needless to say, I am one of the greatest proponents of circular polarization. I’m delighted with the results in all areas and also with the service during the installation by all of your field technicians.

As soon as we are able to make field strength measurements and have before and after pictures taken, I’ll forward a copy to you.

In the meantime if I can say anything to anyone at anytime, to forward the cause of circular polarization for television, I will be most pleased to do so.

Sincerely,

Hugh R. Burney

For more information on what a Harris CP antenna can do for your station, contact Harris Corporation, Broadcast Products Division, P. O. Box 4290, Quincy, Illinois 62301. 217-222-8200.

*Circularly polarized
FCC overruled on lowest unit rates for politicians

Appeals court says stations must give run-of-schedule rates to nonfederal candidates

Earlier this month, broadcasters were feeling good about an FCC decision holding that nonfederal candidates seeking the "lowest unit charge" to which they are entitled under the Communications Act could not claim a right to the economical run-of-schedule rates. But the grounds for the broadcasters' good feelings have now been removed — by the U.S. Court of Appeals in Washington.

A three-judge panel of the court lost little time in reversing the commission, on an appeal by Nevada state senator William Hernstadt, a Democrat. The panel heard arguments on Friday (Oct. 17), and issued its judgment the next day.

The court's opinion will be issued later, but the judges — in their unanimous holding that Hernstadt's "must be afforded run-of-schedule rates" — rejected the commission's reasoning that nonfederal candidates are not entitled even to paid access to specific classes of time during primary and general election campaigns. Indeed, the commission, in a new definition, held that ROS as well as pre-emptible spots should be viewed as classes of time, not as a "discount privilege." In the past, the commission had considered such spots as both.

At issue in the case was Hernstadt's effort to buy ROS time on Alfa Broadcasting Co.'s KTNV-TV Las Vegas in his primary campaign, in August. The station rejected the request and offered, instead, fixed-position spots, which are more expensive.

Hernstadt promptly complained to the commission. He cited a 1967 commission ruling that "ROS spots must be made available [to political candidates] on the same basis as to commercial advertisers.

He cited as well a 1972 Federal Election Campaign Act amendment to Section 315 of the Communications Act which requires broadcasters to afford all candidates 45 days in advance of a primary and 60 days ahead of a general election the "lowest unit charge of the station for the same class and amount of time for the same period" and, "at any other time," the same discount privileges offered commercial advertisers.

The commission, however, rejected the complaint. It said another change in the law created by the 1972 campaign act guarantees a right of "reasonable access" to federal but not nonfederal candidates. As a result of that change, the commission in 1977 upheld a station's right to refuse to offer specific classes of time to a candidate while making other classes of time available. Since licensees are not required to sell nonfederal candidates broadcast time "in the first instance," the commission said in its Hernstadt decision, "it seems unreasonable to require licensees to make ROS and pre-emptible spots available to them," both during and outside the 45/60-day periods.

The commission's definition of ROS and pre-emptible spots as "classes of time" reinforced the intent to remove them as a category of time to which nonfederal candidates are entitled. The commission justified this definition on the ground of their "unique pre-emptibility and scheduling attributes." It said the rates for such spots "are lower than fixed position spots, since it is the nature of such spots which is determinative of their low costs."

The extent as well as the basis of the court's action in reversing the commission, "on the facts of this case," will not be known until the opinion is issued. Whether the commission seeks Supreme Court review of the decision depends on how "inhibiting" the commission regards it, according to commission attorneys.

In the meantime, Hernstadt last week was said to be buying ROS at KTNV-TV.

NAB request for stay in cable case denied by FCC

The FCC has denied requests by the National Association of Broadcasters and Field Communications Corp. for a stay of the commission's order of last July repealing the cable syndicated exclusivity and distant-signal rules. The stay was requested pending the outcome of an appeal filed by Malrite Broadcasting in the U.S. Court of Appeals in New York challenging the FCC's decisions.

Bill Johnson, who presented the FCC Cable Bureau's recommendations to the commission, said that Malrite's case was "relatively weak."

Johnson also said that allegations by the petitioners that broadcasters will suffer irreparable harm if the decision goes into effect is "greatly exaggerated." He admitted that some "private injury" may be incurred by broadcasters but that it did not justify depriving cable consumers of programming.

Johnson also said that "there would be some difficulties involved" if the commission is eventually overturned on appeal and ordered to rescind its repeals of the two cable rules.

The commission's order repealing the two will take effect on Nov. 14 unless stayed by court order. When the commission didn't act on its petition by Oct. 3, NAB petitioned the New York appeals court to stay the commission's decision.

Erwin Krasnow, senior vice president and general counsel for NAB, believes it has "a very good shot in the courts on the issue of a stay." His prediction is based on a precedent of the Richmond, Va., appeals court granting a petition for stay by Spartan Radiocasting regarding an earlier FCC decision repealing the rule that cable systems must carry "significantly viewed" distant network signals. Later, however, the commission was upheld.

The New York court will hear oral arguments on NAB's petition on Nov. 5.
FILL IN THE BLANKS.

The Second Season: in 44 out of the top 50 markets.*
IT'S YOUR BUSINESS is now on 128 stations covering 82% of the country. The only national business public affairs series. Produced by the experts: the Chamber of Commerce of the United States. Lively, informative programming that hits home with issues that hit your viewers right where they live.

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

*In 79 of the top 100 markets.
EIA will sponsor exhibition in Beijing for equipment manufacturers; expects crowds of 80,000-100,000 over 10 days

To introduce the U.S. telecommunications industry to the Chinese market—one that could generate billions of dollars in sales in the coming decades—the Electronic Industries Association and the National Council for U.S.-China Trade are sponsoring a major trade show in China next year, which they say is the first of its kind.

The exhibition and seminar program will be held at the Beijing Exhibit Center in Beijing (Peking) Nov 3-13, 1981. The sponsors hope to fill the 7,400 square meters of the center with the booths of 75 to 100 exhibitors. The Chinese anticipate that 80,000 to 100,000 people from China will attend the show during its scheduled 10-day run.

The sponsors, eagerly looking to sign up exhibitors, announced the show at a Washington press conference.

John Sodolski, vice president of EIA's Communications Division, said the show will be the "first vertically integrated, high-technology" exhibit in China. He said several U.S. telecommunications companies have been dealing with the Chinese, but that it is "very difficult for a single company to go to China and see the right people." The exhibit, he said, enjoys an "economy of scale." At one time and at one place, he said, the "Chinese can see everything the U.S. has to offer."

Sodolski suggested that China is a prime market. China's current telecommunications system "is not the best in the world," he said, and like any country wishing to become a "modern nation" it needs a "telecommunications system to act as a nervous system." The Chinese, he said, must decide how to spend their resources and, he added: "We have a lot to offer."

Since the Chinese system is rudimentary, Sodolski said, China could decide to leapfrog "antiquated terrestrial systems" and start with the highest technology available. By doing that, he said, the Chinese might one day have the "most modern telecommunications system in the world."

According to Donald L. Miller, vice president, international electronics operations, Rockwell International, and chairman of the telecommunications committee of the National Council for U.S.-China Trade, because the Chinese do not have an extensive transportation system it is even more important that they have an extensive telecommunications system. China's major requirements now, Miller said, are for satellite, microwave, high frequency radio and television distribution systems, "things we take for granted but which the Chinese have very little of."

Sodolski said that of the 80,000 to 100,000 people who are expected to pass through the exhibit, not all will be technicians and engineers. The crowd will include the users and planners "who will decide where China is going to be in 10 or 20 years," he said.

Although Miller feels there are "billions" to be made by U.S. companies from the market, it will not all be made through exporting goods. Much will come through cooperative ventures and licensing arrangements with Chinese manufacturers, he said. And Sodolski stressed it is a market that will probably be shared with other countries, notably West Germany, Sweden, Holland, France, England and Japan.

"The elaborate seminar program," Sodolski said, "may be more groundbreaking than the exhibition itself." There will be "two levels" of seminars. Three general seminars, each a half-day long, will cover telecommunications management, network planning and network switching. In addition, each exhibiting company will be able to hold a seminar in its own product area. Sodolski said the sponsors will provide the rooms and interpreters for the product seminars of which they expect 70 or 80.

Exhibit space costs $55 per square foot, which Sodolski said "is in line with most international shows." But, he pointed out, that cost will be a minor portion of the total cost exhibitors can expect to pay. As with any show, each company must pay for the shipping, building and manning of exhibits and for the technical people to conduct the seminars. EIA will contribute between $750,000 and $1 million to produce the show. The Chinese are putting up no money, but have promised "wide coverage" of the show and good attendance.

According to a press release, the scope of the exhibition will include telephone station, exchange and transmission equipment; satellite communications equipment and systems; microwave equipment and systems; broadcast equipment; mobile radio equipment and systems; digital and optical fiber transmission switching and terminal equipment, and communications-related computing equipment. The show will not include consumer products, parts, tubes, semi-conductors and distributors and representatives are not invited.

Although the show is a single event, Sodolski believes it could have multiple implications. "It may be that what we do will set the pattern for the next decade of U.S.-China high-technology relations."

First there were mini-TV's, now come micro-TV's

Study for FCC proposes very-low power stations with one or 10 watts; pay operation would be allowed

Translators, low-power television and now micro-TV? Yes, micro-TV—otherwise known as "very-low-power" television (or "flea-power broadcasting")—is yet another mode of television service that the FCC may implement in its efforts to expand and diversify existing television service.

As envisioned by Parry D. Teasdale—
Assure your market positioning with a fresh new approach to image identification from Soundshop, Inc., soon to be the new leader in broadcast ID's. Long recognized for the quality of our musical productions, the Soundshop knows your needs and tastes. Our custom ID's are developed by radio people for radio people, meeting the most demanding standards of quality and professionalism.

The Soundshop's Broadcast Operations Division is staffed with seasoned professionals committed to further broadening the scope of the Soundshop's industry-wide reputation established through award winning albums, records and jingles for products that are household words.

We are a full service imagemaker, ready to meet your radio, television, print and promotion needs. Let us show you how to employ effective custom ID's at prices competitive with what you are paying for syndicated material. Call us today.
whom the commission engaged to study the idea—micro-TV would be a secondary television service that would operate on both the VHF and UHF bands at one watt and 10 watts, respectively. The low-power television task force—which drew up the notice of proposed rulemaking that the commission initiated last month examining the possibility of thousands of low-power television outlets (100 watt VHF and 1 kw UHF) (Broadcasting, Sept. 15)—relied on Teasdale’s final report in part in developing some of its own recommendations to the commission.

Teasdale based his findings on the experience of an existing micro-TV service in Canada, called the Northern Access Network, and upon a prototype micro-TV station (one watt VHF) in Lanesville, N.Y., which was on the air from 1972 to 1977.

He sees micro-TV as a “logical outgrowth of the low-power broadcasting tradition in this country, begun over 30 years ago with the initiation of the first TV booster systems. As part of that tradition, micro-TV would help to provide better TV service to more viewers throughout the United States.”

Except that micro-stations would be limited to a two-and-a-half-mile projected coverage area—as compared with the 12- to 15 mile area projected for a typical low-power television—Teasdale envisioned service similar to the low-power television service proposed in the commission’s rulemaking.

The micro-TV service would be assigned secondary status, requiring it to accept any interference from primary television stations and forbidding it to interfere with such stations.

Provisions for local origination are an integral part of the micro-TV concept as is the case with low-power television. Operators are encouraged to experiment with various programming and program distribution technologies such as videocassettes and disks and microwave and satellite links. Teasdale even suggested the possibility of a prototype micro-TV operator “leasing” a signal from a cable TV company. He suggests this might be feasible in a situation where the cable operator is unable to profitably extend service to a sparsely populated area.

Teasdale sees subscription TV as the most viable means of economic support for the service and he recommended that micro-TV operators be authorized to broadcast pay programing with no restrictions.

Background report on AM stereo: NAB’s still trying to speed up the act

But it doesn’t want to go so fast this time that the FCC would be forced to rush into judgment; proponents are resisting joint testing at this stage of the game

The National Association of Broadcasters hasn’t received formal replies from all the AM stereo proponents to its letter offering to aid them in responding to the FCC’s AM stereo rulemaking. But it has gotten plenty of informal feedback, some positive and some negative.

The offer was made in a letter sent to Harris, Magnavox, Kahn Communications, Motorola and Belar Electronics (Broadcasting, Sept. 29). According to Chris Payne, of NAB’s engineering department, who has talked on the phone with all the proponents, they, “with some qualifications, are in favor of setting up a meeting with the FCC.” All agreed, he said, that a meeting with the staff would be helpful in clarifying the questions the FCC posed in its further notice of rulemaking and suggesting ways of answering them.

However, the proponents were not taken with the NAB’s proposal that it oversee their own testing of the five proposed systems, as called for by the FCC’s notice. Payne said that at least for the present they seem to prefer to do the “retesting, modification and improvement” of their own equipment on their own. He said that Magnavox, Motorola and Harris have all indicated that they will begin their testing at nearby AM stations “to satisfy their individual needs.” Payne believes, however, that after they have done their own testing, “we might be able to get them to test on a common station.” (In a second letter to the proponents, NAB informed them that two stations—WTAQ LaGrange, Ill., and WQAR Cleveland—have volunteered.

Hazeltine Corporation, a partner of Kahn Communications, is one of the two proponents that has replied to the NAB letter and the only one to make its reply public. Hazeltine liked the idea of a meeting but was concerned that it might be excluded—NAB’s letter was sent to Kahn—and that it would be inappropriate for the NAB to organize the meeting because it has strongly opposed the marketplace approach (the FCC’s approval of two or more systems). “We believe that such a meeting would most appropriately be convened by the FCC staff on a public notice basis with no restrictions on attendance or on portions of the notice to be discussed.”

Lewis Wetzel, the NAB’s senior vice president for engineering and author of the NAB’s letter, said Hazeltine’s fears are unfounded. What the NAB envisions, Wetzel said, is a meeting open to all interested parties and all ideas. “We just want to be a catalyst to get the thing moving. We just don’t want the thing to lie there for another year and have nothing be done.”

Payne said NAB is advising all the proponents to use the same receiver in their individual tests—the Philips high-fidelity AM tuner.

Despite NAB’s best efforts, Payne is not sure that its efforts will succeed in speeding the introduction of AM stereo. He believes the comment deadline, now set for Dec. 9, will surely be extended and that the testing and comment period will go at least into next February. With that kind of time frame, Payne said, it is unlikely that AM stereo will be ready by NAB’s convention next April. And Payne doesn’t think it wise to press the FCC in analyzing the data once it has been received. “In a way, we were burned last time, trying to speed them up,” Payne said. “It might be best to let the FCC do its work in its own time.”

IIA idea exchange

The Information Industry Association has created an Electronic Media Committee to help businesses exchange ideas on the new technologies, videotex, teletext, viewdata, videodisks, two-way cable and other electronic media.

EMC also intends to provide member firms with ongoing business forums (one has been held in San Francisco where teletex/videotext hardware was discussed and displayed), information on public policy developments, on-site visits to existing facilities and periodic briefings on the industry.

Robert T. Quinn, vice president of ancillary business development for Warner Amex Cable Communications, has been named chairman.
Emmy Award: Outstanding Newscast
BOSTON/NEW ENGLAND CHAPTER
NATIONAL ACADEMY OF
TELEVISION ARTS AND SCIENCES

First Place Award: General News Reporting (Series)
First Place Award: General News Reporting (Single Story)
First Place Award: Human Interest Story
CONNECTICUT CHAPTER SIGMA DELTA CHI

First Place Award: General News
First Place Award: Sports News
First Place Award: Feature News
Special Fire Award: "New Haven Dock Fire"
CONNECTICUT NEWS PHOTOGRAPHERS ASSOCIATION
No noise. CBS Records claims "revolutionary noise reduction process," developed by CBS Technology Center, eliminates surface noise and greatly enhances dynamic range on audio disks—digital or analog—mastered with it. Process will require adapter to be fitted to existing stereo sets, but disks incorporating it are promised to be compatible with systems now in use.

New line-up. At fall meeting in Los Angeles, board of directors of Electronic Industries Association/Consumer Electronics Group elected new officers and formed new division and subdivision. Lud Huck of General Electric Television was elected chairman of EIA/CEG and William E. Boss of RCA Consumer Electronics was re-elected vice president. Jeff Berkowitz of Panasonic/Technics was elected chairman of audio division, while Jack Doyle of Pioneer Electronics was re-elected chairman of car audio subdivision. Tony Mirabella of Quasar was re-elected chairman of video systems subdivision. New divisions: personal electronics division and blank tape subdivision.

Glass connection. Times Fiber Communications, Wallingford, Conn., has won contract to install two-mile fiber optics link between satellite earth station and headend for Falcon Communications in Los Angeles. According to A.C. Deichmiller, Times's director of technical services, no repeaters will be used in link. Signal-to-noise is estimated at 50 db.

More lines. Mitsubishi Electronics America, Compton, Calif., has announced monitor capable of 1,800 lines of resolution. According to Mitsubishi, recently formed U.S. marketing arm of Tokyo-based electronics firm, prior to new C-8912 "the highest line rates available were in area of 1,200 lines."

Artifacts. Harry Lubcke, director of early television station In Los Angeles, wvax, has donated three television sets, built in 1930s, to Academy of Arts and Sciences/University of California at Los Angeles television archives. Two of receivers were built of wvax in 1937 and 1939. Third is vintage commercial receiver; TRK-12, manufactured by RCA in 1939. Archives, located at UCLA, is eager to accept "historically significant equipment" and documentation.

New tower, new power. Some $3.5 million of RCA Broadcast Systems transmitters and antennas are on order by three Milwaukee television stations that are to share new transmitter building and 1,013-foot tower Gaylord Broadcasting's wtvw is buying 55 kw uhf transmitter for its ch. 18 signal. Milwaukee Area Technical College is picking up both 35 kw vhf unit for its ch. 10 wtvw and 60 kw uhf transmitter for co-owned ch. 36 wtvw there.

Need approved model. FCC has adopted rule requiring type acceptance of all transmitters used in television auxiliary broadcast stations including translators, low-power television stations and cable relay stations.


More time. Canadian Department of Communications has exercised option and extended its lease for all 14/12 ghz capacity on Telesat's Anik-B satellite for additional 19 months. DOC will pay additional $6.4 million. DOC has used satellite capacity for two years in number of experimental projects, most notable of which tests feasibility of direct broadcasting satellite service. DOC has been transmitting programming through 20-watt transponder of Anik-B to 100 small-aperture earth stations scattered throughout country. That experiment is scheduled to end in February 1981 when original lease runs out.

Duty dispute. RCA's consumer electronics division was hit with $6.28 million suit by U.S. attorney's office in Indianapolis, where RCA division is headquartered. Government charges RCA improperly claimed customs duty exemption for parts company said (and U.S. disputes) were manufactured in U.S. then shipped to Taiwan for assembly into television sets imported from there. Civil penalty that government seeks is standard four times duty government claims was avoided about $1.5 million. RCA calls suit "totally without merit," says it discovered and brought to government's attention some "mistakes" that were made in duty claims in 1972, and that with government's permission it corrected import documents and paid all additional duties owed.

Strands. Wire that Warner Cable Corp. of Pittsburgh will use to build city will come from Times Fiber Communications. Warner awarded $5-million contract to Wallingford, Conn., firm to supply 20.6-million feet of coaxial cable for three-loop system.
Reagan wants to increase funding for RFE/RL

Candidate would strengthen International Communications Agency with more broadcasts to Afghanistan as part of peace plan

To Republican presidential candidate Ronald Reagan, America's capacity to transmit its message to the world—through official means—is one of the weaknesses in the country's foreign affairs and defense programs, he implied. If elected, indeed, "a plan to send our message abroad" is one of nine steps in his "strategy of peace for the 80's" that he outlined in the speech he delivered in a half hour of paid time Sunday night (Oct. 19) on CBS-TV.

"I will strengthen the United States International Communications Agency, including the Voice of America, including the Voice of America," he said, adding, "We will also strengthen Radio Free Europe and Radio Liberty. Compared with other costs of our national security, the dollar amounts involved in this are small. What is needed most is a sense of conviction, the conviction that by carrying the American message abroad we strengthen the foundations of peace."

President Carter is seeking $448 million for ICA in fiscal year 1981, an increase of some $21 million over the funds Congress provided the agency in fiscal 1980. (The House has voted to increase that amount by $2.1 million to increase VOA broadcasts to Islamic countries.) He is also seeking an increase for the two Radios through the Board for International Broadcasting—$103,835,000, as against $89,470,000. The Senate is moving toward voting the full amount, while the House has appropriated some $4 million less.

Reagan said the administration has permitted the "vital efforts" of transmitting the American message abroad to "decline." As an example, he said the U.S. has not been "able to broadcast to a majority of the Afghan people during these critical years, yet all the while Soviet-sponsored broadcasts were stirring up hatred toward America throughout the Islamic world."

About five months ago, the VOA began organizing a program for broadcasting in Dari, described by Alan Baker, in charge of the VOA's Near East section, as the "lingua franca" of Afghanistan but a language understood only by Afghans who have been to school. A nightly, 30-minute program in the language was introduced three weeks ago; Baker said another 30-minute program to be aired every morning, is being planned.

Baker said VOA has been reaching Afghanistan since April 1979 with a program in Farsi, a version of Persian spoken in Iran but similar to Dari and understood in Afghanistan. Under consideration, he added, is the introduction of a program in Pushto, a language understood by about 50% of the Afghans and common among those in the hills who are fighting the Soviets. Whether a Pushto program will be aired depends on resources available in light of demands for other broadcast services, Baker said.

Reagan described the "communication of our ideas" as essential "to our strategy for peace. We have a story to tell about the differences between the two systems now competing for the hearts and minds of mankind," said the Republican candidate.
**PROPOSED**

- KIZ(AM)-KIXS(FM) Killeen, Tex.: Sold by Accent Broadcasters to Independent Communications for $3.2 million ("In Brief," Oct. 20). Seller is owned by Lon Williams who has no other broadcast interests. Buyer is owned by Neal Spelce, John P. Smith and Hagen McMahon (16.34% each), Ruben Johnson (15%); James C. Armstrong and Richard L. Moore (14.99% each) and Lowell Leberman (6%). Spelce owns Austin, Tex., advertising agency. Smith is former sales manager for Capital Cities Inc., New York-based group broadcast station owner. McMahon is executive director of Austin-based Independent Bankers Association of Texas. Johnson is Austin banker. Armstrong, based in Houston, and Moore, based in Midland, Tex., have oil interests throughout Southwest. Leberman owns Austin car dealership. Spelce is applicant for new AM in West Lake Hills, Tex. Moore has 51% interest in applicant to purchase KROO(AM) Airmore, Okla. Remaining buyer principals have no other broadcast interests. KIZ is daytimer on 1050 kHz with 250 w. KIXS is on 99.3 mhz with 100 kw and antenna on 520 feet above average terrain. Broker: Riley Representatives.

- KCKN-AM-FM Kansas City, Kan.: Sold by Kaye-Smith Radio to Allbritton Communications for $2.7 million ("In Brief," Oct. 20). Seller, Bellevue, Wash.-based group owner of three AM's and four FM's, is owned by actor Danny Kaye and wife, Sylvia (40% each), and Lester Smith (10%). It has sold KJRAM(AM) Seattle (BROADCASTING, Aug. 25). It has also sold, subject to FCC approval, WUBE-AM-FM Cincinnati (BROADCASTING, June 2). Buyer is owned by Joe Allbritton who owns WLA-TV Washington; WSET-TV Lynchburg, Va., and WCIV-TV Charleston, S.C., as well as daily newspapers in Paterson and Union City, both New Jersey, and in Westfield, Mass. KCKN(AM) is on 1340 kHz with 1 kw day and 250 w night. KCKN(FM) is on 94.1 mhz with 100 kw and antenna 466 feet above average terrain. Broker: R.C. Crissler & Co.

- KLRK(AM) Little Rock, Ark.: Sold by First Communications Corp. to Philip R. Jonsson for $2.3 million ("In Brief," Oct. 20). Seller is owned by Tobias Coe and family. They have no other broadcast interests. Jonsson is president and principal owner of KELI(AM) Tulsa, Okla. KLRK is on 1010 kHz with 10 kw day and 5 kw night. Brokers: Milton Q. Ford & Associates Inc. and Blackburn & Co.

- WWSG(AM)-WCU(FM) Tifton, Ga.: Sold by Ralph Edwards to WWSG-WCPU for $1.175 million. Edwards has no other broadcast interests. Buyer is owned by Jon Peterson (50%); Lester I. Levine and son, Bryan, Jay M. Cohen and David S. Albertson (12.5% each). Peterson owns Orlando, Fla., outdoor advertising company. Levine and Cohen are partners in Orlando law firm. Orlando attorney Bryan Levine is president and 60% owner of National Fitness Centers, Orlando-based health club chain. Albertson is owner of Orlando citrus fruit groves and processing business. Peterson has sold WYLD-AM-FM New Orleans (BROADCASTING, Feb. 4). Buyer group has no other broadcast interests. WWSG is on 1430 kHz with 5 kw day and 1 kw night. WCPU is on 100.3 mhz with 100 kw and antenna 650 feet above average terrain. Broker: Reggie Martin & Associates.

- KXXX(FM) Galveston, Tex.: Sold by Beacon Broadcasting to Marr Broadcasting Co. for $650,000. Seller is owned by William Marr III, John Walker and Glen Johnson (16.2% each) and 17 others. They have no other broadcast interests. Buyer is owned by Michael Benages, Allan Levine, Jaime Santillana, Enrique Lopez and Joseph Gomez (20% each). Benages and Levine are Chicago attorneys. Santillana and Lopez are Chicago radio and television producers specializing in Hispanic programing. Gomez is Chicago government employee. Benages, Santillana and Lopez are principals in Focus Broadcasting, CP holder for new UHF in Joliet, Ill. Levine and Gomez have no other broadcast interests. KXXX is on 106.5 mhz with 26 kw and antenna 195 feet above average terrain. Broker: Chapman Associates.

- KPCG(FM) Joplin, Mo.: Sold by Pentecostal Church of God to Pat Demaree (90%) and Dwayne McChristian (10%) for $357,000. Seller has no other broadcast interests. Buyers own and operate KFAY(AM)-KKEG(FM) Fayetteville, Ark. Demaree also owns 50% of KRIB-AM-FM, Sallisaw, Okla. KPCG is on 102.5 mhz with 100 kw and antenna 440 feet above average terrain. Broker: John Mitchell & Associates.

- KHSN(AM) Coos Bay, Ore.: Sold by Kerry Radio Inc. to Bay Radio Corp. for $500,000. Seller is owned by Cecilia Murphy (25%); Robert Walberg and former wife, Susan (18.75% each); and Michael Whitty and wife, Janet (37.5% jointly). They have no other broadcast interests. Buyer is owned by Arnold D. Sias, Arthur B. Hogan, John D. Feldmann and F. Robert Fenton (25% each). They also own KMYC(FM)-KRFD(FM) Marysville, Calif., and KCMX(AM)-KKIC(FM) Ashland, Ore. Sias is vice president and general manager of KCMX-KKIC. Hogan and Feldmann are

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10/27/80
Wussler subs for Turner at IRTS, backs change in must-carry rules; Nielsen will meter WTBS


Asked to comment on what a questioner termed 'BROADCASTING's 'scathing' Oct. 20 editorial concerning Turner's petition to the FCC to 'redefine' the 'must-carry' rule for cable operators, Wussler reiterated the Turner position that such regulation is 'unfair.' Marketplace forces should determine carriage, he said, expressing his belief that in most instances carriage will continue. "We're looking," Wussler added, "at instances where there's a UHF not offering service equal to what we or some other cable programer offer.'

Wussler also confirmed reports that the company is seeking outside underwriting for the CNN operation, saying "we are in the money market actively. . . . I can't say anything more, but that probably tells you enough."

Earlier in the day, Turner Broadcasting and A.C. Nielsen announced signing of a three-year agreement providing for continuous measurement of WTBS(TV) Atlanta's national audience by the National Nielsen Television Index meters. Measurement will start in February 1981, with the proviso that WTBS by that time reach 15% penetration of television homes. The companies called it "the first time any continuous broadcast service other than the three networks' qualified for Nielsen national metered measurement.

Separately, Turner announced a $1.5-million, 11-month advertising commitment from American Home Products, $1.2 million of it going to WTBS, $300,000 to CNN.

TV's 'four crises': Rosenfield says the latest is new media technology

CBS-TV president decries 'double standard' that considers present medium dangerous while new ones are assumed to be harmless

James H. Rosenfield, president of the CBS-TV Network, pictured television last week as a medium that has survived three trials and is now approaching the fourth — "the trial of technology."

In a speech before the Atlanta chapter of the American Women in Radio and Television last Wednesday (Oct. 22), Rosenfield said television's first trial was acceptance as a medium. There was concern, he said, about whether people would or would not like television. "It was not as obvious a victory as it seems in retrospect," he observed.

He described the second crisis as dealing with the position television occupies within the cultural hierarchy. Early television, he said, was positioned well below such institutions as theater, literature and the press.

"By the 1960's this was changing," Rosenfield said. "And then a series of momentous events accelerated the process. From President Kennedy's assassination through the civil rights struggle, the medium moved upward. It became, and continues to be, the most trusted as well as the largest source of information we have."

During the 1970's television faced the third trial of "maturity," according to Rosenfield. The question for television was whether its own, created series could reach the seriousness and power that its realities coverage had achieved in the 1960's. He said All In, The Family, M*A*S*H, Lou Grant, and The Selling of the Pentagon revealed different themes, different issues, different interests and different risks.

Addressing the fourth trial, Rosenfield pointed to an "amazing" regulatory double standard that has emerged regarding television and the new media. He claimed that the new media, which have no histories, are regarded as "neutral and harmless" and therefore entitled to freedom. "The established medium, whose history has been misread, is considered to be dangerous and thus requires restraint," Rosenfield told his audience. "This means not only continued, if not increased, regulation, but the encouragement of unregulated competitors."
ABC earnings drop for third quarter

However, actors strike allows television network to post gain from lower production costs; over-all revenues rise to $491.2 million, profits dip to $29.7 million or $1.05 a share

The long-term effect of the recent actors strike may be debated for some time, but one theory on the short-term impact gained support at ABC last week. Although reporting third-quarter earnings that were below 1979 levels, ABC said the strike was the principal reason it achieved "somewhat stronger" results in the quarter than it had anticipated—the delayed start of the season permitting "the deferral of costly new programming." ABC indicated those costs would be deferred "into 1981," but the network parent didn't identify over-all savings that might accrue from ordering fewer than the originally planned number of episodes for individual series.

The strike benefit allowed the company's television network operations to report improved revenues and profits in the quarter, as compared with the year earlier, "despite a continuing sluggishness in the overall economy and in the network television advertising marketplace."

Owned television station revenues and profits were both down, a decline attributed to "the recent slowdown" in national spot and local time sales. Meanwhile, ABC Radio was said to have had "higher administrative expenses" this year that trimmed profits on rising revenues. ABC had announced a reorganization of its four radio networks to "better position the group for future expansion." The company doesn't provide more specific breakdowns for the results of its separate operations.

In the quarter, revenues were up 4.8%, to a record $491.2 million, from $468.6 million. Earnings declined 6.9%, to $29.7 million, $1.05 per share from $31.9 million, $1.14 per share.

In keeping with earlier projections, ABC said "we continue to believe that 1980 will be the second best year in the company's history." (Last year's results topped the list at $5.67 per share.)

The anticipated decline has been pegged to a variety of factors—the general economy, network competition, election and Persian Gulf news coverage costs, developmental costs for ABC Motion Pictures and ABC Video Enterprises and the costs of Travel Network (sold in May).

However, the firm last week mentioned "the uncertainty of fourth-quarter results," which it says it expects "will be substantially less than the $1.59 we reported" in 1979, "largely due to the sluggish economy and its impact on broadcasting."

And a further caveat was added—that "unless current economic conditions improve, however, the negative impact on the company's earnings will continue into 1981."

At other operations, ABC Publishing experienced an earnings decline on increased revenues, attributed to softening of advertiser demand. Leisure park revenues and profits both rose.

Nine-month figures reported last week were $1.62 billion in revenues, a 14% rise, and net income of $107.8 million, a 5.8% decline from 1979's $114.4 million. Earnings per share slid from $4.08 to $3.82.

Columbia Pictures president reviews firm's operations

Vincent's meeting with security analysts covers prices films bring from TV—$20 million for 'Close Encounters'—involvement in home video and Premiere

At a meeting with security analysts in New York, Columbia Pictures President Francis T. Vincent Jr. has thrown out some numbers of interest to those who track the prices feature films bring from network licensing. Describing the company's methods of covering its risks for the negative costs of films, Vincent used the example of an upcoming Christmas release, "Stir Crazy," featuring Richard Pryor and Gene Wilder. Putting the cost of the negative at $10 million, Vincent said Columbia has secured $2.5 million by selling an equity interest in the film, with another minimum $6.5 million to come from a network pre-sale that includes an escalator clause tied to box-office performance.

Reviewing the film company's major new releases, Columbia, and participants later in the session, Vincent gave price tags for two other Columbia releases: "Close En-
counters of the Third Kind—Special Edition" (which industry sources indicate ABC has picked up) is "in the $20-million license fee range" and "Kramer vs. Kramer" (acquisition of which ABC has announced) was sold "on an escalator for $15 million."

A good portion of Vincent's time was taken up with discussion of the claims and counterclaims between the company and major stockholder Kirk Kerkorian (Broadcasting, Oct. 6), with Vincent voicing confidence that Columbia's position will prevail.

Examining specific segments of Columbia's operations, Vincent conceded Columbia's lack of success in television programming, saying "we haven't made the kind of major breakthrough we'd like." Recent management changes there should, however, lead to success in the near future, he asserted.

Syndication operations, in contrast, are "a major source of profit" for Columbia, according to Vincent, and he's looking for them to "generate very substantial profits" over the next two to three years. Likewise, Vincent expects Columbia's "significant" involvement in home video to become "a major contributor ... in coming years." Radio broadcasting (the company owns five stations) is a field where Columbia remains "a rather modest participant" in Vincent's words, although the company is looking at possible acquisitions.

Columbia's participation in the Premiere pay cable joint venture also drew substantial analyst interest. Vincent said Premiere puts Columbia "in an attractive position to combat a market problem with a market solution" (a reference to alleged domination of the pay field by HBO). He's "confident, but not absurdly so" ("any litigation involves risk," he said) that the government challenge to Premiere will be resolved in the company's favor by Christmas, permitting it to commence in January.

Fractionalization a key word in the 80's, says Y&R's Ostrow

Media-related issues of the 1980's, including fractionalization of media, satellite transmission, advertising to children, advertising clutter and governmental activities, were discussed last week by Joseph Ostrow, executive vice president and director of communications services, Young & Rubicam, New York, addressing the New York chapter of the American Marketing Association.

Fractionalization, he said, will continue to expand in the 80's and can be either a negative or a positive development. He noted that a reduction in mass audience results in more selective communication, but that on the other hand it can be viewed as a potential loss in advertising efficiency.

The importance of satellite transmission, he said, is that cable systems, which are local in nature, can be linked together to create national networks producing audiences large enough to attract advertisers. He said that the development of satellite transmission will contribute to viewer fragmentation but will add to media choices and the total media audience.

Ostrow said it is difficult to predict future governmental activities in advertising, but that it is a certainty the government will be involved to some extent in all media. He cited as examples U.S. government involvement with TV programming via the prime time access rule, the ban on cigarette advertising in broadcasting and the government's challenge to the National Association of Broadcasters code on levels of TV commercialization.

With respect to advertising to children, he said there are pressures to regulate and/or limit such advertising not only in the U.S. but also in a number of foreign countries. But he ventured that proposals in the U.S. are not likely to become law especially any that require bans on television communications.

The issue of "advertiser clutter" is likely to persist in the 1980's, according to Ostrow, who said the primary concern is in the broadcast area but also can be applicable to print. He contended that the greater the amount of nonprogram material and the longer the string of commercials, the greater the chances that attention to the commercials will diminish.

With all the changes predicted for the 1980's, he said, emphasis must be put on refined media and marketing measurements criteria. He insisted there is a strong need for "media measurement sources that are both accurate and reliable" and "for data which provides more elaborate insights into consumer behavior and the evaluation and comparison of individual media forms."

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Programing

NBC sets up its premiere plans

It announces 'three-phase' schedule that will put new half hours on in Nov., hours in Dec. and returning series plus 7 new shows in Jan.

Enter the "post-strike, three-phase schedule."

Original plans for the 1980/81 television season were already twisted, turned and protracted due to the now-settled performers' strike—have taken on yet another slant.

NBC-TV last week announced a three-stage series premiere effort, with half-hour comedies coming in November; hour variety and comedy set for late November and December; and seven new and returning series having their season debut in January.

According to NBC Entertainment President Brandon Tartikoff, the production hiatus during the strike allowed the network to refine programing plans. Shows, previously envisioned as midseason replacements, now will be among NBC's crop of strike-delayed premieres. Others, originally on the network's premiere roster, have been reassigned as back-ups.

NBC's "post-strike, three-phase schedule" adds the previously unscheduled new series titles of The Gangster Chronicles: An American Story about organized crime; Walking Tall from the movie about a Tennessee sheriff; Fitz and Bones with the Smothers Brothers as a San Francisco ENG (electronic newspapering) team; and Number 96, a limited series about apartment-house residents spun off from an Australian hit.

Harper Valley PTA (cut from an hour to a half-hour), Sanford and Boom have ceded their places on the schedule but NBC maintained that production continues for future use. Already canceled was Speak Up America. Elsewhere, NBC has given new times and days for some returning series.

Night-by-night, the new NBC schedule will filter in as follows, with certain premieres in expanded form.

Monday remains untouched with Little House on the Prairie leading into Monday Night at the Movies. The Little House series already has premiered and the movies continued during the strike.

Tuesday starts with original episodes of Lobo at 8 p.m. beginning Dec. 30, with Walking Tall at 9 p.m. added Jan. 13, then a limited run for the Steve Allen Comedy Hour at 10 p.m. starting Dec. 12. Allen, which had a special telecast earlier this month, is scheduled to give up its slot to Flamingo Road Jan. 6.

Wednesday will continue with Real People (already premiered); new episodes of Diff'rent Strokes at 9 beginning Nov. 12, Facts of Life at 9:30 (Nov. 19) and then Quincy (Nov. 12).

Thursday, it's NBC programing as usual with Games People Play and Thursday Night at the Movies.

Friday, Marie, variety with Marie Osmond, begins a limited run for an hour at 8 on Dec. 5 until Buck Rogers takes over Jan. 9; Number 96 has the 9 o'clock slot beginning Dec. 5, until Fitz and Bones moves in Jan. 23. NBC Magazine with David Brinkley continues its run at 10.

Saturday, BJ and the Bear starts Jan. 17; Gangster Chronicles follows at 9 as of Jan. 31. And a limited country music/variety series, Barbara Mandrell and the Mandrell Sisters, premieres Nov. 29. Hill Street Blues has been assigned the 10 o'clock slot beginning Jan. 10.

Sunday has the same shows: Disney's Wonderful World, CHiPs (with a new season of episodes starting Dec. 10) and The Big Event.

The new NBC strategy means that all new series will have their debuts by Jan. 31. ABC and CBS expect to have their series all on-air by Nov. 30 and Dec. 11, respectively (Broadcasting, Oct. 20).

NBC's new schedule, three-part or not, wasn't believed to be cast in stone, however. If, for example, a limited series proved a ratings smash, it is unlikely that the network would trade it in for an unproved show to premiere later.

He'd trade exclusive franchise with four movie partners for HBO’s present market position, Hollywood meeting hears; start is still planned for Jan. 2

A host of obstacles facing the new Premiere pay TV network gives it no "easy opportunity to develop as a profit center," despite its $200 million in start-up capital and "some exclusivity" of feature film product. That's the forecast outlined by Chairman Bert Harris to the Academy of Television Arts and Sciences last Tuesday (Oct. 21) in Los Angeles.

"HBO is a producer for its life," Harris said. "It's Premiere that is." Elaborating, he cited Premiere's problems in reaching cable systems with no free channels, using a satellite that cable systems can't receive and having no owned cable systems to take the service," as "just a few of the entry barriers that make Premiere's launch as precarious as the life of a premature baby. And the Department of Justice would like Premiere to be stillborn."

Although he didn't go into detail about the Justice Department's lawsuit against Premiere's five joint ventures, Harris predicted a court decision by December on Justice's request for a preliminary injunction. Harris said Premiere still plans to launch its new service on Jan. 2, 1981, using Comstar D-2 for Eastern cable systems and Satcom 1 for the West Coast.

Harris said the network will use movies from its four film-producing partners for half of its service and acquire other movie product for the remaining 50%. Production from the partners—Columbia, Paramount, 20th Century-Fox, and Universal—will be exclusive to Premiere for nine
Baseball scores big for NBC

World Series baseball during the week ended Oct. 19 gave NBC-TV its third-highest prime-time average ever, scoring almost 10 rating points more than CBS-TV and ABC-TV.

Buoyed by the first three Philadelphia-Kansas City games scheduled for prime time and a 38-minute runover from a daytime broadcast, NBC pulled a 25.5 rating and 40.5 share. CBS and ABC tied at 15.9/25.

For the first two games of the series, NBC was claiming record numbers: the best opening-game performance, with a 32.9/51 and an estimated 68 million viewers, and the best second-game, with a 34.4/53 and some 70 million tuned to the network. The third game may not have broken previous highs but scored an impressive 32.0/53.

As expected from World Series telecasting, the prime-time games were the strongest draws of the week, with the top-10 shows being: Wednesday’s Game Two, Tuesday’s Game One and Friday’s Game Three; NBC’s Big Event presentation of “The Outlaw Josey Wales” (27.9/44) and CHiPs (25.4/41); ABC’s That’s Incredible (25.0/38), NBC’s Pre-Game One (23.5/39) and Pre-Game Two (23.1/30), and CBS’s Country Music Association Awards (22.9/34) and M*A*S*H (22.0/33).

Whether or not the 38-minute runover of Sunday’s game (36.1/61) should be counted as the top-rated show of the week was a subject of disagreement among the networks. NBC claimed it at the top. CBS and ABC did not, since it wasn’t scheduled for prime time. The point, however, is that in ratings reality because all three networks score runovers in prime-time averages.

With the World Series games which were played that week, NBC easily took Tuesday, Wednesday, and Friday, but the network also proved strong on Thursday, as Games People Play (18.4/31) and the movie, “Piranha” (21.1/34), won the night and, on Sunday, with the runover 36.1/61 leading into high scores for CHiPs (25.4/41) and “Josey Wales” (27.9/44).

ABC took the remaining two nights of the week, scoring the best on Monday, with That’s Incredible (25.0/38) and Monday Night Football: Washington versus Denver (20.9/33), and Saturday with back-to-back episodes of Love Boat (18.0/32, 21.7/37) and Fantasy Island (19.6/36).

Considerably below the top-rated shows was NBC’s Steve Allen Comedy Hour (14.2/26, in position 43 out of 66). Allen is on the NBC schedule with a limited series run beginning Dec. 2 (see story, page 58).

The week added substantially to the NBC average since mid-September when television seasons conventionally begin.
In the tough times of 1933, it took vision, imagination and a good measure of courage to launch a radio station rep company or a magazine. But John Blair and Sol Taishoff both had faith in the future of broadcasting. Today, forty-seven years later, that commitment to broadcasting's growth is stronger than ever.
While newspaper publishers and movie house owners were complaining about radio, radio executives warily contemplated the clout of ASCAP. In December 1932 the National Association of Broadcasters had started fighting back by encouraging the Department of Justice and the Federal Trade Commission to investigate ASCAP for possible violations of antitrust laws. In January, Oswald F. Schuette, the NAB’s director of copyright activities, began a campaign to unite all of ASCAP’s “victims,” including broadcasters, hoteliers, restaurants, dance halls and amusement parks. At that time ASCAP demanded and received royalties from radio receiving sets in hotel rooms, small business establishments, drug stores, barber shops and bootblack stands.

An article in the January issue of Fortune and summarized in Broadcasting revealed that ASCAP before its rate hikes in 1931, utilized a budget of $1,971,000 of which radio furnished $939,000, motion pictures $665,000, dance halls $135,000, hotels $89,000, restaurants $79,500 and parks, circuses and steamships $63,000. NAB’s Schuette felt that radio not only bore an inordinate share of ASCAP’s financial burden, but also had undertaken an unfair portion of the battle. In unity, he hoped, lay victory.

Besides ASCAP’s copyright demands, broadcasters now encountered problems with the Music Publishers Protective Association, a transcription copyright organization that insisted broadcasting stations should acquire MPPA licenses and pay fees for MPPA records and transcriptions. MPPA, however, maintained that those recordings be played only on stations with ASCAP licenses. The NAB objected to that restriction and felt it was another attempt at control by ASCAP, many of whose board members also were directors of MPPA. Schuette and the NAB retaliated by asking for government studies of MPPA’s structure and fees.

The MPPA countered in January by labeling its records “Not licensed for radio broadcast.” A. E. Garmeize, counsel for the Columbia Phonograph Co., rationalized MPPA’s action: “The broadcast of our records places at the disposal of the public the labor, skill and money investment [of our company] ... for the sole benefit of the broadcaster, so that the broadcast of our records is a use of our property rights without our consent for the benefit of someone else without any com-

World leadership was changing in 1933. January saw Adolf Hitler assume power as chancellor of Germany. In March, Franklin D. Roosevelt brought his New Deal to the White House. In April, 3.2% beer was legalized and in December Prohibition went down the drain with ratification of the 21st Amendment. Chicago was host to The Century of Progress World’s Fair.

America’s bravado toward the Depression was epitomized by the hit song “Who’s Afraid of the Big Bad Wolf?” On Broadway, “Tobacco Road” began its amazing run of 3,182 performances, and Maxwell Anderson won the Pulitzer for drama. The Chicago Bears beat the New York Giants, 23-21, at Wrigley Field in the first National Football League championship game. And in Broadcasting...

The sporadic snipping of newspapers at radio broke into wide open warfare in 1933. And a so-called truce in December only served to make broadcasters all the more rebellious about the terms dictated.

In addition, it was the year in which there were definite indications that the Federal Radio Commission was destined to be supplanted by yet another communications regulatory agency, the Federal Communications Commission.

For broadcasters and America, 1933 also brought the “fireside chat”—Franklin D. Roosevelt’s recognition of radio as a catalyst to reunite an economically depressed nation.

It was a role that broadcasting willingly assumed, as exemplified by this headline in the Jan. 1 Broadcasting:

“Broadcasters Accept Challenge of 1933; Business Prospects Held Favorable, Competition Keener, Improvement in Technique and Programs Foreseen.” The word was “opportunity” and the hoped-for condition, “improvement.” Optimism prevailed in the broadcasters’ statements about the coming year and, as Broadcasting noted, this feeling “should prove a tonic to broadcasters, agency radio executives and radio advertisers” who suffered through 1932, “the first year that radio really felt the effects of the Depression.”

Radio entered 1933 with clearly defined adversaries. Not only was the dispute with the American Society of Composers, Authors and Publishers escalating but bad feelings had developed between radio and the newspaper and film businesses, both of which blamed radio for their shrinking revenues. Radio was by now so large that it attracted hyperbole in comments on its functions. Commercial broadcasting was described as venal, boorish, corrupt, tiresome. That was the picture that emerged from “American Broadcasting,” published early in 1933 by the Ventura [Calif.] Free Press. However, equally detailed documentation showed that commercial broadcasting was varied, educational, cultural, magnanimous. That was the picture that emerged from “Broadcasting in the United States,” published in 1933 by the National Association of Broadcasters.
pensation accruing to us, the owners of the property rights. Broadcasting stations probably are not aware that they are violating our rights by the broadcast of our records, so that in order to give them notice that we reserve our rights and do not desire them to be violated, we have placed on the labels of all of our records the notice "not licensed for radio broadcast."

Unconvinced by this reasoning and suspecting MPPA's to be an ally of ASCAP, Schuette and the NAB maintained that MPPA's ban was illegal and was an attempt to force broadcasters to use transcriptions instead of records. If an advertiser or station used a transcription, MPPA collected 25 cents per number and 50 cents for a restricted number, but if a record were used, MPPA collected only two cents.

The NAB fought on. On Jan. 18 ASCAP announced willingness to reopen negotiations, but refused "under any circumstances" to deal with the NAB's Schuette. To facilitate continued discussions and to fortify its position, the NAB retained as its counsel Newton Baker, Cleveland attorney and secretary of war in the Wilson administration. Calling this "the biggest step forward in NAB history," BROADCASTING said that "it brings to radio fully as strong representation against the arbitrary onslaughts of ASCAP as that organization has had. ASCAP now has a foe worthy of the respect it has hitherto denied broadcasting, and radio now has an advocate who can really test and bring to task the legalistic shroud which Mr. [Nathan] Burkan [ASCAP counsel] has woven around his organization."

With radio programming proliferating and diversifying, music was becoming an even more integral part of broadcasting. This much fought-over element provided what David Grosch, vocal instructor and radio personality in Kansas City, called "the essential atmosphere" of a program as well as an "acoustical with music," wrote Raymond Paige, then music program director at KUI Los Angeles, "has gradually come into its own." The modern trend in radio programs, said BROADCASTING in March 1933, "is to let music do most of the talking that was recently done by long-winded announcers. ... Whereas, in the old days an orchestra and perhaps a soloist were linked with a commercial announcement more or less haphazardly, today the progressive program manager tries to adjust every program, even to the music, to the tastes of his audience."

These careful efforts to improve the effectiveness of programing and advertising worried newspaper publishers. Even though BROADCASTING's Jan. 15 editorial, "Can't Blame Radio," argued that the Depression and not radio was responsible for the losses suffered by other advertising media, BROADCASTING also noted "radio's steady progress, even through the Depression, ... because of its fundamental soundness as an advertising medium."

Radio's growing commercial acceptance prompted still other newspaper publishers to seek protective measures. James G. Stahlin, publisher of the Nashville Banner and president of the Southern Newspaper Publishers Association, urged newspaper publishers to try to gain control of the Federal Radio Commission. Stahlin warned that "newspaper publishers had better wake up or newspapers will be nothing but a memory on a tablet at [just opened in New York] Radio City!"

While publishers like Stahlin fought radio, others, like William Randolph Hearst, sought to capitalize on radio's power. To boost circulation, the Hearst papers sponsored two 15-minute transcribed programs per week. Broadcasts included opera, jazz and romantic stories, as well as dramatizations of outstanding features from the American Weekly, the Sunday supplement in Hearst papers.

The newspapers' unhappiness with broadcasting continued to grow as radio increased its stature in news, both at the network and station level. Locally, for example, WIL St. Louis claimed the distinction of becoming the first station to broadcast daily news from Washington, gathered by an accredited Washington correspondent.

NAB President Alfred J. McCosker added that besides providing facilities, stations must "radiate calm, confidence and good humor in our attitude and in our broadcasts [so that] the listening public—60,000,000 of our citizens—[will] become infused with the same spirit."

Radio's range and importance increased further with Roosevelt's "fireside chats" broadcast on March 12, May 7, July 17 and Oct. 27. The first in which he announced the closing of banks to preserve the nation's economy, set the tone by projecting a new FDR.

While bringing the nation into the White House, Roosevelt also brought importance to radio as a news medium. Quoting from a CBS summary of the event, BROADCASTING said: "It remains for radio to thank the President. ... What else could have won radio such gallant praise from the press ... It is hard to believe that any other drama could have called radio so urgently into the council and conference rooms of America—its force suddenly revealed, its promise newly seen, its influence on social and on business thinking so swiftly accelerated overnight."

Also, the Depression helped to accelerate radio's development as a major source of entertainment. Broadcasters were discovering new techniques in production. Tarzan of the Apes, a transcription program that first aired on Sept. 12, 1932, gained great popularity in 1933. The show, broadcast five times a week in 15-minute segments, made novel use of special effects.

According to Barton A. Stebbins, president of Log & Stebbins, the agency responsible for Tarzan, the show's "sound effects are synchronized to a degree that could never be achieved before the studio microphone. All the birds and beasts of the jungle appeared in their own voices. Sound equipment was taken to zoos in all parts of the country where suitable animals were available. There, the operator waited hours and days recording the voices of tiny birds, lions or trumpeting elephants in all of their various moods. A tremendous collection of these sounds has been assembled and appropriate portions were synchronized on the transcriptions with fraction-of-a-second exactitude and with emotional quality that fit the story. Tarzan on the air was the jungle made audible."

Other popular shows included Caswell Coffee's weekly sponsorship of hour-long Gilbert and Sullivan operettas and WLS Chicago's Saturday night broadcasts of the National Barn Dance before a capacity crowd at the Eighth Street Theater.

Broadcasts of baseball and football continued to arouse interest as well as ire as to the professional club owners, college groups and broadcasters argued over whether radio reduced or boosted box-of-
PRESENTING 60 YEARS OF BROADCAST HISTORY IN JUST ONE PICTURE...
American broadcasting was born November 2, 1920 with KDKA's historic reports of the 1920 elections. Since then, Group W's history has been a significant part of broadcasting history.

But we aren't looking back, because ahead of us we see a future filled with promise and challenge.

There's so much history yet to be made. We plan to be among those who will make it.
fice receipts. Most club owners felt certain that radio caused a significant drop in attendance, but a few believed radio's spurring of interest in the games helped.

No one, however, was pleased with the drop-off in box office receipts. But there were those who perceived that the cause was more the Depression than radio. One such observer was David Driscoll, program director for WGBA, Fergus Falls, Minn. "A diagnosis of the attendance slump is hardly necessary," he wrote in the Feb. 1 Broadcasting. "Baseball was hard hit for the simple reason that the boys who ordinarily packed the grandstand and bleachers were out of work or simply could not afford the expense of entertainment. Baseball owners, like everybody else, cannot collect dollars when there are no dollars to collect... Club owners are pricing down expenses right to the bone. Salaries of players will be cut as much as 40%." Baseball, regarded as distinctly a luxury, was in for a bad season.

Like business generally, the networks also had a bad season financially. Throughout the beginning of the year, network revenues continued to drop, reaching a new low in July. NBC and CBS had combined incomes for April 1933 of $2,462,970 as compared to $4,004,484 for April 1932, itself a bad year. Network revenues continued to decline. In June 1933 the networks collected $2,065,195 as opposed to $2,997,296 for June the year earlier, and in July 1933 the network revenues totaled $1,809,473, down from $2,416,616 in July 1932.

Because of the economy, and despite shrinking network budgets, radio's popularity increased. For people who had little or no money to spend on sports events, shows and movies, radio grew in importance as a source of entertainment.

L.B. Wilson, president of WCKY Cincinnati and owner of the Wilson movie theaters—a "showman of 23 years experience"—analyzed the situation. "Radio," he said in the March 15 Broadcasting, "is successfully competing with the theater. Hard times have added millions of persons to the radio audience, while taking millions from the [theater] audience. You can get Eddie Cantor on the air for nothing. It costs you 50 cents or more to get him at the theater. You may need the 50 cents for food or clothing. So the theater loses a patron and the radio gets a listener. In previous depressions, the theater was not so badly affected. There was no radio, and people had to have something to get their minds off their worries."

The more people listened to radio, the more other issues entangled themselves with the simple pleasures of entertainment and news. In late February, the secretary of the Navy, Charles Francis Adams, banned Navy and Marine band broadcasts because of pressure from the musicians' union. While thousands of musicians were without work, the service bands played without pay. In March, Adolf Hitler banned American jazz from Germany's airwaves, particularly the work of black orchestras and singers, because he felt such music was detrimental to his intended goals.

In America, the proponents of educational radio still felt themselves to be the guardians of American cultural standards despite a Federal Radio Commission report to the Senate stating that educational broadcasting could be entrusted to commercial stations. From 1927 to 1933, there had been a steady decline in the number of exclusively educational stations—95 to 39—with 12 selling time.

According to Broadcasting, the decline was caused by a lack of financial support and listener interest. According to Joy Elmer Morgan, the forces of commercialism, if not greed, had won out. Although admitting defeat, Morgan's National Committee on Education by Radio would not accept death. In April the committee formed the American Listeners Society, decided to "supply machinery through which listeners might exert an influence in determining the nature and content of radio programs." Implied that this group had little power and less reason for existence, Broadcasting reported that "the most prominent of educators now are associated with the National Advisory Council on Radio in Education, directed by Levering Tyson, which has cooperated with stations throughout the country in offering educational features."

Broadcasting, in a Jan. 15 editorial.
wrote: "That educational stations, by and large, are misfits in American broadcasting, commanding little financial support from their own institutions and having negligible listener appeal, is reflected in the official records of the radio commission. ... How can it be? Elmer Morgan ... and his group of misguided pedagogues justify their silly demand for more wavelengths for educational stations ... ? How can they have the audacity to oppose commercial broadcasting when some 30 educational stations have sold out voluntarily to commercial groups. ... It is one thing to present well-organized educational programs over commercial stations which have the audience. It is another to attempt to cram education down the public's throat over more stations that have no listener appeal, as is proposed by Mr. Morgan's National Committee on Education by Radio."

Network receipts from time sales continued to decrease. In January, Frederic R. Gamble, executive secretary of the American Association of Advertising Agencies, urged that broadcasters provide agencies with a cash discount for bills paid promptly. As a result of decreased revenues, many stations tried unusual plans to increase sales. For example, KOIL Omaha created business by selling time not just to individuals but to groups of tradesmen such as barbers, beauticians, florists and grocers. With revenues down, some broadcasters looked to the legalization of beer as a potential source of new advertising.

In an economy move in April, NBC implemented its second pay cut by decreasing all employee salaries of over $1,000 a year by 10%. NBC's first salary cut had been in September 1932. Also in April 1933, NBC discontinued its Pacific Coast Gold network to save line costs and had its Orange network absorb some Gold programs. 

Comedian Ed Wynn, whose Texaco-sponsored hour on NBC was declared the most successful program of the year, announced in January that he would head a third network, the Amalgamated Broadcasting System, which would revitalize the handling of commercial programs and station relations. Originally scheduled to begin Feb. 15, the network encountered financial and organizational problems, but finally started in September.

Wynn, who deplored the increase of commercialism on radio, aspired to "bring the theater to the air," and to return some of the business he felt that radio had taken from newspapers and magazines. "What I am going to do," he said, "is throw millions of dollars back to the newspapers and magazines." Wynn called his new network the "new deal" in radio and planned to limit commercial credits to 30 words at the beginning and end of each program, to prohibit price mentions, and to refer listeners to sponsors' ads in newspapers and periodicals.

Curtis B. Dall, President Roosevelt's son-in-law (he was married to FDR's daughter, Anna), became chairman of the board and on Sept. 25 Wynn's network began a four-hour inaugural program with a 14-station hookup.

Others besides Wynn wanted changes in radio. Some were motivated by anticommercialism and others were moved by hopes of economic improvement in a continuing Depression. In February, with the support of the Roosevelt administration, Representative Sam Rayburn (D-Tex.) sponsored a bill to abolish the FRC in favor of creating a federal agency that would have jurisdiction over all communications. This bill, however, was withdrawn for rewriting. Also in February Representative Hampton Fulmer (D-S.C.) introduced a bill, sponsored by interests opposed to commercial radio, that requested a two-year inquiry into the "future administration, management, control and financing of radio broadcasting."

During a March special session of Congress, Representative Rayburn reintroduced his bill although it appeared unlikely that any radio legislation would be enacted at that session.

Also reintroduced at that time was the so-called Davis omnibus bill which had passed both Houses but had been pocket vetoed by President Hoover. (The earlier bill had been offered by Representative Ewin L. Davis [D-Tenn.], chairman of the House Merchant Marine, Radio and Fisheries Committee. The new bill was submitted by his successor as chairman of that committee, Representative Otis Bland [D-Va.].) Among other amendments to the Radio Act of 1927, the bill would have allowed the licensing of stations under 100 watts without regard to quota restrictions and would have required that rates charged by stations to political speakers not exceed the rates charged to commercial advertisers.

Other changes affecting radio were proposed by Secretary of Commerce Daniel C. Roper, who at the request of the Roosevelt administration submitted a plan to the FRC to abolish the one communications body. Roper's recommendations formed the basis for the abolition of the FRC and the creation of the FCC under the Communications Act of 1934.

Among the other changes on Capitol Hill with the new Roosevelt administration, Clarence C. Dill (D-Wash.) became chairman of the Senate Interstate Commerce Committee. Also new to that committee was Wallace H. White Jr. (R-Me.), prominently identified with previous radio legislation in both branches of Congress.

On May 8 the U.S. Supreme Court conferred upon the FCC absolute powers in distributing frequency assignments when the court upheld the commission's decision to delete WRBO and WPCC, both Chicago, which operated in "overquota" areas, and WWJ and the 560 kc regional channel to WIXS Gary, Ind.

While many broadcasters rallied against the perceived injustice of the commission, many newspapermen rallied to fight what they perceived to be the injustice of radio's encroachment upon news reporting.

Throughout 1932 and 1933 radio stations had broadcast news of important events—the election returns, the Roosevelt inauguration, as well as the President's speeches. Krox Long Beach, Calif., for example, kept broadcasting throughout an earthquake. When the Navy dirigible Akron crashed in early April, the networks provided immediate coverage. Newspapers became anxious.

In Sioux Falls, S.D., a judge granted the Associated Press a permanent injunction against the unauthorized broadcasting of its news dispatches by ksoo there.

As a result, broadcasters felt the need for their own news services, and a tenuous truce between newspapers and radio was shattered. A headline in the May 1 BROADCASTING read: "AP and ANPA [American Newspaper Publishers Association] Declare War on Radio," and the story reported: "An open breach between broadcasting and the press, with newspaper publishers in general casting aside entirely the proved fact that they can use radio cooperatively to their own promotional ends and profits, appears to be the design of the radio resolutions adopted by the Associated Press April 24 and the American Newspaper Publishers' Association April 26 at their annual meetings in New York."

The AP membership voted to ban network broadcasts of AP news and to limit local broadcasts to brief bulletins that credited the member newspaper. The ANPA recommended that newspaper listings of radio programs would now be considered as advertising and printed only if paid for.

Despite these actions, radio news broadcasts were not drastically affected. The United Press and the International News Service did not follow AP's example, and the networks established their own correspondents in key cities. A May 15 editorial in BROADCASTING summarized the situation as having "not very greatly altered the functions of either the networks or stations. Radio stations seem quite indifferent about the actions taken at the recent press meetings. The networks and their commentators have found legitimate ways of getting what they want and need without press association help, for the press by no means can have a monopoly on news."

Radio's efficacy as a news medium was further demonstrated on May 7 when Roosevelt used radio to deliver another fireside chat. BROADCASTING wrote, "That the President should again use radio as the primary medium for contacting his 'American family' is another great tribute to radio for which the broadcasters owe the chief executive their heartfelt thanks."

Besides recognizing radio as an important political vehicle, Roosevelt's New Deal utilized broadcasting, and his National Recovery Administration (NRA) affected the industry. In June Roosevelt signed the industrial recovery public works bill which was intended to revive business and to aid employment. Each industry was
to design its own plans for organization and self-regulation. In addition, the bill authorized a $3.3-billion public works project.

"Every element in the business of broadcasting," wrote Broadcasting, "and that includes agencies, stations and allied enterprises as well as the world of industry generally ... becomes immediately and vitally affected by President Roosevelt's gigantic industrial recovery program." The program was presented by President Roosevelt over a nationwide radio hookup on July 24. As businessmen, broadcasters felt that the NRA would stimulate business and create renewals of advertising accounts. As employers, broadcasters pledged to create more jobs and to negotiate contracts that complied with NRA guidelines. As media representatives, broadcasters offered the practically unrestricted use of radio facilities to promote the NRA campaign.

In August and September the networks experienced increased advertising business which George F. McClelland, executive vice president in charge of sales for NBC, attributed to Roosevelt's industrial recovery drive. Delighted, broadcasters continued to help by contributing more time for NRA messages. NBC and CBS established regular NRA broadcasting periods, NBC at 10:15 on Sunday nights and CBS at 10:30 on Thursday nights. W.B. Dolph, radio director of NRA's public relations bureau (later to become a broadcaster and manager of a prominent radio commentator, Fulton Lewis Jr.), considered broadcasters' backing to be "100%.

Another sign that the Depression might be easing was the FRC's termination in August of the short broadcast day. Previously, stations, upon application, could operate less than the minimum two-thirds of their licensed hours; about 40 stations had taken advantage of the waiver. After August the FRC cut off applications for this privilege.

The NRA continued to affect broadcasting. A new broadcasting code was drafted in September by the NAB. It was the subject of an NRA hearing in September, revised in October, signed by President Roosevelt in November and enforced starting Dec. 11, and provided for the adoption of a 48-hour week for technical personnel and outlawed ratecutting, lotteries, songplugging and the acceptance of per inquiry business. The code also created a minimum wage of $40 a week for technicians, $20 a week for announcers and program-production employees, but $15 a week if there were fewer than 10 such employees at a station.

Broadcasting analyzed the code as "designed to vitiate the industry by its bootstraps out of objectionable and unfair trade practices. ... The code is unquestionably the most drastic and far-reaching measure ever devised for regulation of broadcasting."

While these regulatory discussions proceeded, the FRC prosecuted 60 unlicensed Texas stations that had challenged the FRC's right to regulate them. The 60 "outlaw" stations, as they were called, argued that since they broadcast entirely intrastate they were outside federal jurisdiction. The NAB's spokesman, Philip G. Loucks, its managing director, urged the FRC to prosecute the stations, arguing that they violated the law, competed unfairly with licensed stations and created interference. In August, the Department of Justice filed a suit against 18 persons in connection with the outlaw stations, and in November, George B. Porter, acting general counsel of the FRC, promised that federal authorities would actively prosecute the outlets. Besides such domestic issues of channel allocations, there were international problems as well. The first North American Radio Conference on allocations, held in August, aborted when Mexico refused to compromise its demands for 12 AM clear channels with the American delegation's offer of three or four channels. Broadcasting analyzed the situation: "Broadcasters are heaving sighs of relief, though mingled with regret. They are relieved because the immediate danger of a reallocation here is eliminated. They regret the failure because the way is open for more and bigger Mexican stations to preempt channels and cause even more serious interference with American stations. All things considered, it is fortunate that the conference agreed to disagree."

While the international conference created no changes in the broadcasting structure, other issues such as the warfare with ASCAP and with newspapers as well as the cumulative effects of New Deal reforms on employment and advertising portended change. To counter ASCAP, the NAB created the Radio Program Foundation and in July acquired 123,000 compositions of the Ricordi catalogue which it offered to members for monthly royalties between $2.50 and $2.5. Broadcasting called this the "first tangible step toward releasing the broadcasters from the ASCAP grip."

Just as ASCAP's demands led to the

The early days of radio's Huckleberry Finn. His name was little known outside the Baltimore-Washington area when Arthur Godfrey conducted a highly successful Breakfast Club for NBC-managed WMAL Washington. Devices, such as membership certificates for listeners (above), built record audiences. However, his unexpected antics—before irreverence to the establishment was tolerated on air—led to a split with WMAL. CBS's WJZ, just two blocks away, readily engaged Godfrey for its morning show and a late night show. Commentator Walter Winchell, while dialing up distant stations, picked up a Godfrey broadcast. The New York columnist-network broadcaster reported the nation on the refreshing manner of the man in the middle of the night. After that, it was a short trip to New York and national stardom, first with CBS Radio and later CBS Television.
day evening program on that network. A lull in the press-radio war came when a truce was declared in December. But the terms were so restrictive that broadcasters almost immediately rebelled and in the early months of the next year began establishing their own news organizations.

The NAB had announced that the Dec. 11-13 meeting in New York that drew up the truce was called "in a spirit of friendly cooperation and mutual recognition of one another's place in the economic sphere."

A 10-point plan, to be submitted to AP's board of directors, proposed that the press associations (AP, INS and UP) drop their policies of refusing to provide service to broadcasters, furnish twice-fIVE-MINUTE daily summaries to radio, and protect broadcasters with special bulletins. In return, radio was to agree to broadcast one morning summary after 9:30 a.m. and an evening summary after 9 p.m. Also, news broadcasts were not to be sold.

The plan further called for CBS to withdraw from the news agency field, and for several Columbia News Service corporations as well as for NBC to agree not to enter the news collection field.

The services to radio were to be provided by a new organization, the Radio-Press Bureau, composed of representatives from newspaper groups and broadcasters. The bureau got under way in March of 1934, but under heavy fire not only from broadcasters but from Capitol Hill.

Newspaper publishers felt threatened by radio competition not only for news but also for advertising—and with reason. Malcolm Muir, deputy administrator of the NRA, expected a renaissance in advertising, but with radical change in its distribution. He wrote: "Old market evaluations, old methods of distribution and old advertising systems are out. The New Deal . . . means new consumers, new trading areas, new merchandising methods. It means specifically that advertising as a great and constructive force in merchandising should at last come into its own. You and I know that the price-cutter was the biggest builder of profitless prosperity. . . . I know of no effort it can be used more effectively to re-create confidence . . . to unlock the pocketbooks of those who have been afraid to buy, to tap the resources of those new income classes created by the New Deal. I am not referring to a 'buy-now campaign' or any other such 'ballyhoo' but to that intelligent, constructive force 'advertising' which can do so much to create demand through an awakened and revitalized America.'

Others, too, had their eyes on advertising, but from another perspective. Ruxford Guy Tugwell, assistant secretary of agriculture, encouraged the Food and Drug Administration to prepare a new bill calling for precise information in ads about food, drugs and cosmetics.

The appeal to the bill initially came more from the manufacturers, and then from broadcasters. Broadcasting's Sept. 15 analysis conceded that the bill sought to place responsibility on the advertiser or manufacturer rather than on the medium. Broadcasting also expressed the belief that the elimination of "chiseler's" from the food, drug and cosmetic fields would benefit advertising in the long run, despite short-term losses. Tugwell, himself, defended the legislation in Broadcasting, arguing: "this bill would put responsibility where it belongs, in the advertising business. The man who knows best whether a product is truthfully or falsely represented is the manufacturer or advertiser himself. Any attempt to raise standards by federal legislation must place responsibility on the shoulders of the manufacturer.

Since revenues from food advertisements provided networks with their number-one source of income, and revenues from drugs and toiletries number-two, broadcasters paid attention to the bill. Advertisers and drug manufacturers soon began to pressure broadcasters on the evils of the new bill. For example, Frank Blair, president of the Proprietary Association (drug manufacturers), introduced his refutation in Broadcasting with the following: "Radio broadcasters must be deeply interested in legislation, which, if enacted, would cripple or destroy industries—food, drug and cosmetics—from which is derived a large part of radio broadcasting's revenue and profits."

The NAB declared war on the Tugwell bill, and opposition to it mounted so much that by December the bill was revised. Broadcasting's Dec. 1 editorial stated that "these developments are reassuring. Only by a united front on the part of the groups affected can safe and sane legislation be obtained." Others, however, felt that the bill's revisions rendered the proposition powerless.

Meanwhile, November brought two other developments related to advertising: Ed Wynn's amalgamated Broadcasting System went bankrupt from lack of advertising, and George F. McClelland, former NBC executive vice president, announced plans for another network, probably to be called the Associated Broadcasters Inc., to start in the fall of 1934.

Another development concerned the possibility of hard liquor advertising on radio following passage of the 21st Amendment. William S. Paley, CBS president, decided that CBS would advertise wine but not hard liquor because the network felt advertising of the latter was inappropriate in a "medium which enters the homes of so many millions of persons and which carries its messages to groups of listeners of every conceivable assortment."

Precisely because radio was a medium that entered the homes of millions, it enjoyed increasing prestige and power in 1933 despite copyright, news and other problems. NBC moved into its new headquarters at Radio City in New York during October and November, M. H. Aylesworth, first NBC president who inspired the project, characterized the move into the 400,000 square feet of space, the world's largest broadcasting plant, as "the passing of another milestone in radio progress."

In his congratulations to NBC, President Roosevelt wrote: "Radio is an invaluable instrumentality for public service. Indeed its educational and recreational potentialities are manifold—educational, recreational, entertaining, and serving the common needs of the people and the government . . . . Despite the splendid advancement made in recent years in the science of radio, I do not concede that it has yet been developed to the point where it approaches a full utilization of opportunities that it has in store for service to mankind. It is my judgment that nothing since the creation of the newspaper has had so profound an effect on our civilization as radio."

With such praise and with such promises came inevitable conflicts. "In the public interest" was destined to remain a tricky phrase to be defined by broadcasters, public interest groups, legislators and others to their mutual satisfaction.

The year ended with hints of important changes as President Roosevelt studied Secretary Roper's report recommending that all communications activities be consolidated under one government agency. With Roosevelt's NRA backed by radio and designed to encourage economic growth, broadcasters felt, as an editorial title in Broadcasting suggested, that "radio [was] Doing Its Part." An editorial pointed out: "Business is getting better in radio. . . . From the high tides that ran in 1932, to the ebb of the first six or seven months of 1933, the ship bearing revenues into radio's coffers now seems to be running into flood tides. . . . it looks as though the best winter season in radio's brief history is here."

Looking ahead to better times, it concluded: "... Radio can count more friends than ever. Radio is doing its part, with its earnings, its satisfied employees and its improved and improving methods. Its record in Depression and recovery is one of which it may well be proud."

Stay Tuned

1. What were the basic provisions of the Wagner-Halleck broadcasting bill that "threatened" radio's structure?
2. Name the seven original members of the FCC.
3. Who began Transradio Press and why?
4. What four stations formed Mutual Broadcasting System?
5. Name two top male singers and two top comedians.

The answers next week, in "1934."
For the Record

As compiled by Broadcasting Oct. 14 through Oct. 17 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; CTI—critical time intervals; CP—construction permit; D—day; DA—directional antenna; Doc.—Docketer; ERP—effective radiated power; HAAT—height of antenna above average terrain; kHz—kilohertz; kw—kilowatts; m—meters; MEOV—maximum expected operation value; mHz—megahertz; mod.—modification; N—night; PSA—presure service authority; RCL—remote control link; SH—specified hours; SL—studio location; TPO—transmitter power output; U—unlimited hours; vi.—visual; w—waits; ————noncommercial.

New Stations

AM applications

- Williamsburg, Ky.—Williamsburg Broadcasting Co. seeks 710 kHz, 250 w-D. Address: 375 Bold Ruler Trail, Corbin, Ky. 40701. Estimated construction cost $25,400; first quarter operating cost $9,600; revenue $88,000. Format: Adult Contemporary. Principals: Faye L. McAnally (90%) and Howard E. Watkins (10%). McAnally is general manager of WTJM-FM Pineville, Ky. Watkins is former general manager of WEZJAM Williamsburg. They have no other broadcast interests. Ann. Oct. 9.

- Derry, N.H.—Spacetown Communications Corp. seeks 1230 kHz, 500 w-D. Address: RFD Box 115-A, Hudson, N.H. 03051. Estimated construction cost $165,100; first quarter operating cost $31,700; revenue $100,000. Format: Easy listening. Principals: Albert P. Gureckis (32.61%), and brothers Adam C., and Peter V. (10.87% each); Bertrand E. Peabody, Margaret M. DiMarzio, Frances S. Mannari, and Joseph V. Stanick (10.87% each) and one other (2.17%). Albert Gureckis owns Nathan, N.H. apartment building. Adam Gureckis is employee of Nathan paper converting company. Peabody is 51% owner Derry funeral home. DiMarzio is Derry real estate agent. Mannari is Derry legal secretary. Stanick is Derry attorney. Peter Gureckis is Potomac, Md. radio consultant. They have no other broadcast interests. Ann. Sept. 30.


FM applications

- Yuca Valley, Calif.—Desert Radio Inc. seeks 106.9 mhz, 50 kw, 1,237 ft. Estimated construction cost: $117,000; first quarter operating cost: $35,000; revenue: $20,000. Format: CW. Principals: John H. Gayer (19%), Myron G. (25%), and Jeanine Harrison (25%). Gayer is Lakewood, Colo. construction engineer. With husband, Dorothy is 20% owner of Gering, Neb. bank and 50% of Lakewood real estate firm. Harrison is Yuca Valley real estate broker. John Gayer is also 48% owner of applicant for new AM VAM, Colo. 30% owner of applicant for new TV in Omaha, Neb., and 48% owner of applicant for new TV in Glenwood Springs, Colo. Ann. Sept. 22.

- Lewiston, Idaho—Seaport Broadcasters Inc. seeks 106.9 mhz, 100 kw, HAAT: 1,230 ft. Address: 10th and 21st Streets, Lewiston. Estimated construction cost: $67,000; first quarter operating cost: $32,700. Format: MOR. Principals: Bill Dawkins Evangelical Assoc., a non-profit corporation (51%). Dean Plain and T. Leon Swinehart (49%), William Dawkins (1%). Dawkins is engineer for Burlington Northern railroad. Plain is Orofino, Idaho logger. Swinehart is Kamilah, Idaho real estate developer and 100% owner of Kamilah lumber company. They have no other broadcast interests. Ann. Sept. 22.

- Hampton, Iowa—Wayne E. Grant seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: Rte. 2, Hampton. 50441. Estimated construction cost: $87,000; first quarter operating cost: $19,000. Format: MOR. Principal: Wayne E. Grant (100%). He is Hampton farmer and employee of RIFGAM Iowa Falls. He has no other broadcast interests. Ann. Sept. 22.

- Columbus, Kan.—Columbus FM 98 Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: Rte. 1, (Scammon) PO. Box. Columbus, Kan. 66725. Estimated construction cost: $62,100; first quarter operating cost: $6,000; revenue: $90,000. Format: Contemporary. Principals: Ben F. Woytowicz (51%) and father Orval F. (49%). Ben Woytowicz owns Joplin, Mo. commercial production firm and is announcer for KSFBJAM (Joplin, Mo.) Woytowicz is superintendent of Sedalia, Mo. Baptist Assoc. Ann. Oct. 2.

- Bryce, La.—KGIM Broadcasting Corp. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: PO Box 69, Bryce 71409. Estimated construction cost: $75,700; first quarter operating cost: $13,100; revenue: $150,000. Format: Soul/Gospel. Principals: Robert Allen (51%) and wife, Patricia (44%), and Allen Clare (5%). Clare and Allen are brothers. Robert is 50% owner of Alexandria, La. insurance agency. Patricia is Pineville, La. equal opportunity officer. Clare is U.S. Air Force staff sergeant. They have no other broadcast interests. Ann. Oct. 6.


- Incline Village, Nev.—North Lake Tahoe Broadcasting Co. seeks 93.5 mhz, .7 kw, HAAT: 629 ft. Address: PO. Box 3549, Incline Village 89450. Estimated construction cost: $74,800 first quarter operating cost: $19,400; revenue: $150,000. Format: Adult contemporary. Principals: Rod Campbell (50%), James King (37 1/2%), and Rita Leon (12 1/2%). Campbell and King are Incline Village real estate brokers. Leon is owner-operator of Incline Village dance school. They have no other broadcast interests. Ann. Sept. 22.


- Ponce, P.R.—Family Broadcasting Group seeks 101.1 mhz, 50 kw, HAAT: 46 ft. Address: 2236 Paseo de Serafin, 2nd Street, Leviston, Ponce, P.R. Estimated construction cost: $127,000; first quarter operating cost: $22,000; revenue: $100,000. Format: Spanish popular. Principals: Jose J. Ortiz (15%) and wife, Judith Mendez (40%), and daughter, Bessy A. (9%). Jose Ortiz is also Ponce, P.R. attorney. Judith is legal secretary to Jose. Bessy is student. They have no other broadcast interests. Ann. Oct. 2.

- La Follette, Tenn.—La Follette Broadcasters Inc. seeks 104.9 mhz, 120 kw, HAAT: 1,240 ft. Address: 307 Westbury Dr., Clifton, Tenn. 37716. Estimated construction cost: $70,000; first quarter operating cost: $30,000; revenue: $100,000. Format: CW/MOR. Principals: Charles Phillips, W. Alvin Fox and believes, Jr. Carteron H. Williams and Ed. Wilfred. He is sales manager for WSHY AM-FM Clinton, Tenn., and WIX1AM (Lancaster, Ky. The Foxes own and manage Clinton car dealership. He is Clinton attorney. La Follette Broadcasters is also applicant for AM in La Follette. Ann. Sept. 22.

- La Follette, Tenn.—Primo Communications Inc. seeks 104.9 mhz, 60 kw, HAAT: 500 ft. Address: Liberty and Church Streets, Jacksonsboro, Tenn. 37757. Estimated construction cost: $145,000; first quarter operating cost: $30,000; revenue: $100,000. Format: CW. Principals: Ronald G. Hammon, John D. Wallace, Mark S. Manofo (25% each). Anne B. Haynes (15%) and Michael Hightaker (10%). Hammon is construction for U.S. Dept. of Labor. Wallace is Knoxville and communications consultant. Haynes is partner of La Follette & Jackson. Washington, D.C. 20012. Tel: (202) 291-8700

Broadcasting Oct. 27 1980

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Daytona Beach, Fla.—Daytona Beach Television Corp. seeks ch. 26: ERP: 1820 kw vis., 363 kw aur.; HAAT: 1669 ft.; alt. above ground: 1690 ft.; Address: Suite 800, 444 St. Blaze Blvd., Daytona Beach 32108. Estimated construction cost: $3,716,000; first-quarter operating cost: $250,000. Legal counsel: Welch & Partner, consulting engineer: Sargent Broadcast Service, N.J. Principals: Edgar M. Dunn (20%), and Donald B. Holton, Samuel P. Bell, Robert L. Voges, Samael G. Dunn, Susan S. Rous, Merrell C. Lloyd, Lonnie T. Brown, and Margaret M. Dunn (10% each). Edgar M. Dunn is brother of Samuel and husband of Margaret, Edgar Dunn is Daytona Beach attorney. Holton is 100% owner of Ormond Fl. antique aircraft firm and 33.3% owner of real estate trust. Bell is Daytona Beach attorney. Voges is vice president and 25% owner of Daytona Beach building. Samuel Dunn is vice president and 25% owner of several Florida lumber stores. Lloyd is 80% owner of Daytona Beach electrical service. They have no other broadcast interests. Ann. Sept. 22.

Daytona Beach, Fla.—Lifestyle Broadcasting Inc. seeks ch. 26: ERP: 5000 kw vis., 500 kw aur.; HAAT: 1983 ft.; Address: 1025 Volusia Ave., Daytona Beach 32105. Estimated construction cost: $5,400,000; first-quarter operating cost: $280,000. Legal counsel: Cohn and Marks; consulting engineer: John Moffett Principals: E.J. Daniels and Henderson Belk (18% each). J. Kermit Cobl (13.8%), and 13 others finish less than 10%. Coble is Daytona Beach attorney. Daniels is president of Orlando, Fla. publishing company. Bell has no other broadcasting interests. That 1% interest in Halifax Cable TV Inc., operator of cable system in Daytona Beach. Ann. Sept. 22.


Please send

The News Magazine of the Fifth Estate

Name

Company

Business Address

Home Address

City

State

Zip

Type of Business

Title/Position

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principal director of this nonprofit corporation. Ann.
sept. 30.
Meaux, Tex. -Limestone Broadcasting Inc. seeks ch.
40.9 mhz, 3 kw, HAAT: 292 feet. Address: 215 E.
Commerce.
haas
cons
$31,000, first year operating costs: $20,000;
renovating costs: $100,000.
Principal:
W. W. Wallis, Aubrey E. Irby, Carl S. Stamps, J. W. Wade, H. Stewart
(20 each). Wallis is president and 20% owner of
Commercial Communications Co., Tyler, Tex., two-way radio
flight, provides air service for 100% and
100% of owner of oil company. Fair is 27.3% owner
of oil company. Roosh is president of oil company.
Limestone is also licensee of KBUS-AM Meaux, and
Richardson, Tex. -Metroplex Television Inc. seeks ch.
23; ERP: 1170 kw, 117 kw aur., HAAT: 760 feet; ant.
height above ground: 635 feet. Address: 300 N. Center
St., Fort Worth; fm. Construction cost: $1,129,000;
first-quarter operating costs: $169,000.
Legal counsel: Brown, Bernstein & Longsmith,
Washington; Principals: Robert Zipay and Henry Ort (20% each); broadcast tower owner: Elkin
(18% each). Daniel M. Burke and Vincent J. Horn Jr. (12% each). Joseph Burke is father of Daniel. Zipay is general manager of Stamps Broadcasting Co., Ort is
president and 6% owner of Casper two-way radio
service company. Brown is 51% owner of Casper livestock
and land companies. Joseph Burke is 50% owner of
Casper ranch and 16.6% owner of Casper oil company.
Daniel Burke is Casper attorney and 33-1/3% owner
of company construction company. Horn is Casper
attorney. Zipay's wife, Patricia, and Ort's wife, Ann,
are applicants for FM in Gillette. Wyom. Sept.
30.
AM action
Washington, La. - Mamou Broadcasting Inc. is
formalized 1190 kHz, 250 D. - PO. Address: 416 N. 6th
St., Mamou; fm. Construction cost: $69,780; first-year operating cost $4,300; revenue $60,000. Format: C&W/Popp.
Principals: Joseph L. and Garry Williams. Construction cost: $169,000. Estimated cost: $130,184; first year operating cost $64,500; revenue $60,000. Format: C&W.
Principals: Ira Adams, George A. Shoemaker, Robert M. Burbett, Mr. and Mrs. E. H. Zeller, Jr.
(29%). Group also owns WVC-S-AM-FM Somerset, Pa. They all have other business interests in area. Action Sept.
16.
Harvey, N.D. - Shamarco Communications Inc.
(1570 kHz, 2.5 kw, D. PO. Address: Box 643, Cando, N.D. 58432. Estimated cost $81,720; first-year operating cost $63,720, revenue $100,000.
furniture store, and Harrington is Devils Lake, N.D.
radio dealer. Action Sept. 16.
FM action
Stamps, Ark. - Talbot-Robibrandt Inc. granted 100.1
mhz. 3 kw, HAAT: 300 feet; Address: Main St., Stamps.
Estimated construction cost $9,000; first year operating
costs: $5000; revenue $11,000. Format: C.
D.O. Talbot (50%). Joseph P. Robibrandt (40%) and
wife, Elizabeth (1%). Talbot is department store owner in
Stamps. Robibrandt owns several interests in Haynesville
Broadcasting Corp., limited partnership in KLUVU (AM) Haynesville, La. and 25% owner of Robibrandt Communications Inc.,
applicant for FM in Dubuich, La. His wife is registered
as technical manager in Chicago. Action Sept. 29.
Nantucket, Mass. - Home Service Broadcasting Corp.
granted 93.5 mhz. 3 kw, HAAT: 445 feet; Address: 24 West Central St., Nantick, Mass. 01760. Estimated construction cost $10,000; revenue $20,000. Format: pop. Principals: John H. Carabedian (42%) and five Groups. Also own 50% of WACL in Nantucket. Applicant for permission to
new TV at Marboro, Mass. Carabedian (95%) is also applicant for new FM at Newport, Vt. Action Sept. 23.
Elko, Nev. - Holiday Broadcasting Co. of Elko
granted CP for new FM on 95.3 mhz. ERP 45 kw at
Bonineue, N.D. - D.A.H. Broadcasting Inc. granted 101.9
mhz, 51.5 kw, HAAT: 493 feet; Address: 2600 6th St.
NW Minot, N.D. 58701. Estimated construction cost $72,750; revenue $185,000. Format: C&W/Principals: Alan
Henning, Allen Stewart, Dennis Danielson (three-each). Henning is salesman for Minot, N.D. office equipment dealer and
Stewart leases industrial equipment. Stewart is broadcast engineer for Northwestern College, Roseville, Minn. Danielson is Rosaite engineer, for whom he has no other broadcast
interest. Action Sept. 16.
Summary of broadcasting

**FCBuccations as of Sept. 30, 1980**

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**Summary of broadcasting**

- **Alva, Okla.** - Zuma Broadcasting Co. granted 99.7 mhz, 100 kw, HAAT: 835 ft. Address: Box 3 Alva 7317. Estimated construction cost: 318,072; first quarter operating cost: 258,000; revenue: 925,000. Format: Contemporary. Principal: William R. Lacy who is Oklahoma City broadcast consultant. He also owns 60% of another Oklahoma City broadcasting company. He has no other broadcast interests. Action Sept. 24.


- **East Wenatchee, Wash.** - Read Broadcasting granted 97.3 mhz, 3 kw, HAAT: 150 ft. Address: Box 643, East Wenatchee 98802. Estimated construction cost: 9,500; first quarter operating cost: 500; revenue: 60,000. Format: Mature. Principal: Thomas W. Read, who is also owner of East Wenatchee Enterprises. knowledgeable in advertising, radio program production and syndication and broadcast equipment sales firm. He also owns KQNM(AM) Burien, Wash. Action Sept. 18.

- **Rice Lake, Wis.** - Red Cedar Broadcasters Inc. granted CP for new FM on 97.7 mhz, ERP 3 kw, ant. height 300 ft. condition (BPBI-791022AE). Action Sept. 12.

- **W3EAF(AM) Solon Bldg. Corp.** granted ch. 23, ERP 500 kw, ant 1000 kw, HAAT 143 ft. Address: Above ground 150 oak St., Solon 21762. Estimated construction cost $2,623,200; first-quarter operating cost $310,034; revenue $1,000,000. Legal counsel: Daniel Ponzi, Advertising, Construction Engineer: Stuart Chaplin, and seven others. Dean is business manager for Brownsville law office and 50% owner of Brownsville land development company. Neither she or other principal has other broadcast interests. Action Sept. 16.

- **WMFE-AM Orlando, Fla.** - WRTU(AM) San Juan, PR.

**Applications**

- **WCMZ(AM)-WISE(FM) Cumberland, Md.** - (432.5 mhz, 1 kw, D 250 w-n; FM: 102.9 mhz, 3.5 kw) - Seeks assignment of license from Greater Cumberland Broadcasting Inc. to Community Service Broadcasters Inc. for $550,000. Seller: Ronald C. Crossley. T 50% of both WKYS(FM) Vicksburg, Miss., and WFPA(AM) Fort Payne, Ala. Action Sept. 23.

- **WMFR-AM-FM Marion, Ohio** - (1490 kw, 1 kw, D 250 w-n; FM: 106.9 mhz, 25 kw) - Seeks assignment of license from Marion Broadcasting Co. to Sandance Corp. for $2,150,000. Seller: Worth Kramer (100%). They have no other broadcast interests. Buyer: C. Alfred Dick (100%). He owns Chappanooga based broadcast brokerage firm. His owns 50% of both WNOV(AM) Vicksburg, Miss., and WFPA(AM) Fort Payne, Ala. Action Sept. 23.

- **WMRN-AM-FM Marion, Ohio** - (1490 kw, 1 kw, D 250 w-n; FM: 106.9 mhz, 25 kw) - Seeks assignment of license from Marion Broadcasting Co. to Sandance Corp. for $2,150,000. Seller: Worth Kramer (100%). They have no other broadcast interests. Buyer: C. Alfred Dick (100%). He owns Chappanooga based broadcast brokerage firm. His owns 50% of both WNOV(AM) Vicksburg, Miss., and WFPA(AM) Fort Payne, Ala. Action Sept. 23.

- **WSAN(AM) Allentown, Pa.** - (1470 kw, 5 kw, D 500 w-n) - Seeks assignment of license from Lehigh Valley Broadcasting Co. to WSAN Inc. for $1.5 million. Seller: Estate of B. Bryant Musselman (100%) and Olivia M. Barnes and Revel H. Muselman (30%) (both). They have no other broadcast interests. Buyer: Harold G. Fuller III (100%). He owns Wescosville, Pa.-based chain of McDonald's fast food restaurants, and an alienated new investor in the company. He has no other broadcast interests. Action. Sept. 25.

- **WSEW(AM) Solimgrove, Pa.** - (1240 kw, 1 kw, D 25 w-n) - Seeks assignment of license from Broadcasting Co. to Riverside Inc. for $240,000 plus assumption of liabilities ($24,000). Seller: William Mahoney (51%), Jimmie C. George (44%) and three others. Buyer: Douglas George (51%), father, Jimmie (40%) and three others. Junior George is associated with Baltimore, Md., media planning company. Senior George owns Carlisle, Pa., florist shop. They have no other broadcast interests. Action Sept. 23.

- **WCAY(AM) Cayce, S.C.** - (620 kw, 500 w-n) - Seeks assignment of license from Lexington County Broadcasting Co. to South Carolina Inc. for $920,000. Seller: J. Olin Tice Jr. (100%). He owns 1.5% of Communications Corp. of America, licensee of WEFV(AM) Fairfield, Conn., and 49% owner of WBUG(AM) Ridgefield, S.C. Buyer: Robert Liggitt Jr, and Daniel F. Covelli (50% each). Liggitt is 63.49% owner of Megamedia Inc.-licensee of WFMK(AM) East Lansing, Mich., and 19.19% owner of WOL(AM) Minneapolis-St. Paul, Liggitt, as individual owns 37.99% of WLOL and 55% of both WHNN(AM) Bay City, Mich., and WFZ(AM) Buffalo, N.Y. He also owns Liggitt Broadcast Group, Williamson, Mich.-based broadcast management consulting firm and 10% of cable system serving Leslie, Mich. Megamedia is affiliated with WRZV-FM Grand Rapids, Mich. (BROADCASTING, Oct. 6). Covelli is owner of Bay City, Mich. advertising agency. He has no other broadcast interests. Action. Sept. 29.

- **WPUV-AM-FM Pulaski, Va.** - (1580 kw, 5 kw, D 1 kw, w-n; FM: 1071, 1.25 kw) - Seeks assignment of license from Pulaski Broadcasting Corp. to Clen Lake Broadcasting Corp. for $385,000. Seller: Richard J. Fraser who has no other broadcast interests. Buyer: Jimmy R. Lester (75%) and Thomas M. Compton (25%). Lester owns cable system serving Ocata, Wa., and 10% of Oceana-based real estate development and management firm. Compton is salesmen for WPUV-AM-FM. They have no other broadcast interests. Action. Sept. 29.

- **KLYN-AM Lynden, Wash.** - (1065 mhz, 100 kw) - Seeks transfer of control of KLYN-FM Inc. from Sidney Baro and family (100% before; none after) to Chrisisa Ministries (now before; 100% after).? Concluded October 29. Seller: Baro has no other broadcast interests. Buyer: Non-profit religious corporation based in Seattle. It owns KGDN(AM)-KBQI(FM) Seattle, which is also owned by Dr. Edward McMillan, chairman. Action Sept. 23.

**Facilities Changes**

- **FM applications**
- **KFST(AM) Petersburg, Ark.** - Seeks CP to in-
crease ERP to 0.44 kw; HAAT: 10 to 605 ft. Ann. Oct. 9.

WSLC(FM) Laurel, Miss.—Seeks CP to change TL to 205.5; S.E. of WSLC. Increase ERP to 30 kw; HAAT to 400 ft.; and make changes in ant. sys. Ann. Sept. 22.

KOOZI(FM) Great Falls, Mont.—Seeks CP to change TL to Senior. 3 kw and make changes in ant. sys. Ann. Sept. 22.

KNEV(FM) Reno, Nev.—Seeks CP to change TL to summit of McEwen Peak. 17 miles S.E. of Reno; SL: 1,500 ft.; and increase ERP to 60 kw; HAAT to 2269 ft.; change type trans. and make changes in ant. sys. Ann. Oct. 2.


KFMK(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; install aux. trans. and make changes in ant. sys. Ann. Oct. 9.

KJKK-FM Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

KILF-FM Houston, Tex.—Seeks CP to change TL to Senior Rd., 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

KLEF(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

KLOL(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

KODA(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

KRRB(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

KSR(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; and make changes in ant. sys. Ann. Oct. 9.

KUFO(FM) Odessa, Tex.—Seeks CP to change TL to intersection of Rd. 1787 & 1788 near Odessa; increase ERP to 100 kw; HAAT to 359 ft.; change type trans. and make changes in ant. sys. Ann. Oct. 14.

KYND(FM) Pasadena, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

KSYR(FM) Concord, Calif.—Grants CP to increase TL to 1,425 ft. and SL to 31.000 ft.; add frequency to 1010 and make changes in ant. sys. (BP-790303KH). Action Sept. 15.

KVRD(FM) Ventura, Cal.—Granted CP to change TL to Salem Reservoir State Rd. 60, Salem; increase ant. height 360 ft.; and make changes in ant. sys. (BP-790998A). Action Sept. 16.

WRTF-WFM Milwaukee, Wis.—Granted CP to increase ERP to 1020 kw, MAXERP to 2510 kw, ant. height 1010 ft.; change TL to 0.5 mile N. of East Capital Dr. on N. Humbolt Ave. change type trans. and ant.; conditions (BP-800103KH). Action Sept. 15.

KQCR(FM) Cedar Rapids, Iowa.— Granted CP to increase ERP to 1.20 kw; change antenna height to 450 ft. decrease ant. height 65 ft. (BPH-8004024A). Action Sept. 18.

KFMD(FM) Dubuque, Iowa.—Granted CP to increase ERP to 100 kw; ant. height 470 ft.; and make changes in ant. sys. (BPH-8001516A). Action Sept. 17.

KSWC(FM) Winfield, Kan.—Granted CP to increase frequency to 103.3 mhz. Increase ERP 0.1 kw, ant. height 360 ft.; and make changes in ant. sys. (BPH-800125B). Action Sept. 19.

KRRY(FM) Alexandria, La.—Granted CP to increase ERP to 100 kw; ant. height 490 ft.; change TL to intersection of Broadway and TP RR, Alexandria; and make changes in ant. sys. (BPH-791506A). Action Sept. 17.

WGBI(FM) Jackson, Wyo.—Granted CP to change frequency to 505 mhz.; make changes in ant. sys.; conditions (BP-790999DK). Action Sept. 17.

KVOR-FM Albuquerque, N.M.—Granted CP to change TL to 100 kw.; ant. height 300 ft.; and make changes in ant. sys. (BP-800124ACE). Action Sept. 16.

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KFAH(FM),
New Hampshire, Lyndon, Vt., and
Skowhegan. Me. — Assigned 105.1
mhz to Skowhegan to reflect its use
there, assigned 105.3 mhz to Concord,
assigned 94.9 mhz to Franklin, assigned
94.7 mhz to Hinsdale, assigned 106.3 mhz
to Liiitont, deleted 105.3 mhz from
Plymouth, assigned 104.9 mhz to Wolfeboro,
assigned 98.1 mhz to Lyndon, effective

Hilton Head Island, S.C.—In response to
petitions by Santee-Cooper Broadcasting Co.
and Leonard Stevens proposed assigning 105.5
mhz to Hilton Head Island as its second FM
assignment, comments due Dec. 2, replies Dec.

Rio Grande City, Tex.—In response to
petition by Antonio L. Graza proposed assigning
UHF ch. 40 to Rio Grande City, comments due Dec.
22, Mexican concurrence must be obtained

Olympia and Chehalis, both Washington—In
response to petition by Washington Oregon
Broadcasting inc. assigned 96.1 mhz to Olympia as its first FM
assignment, effective Nov. 17. (BC Doc. 80-37). Action
Oct. 1.

Translations

Granada Hills, Calif.—Bognor Broadcast Equipment Corp.
seeks CP for new UHF translator on ch. 60
(TPO: 100 w, HAAT: 200 ft.) to rebroadcast directly

Thousand Oaks, Calif.—Bognor Broadcast Equipment
Corp. seeks CP for new UHF translator on ch. 66
(TPO: 100 w, HAAT: 35 ft.) to rebroadcast directly

Union Park, Fla.—Bognor Broadcast Equipment Corp.
seeks CP for new UHF translator on ch. 61
(TPO: 100 w, HAAT: 160 ft.) to rebroadcast indirectly

Falmouth, Me.—Bognor Broadcast Equipment Corp.
seeks CP for new UHF translator on ch. 57
(TPO: 50 w, HAAT: 35 ft.) to rebroadcast directly

Boggs, Va.—Bognor Broadcast Equipment Corp.
seeks CP for new UHF translator on ch. 55
(TPO: 100 w, HAAT: 150 ft.) to rebroadcast directly

Haltom City, Tex.—Bognor Broadcast Equipment
Corp. seeks CP for new UHF translator on ch. 63
(TPO: 100 w, HAAT: 200 ft.) to rebroadcast indirectly

VHF applications

Dixon, Embudo, et al., all New Mexico—Dixon Social
service seeks CP for new VHF translator on ch. 2
(TPO: 5 w, HAAT: 20 ft.) to rebroadcast directly

Applications

American Cable Television Inc.—Eloy, Ariz. (550 mhz; AFC; E2609).
American Television and Communications Corp.—
Moraga, Calif. (664 mhz; E2616).
Communications Systems Inc.—Adelanto, Calif.
(5m. Micro/Free-AFC; E2614).

Entertainment and Sport Programming—Bristol,
Conn. (1115 mhz; S-A; E2607).

Ultracom of Dale County Inc.—Coral Gables, Fla.
(Tm; AFC; E2610).

Tel media of Homestead—Homestead AFB, Fla.
(7m; E2608).
Continental Cablevision of Michigan Inc.—
Holland, Mich. (4.6m; S-A; E2613).
Holston Valley Broadcasting Corp.—Kingsport,
Tenn. (5m; S-A; E2606).

San Patricio County Cable TV Inc.—Simson,
TEx. (5.6m; GCC; E2612).
Continuing Objectives Inc.—Coal City, W. Va.
(4.6m; S-A; E2611).

Midwest Television Inc.—Rice Lake, Wis.
(4.6m; S-A; E2615).

Badger CATV—Spooner, Wis. (4.6m; S-A; E2605).

Grants

Assignments

Sonora, Calif. — Donald E. Leutz Jr. requests
amendment FM Table of Assignments to assign

Yuma, Calif. — People Broadcasting Co. requests
amendment FM Table of Assignments to assign

Rayville, La.—North Louisiana Broadcast
Enterprise requests amendment FM Table of Assignments

Tioga and Boyce, both Louisiana—Loren Yudon
requests amendment FM Table of Assignments to assign
98.3 mhz to Tioga and substitute ch. 192.5

Glenwood, Mo.—Dove Broadcasting Co. requests
amendment FM Table of Assignments to assign
Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Experienced Sales Manager or top producer who feels he has Management ability. Successful Central Minnesota Station, excellent earnings and good future advancement. Box K-28.

General Manager—With strong sales background wanted. Now hiring a full-time sales position in near west. Salary plus incentives. Send resume and salary history. Box K-135.


Take charge Sales Manager needed for major Southeast station. Excellent opportunity for well-qualified sales management expert. Excellent base, incentives and fringe benefits. Send complete resume immediately. EOE. Box K-167.

Experienced sales pro. Immediate, management, chance for ownership once you prove that you have what it takes. Must carry heavy list while directing entire sales effort. Contact Walter Isboret 616-637-1136. EOE/AIA.

I need GM, 100% sales oriented, to buy in for 50%. The belief is that the cost to the station 304-523-3422 between 5 & 6 ET. Ask for Mike.

Sales Manager/Assistant Manager Southwest AM/FM Small Market Operation. Must have excellent personal and Sales Management record. Excellent compensation plan including equal opportunity EOE. MF. Box K-193.

Profitable Alaska group seeks experienced general manager. See station for sale advert.

General Sales Manager sought to lead and motivate very productive sales force. Must be proven producer who has had record results as a sales manager or sales person. Applicant can be top salesperson where working now! He or she will find all tools and promotion they need. Station No. 1 First class compensation package and opportunity! Box K-194.

General Manager for San Jose AM/FM. Must have successful previous management record in large competitive markets. Detailed resume to Cliff Hunter, KS/JKXKQ, 1420 Koll Circle, San Jose, CA 95112.

General Sales Manager for a super AM/FM combo in medium to large Southern market. Dynamic motivator for who can manage the finest sales team in the city as well as handle a substantial individual list is our target. Solid background in radio sales essential! sales management preferable. Resume to Box K-95.

HELP WANTED SALES

Self-starter sales person needed for Western Maryland full-time AM/FM group owned operation. Opportunity for rapid advancement limited only by your ability to produce compensation commensurate with experience. Call General Manager, WARK-WWCS, Hagerstown, MD. Phone 1-301-733-4500. An equal opportunity employer.

High-powered sales manager wanted for class C, group-owned FM in medium Texas growth market (live AOR format), Welsh experienced preferred. Write Greg Gentling, 122 SW 4th St, Rochester, MN 55901.

Finally here’s the chance you’ve been looking for. An opportunity to work with a young, aggressive, multi-station broadcasting company. Excellent upward mobility for dedicated account executive. Must have radio selling experience. If you’re looking for a bigger market, this is your chance! Contact today. Send resume to General Manager, KS/OKKGG, 3800 N. Broadway, Des Moines, IA 50317.

Your Sales Opportunity! Full time ABC. Sales Commission. Tell all. KFRO, Longview, TX 75606. EOE.

Three of our clients (two midwest, one southeast) have unusual radio sales positions open. All three require goal-oriented people capable of dealing at the highest levels of the market's largest accounts. Creative and organizational skills a must. Good appearance and appearance assumed. Send resume in confidence to: Continental Broadcast Consultants, Inc., 31113 Manchester, Bay Village, OH 44140.

Radio Sales/Account Executive—Opening available for Account Executive. Must have prior broadcast sales experience. Salary, plus bonus. Send resume to: WOWX Radio/KOPEC, PO Box 270, Clearwater, FL 33715. An Equal Opportunity Employer.

Northern Illinois—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. If interested, send resume with references. Personnel Manager, WPLO/WJWJ, PO Box 215, La Salle, IL 61341. An Equal Opportunity Employer, M/F.

A self-motivated hustling salesperson who can close. Area experience in radio sales will present sales manager opportunity. Salary, commission, plus benefits. Call Jeff Jacobs 265-646-1230 for interview. EOE.

Billboard’s station of the year is seeking professionally minded men and women who want to move up in broadcasting. We need a creative self-starter who has the local experience, Rab, full-time co-op department, marketing support materials and research are here to help. Good writing skills, imagination and media degree or experience preferred. Send resume and personal presentation now to: Rob Kemper, WDIF Radio, PO Box 10,000, Marion, OH 43302, EEO.

New England station with new format seeks salespeople who wish to grow with the newly forming group. Experience and college helpful but not necessary. Above average pay plan. Box K-150.

Salesperson, northwest high power country FM station seeking salesperson to assume active list. Send resume and references to Jay Conlin, Box 446, Twin Falls, ID 83301. Or call 208-733-7512.

Dynamic Sales Person. Management a possibility. Excellent 45,000 mid-western market. Resume, earnings history, salary requirements to Box K-172.

KNJ Radio, Central California network affiliate is seeking a salesperson for a position with background in broadcasting. Send sales to sell AM-FM. Draw against commissions. Five day week, liberal employer paid benefit package. Send resume, data to Mel Wilkins. Sales Manager, KNJ-MF, 3636 North 1st Street, Fresno, CA 93726. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Religious Radio: In Georgia’s second largest city Work air shift, supervise announcers, work on promotions, under General Manager. Must have good voice. Immediately send resume, air check, and salary requirements to: William E. Jarrell, WYID, 1415 Wynnton Road, Columbus, GA 31908. EOE/Affirmative Action Employer.

Full and part time announcers: Prior on-air contemporary radio experience required, preferably in a top 50 market and 3rd class FCC license required, HS diploma. Salary open. Send resume with air check to Radio Vocal 98 Rock, PO Box 4809, Clearwater, FL 33715. An Equal Opportunity Employer.

Experienced announcer with creative production abilities. Previous sports/automotive helpful. Send tape, resume. WCVL, Box 603. Crawfordville, IN 47933.

KLEB Broadcasting Inc. has an immediate opening for an afternoon drive disc jockey. Contact Randy Charette at 504-475-5141. KLEB is an affirmative action, equal opportunity employer.

Top rated Northern Indiana station looking for mid-day personality who can entertain. Will need at least 2 years commercial experience to handle this MOR format. EOE. Send air check and resume to Allen Strike, WTRC, Box 689, Elkhart, IN 46515.

Contemporary rock FM needs down to earth, no-nonsense, enthusiastic salesperson. Some experience necessary. EOE. Tape and resume to Ed Kilme, KMKE Box 1350, Manhattan, KS 66502.

Producer/Announcer. Duties: Announce classical and jazz programs; produce arts features. Requires: High school diploma, 2 years in radio. College degree preferably in music or journalism, plus NPR on-air/production work desired. Women and minorities encouraged to apply. Salary: $10,600. Contact: Send resume and audition tape to Robert Calverin, Program Director, WUWF, University of West Florida, Pensacola, FL 32504.

Dropping automation—going live. Modern country music station. Send resume, work sample to: WMUL Radio W328CJ, and resume to Al Pryor, PO Box 8, Newark, NJ 07101, EEO.

California: Schlüke Beautiful Music station seeks an evening announcer. Radio experience, although not required. Beautiful Music, Must be bright and personable and can read scripted continuity, news, and live copy with a fresh conversational style. Send resume, references, and audition tape. Tape will be requested at a later date. EOE. Box K-188.

 Would you like a 25 share? This is a rare opportunity to join one of America's most successful morning teams. If you are a warm human communicator who can work well with others, we are looking for you. Excellent salary and a very stable position, good opportunity for a family individual looking to settle down. An equal opportunity employer, M/F. Immediately contact Box K-37.

HELP WANTED TECHNICAL

Chief Engineer for AM and FM facilities. Group ownership in Michigan. Send resume and salary. PO Box 1776, Saginaw, MI 48605 EOE.

Chief Engineer, Central Calif. automated FM, Direc- tionals must be experienced. Send resume and salary requirements to M. Hill, KYOS, Merced, CA 95340, 209-732-219.

Chief Engineer for high-power, duo-FM, full-time public radio facility. Requires First Class License and experience as chief or assistant chief engineer. Public radio experience desirable. $12,625.60. Send resume, including two references, to Administrative Office, Louisville Free Public Library, 4th & York Streets, Louisville, KY 40203. Application deadline: November 13, 1980. EOE.

Engineer/Announcer: well equipped small AM/FM. Send resume, PO Box 1023, Tappanahanna, VA 22560. EOE.

Experienced Chief Engineer for well equipped Michigan AM/FM operation. Need self starter with automation experience, belief in heavy preventative maintenance. Duties 100% technical. Above average compensation with fringe. EOE. Resume and requirements to Box K-134.

Chief Engineer—NY suburban AM/FM facility seeks full time experienced engineer with transmitter, studio equipment & automation repair/maintenance background. Salary commensurate with experience. Contact S. Spengler 914-241-1310.

$22,000 for the right engineer! AM/FM group needs innovative Chief Engineer. Requires very near fantastic recreation. Call Tom Greenleigh, SGS Broadcasting of Utah, Inc. 801-392-7535. EOE.
HELP WANTED TECHNICAL CONTINUED

Chief Engineer wanted for AM/FM in Glen Falls, N.Y. Must have license. Call Mr. Lauff at Digital Logic. Contact Jay Scott between 9-5, 518-768-2151. EOE.

Northeast technical service for radio stations desires 1st phone technician for field and shop work. Limited travel, some overnights. Salary commensurate with experience. Must be expanding, requiring several skilled persons. CATV experience helpful. EOE. Reply in confidence to Box K-198.

Chief Engineer, AM/FM Radio. Must have extensive experience AM directions and FM stereo. FCC first class license required. Resumes only. Contact Don Widwell, Vice President & General Manager, WONE-WTUE, RD, Box 98, Dayton, OH 45402. An Equal Opportunity Employer.

Chief Engineer to handle two northern Vermont AM stations. Experience of each other. Must have knowledge of automation and keep on top of maintenance of good equipment. Send resume, references immediately to: WIKE, Box 377, Newport, VT 05855.

Engineer, Modern establishment, immediate openings. Contact Bob Baldwin, WPTL/WREZ, Box 5333, Fort Lauderdale, FL 33110, 305-485-4111. EOE.

Rocky Mountain Station seeks chief engineer with FM, automation, directional, maintenance, and construction experience. Best of benefits. All replies in confidence. EOE. Box K-149.

Chief Engineer—experienced with studio and audio equipment. Excellent opportunity with transmitter maintenance 36 hour week good pay and fringe benefits. Contact John Frankhouse, Vice Pres/GM, KLLI AM/FM, 1450 S St., Lubbock, TX 79412.

Chief Engineer—Northeast Class IV fulltimer must be dedicated to top flight maintenance and able to handle any RF or audio problems. Totally adult profession working atmosphere. No air work required. $10,000 plus paid Blue Cross. Resume to Box K-179.

HELP WANTED NEWS

Expanding all-news radio network operation looking for aggressive reporter to fill slot now open. A minimum of three (3) years radio news experience is required. Salary negotiable. EOE. Send tape and resume to: News Director, 200 S, President, Suite 618, Jackson, MS 39201.


Seeking qualified reporter for inside and outside work. $200 per week. Contact Mike Piggott, WSKG, Lafayette, IN. 317-447-2186.


Full time station in town of 30,000 in Southeast New Mexico needs a news director immediately. Must have experience in news business writing, editing, and air delivery of news. Contact Bob Denson, WGBS-GRT, 605-887-7563, or send resume and tape to Box 1538, Carlsbad, NM 88220.

New England small market AM/FM station seeks experienced news director to handle all aspects of news. Must be able to produce five original stories a day with sound, cover local meetings, and handle a 30 hour per week board schedule with an automated system. Send resumes only apply. Send resume and tape to: Dawn P. Gaffka, Operations Manager, WSME, Box 1220, Sanford, ME 04073. 207-324-7271. Equal Opportunity Employer.

News Director, Georgia's second largest market. Dynamic power house AM/FM operation will give you the chance to support our news dominance and credibility. Sell start with strong leadership capabilities. Resume and date to: Bernie Barker, VP-GM, WDAK/WWEZ, PO Box 1840, Columbus, GA 31904. No calls please. An Equal Opportunity Employer.

News and Public Affairs Director for a regional NPR Public Broadcasting station. Strong air personality, ability to supervise other talent and student assistants. Master's degree in Mass Communications preferred. No one's degree in Mass Communications acceptable. Send tape, resume and references to: John A. Regnelli, Director, WSIE-FM, Box 73, Southern Illinois University, Edwardsville, IL 62026. Affirmative Action Employer.

Vermont's Information Station needs an assistant news director. Send tape and resume to WDEV. Box 298, Waterbury, VT 05676. Attention Craig S. Parker. 1 year experience required. EOE.

WAAY Radio is looking for an experienced news director 50,000 watt station with an award-winning news department. Top 100 Market and a station with a real commitment to news, not just music. Rush tape and resume to Jerry Dean, Program Director, Box 551, Huntsville, AL 35804. Equal Opportunity Employer.

Successful small market AM in North Dakota seeking news director/announcer. ... Good future employment. Salary: KDKN Radio, Hwy 1 N., Langdon, ND 58249.

Wanted: Busy North East small market news room wants a hardworking, experienced, smart, sensitive, organized, business degree, bottom line oriented. High level of initiative, strong broadcast personality. Send resume to: Box K-144.

13-KOCY wants good news person with enterprising abilities. Let us know all about you. Send tape, tape & resume to James Banzer, News Director, 13-KOYC, 101 N. 28th Street, Oklahoma City, OK 73105.

Music Programmer: For Top-ranked and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer with proven track record in select areas of format, that can maintain current and new music trends and standards from both Adult-Contemporary and Adult-MOR categories. EEO Employer. Send resume with salary history to Box H-89.

Religious Radio: In Georgia's second largest city. Work air shift, supervise announcers, work on promotions, under General Manager; Must have good voice. Immediately send resume, air check, and salary requirements to: William E. Jarrell, WHD, 1145 Wynnton Road, Columbus, GA 31906. EOE/Affirmative Action Employer.

Experienced Program Director for major market 50,000 watt country facility needed. Must have thorough knowledge of modern country music program direction. Send resume and letters (with ARB numbers) immediately to General Manager, WYDE, Post Office Box 3326-A, Birmingham, AL 35225. Phone calls not accepted. EOE.

Music Director—Needed: a take-charge classical programmer who can grow with the station. Duties: Preparing program guide listings; supervising other programmers and record librarians; daily announce shift. Requires: Broad knowledge of classical music and proper on-air presentation; smooth announcing techniques; capacity to work harmoniously with students. Send tape to: WCUH, 1500 Hillside Ave., MA 02215. Send resume and application to Director, WDAN, Davidson College, Davidson, NC 28036 before Nov. 3rd.

Program Director, WTRW Radio, Norfolk, Va, is seeking a Program Director to lead Virginia's most respected radio station. Adult Contemporary format with heavy news and community involvement. Applicant should have major/midmarket mountain program experience with winning record. Send application & resume to Program Director, WTRW Radio, 202 S. Broad St., Norfolk, VA 23510. EOE/MF.

Looking for personality MOR morning DJ and program director: 3-5 years experience. Top notch station, top notch market. Looking for someone to help us get the day started right. Call 319-524-5410.

Audio Producer/Designer—See our ad under Allied Fields/Help Wanted Programming, Production & Other October 20 issue. Studio Center.

HELP WANTED PRODUCERS, PRODUCTION, OTHERS


CEO/General Manager of successful non-commercial FM seeks to return to commercial broadcasting. Smart, resourceful, 29, strong in organization, innovation, motivation. John Martin, WHU, Box 160326, Mobile, AL 36616.

GM, 20-year pro, all phases! Seeking return to small market, Midwest or West. Confidential. Box K-145.

GM/GSM presently San Diego County looking for return to small market AM/FM. 23 years all phases radio. Looking for end result to make $35000 for both of us. Reply: Box K-151.

Attention Owner! If your ambition includes building a dynamic broadcast group, you're my man. Team play and community involvement organization are my specialties. Sales, engineering, programming, promotion and station acquisitions. My references will show you I'm a good chief because I learned to be a good Indian! Box K-143.

Successful, promotion-minded executive. 15 yrs. experience all phases of broadcasting. Seeks management position. Box 2218, West Monroe, LA 71291.

General Manager, 22 years broadcast experience, includes: Program Director, Sales, Engineer, Sales Manager, Regional Sales Manager, National Sales Manager, General Manager, Owner. Previous business experience qualifies me to cope with problems of unpredictable economy. I will get the job done whatever the format. Currently employed. Good position, but need to advance. Reply to Box K-175.

GM or GSM, strong sales, 14 years experience, excellent track record and rel., Jennings, RAB, college. Results, 503-370-9288.

General/Manager/Sales Manager. Have 16 years radio & TV experience. 10 on talent/prog/service, 6 in radio & sales; 10 years in top 15 market. Strong program and sales skills plus ability to handle and motivate people. Group position would be considered as would earned-interest situation. Box K-195.

GM and/or GSM—Made a bad move and let the competition steal me away. Transfer me to another top 100 market and then out to pasture—now I look like a job-hopper. 30 years old, successful track record in local and national sales management. Major market background. Highly professional presentation and image. Good trainer, motivator and listener. Well organized, business degree, bottom line oriented. In combination with J. J. THOMAS/Ark/Darren/Marj. Good programming skills and on-air numbers. Super in Arbitron research, numbers, positioning and presentation. Let's talk.person, not找个 partnership to sell company. I'll make you money! Call Rick at 915-584-6385.

SITUATIONS WANTED ANOUNCERS

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

Bright, articulate, creative, Seeking entry-level position. Prefer Northeast. MSW degree with college radio experience, Hard worker and organized. Resume and references available upon request.

I Love Radio, Honest, experienced, hard working jock looking for new home. Tape and resume available Tim Garde, 5244 Lawn, Western Springs, IL 60558 or call 312-246-4751.

Dependable, hardworking male, 22 seeks AOR station or top 40. Tape-resume available. Steve Bailey, 550-Kingman, Hoffman Est., IL 60194, will relocate, 312-885-7119.

Situations Wanted

Broadcasting Oct 27 1980
SITUATIONS WANTED ANNOUNCERS CONTINUED

Personality, production, great voice! Female, 3-12 yrs. exp. (1-3 yrs. as MD) SA, NY area 212-336-7198.


Broadcast Artist. Classically-trained. From programming to announcing—copywriting to production and feature reporting. Has background. Have you, telephone, 15085, El Monte, CA 91732.

Get ready for basketball season. Experienced sportscaster excellent jock and sales skills will relocate. Milw. 212-594-5824.

Calling Texas ... annce/copywriting with three years experience. Pillow Talk (210) 342-1970. When in the area, call before the snow. 715-832-1754, Bobby Booker.

Re-employment job needed. Radio or TV 8 years experience. Been out 15 years. Adult format. Jay Dee, PO Box 826, St. Point, Wis.

At last something to look forward to. Clean FCC third class college. Announcing experience. Graduate announcer training school N.Y.C. Call James 212-528-7421.


College grad, 1 year experience, seeks jock and sports position. Bob 516-221-2498.

Good voice, good reader, good attitude. That's what my broadcaster friend tells me. Listen to my tape, perhaps you'll agree. Gary Thompson, WRIK W1497, Manhattan Drive, Menomonie Falls, WI 53051. 414-251-4494.

Boring, unambitious, inarticulate wimp unwilling to relocate. I also refuse to work more than five days a week. An Equal Opportunity Job Seeker. If I already sound like the model employee you're dreamed about, particularly if your sports department needs a lift, write Box K-186.

For sale: one dependable, experienced, hardworking Top 40's disc jockey who loves the radio industry. For tape and resume call Charlie Hill at 312-961-1526 or write 24W630 Woodcrest, Naperville, IL 60540.

SITUATIONS WANTED NEWS

Capable newswoman. Excellent voice and delivery. Tape and resume available. Richard Harris, 940 Irving Pl. Rd, Bensenville, IL 60106. 312-766-0427.

Experienced News Director looking for new challenges. Moved current top 50 station from poor three to number one in two years. Background includes 10 years as network correspondent. A staff motivator and competition beatles. Want long term association. Box K-85.

Small Market News Director seeks advancement opportunity. Top flight news gathering skills, and a proven ratings booster. Two years experience. Box K-124.

Sportscaster-PBP. Currently own sports production company originating college football Midwest. Looking for another PBP-P sport position medium-market. 2B, 7 years exp. MS, Communications. Tom 316-23-9200. Box K-197.


First phone willing to sacrifice house in Philadelphia. $16,000 salary, and tenancy in position. Broadcast studio space in news gathering skills and PBP and technical experience. Call Dan Alpert, 215-465-5554.

Let me add zip to your news department, 15 years experience radio & TV. Box 2218, West Monroe, LA 71291.

I'm betting $14 that you'll respond. Radio news director-looking for individual with experience looking for a professional organization. Good story ideas, people motivator. Prefer radio ND or off-air TV newsroom. Box K-156.

A sixteen year broadcast veteran desires a position in radio news/news management in a southwestern medium market. Have small, medium and large market experience gathering, writing, editing, news production, commercial and public broadcasting, B.A., numerous seminars and speaking appearances. Reference: Paul Smith, 591642 E. Lind Dr., Tucson, AZ 85712 or 602-296-5656 evenings and weekends.


College graduate, meteorologist. Seeks position for radio, John Hughes, 39 Nikisch Avenue, Roslindale, MA 02131. 617-327-7973.

All Purpose. News, Sales, Sports, PRTV. Currently in Sales and PBP Big Ten football. Four years major college sports. Past UPI, KSB, ISU, PBP, PRTV. There's more interest. Call 217-443-4048.

SITUATIONS WANTED PROGRAMPING, PRODUCTION, OTHERS

18 years programming country. Supervision promotions, copy productions and sales in major markets. Seeking medium market operations manager or complete program/music director position. Challenge and long term only! Box K-142.


South Texas needs AOR. And as an experienced professional, in the area, I can make it happen. I have the sound and contacts to build a station. The Rio Grande area—one of the lastest growing markets—doesn't have any AOR. Yet, We can make it happen together. Contact: Rick Rockwell, 1709 W. Schurino No. 1003, Edinburg, TX 78539 or 512-361-8623.

Wanted: Medium market position. Two decades experience as operations talk host and sports director. 308-254-73E8. George.

I'll program your FM-rock station. My ARG format will bring you numbers. It's been proven. Call Jim Bunn 404-327-9608.

Programming Manager. I'll transform your station from no.2 (or lower!) to no.1. Results guaranteed! Box K-150.


Director of Administration: State Public Network seeks aggressive, self-starter to direct its business management and support activities. Includes planning, coordinating, and supervising all activities as budgeting, accounting, payroll, purchasing and attendant analyses and reports. Degree plus four (4) years in business management, accounting, personnel closely related experience. Experience in public broadcasting administration may be substituted for the required college training of a year-long type. Starting salary scale to A. Fred Frye, Executive Director, Louisiana Edu- cational Television Authority, 2616 Woodward Blvd., Baton Rouge, LA 70808. Deadline: November 17, 1980. Louisiana Educational Television Authority is an Equal Opportunity Employer.

Development Specialist for a Colorado PTV station. Responsible for all fundraising activities including program underwriting, memberships, grants, and special event support. Person works with community during auction, Individual may supervise station public relations and information activities. Requires two years' fundraising experience. Strong organizational skill with effective salary which is commensurate with experience. Deadline: November 10. Send letter of interest, resume, and three references names to: Search Committee, KTSOTV, 2200 Bonforte Boulevard, Pueblo, CO 81001. An Equal Opportunity Employer.

General Sales Manager. Successful sales and sales management records in small-medium market TV a necessity. We offer an opportunity for growth with outstanding net affiliate in highly competitive market. Responsible for national as well as total sales effort. An equal opportunity employee M/F. Send resume and references to Box K-148.

Operations Manager: Responsibilities include traffic, sales service and data processing activities. Television operations experience required. Contact Gretchen Zimmer, Personnel Manager, WJXT, 904 399-4000 or by resume to Box 5270, Jacksonville, FL 32207. WJXT is a Post-Newsweek Station and an Equal Opportunity Employer.

General Sales Manager-TV: Network affiliate in Southeast seeks General Sales Manager who can get out from behind his desk to provide personal leadership, persuasive presentations and effective inventory control. Reply Box K-162.

General Manager—For prominent middle-market community PTV in western Massachusetts. WGBY-TV community PTV, with extensive community support and non-commercial production/administration facilities, seeks experienced administrator with strong fiscal management skills and a reputation for achieving and expanding the potential of the station. An equal opportunity employer. Contact, in confidence, Joan Steiger, WGBY-TV, Box 2380, Springfield, MA 01101. WGBY-TV, a division of the WGBH Educational Foundation, is an equal opportunity employer.

Local Sales Manager—Owner operated West Coast Network affiliate seeks excellent sales track record, supervisory management ability and desire to grow within organization. We are an Equal Opportunity Employer. Please send resume to Box K-178.

HELP WANTED SALES

National Sales Manager. Executive sales position available with KXTV TV effective immediately. Experience in individual or regional account sales with background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer desired but not a requirement. KXTV is an equal op- portunity employer. Contact, in confidence, General Sales Manager, KXTV Channel 10, PO Box 10, Sacramento, CA 95810. 916-441-2345.
HELP WANTED SALES CONTINUED

Promotional Representative Seven Representatives, headquartered in: Philadelphia, Chicago, Austin, San Francisco, will promote carriage of multicultural children's series by commercial TV stations. Requirements: five years promotion or related sales, self-starter; meet deadlines; must travel; Salary: $25,000 annual plus incentives; 9-month assignment (minimum); $5,000 relocation expenses if applicable. Send resume: Pearl Banks, MCTV, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103. Deadline: November 7.

Sales Manager, Local/Regional TV Sales experience and management required to aggressively lead our sales team. Exceptional opportunity: present and future with a Zip-Davis Station. Bob Craig, GSKM, WJTS-TV, PO Box 1700, Jacksonville, FL 32216. An Equal Employment Opportunity Employer.

Midwest television station looking for experienced salesperson to handle existing and previous broadcast sales experience requested. Contact: Frank Hawkins, WFTF-TV, PO Box 2255, Ft. Wayne, IN 46801. WFTT-TV is an equal opportunity employer.

HELP WANTED TECHNICAL


Chief Engineer: For new 17 TV station in Denver area. Interested in good knowledge of electronics principle, transmitters and studio gear. Up to $25,000 to start. Right to work. Send resume to KBBI-TV POB 8060, Bloomfield, CO. An equal opportunity employer.

Top Dollars for Top Engineer. Fast growing TV production company is adding to engineering staff to work in all technical facets of operation. Knowledge of CMX, RCA Quad, 1", and cameras important. A motivated, enthusiastic person will be very happy here. Phone: 215-568-4134, Jordan Schwartz, or write: Center City Video, Inc., Phila., PA 19102.

Video Maintenance Engineer: Minimum ten years experience in maintenance or design of TV Production equipment, cameras, video tape and disc, switching, sync, and computer. Send resume to Personnel Director: Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Maintenance Engineer. Independent production/syndication syndicating facility in 70 major cities has immediate opening for a TV maintenance engineer. Minimum of 3 years experience, 1st phone, familiar with Sony 1" and Sony 1/2" studio equipment. CMX computer editors; Thomson CSF microcoms. Located in Lincoln-Nebraska, NE 402-475-3300.

Video Tape Editors & Sound Engineers. Applications are being accepted by Jefferson Productions, a full service production facility from experienced computer Video Tape Editors and Sound Engineers. State-of-the-art facilities and expanding business requires the additional qualified professionals. Reply in confidence to Personnel Department, Jefferson Pilot Broadcasting Company, Charlotte, NC 28208, 704-374-3603. An Equal Opportunity Employer.

Maintenance Engineer: Heavy studio maintenance all day/night shift. TRT-TR-100, VTR, also knowledge state of art studio cameras and 3/4" editing equipment. Salary negotiable—good benefits. Contact Chief Engineer, WTE, PO Box 33. Readings, MA 01256. An Equal Opportunity Employer.

Director of Engineering is seeking Assistant Chief to work in major market television station. Production company. Only those with 5-10 years experience need apply. Send resumes to Box K-189.

Maintenance Engineer Tucson, Arizona: Minimum requirements—FCC 1st Phone, 3-5 years TV maintenance experience. Duties include maintenance and routine alignment of studio equipment. Experience on ACR25, AVR2, VPR1, TR60 is desirable. If you want to work on this winter's thrillseekers, this just might be the chance to rise to chief Engineer: Box 50307, Tucson, AZ 85703. An Equal Opportunity Employer.

Maintenance Engineer with strong background in television maintenance and operation. Apply to Bob Killian, WJKS-TV PO Box 17000, Jacksonville, FL 32216. A Zippy Station. An Equal Employment Opportunity Employer.

TV Engineer. Install, maintain, repair, design TV equipment. Experience in color ENG, 3/4U editing, IVC 1 inch; studio mixers and switches. Salary $10,000-16,000 for 35 hrwk. Contact Personnel, County College of Morris, Randolph, NJ 07869. Tel: 201-361-5000.

Video Engineer—Expanding production facility needs quality minded, production oriented ENG Engineers. Salary commensurate with technical ability. Write or phone Robert L. Bourque, Director of Engineering. Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312. 305-587-9477.

Engineer. For professional/technical society in Scarsdale, New York. Excellent salary and benefits. Requirements: degree in engineering or science; practical experience in film or video systems; good command of English and grammar with the ability to prepare written reports of technical meetings. Duties include administrative and standards responsibilities. Forward resumes and salary requirements to D.F. Breidt, Society of Motion Picture and Television Engineers, 862 Scarsdale Ave, Scarsdale, NY 10583.


Television Technical Director. Immediate opening—minimum 3 years experience in Production Video Switching Time Code Editing. TRIA/6000 equipment. Salary commensurate with experience. Top 5439/15 week. Send resume today to: KCFT-TV 4500 John Drive, FW, KY 42050, R.T. 93721. Attrac: Jack E. McKain, Director of Engineering, EEO.

HELP WANTED NEWS

Weathercaster: Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Contact Dennis Smith, KARS-TV, Box 333, West Union KS 67301.

Weekend Sports Anchor/Midwest top 100's market. We want a bright, knowledgeable person with an anchor two weekend sportscasts and do sports reporting three days a week. Equal Opportunity Employer. Send resume to Box K-78.

Reporter: position in 39th market for aggressive, creative reporter with 2 years experience in TV reporting experience. Send resume and tape to Ann Underwood, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE.

Co-anchor: Midwest market affiliate seeks a real communicator to join the leading news operation in a second 50's market. No readers or beginners. You must be experienced and an outstanding reporter. Our anchors come on air and do live. It's an equal opportunity employer. Send resume and salary requirements to Box K-67.

News Photographer—experienced in film, ENG and editing. Contact: Brian Zielenski, Chief Photographer, WKBW-TV, 7 Broadcast Pl, Buffalo, NY 14202. EOE.

ENG News/Editor. Salary commensurate with experience. Send tape, resume to News Director, KTBS-TV, PO Box 44227, Shreveport, LA 71104. Equal Opportunity Employer.

Anchor-Producer. Need experienced broadcaster for 10 p.m. news program background required. Send resume and tape to; Graham Smith, News Director, KATC, PO Box 3347, Lafayette, LA 70502, Equal Opportunity Employer.

Assistant News Director. Will anchor late night newscasts; provide weekend newscasts. Some reporting. Send resume to on assignment. Call Rich Caughon, News Director, KCWY-TV, Casper, WY, 307-234-1111. EOE.

Producer, woman or man, for 6 and 10 news need in very progressive ENG market in sunbelt. Station has second city bureau with microwave and editing facilities. Seeking experienced producer with reporting background. We will surprise you with what we can offer; EOE. Send resumes to Box K-171.

Reporters with aggressive news operation. Need someone who can work creatively on the "beat" system. Degree and experience required. Resumes only EOE. Contact Bill Perry. News Director, WBBH-TV, 3719 Central Ave, Ft. Myers, FL 33901.

Assignment Editor. Aggressive CBS affiliate in the Southwest needs an organized, self-starting person with previous desk or producing experience. Heavy live and reporter involvement with a "humanized" approach to delivering news information. An Equal Opportunity Employer; Send resumes to Box K-163.

Anchorperson: To report the news every evening to 340,000 eating dinner and making them forget. Journalist who wants to be the market's best gets this chance. Send resume to: WLUK TV, PO Box 7711, Green Bay, WI 54303. EOE.

Meteorologist for small northwest market. This area is for the outdoorsman. Fishing, hunting, skiing and the like at its best. Salary is open. Call Ken Christensen, News Director, KITV-2, Idaho Falls, ID 83401. 208-522-5100.

Group owned stations in Five Midwest Markets looking for self-motivated TV people...possible opportunity for anchorperson. Excellent benefits. Good pay growing company with room to move up. We are an equal opportunity employer. MF. Send resume to Box K-176.

News Director: All-ENG department needs strong leader to continue recent growth in numbers. Need experienced manager. Send resume and one page letter establishing qualifications to: Glen H. Ruhse, Personnel Manager, WCHS-TV, Box 1153, Charleston, WV 25324.

Assistant News Director—PBS station at Texas A&M University, College Station. Co-anchor, assistant producer for 10 p.m. TV newscast with ENG experience required. BA or MA in Journalism; 1/4 time teaching in Broadcast News. Salary $11,585. Contact: News Director, Personnel Department, Texas A&M University, College Station, TX 77843. 713-845-5145. AA, EEO/ME.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Cinematographer/Editor familiar with commercial production and documentation. Experience should include directing/producing and mini-cam experience required. Immediate start. Send resume and tape to Bob Jones, Program Director, WLKY-TV, 1916 Mellwood Avenue, Louisville, KY 40206.

Producer/Director: Applicants must have a minimum of three years full-time experience producing/directing studio and location production. Send resume and resume any relationship to: Chuck Weaver, Production Manager, KTHV, Arkansas Eleven, PO Box 259, Little Rock, AR 72203. KTHV is an equal opportunity employer.

Promotion Manager for WTRF-TV Responsible for developing and executing campaign and promotion, O&I. Experience required. Equivalent thereof. Also need excellent writing skills and familiarity with production techniques in all media, Send resume and resume any relationship to: Chuck Weaver, Promotion Manager, WTRF-TV, 98-16th Street, Wheeling, WV 26003. An equal opportunity employer.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

PM Magazine Producer: Position open for producer of new, one-hour show. Position requires experienced energetic individual dedicated to a quality program. Send tape, resume and current salary to Gerald Badeaux, WPMI-TV, 918 Ohio St., Terre Haute, IN 47805. EOE. Send resume by Aug. 31.

Producer/Director: P.B., producer and director for new cable television production. Experience essential. Send resume and salary requirements to: WRCB PO, 3035 California, Fresno, CA 93721.

Producer/Director, Technical Affairs: Small active station in New England seeks P.D. for music, dance, drama and fine arts. 3 yrs. experience. Send resume to: Director, Personnel Commission, 100 Skyport Drive, San Jose, CA 95110.

Producer/Director, Film Office: Experience in all phases of production desired. Send resume and references to: WMVT, 12907 S.W. 36th St., Miami, FL 33165.

Film/Video Editor: Film/Video Editor, full-time. Send resume and references to: Classified Advertising, Broadcasting, 19301 International Blvd., Houston, TX 77036.

Situations Wanted Technical

Sports Anchor/Reporter: With savvy, know-how, enthusiasm, and an ability to make us laugh. Salaries: $32,300 to $37,850. Contact: Frank Napolitano, 609-845-8717.


Can prove he is an asset to your dept., hard working ENG photographer with 500 hrs. overtime this year. 1980 TV experience Top 100 market, some live, some studio. Box K-153.

News anchor with small and medium market background seeks challenging position in major market. TV experience plus excellent writing skills. Box K-154.


Fast, accurate reporter, experienced, mid-20s seeks permanent position in 50-100 market. Strong writer, references; prefer Midwest or South. Box K-158.


First phone willing to sacrifice house in Philadelphia ($16,000) yr. salary and tenure position in broadcast school for small market sports position. Some PBP and technical experience. Box K-157.


Aggressive Sports Director: Excellent opportunity for a creative, innovative individual to join our professional staff in a growing, aggressive network. Great benefits and salary. Resume to: Classified Advertising, Broadcasting, 19301 International Blvd., Houston, TX 77036.

Aggressive, hard working recent graduate, willing to relocate, 2 yrs. experience ready to strengthen your newsroom. Experienced in a large market newsroom, in Cincinnati, Ohio. I know how to get the story. Also experienced in spots, weekend-by-play and interviews. Can start immediately: Call Mr. Cal at 608-261-0684.

Weatherman, informative presentation, plenty of ideas, the one others copy. Box K-185.

HELP WANTED SALES

WANTED PROGRAMMING, PRODUCTION, OTHERS


Production Coordinator—Experience producing documentaries, public service announcements, television shows, taped slide shows, storyboards, films, and photography. Desires position in northeastern US. For resume contact: Nancy Yake, 85 Darby Road, Poolesville, MD 20837. (301) 215-644-2110.


For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED SALES

Sales/Marketing Representative—Must be experienced in broadcasting or broadcast related products. This is a high income, professional business. Regional travel is required. We provide leads, income guarantee, training and expenses. You must provide energy, enthusiasm, intelligence, willingness to adhere to professional practices and ethics, and ability to manage people. Send resume including references to Box K-189.


HELP WANTED TECHNICAL

Broadcast Systems, Inc. is a rapidly growing company serving the television industry with quality equipment and services. We represent first line equipment manufacturers, and have extensive stock of several other lines of equipment in our warehouse for immediate delivery. We are looking for qualified representatives in several pairs of the country. BS or similar travel experience with travel expenses paid plus dental insurance, and paid vacations. We pay an attractive guaranteed salary plus a direct sales commission on all sales. We expect each representative to earn in excess of $60,000 per year. Management of the company are persons who have been Television Executives, and have had successful careers as RCA Field Salesmen. We are looking for professional people who are presently successful equipment representatives, or who are in Television Engineering Management. If you are interested, contact us at (800) 531-5232 or (612) 636-6011, or write, Broadcast Systems, Inc., 8222 Jamestown, Austin, TX 78758.

Maintenance & Production Engineer: Preferably with on-air experience in at least a competitive medium market. TV experience is also a plus. This is an exciting position by an established professional firm, West Coast location. Resume (and tape?) along with salary requirements. MF—EOE. PO Box 1502, Studio City, CA 91604.

HELP WANTED PRODUCTION, PRODUCTION, OTHER

Religious Agency seeks Creative Director. Small, established religious communications agency seeks experienced person desiring to serve God by producing and supervising quality, creative work. Copy writing a must. Radio production experience necessary. TV background helpful. Reply to: Box K-130.
HELP WANTED PROGRAMMING PRODUCTION, OTHERS CONTINUED

Editors — 3/4": Naft Synd. Reality Strip looking for two additional EPF Editors to expand our editing staff. Experience in television highly desirable. Must be able to work in a fast-paced, highly creative working environment. Great benefits. Send resume at once! Box K-105.

Tired of the rat race? Come "retire" with us. Stable professional company needs News Producer and Account Executive. If you can work for us, you're more valuable to us. We're located near a major media center where you are encouraged to pursue your creative outlets (commercial, acting, etc.) in your spare time. Medium-market major promotion only please. Salary, like they say, is commensurate with experience. Please send tape, resume and salary history in your first correspondence. M.F.—EOE PO Box 1502, Studio City, CA 91604.

HELP WANTED INSTRUCTION

Broadcast faculty member sought for '81-'82 academic-year in a tenure-track position. Work with broadcast quality TV facility developing radio facility. Field trip to Colorado, New Mexico, Arizona and developing graduate courses, and possibly film courses. Ph.D. or ABD preferred; M.A. with strong experience considered. Salary competitive. Apply by Dec. 1 to: William Thorn, Search Committee, College of Journalism, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. E.Effirmative Action Employer.


Assistant Director: Materials Development and Media. Design, write, edit, layout and produce multimedia educational materials. Coordination with curriculum supervisor the development of Inupiaq language and regional social studies materials, supervise print shop, plan, budget for and coordinate scheduling of all materials production. Master's degree in instructional media or curriculum and 2 years experience in supervising curriculum projects with expertise in production of educational materials within the framework of a community-oriented curriculum development process. Instruction, supervision, Manage, operate and maintain a TV studio and control room, Plan, and organize teleconferencing and cultural and instructional programs for K-12. Determine required equipment. Manage and maintain the instructional video system on a regional basis. Level of instruction: Television or television program production and 3 years experience in the operation, maintenance and repair of TV equipment. Send resume to Janice Aycock, Northwest Arctic School District, PO Box 51, Kotzebue, AK 99752, 907-442-3472. Equal Opportunity Employer.

Instructor or Assistant Professor: Teach courses in radio and television production, conduct research and/or creative activities. Master's degree and experience in public and/or commercial broadcasting for instructor-Doctorate in radio/television or closely related field required for Assistant Professor. Salary: competitive. Deadline: December 1, 1980. Effective date: August 16, 1981. Send application together with credentials which include at least three current letters of recommendation to: Dr. Robert G. Sarum, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

Vocal Coach Speech Therapist—preferably with broadcasting background. Excellent growth opportunity. Send complete bio, resume and salary history in first correspondence. M.F.—EOE PO Box 1502, Studio City, CA 91604.

Broadcasting 'Faculty Position — Tenure track position beginning January or August 1981. PhD or ABD preferred. Experience in broadcast news experience required. To teach ENG and TV News Gathering. Should have competence to teach in comprehensive bachelor level. Significant difference to upper comparable to broadcast industry pay in top 100 market. Send resume by December 1 to: Director, School of Journalism, Louisiana State University, Baton Rouge, LA 70803. LSU is an Equal Opportunity Employer.

Director, H.H. Herbert School of Journalism and Mass Communication, The University of Oklahoma, Norman. School has 1,100 students in graduate program and six undergraduate majors in Advertising, Newspaper, Communication, Public Relations, Professional Writing, Radio-TV-Film and Teacher Education). Appointment effective August 1981. The candidate shall have at least five years of professional (non-academic) experience in journalism/mass communications. The successful candidate and two years of academic or professional administrative experience are required. The candidate shall display evidence of at least two publications or nationally recognized presentations in the field of journalism/mass communication. The candidate shall present evidence of accomplishments in leadership in professional or academic journalism/mass communication. For complete position description, write Search Committee, H.H. Herbert School of Journalism and Mass Communication, Norman, OK 73019. Deadline for applications is December 1, 1980. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer.

Associate or full professor, teach courses in radio/television, audio-visual, law and/or policy. Conduct research and/or involve in creative activities. Develop the existing graduate program. Doctorate in radio/television or closely related field and experience in public and/or commercial broadcasting are required for Associate Professor. Doctorate, experience in public and/or commercial broadcasting and published work for Professor: Salary: Competitive. Deadline for applications: January 30, 1981 or until filled. Effective date: August 16, 1981. Send letter, resume, and at least three current letters of recommendation should be sent to: K. S. Sitaram, Departmental executive offices; Department of Radio-Television, Southern Illinois University. Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

Instructor to teach variety of courses in Broadcast Journalism and Journalism. Professional experience and teaching ability preferred. Masters required. Salary approximately $14,000 for nine months. Position available January or August 1981. Applications accepted until position filled. Department has new multi-million dollar facility and is seeking a creative person to teach TV production, broadcast journalism, commercial broadcasting and public relations courses. Send letter, resume, and names of three professional references to: Dr. ElDean Bennett, chair, Department of Communication, Arts, Music, and Theater, University of Tennessee at Chattanooga, Chattanooga, TN 37402. Affirmative Action, Equal Opportunity Employer.

Oral Roberts University seeks Assistant Instructor; Instructor or Assistant Professor to teach broadcast courses. Preference for candidates with MA and/or professional experience preferred. Broadcast news experience helpful. Begin August 1981. Salary $12,000-$20,000. A/AEOE non-sectarian. Contact Norman, Communication Arts, ORU, Tulsa, OK 74171.

Assistant Professor, Doctorate or its equivalent in Radio-Television or closely related field and experience in public and/or commercial broadcasting required. Teach courses in radio and television production and directing-work closely in cooperation with the SIU-C Broadcasting Service-conduct research and/or creative activities. Deadline for applications: December 1, 1980 or until filled. Appointment date: January 1, 1981 or August 16, 1981 depending upon the availability of the appointee. Salary: $17,110-$24,000 depending upon qualifications. Letter of application, credentials, and at least three current letters of recommendation should be sent to: K. S. Sitaram, Departmental Executive Officer, Dept. of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

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

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

FOR SALE EQUIPMENT


1 KW AMS-RC A BTA 1R1, Collins 20V3.1 1/2 yr. old CSI Will guarantee. M. Cooper 215-379-6555.

1 AM-RF 85 McMartin Amplifier. Brand new S450. 450 foot unopened spool of Phoebus-Dodge live five-inch wave guide with end connectors and strap-ties $1200. 2 six foot scalar parabilities for 551 mhz. still in crates with hardware, $600. General Manager, Don Keyes, WTAI, Tallahassee, FL AC904-386-3145.

1 kw, 5 kw and 10 kw AM and FM transmitters in stock ready for delivery. Collins RCA Syntronics. All units in top condition. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75245, 214-630-3800.

5 KW FM RCA BTF 5B, good working order w/wr/wr/s- count exciter. M. Cooper 215-379-6555.

UHF Translator Transmitter, Television Technology Model UUT-105 (Ch. 62 in, Ch. 58 out) associated Scal transistor and receiving antennas, and 90 feet of 705 transmission line. Available immediately. $5,000. CVS 500 tone base controller. $1,200 or best offer. Contact: Charles P. Harper, Jr., Vice President Broadcast Operations, Shamrock Broadcasting Company, 6484 Sunset Blvd., Hollywood. CA 90028, 213-462-7711.


5 KW AM LGI, 820 E1, 4 yrs old, w/prompt, many spares. M. Cooper 215-379-6555.

16 mm Television film cameras: 7-Canon Scoops, 1-Bleauau, 1-Auricon Pro-600 sound camera in excellent condition, and 4-CP-18 sound cameras. Contact Robert Swarse, WJRI-TV, Flint. MI 313-233-3130.

Broadcast Systems Inc. Television System Planning and Equipment. For technical assistance or quotations call 800-531-5232 or 512-836-6011.

Mobile Broadcast Van—6 Cameras, 1 VTR’s, Grassy Valley Switching, fully operational state of the art equipment, in use and well maintained. Box K-169.

FOR SALE EQUIPMENT CONTINUED

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

The Chicago Professionals will review, edit, and critique, your tapes and resumes—we’ll pull no punches! Rush materials and $20 to Air Check/Resume Critique Service. Box 87121, Chicago IL 60680.

Production Library Closeout—Selling out surplus Image and Commercial production discs from one of the most versatile libraries in the country. Many full 50 disc sets available for lifetime use at only $995. Don’t miss out on this one time opportunity. Nashville Sound Studios, 515-242-2551.

Air Checks of America's Top Jocks! Collectors and current air checks! Send for free catalog—Air Checks Unlimited, Box 87121, Chicago, IL 60680.

EMPLOYMENT SERVICE

Where are the Jobs? Subscribe to "Job Openings" and find out. The most extensive current job listings available anywhere! Send $25 for 13 weeks (245 for 26 weeks to: Job Openings, Box 87121, Chicago, IL 60680.

RADIO PROGRAMMING


An exciting three hour Beatles special that will make money for your station. Free tape ... write Mike Miller, PM, Box 9075, Savannah, GA 93142.

Disc-Jockey and News openings—all formats—many markets—rush your tapes and resumes—Air Talent Placement. Box 87121, Chicago, IL 60680.

INSTRUCTION


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 35577. 813-955-6922.

RADIO

Help Wanted Announcers

WQXR SUBSTITUTE ANNOUNCERS WANTED

WQXR is looking for qualified announcers for its substitute announcers list. Must have knowledge of classical music, facility in foreign pronunciation and professional broadcasting experience. Contact Hugh Morgan at (212) 558-1144 and leave message. Equal Opportunity Employer.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 146-C West San Bruno, Fresno, CA 93711.

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

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy Box 20093-B, Long Beach, CA 90801. 213-430-0250.

NEWS REPORTED NEEDED IMMEDIATELY AT WTTS/WGTC

Bloomington, IN. Permanent full time position. Applicants must have previous professional experience gathering, writing, editing, and reporting local news. Strong delivery essential. Professional environment provides opportunity for growth. The last three people holding this position have graduated to major markets. Salary negotiable depending on qualifications and experience. Send tape and resume to Charlotte Weber, WTTS/WGTC 535 S. Walnut St. Bloomington, IN 47401. WTTS/WGTC is an equal opportunity employer.

Help Wanted Programming, Production, Others

OPERATIONS DIRECTOR

Priority of expanding operation postponed filling this position. Now we're back on track for solid pro with successful adult program background to join historic market leader, Organizer, Back-up air work a possibility. Some sales experience helpful. No phone calls, please. Tape, resume, salary requirements to: Hugh Barr, GM, WSYR, 1030 James Street, Syracuse, NY 13203. An equal opportunity employer.

Program Director

WZLA AM 850. Major market programming experience in a competitive environment. On-air experience desired. Either Country or MOR background. A broad musical knowledge and ability to select, train and motivate people are essential. Send resume. 5700 Sunset Boulevard, Los Angeles, CA 90028. EOCA Cap Cities Station.

Help Wanted Technical

EXPERIENCED ENGINEER WANTED

wanted as chief. Challenging opportunity, excellent salary and future. Contact Gary James, WARE Radio, Ware, Massachusetts 01082. Phone 413-967-6231.

HELP WANTED NEWS

EXPERIENCED NEWS DIRECTOR

is needed by KEAE/KOAI Radio in Jacksonville, Florida. Community minded operation with large highly professional staff. Three person news team. One of state's best equipped facilities. Comfortable work areas, ideal working conditions, excellent growth potential in beautiful east Texas market. Applicant must have good writing skills, strong delivery. Some play-by-play and day-to-day sports coverage available but not required. Send tape and resume immediately to Dudley Walker, P.O. Box 1848, Jacksonville, TX 75766. Equal opportunity employer.

HELP WANTED NEWS

WANTED ANNOUNCERS

WQXR SUBSTITUTE ANNOUNCERS WANTED

WQXR is looking for qualified announcers for its substitute announcers list. Must have knowledge of classical music, facility in foreign pronunciation and professional broadcasting experience. Contact Hugh Morgan at (212) 558-1144 and leave message. Equal Opportunity Employer.

Help Wanted Technical

EXPERIENCED ENGINEER WANTED

wanted as chief. Challenging opportunity, excellent salary and future. Contact Gary James,ware Radio, Ware, Massachusetts 01082. Phone 413-967-6231.
WE'RE THE BEST KEPT SECRET IN BROADCASTING

...we can offer you a stable position in a pleasant environment with good pay and a 5 day week. We're looking for a full-time production director who has experience with state of the art, multi-track equipment, can do character voices and work with talent. Box J-109.

An Equal Opportunity Employer M/F

Situations Wanted News

Attention Major Market Radio Stations!

Please hire my husband, Gene Steinberg! He's an incredibly talented newsmaster and talk-show host with 12 years of multi-market experience. You won't be disappointed.

Sincerely,
Barbara Steinberg
P.S. You can call Gene at 212-431-9290. Thank.

Help Wanted Programing, Production, Others

Continued

Situations Wanted Management

Management


STATIONS SOLD.


Fed up with great Los Angeles Weather! Miss Northeast Radio Station managing!!

NOW's your chance at a THOROUGH PRO G.M. for your Northeast station! Leadership, sales, profits, image, expertise! Impeccable credentials. OWNERS—REALIZE WHAT YOU REALLY WANT FROM YOUR STATION! LET'S TALK NOW. Box K-164.

Situations Wanted News

Help Wanted Programing, Production, Others

Continued

HELP WANTED—PLUS

Now available for the first time in years. An all-round broadcasting professional, with a knack for getting the most out of people, looking for major or medium market station with a strong management commitment to both the staff and to news excellence. First phone, know F.C.C. and with 20 years sold experience, I can produce an award winning news operation. Let's talk! Box K-168.

Help Wanted Announcers

MEDIUM MARKET STATIONS

EXPERIENCE/QUALIFICATIONS:

- MAJOR MARKET NIGHTS
- MEDIUM MARKET DRIVE
- CREATIVE CLEAN PROFESSIONAL PRODUCTION
- MUSIC DIRECTOR
- PROMOTION DIRECTOR
- NEWS
- COUNTLESS REMOTES THAT SELL
- COLLEGE
- EXCELLENT REFERENCES

CAN YOU OFFER ME:

- A DRIVE POSITION (hopefully mornings)
- A STIMULATING ENVIRONMENT (well equipped)
- JOB SECURITY (a door that does not revolve)
- AN ADEQUATE SALARY (money is not a priority)

CALL FOR TAPE AND RESUME ANYTIME

617-771-0370

Currently Employed

HELP WANTED—TELEVISION

Help Wanted Programing, Production, Others

WJZ-TV Creative Services Dept.

AUDIENCE PROMOTION MANAGER

Responsibilities: write and produce creative on-air promotion spots, radio commercials and print ads, supervise writer/producer and assistant, manage daily on-air promo schedule.

WRITER/PRODUCER

CREATIVE SERVICES

Responsibilities: write and produce daily, specific on-air promos and radio commercials. Interested candidates should send letter, resume, and sample reel (do not phone) to: Ralph Cole, Humar Resources Manager, WJZ-TV, TV Hill, Baltimore, Maryland 21211 (E.O.E. M/F/H)

WJZ-TV 13

Baltimore, Maryland

Help Wanted Sales

SALES MANAGER

for Malrite’s newest UHF Independent. Experience and strong leadership ability desired. Rush resume to Bill Luchtman, WAWS-TV, 6675 Hogen Road, Jacksonville, Florida 32216. An Equal Opportunity Employer.

Help Wanted Technical

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background. Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F
ON-AIR TECHNICAL MANAGER
The National Broadcasting Company has an exceptional opportunity for an On-Air Technical Manager.

Responsibilities will include: direct supervision of technical facilities, activities, and personnel for on-air operations; insuring proper utilization and condition of equipment and reporting on outages or other operating irregularities; insuring conformance to terms and conditions of NBC agreements with collective bargaining agents (NABET, DGA and AFTRA); and the overall conduct of activities in accordance with approved policies, standards and procedures.

Qualified candidates should have extensive experience in broadcast management with a major broadcast facility, along with a Bachelor's Degree in engineering, business or communications. Knowledge of broadcast-oriented collective bargaining agreements highly desirable.

NBC offers an excellent salary and benefits package along with the opportunity for career advancement. Send resume with salary history to:

Ms. V. Branker/OTS, Staffing Specialist
NBC, 30 Rockefeller Plaza
New York, N.Y. 10112

We are an equal opportunity employer m/f

Help Wanted Management

JOIN CHANNEL 21 IN DALLAS AND CHANNEL 20 IN HOUSTON

We need experienced television broadcast professionals with a minimum of 5 years experience who want the challenge of building the new exciting Channel 21, serving the Dallas/Ft. Worth community. We promise you a unique opportunity for professional growth and a rich and rewarding experience as our company expands its operations on Channel 21 in Dallas and Channel 20 in Houston.

If you want to be a part of the original team in this innovative Dallas/Ft. Worth television venture, please write to: Milton Grant, Channel 21 Inc., 2225 East Randol Mill Road, Suite No. 223, Arlington, Texas 76011. Opportunities are available for:

- CHIEF ENGINEER
- PROGRAM DIRECTOR
- SALES PERSONNEL
- EXECUTIVE SECRETARY
- TRAFFIC MANAGER
- PROMOTION MANAGER
- ACCOUNTING PERSONNEL
- ART DIRECTOR
- WRITERS

ALL CONTRACTS WILL BE STRICTLY CONFIDENTIAL.

Situations Wanted Management

EMPLOYED, YOUNG STATION VP

Experienced in news, programming, sales, production, promotion, etc. Seeks station mgr. or asst GM post. Box K-187

Situations Wanted News

FREELANCE E.N.G. CREW

Available for assignments in Central & South America. Ikegami 79A, Sony BUV 50,110.

Contact: Howard Dorf
(305) 653-3615

AVAILABLE

ENG HELICOPTER PILOT/REPORTER

- BROADCAST EXPERIENCE
- EXTENSIVE FLIGHT HRS.

FOR RESUME, DEMO VIDEOTAPE

BOX K-174

Public Notice

The City of Sheboygan, Wisconsin, is accepting proposals for cable television service until 2:00 P.M. January 15, 1981.

Proposals must utilize the official "Request for Proposals" form provided by the city. A nonrefundable filing fee of $3,500 must be included.

The service area is a city of approximately 50,000 people.

Copies of the RFP documents and additional ordinance may be obtained from E.J. Pauletke, Director of City Development, City Hall, 326 Center Avenue, Sheboygan, Wisconsin 53081.
WANTED
AM and or FM station in southeastern New England. Small or medium market preferred. Write to T. Goldstein, 64 Main Street, Taunton, Mass. 02780.

WOULD LIKE TO BUY
Am interested in AM, FM or combo in Midwest. Prefer Minnesota or Wisconsin but all responses will be considered. Would consider buy in or buy out. Reply in confidence. Box K-180.

For Sale Stations

MONTANA
AM Daytime Resort Area $150,000 Terms
AM 5 kw Daytime $500,000 25% Down Terms
Metro AM Fulltime $12M 20% Down Terms
Bill-David Associates, Inc.
2508 Fair Mount St.
Colorado Springs, CO 80909

Fulltime AM.

MIDWEST METRO
Leading Class IV and Class 5 FM. Excellent equipment-physical plant including 20 acres. Principals only. $3/ x gross. Write Box K-156.

For Sale Stations Continued

FULLTIME, West Virginia. $275,000.
Daytimer, Middle Tenn. Medium size town. $200,000.
Daytimer, Fort Worth powerhouse. $1,000,000.
AM/FM Eastern Kentucky. $380,000.
Daytimer, N. C. Missouri. $380,000.
AM/FM in Northwest Mississippi. $380,000.
Fulltime near Charlotte, N.C. $600,000.
Daytimer. Good dial position. Central Florida. $280,000.
UHF-TV-C-R. In the Deep South. At cost—$250,000.
1,000 watt daytimer. Southern Utah. $250,000. Terms.
UHF-TV in Central Iowa. "Turn key job." $320,000.
1,000 watt daytimer. SE KY. $300,000.
NW Florida. C.R.—$100,000 at cost.
Atlantic area. 5,000 watts. $520,000.
3,000 watt FM. Southern Arkansas. $360,000.
Class C in single FM market. Montana. $510,000. Terms.
AM/FM in NE Oklahoma. $1,100,000.
AM/FM in NC Louisiana. $320,000.
Class C. Near city. Midwest. $700,000.
250 watt daytimer. NE La. $250,000.
Cable TV Southern Alaska. Small. $110,000. Terms.
AM/FM. N.E. Louisiana. $25,000 down.
500 watt daytimer. Single market station. CA resort area. $430,000.
Fulltimer. Major market Idaho. $660,000. Terms.
Daytimer. NC. About 50 miles from coast. $240,000. Terms.
Two AM's. CA. Fulltimer and daytimer.
AM/FM in No. Mich. $190,000.
Louisville area daytimer. Terms. Small DP.
Eastern Kentucky AM/FM. Bargain. $990,000. Terms.
VA. Coastal. Attractive. $500,000.
Powerful daytimer in Northern Michigan. $430,000. Terms.
Fulltimer. Dominant. Metro. TX. $1,200,000.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Small Market
V.H.F. TV Station in Western U.S. with plenty of potential. Box K-146.

MEDIA BROKER, APPRAISER...
318-797-8668

Single market, combo, complete with FM class C, in a very productive farming area of the mid-west, priced, 750K

TELEVISION
Construction Permit Metro market. Real estate and equipment included. Good reason for selling. Box K-147.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/828-0385
Suite 214
11881 San Vicente Blvd.
Los Angeles, CA 90049
202/233-1583
Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20036

SUNBELT STATIONS FOR SALE
FLORIDA low frequency AM daytimer in good market. Additional station available. Owner financing.
GEORGIA major market AM daytimer. $450,000.

MacMillan Broadcast Services Inc.
P.O. Box 76024, Atlanta, GA 30328 404-286-3666

Broadcasting Oct 27 1980
NEW ENGLAND RADIO
Several fine northern properties currently available:

- Fulltime AM & FM Small Mkt. $325,000 Terms
- Fulltime power AM Metro $425,000 Terms
- Daytime AM & FM Small $400,000 Terms
- Fulltime AM + Class B Medium $600,000 Cash/Terms

Contact Bob Kimel for details.

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

EDEN BROADCAST SERVICES
919-623-3000
628 WASHINGTON ST., EDEN N.C. 27288

H.B. La Rue, Media Broker
(904) 893-6471

Prime Station XMTR Site
Tauton, Mass.
50 acres near Routes 24 & 140. 1500' frontage. Zoned broadcasting, 5 urban areas within 20 miles 900,000 market. All utilities. Horbach, Mt. Lakes, N.J. 201-334-5008.

Profitable Alaska Group
2 AMs and blue-chip 10 station news network. $250K for 25% and management control with option to acquire all. 907-274-1591.

N.Y. State FM
Small market, limited completion, good billing. Priced less than 2½ times gross with terms. Box K-165.

Sleeping Giant
Class C FM $400,000, terms. Les Cunningham, Box 104, The Dalles, OR 97058

R.D. HANNA COMPANY
Brokers • Appraisers • Consultants
5644 Luther Ln., Suite 505, Dallas, TX 75225 • 214-965-1022
854 E. Princeton Ave., Denver, CO 80237 • 303-771-7675

Stan Raymond & Associates
Broadcast Consultants & Brokers
Has stations available in Ga., Fla., N.C. & S.C.
Call or write now:
1619 Peachtree Road, NE
Atlanta, Georgia 30309
404-351-0555

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(912) 893-4917
P.O. BOX 850, ALCANY, GA. 31702

Chapman Associates
Media brokerage service

Stanke Media Brokers
P.O. Box 850, Albany, Ga. 31702

Broadcasting Oct 27 1980
CBS NEWS & COLUMBIA SPECIAL PRODUCTS present a novel and exciting recording first, a rare and invaluable professional production tool...

THE CBS LIBRARY OF CONTEMPORARY QUOTATIONS

10-RECORD SET with printed transcript

417 quotes by 193 world-famous politicians, scientists, athletes, soldiers, inventors, lawyers, activists, musicians, economists, religious leaders, opinion makers, explorers and others...in their own words! Alphabetized, indexed and cross-referenced!

There has never been a record set like this in the entire history of recorded sound...Never!

Here's what you get:

- Ten twelve-inch LP discs, containing 417 quotations by 193 famous personages—in alphabetical order, and identified as to date and location.
- A complete and accurate verbatim transcript of all the quotations contained on the records (109 pages) in a sturdy three-ring loose-leaf binder.
- A complete index, by speaker and subject matter, listed alphabetically.
- Deluxe packaging: the ten vinyl LP's are protected in poly-lined sleeves through which the labels can be read, then collated in proper sequence into a sturdy double slipcase.
- Produced by CBS NEWS—by professionals for professionals—utilizing the very highest standards of engineering.

Now, Columbia Special Products offers every producer who works in news, actualities, radio or television production documentaries or education...THE CBS LIBRARY OF CONTEMPORARY QUOTATIONS...for the extraordinarily low price of $350. No extras, no surcharges, no license fees, no royalties, no handling, no shipping charges. $350 complete.

Columbia Special Products, "CQ" • P.O. Box 5300, Terre Haute, IN 47805

Please ship The CBS Library of Contemporary Quotations @ $350.00 to:

Name ____________________________________________

Address __________________________________________

City ___________________ State _______ Zip _______

Call letters or firm name __________________________________________

Telephone __________________________________________

Authorized Signature __________________________________________

□ Check enclosed. □ Please bill me.

Make checks payable to "CBS". Price includes postage and handling. You pay no extras. Please allow 4-6 weeks for delivery.

Please Note: The purchase of this collection needs no further permission from CBS for lawful use of the material in radio, television, or other media. However, any such use of this material is the sole responsibility of the user.

This record set is protected by copyright and may not be duplicated for purposes of trade or under non-authorizd distribution.
On the occasion of the 60th Anniversary of Group W Television Advertising Representatives proudly announces that we will remain the leader in Television Station Representation.

*Only our name will change.*

Introducing:

**GROUP W TELEVISION SALES**

Representing:

- WJZ-TV, Baltimore, Md.
- WBZ-TV, Boston, Mass.
- WPCQ-TV, Charlotte, N.C.
- KYW-TV, Philadelphia, Pa.
- KDKA-TV, Pittsburgh, Pa.
- KPIX (TV), San Francisco, Ca.

Sue Williamson, business manager-controller and station manager, KMUV-TV Sacramento, Calif., named general manager.


David R. Van Valkenburg, VP, plant and facilities, American Television & Communications Corp., Los Angeles, joins United Cable Television Corp., Denver, as executive VP and chief operating officer, new office formed to handle firm's expansion.

Carole Muchmore, budget and management analyst for city of Durham, N.C., joins WRAL-TV Raleigh, N.C., as business manager.

Larry W. Wangberg, VP and general manager of Warner Amex's QUBE system in Columbus, Ohio, appointed to newly created post of senior VP of metro division, Warner Amex Communications Inc., New York, responsible for all Warner systems that are to provide QUBE 14.

Charlie Winner, coach with Cincinnati Bengals football team, named municipal relations manager of Warner Amex Cable Communications of Greater Cincinnati.

Richard L. Garcia, air personality and account executive, KCDEAM! Esplana, N.M., named station manager.

Michael J. Anziano, field engineer controller, Auto-Troll, joins Mountain States Video, Englewood, Colo., as business manager. Mountain States Video is cable TV system planning to serve 14 communities surrounding Denver. Auto-Troll is manufacturer and retailer of interactive computer graphics.

Neil H. Haman, former city manager, Brownsville, Tex., joins Valley Cable TV there as general manager. Valley Cable TV serves 20 communities in south Texas and is subsidiary of Heritage Communications Inc., Des Moines, Iowa.

Lucia Pavuzzl, traffic manager of RKO Radio Network, New York, named director of affiliate services.

Randel Stair, VP-controller, Park Newspapers Inc., Lithaca, N.Y., assumes additional responsibilities as VP-controller, co-owned Park Broadcasting, which owns seven television stations and 14 radio stations throughout country.

New board members, National Public Radio: James H. Irwin, general manager, noncommercial WSFU-FM Tallahassee, Fla.; George S. Klinger, assistant director of broadcasting and general manager, noncommercial KSJU(FM) Iowa City; Dale K. Ouzts, director of Telecommunications Center, Ohio State University, Columbus, and Wallace A. Smith, general manager, noncommercial KUSC(FM) Los Angeles.

Advertising


Bill Girvin, advertising manager for furnishing company, and formerly with Mass Motivators, advertising, marketing and public relations firm in Sacramento, Calif., rejoins Mass Motivators as account supervisor. Judi Healey, former newspaper columnist and creative director with Ronald Wren, San Francisco, joins Mass Motivators as creative director.

Lorna L. LePage, with Winius Brandon Advertising, Houston, joins W.B. Doner Co. there as media assistant.

Anthony C. Alfiero, former chief of inventory control, Dial Media Inc., Warwick, R.I., television direct-response advertising agency, named general manager.

Cynthia McAra, with J. Walter Thompson's Chicago office, joins Tracy-Locke Advertising, Dallas, as account executive.

Tony Gruber, VP, American Association of Advertising Agencies, New York, named senior VP in charge of new operations services division, which oversees membership activities and coordination of agency's meetings, seminars and, etc.
and workshops.


William Stanley, account executive, WAFF(TV) Huntsville, Ala., joins WTVQ(TV) Lexington, Ky., as local sales manager. Ellen Henkel, advertising director, Curlee Clothing Co., Lexington, and Donald Sparks, account executive, Harris Co. there, named account executives, WTVQ-TV. Harris Co. sells business machines.

John Westerberg, account executive, Petry Television, Chicago, joins KDLN-TV St. Louis as regional sales manager.

Jack Lantry, account executive, KORD(AM) Pasco and KZKZ-FM Richland, both Washington, named sales manager.

Liz Horowitz Wood, sales executive, Penn

Power, consumer news supplement, Dallas, joins KMCG(FM) there as account executive.


Lindsay M. Berry, promotional assistant, Maryland State Fair and Track Association, joins WCAU(AM) Philadelphia as account executive.

Programming

Michael Zinberg, VP comedy programs, NBC Entertainment, Burbank, Calif., has entered into exclusive, long-term production agreement with NBC Entertainment to develop pilots and world premiere movies for showing on NBC-TV. Saul Ison, VP, variety, programs and talent, NBC Entertainment, succeeds Zinberg as VP, comedy programs. March Kessler, manager, variety programs, NBC Entertainment, appointed director, variety programs.

John Tagliaferro, VP, communications services for Madison Square Garden Communications Network, New York, and general manager of its Hughes Television Network division in New York, named senior VP for Madison Square Garden and president of Hughes.

Jean Arley, production consultant, ABC Entertainment, New York, named executive producer of daytime programming.

Sheldon Saltman, president, 20th Century-Fox Sports, Beverly Hills, Calif., has resigned and will announce future plans in mid-November. Saltman's successor has not been named.

Jim Miller, director of program administration, Showtime, New York, named VP of program planning and administration.

Bob Hamilton, program director, KRT(FM) Los Angeles, assumes additional duties as national music director, KKO Radio. He succeeds Dave Shoffin who is leaving company.

Jeff Melnick, director of motion pictures and mini-series, Columbia Pictures Television, Los Angeles, joins Metromedia Producers Corp. there as director of program development. Toby J.D. Rogers, head of own representation-consultation firm, Toby Rogers Enterprises, New York, joins Metromedia Producers Corp. there as sales representative for Northeast region.

Donald L. Sloan, public accountant and former Motion Picture and Controllers Association president, joins Premiere, Los Angeles, as VP of finance and administration. Linda Harrison, with Kresser, Mazer and Robbins Advertising agency, Los Angeles, joins Premiere as advertising director.

Fred Bernstein, VP, business affairs, PolyGram Pictures, Los Angeles, joins Time-Life Films, Los Angeles, in same capacity for motion picture division.

Patt Healy, business affairs executive, International Creative Management, Los Angeles, joins Hanna-Barbera Productions as VP-busi

ness affairs. Michael Wohl, attorney, named director of business affairs for Hanna-Barbera.

Tony Brown, VP-regional sales manager, Lorimar TV distribution, Northeast division, New York, named VP-national sales manager.

Joan Marcus, marketing director, New York Times Productions, New York, joins Gold Key Media, Los Angeles, as sales manager.

Starrett Berry, account executive, Galavision, New York, named director of sales.

Gene Dodge, manager of television operations, Kariol Media, Paramus, N.J., named VP. Karol Media is distributor of sponsored and rental films.

Bill Strong, VP, Mass Communications and Management, New Kensington, Pa., named advertising sales and rights acquisition coordinator for its pay TV network there, Action TV. Jim Durham, with WWXW(AM) Pittsburgh, will oversee program operations for Action TV.

John V. Summerlin Jr., part-time production assistant, West Glen Films, New York, named production manager. West Glen produces and distributes free-loan films for television and general audiences.

Richard Abele, account supervisor, Point Communications, Denver, joins Teleman Productions there as director of marketing. Point Communications is graphic studio and advertising agency.

Phil Zachary, promotion manager and assistant to group program director, WKEE(FM) Hamilton, Ohio, joins WQFE(FM) New Orleans as program director.

Dale Parsons, program director, WTAR(AM) Norfolk, Va., joins co-owned WKEE(FM) there in
same capacity.

Bob MacRae, formerly with WKBW(AM)
Buffalo, N.Y., joins WGR(AM) Niagara Falls,
N.Y., as program director.

Lori Dale, former air personality, WZZI(AM)
Sarasota, Fla., joins WXEAM(AM) Newport, R.I., as
program director.

Sarah Scott, with Cable News Network,
Atlanta, joins WBRQ-TV Memphis as PM Maga-
azine producer.

Kim Jones, administrator, film operations and
program services, KNTV(AM) Los Angeles,
named associate producer. Steve Wasserman,
segment producer on PM Magazine on
KTTV(AM) Los Angeles, joins KNTV as segment
producer of 2 On The Town.

Cleo Sediack, general assignment reporter,
WREB-TV Wilkes-Barre, Pa., named executive
producer of special projects.

Mike Hartnett, assistant sports director, WTVQ-
TV Lexington, Ky., named sports director.

Rick Snow, sports director and anchor, KROC(AM)
Jefferson City, Mo., joins KGUN-TV Tucson,
Ariz., as weekend sports anchor.

Jim Knapp, associate editor, National Music
Report, Atlanta, joins WLOF(AM) New York as
music coordinator.

Gordon Mills, announcer, WAFM(FM) Danville,
Ill., named music director.

Victor Ledin, music director, noncommercial
KQED-FM San Francisco, named producer of live
San Francisco Symphony and Oakland
Symphony broadcasts. Sedge Thomson, an-
nouncer-producer, KQED-FM, named host and
co-producer of symphony broadcasts. Jerome
Neuman, announcer-producer with KQED-FM, also
named host of the broadcasts.

Bonnie Roberts, auction coordinator and
director of special projects, noncommercial
WNYT(AM) Goldvein, Va., named director of
development.

Allison Wright, air personality, KPAS(FM) El
Paso, Tex., joins KUDL-FM Kansas City, Kan., in
same capacity. Mark Roberts, announcer
WHR(AM) Kansas City, Mo., joins KUDL-FM in
same capacity.

Bill Brittain, former air personality, WHAS(AM)
Louisville, Ky., joins WVEZ(AM) there in same
day air personality.

Scott Lawrence, with WYSI(AM)-WCEZ(FM)
Jupiter, Fla., joins WPRW(AM) Manassas, Va., as
midday air personality.

News and Public Affairs

Henry Heilbrunn, director of information
technology, AP, New York, named deputy
director of AP broadcast services. He suc-
ceds Gerald B. Trapp, who left to join Inter-
mountain Network, Salt Lake City, as VP
(Broadcasting, Sept. 29).

Betsy Hyle, executive news producer, WBAL-
TV Baltimore, named assistant news director.

Douglas Neilson, news photographer, WBAL-
TV, named news assignment editor. WBAL-TV has
expanded its 6-6:30 p.m. news broadcast and in-
creased its staff to handle hour-long program.
Additions to staff are: Mitt Weiss, from League of
Women Voters, news advisor; Jeffrey Hodes,
from KRON-TV San Francisco’s Washing-
town bureau, economics reporter; Sheila
Stainback, medical reporter, WLS-TV Chicago,
in same capacity; Meredith Buel, political re-
porter, WBBM-TV Richmond, Va., general
assignment reporter; John Pavlovich, from
KCRK-TV Sacramento, Calif.; Keith Dabney,
from WXEK-TV Richmond, Va.: Theresa
Crawford, from WHTM-TV, formerly WPTA-TV.
Harrisburg, Pa.; Howard Meлинck, from WWat.
and Steve Webster, from WXEK-TV, all photo-
gerapher-editors.

James Christ, with public information office,
Ohio Department of Public Welfare, Columbus,
joins WTVQ-TV Lexington, Ky., as news director.

Robin Phillips, reporter, WTVQ-TV, named
weekend news anchor, Judy Bennett, reporter,
WTVQ-TV, named news producer. John E.
Clark, director of public information, Fayette
county, Ky., public school district, joins WTVQ-
TV as news reporter. Mark Liptak, former an-
nouncer, WGBL(AM) Lexington, joins WTVQ-
TV as sports photographer. Mark Comfort, art director,
WKBTV Louisville, Ky., joins WTVQ-TV as
staff artist.

Tom Sanders, formerly with Guam Cable TV,
joins WTVQ-TV Jacksonvile, Fla., as assistant
news director.

Gaie Ensign, news reporter and producer at
KHQ-AM-FM-TV, Spokane, Wash., joins KOMO-TV
Seattle as night assignment editor.

Rick Davis, air personality, KXL(AM) Little
Rock, Ark., named assistant news and program
director.

Ann Rubenstein, reporter, WCCO-TV Min-
neapolis, named weekend co-anchor.

Wanda Levine, with WSW(AM) Harrisonburg,
Va., joins WPRW(AM) Manassas, Va., as
afternoon news anchor.

Shara Fryer, co-anchor, 5 and 10 p.m. news
KSTV-TV San Antonio, Tex., joins KTRK-TV
Houston as reporter.

Jamie McIntyre, news editor, WTOP(AM) Wash-
ington, named general assignment reporter.

David Roberts, general assignment reporter,
WETH-TV Flint, Mich., and Gienda Suber,
general assignment reporter, WERJ-TV Charlotte,
N.C., join WFMY-TV Greensboro, N.C., in same
capacity.

James Shipley, with WABC-TV Birmingham,
Ala., joins KHOW-TV Houston as photographer and
ENG editor.

Robert Harris, formerly with WLS-TV Chicago,
joins WBAM-TV there as news writer.

Miriam Schaffer, former producer, WNEP-TV
Wilkes-Barre, Pa., joins KPIX(AM) San Francisco
as noon news producer.

Mark Thayer, broadcast executive for southern
California and southern Nevada, Associated
Press’ cable services, named national cable ex-
cutive for Western U.S. Steve Crowley,
broadcast executive for Iowa and Nebraska, AP
cable services, named national cable executive
for Eastern U.S.

Janice Glin, former intern, ABC News, Wash-
ington, joins KXTL(AM) Sacramento, Calif., as
community services director.

Promotion and PR

June Shelley, marketing coordinator-consult-
ant, ABC Pictures International, New York,
named manager, advertising and promotion,
ABC Video Enterprises Inc.

Geoffrey Pond, director of news operation
systems, NBC News, New York, joins Bozell &
Jacobs Public Relations there as senior VP for
national account services.

Jane R Miller, public relations manager, Na-
tional Captivation Institute, Falls Church, Va.,
named public relations director.

Barbara Worby, recent graduate, Florida In-
ternational University, Miami, joins WSKY(AM)
there as publicity director.

Deborah Schuler, with Maryland Center for
Public Broadcasting, Baltimore, joins WTV2(AM)
Norfolk, Va., as copywriter-promotion assistant.

Jerry Harpstrite, southern Colorado district
director, Muscular Dystrophy Association, joins
KOA-TV Pueblo, Colo., as station promotion
and public relations director.

Barbara Rothstein, former intern, WHYW(AM)
Princeton and co-owned WPTF(AM) Trenton,
both New Jersey, named assistant promotion
director.

Susan Whitley, creative services writer, WTH-
TV Toledo, Ohio, named assistant promotion
director. Janet Sims, floor director, WTH-LV,
replaces Whitley as creative services writer.

Jan Wade, with WLKY-TV Louisville, Ky.,
named assistant promotion manager.

Rosie Mills, announcer, WAFM(AM) Danville,
Ill., named promotion director.

Linda Wise, promotion director, noncommer-
cial KKHH-TV Oklahoma City, joins KGMC(AM)
there as promotion assistant.

Technology

Gilbert R. Kesser, board chairman, Microtime
Inc., Bloomfield, Conn., named president and
chief executive officer. He succeeds David
Acker, who resigned. Microtime manufact-
ures equipment for educational, industrial
and broadcast television.

Richard Clevenger, director of engineering,
Cablecom General, Englewood, Colo., joins
Mountain States Video there as VP-engineer-
ning.

Tom Mizuno, general manager, Panasonic fi-
nance division, Secaucus, N.J., named VP Stan
Hametz, assistant general manager, Panasonic consumer video division, named acting group general manager, Panasonic consumer video group and general manager of newly formed video home systems division.

Philip A. Rubin, director of engineering, research and development, Corporation for Public Broadcasting, Washington, named chief scientist and director, new office of science and technology.

John J. Lorentz, chief engineer, WLAC(AM)-WKQ(BFM) Nashville, joins J-Star Broadcasting Corp. of Tennessee, as technical director. J-Star Broadcasting is licensee of WMUF(BFM) Paris, Tenn.

Logen Enright, district sales manager, West Coast office of U.S. JVC Corp., named West Coast regional sales manager for professional video division of JVC.

Bill Wolfenbarger, marketing director, Time & Frequency Technology Inc., Santa Clara, Calif., joins Marcom, Scotts Valley, Calif., in Northwest office as radio sales manager.

Theresa L. Zarish, with United Artists, New York, joins Greater Media Inc., East Brunswick, N.J., as administrative assistant to technical director.

Allied Fields


Vincent Candilora, executive director of affiliations, SESAC, New York, named VP.

David C. Driscoll Jr., senior assistant attorney, Montgomery county, Md., and Frederick W. Finn, former VP, Microband Corp. of America, New York, and associate general counsel, National Cable Television Association, join Washington communications law firm of Brown, Bernstein & Longest. Microband is multipoint distribution service.

Barry J. Cronin, director of captioning operations, National Captioning Institute-East, Falls Church, Va., named executive director of marketing and business development. Sharon Earley, director of captioning operations, NCI-West, named executive director of operations. Deborah Popkin, production manager, NCI-West, succeeds Earley as director of captioning operations. NCI-West. Thomas M. Watchorn, director of finance and administration, NCI, named executive director of finance and administration.


Randy A. Washburn, media director, Boylhart, Lovett & Dean, Inc. (western division-Doremus & Co.) Los Angeles, joins Arbitron Radio advertiser-agency sales there as Western manager. Joan E. Schwartz, Chicago-based radio station account executive for Arbitron Radio advertiser-agency sales, named Midwest sales manager for company.

Michael J. Dorfman, VP-public affairs, Charnas Inc., Hartford, Conn., named executive director of Connecticut Cable Television Association. Dorfman will continue his duties at Charnas Inc., which is advertising, public relations and research agency.

Bruce Fohr, former VP-director of research, Frank N. Magid Associates, Marion, Ill., and Ken Dennis, general manager of Magid’s radio division, have formed new research and consulting firm in partnership with Surrey Broadcasting. Kent Nichols, VP of Surrey Broadcasting, is third partner of Communications Research Ltd., which will provide market research and programing consultation for radio. It will be based in Tucson.

Bill Moses, former partner, Diwirth, Paxson, Kalish & Levy, Philadelphia, joins Time-Life Films, New York, as VP general counsel.

Lisa Friede, director of operations, National Radio Broadcasters Association, Washington, named VP.

International

Aladair Milne, managing director, BBC Television, London, takes on additional duties as deputy director-general of BBC. He replaces Gerard Mansell, who retires at end of year. Alan Lafferty, engineer with BBC research department, named manager, engineering promotions. Peter Rosier, publicity officer, BBC Television, named chief publicity officer for radio.

Ken Barratt, technical director, Sony Broadcast Ltd., United Kingdom, named to board of directors.

Bill Loyd, head of film and studio operations for Granada Television, United Kingdom, named general manager.

Deaths

David J. Hopkins, 66, former VP-general manager, McCann-Erickson, Los Angeles, died Oct. 12 of heart attack at his home in Warawee, New South Wales, Australia. Hopkins, son of Harry Hopkins, secretary of commerce under Franklin D. Roosevelt, joined M-E in mid 50’s and in 1962 moved to Australia as regional manager for Pacific area. Later he was named director of operations, M-E, Tokyo. He retired in 1973. Survivors include his wife, Deirde, two sons and eight daughters.

Eleanor Grace McClatchy, 85, former board chairman and president, McClatchy Newspapers Inc., died Oct. 17 at her home in Sacramento, Calif., following earlier accident in which she broke her hip. McClatchy headed newspaper and broadcasting empire which include KJM-AF-FM Modesto, KFAR(AM)-KAB-FM Sacramento, all California, and KOH(AM)-KNEV(FM) Reno. McClatchy Newspaper chain includes nine papers in California, Alaska and Washington and percentage of Idaho paper. She inherited newspaper chain from her father, C.L. McClatchy, in 1938. Her grandfather, James McClatchy, started his first newspaper, Sacramento Bee, in 1857. Among survivors are nephew, C.K. McClatchy, who succeeded her as president in 1978.

Blayne R. Butcher, 77, founder and former general manager of WXUK-AM-FM Media, Pa., died Oct. 13 of heart attack at Riddle Memorial hospital in Middletown, Pa. Butcher was officer of Roberts Broadcasting Corp., which is seeking license for WXUK(BFM). He originally founded station in 1962, but it was sold to Rev. McBrintire in 1964. FCC stripped McBrintire of license in 1973. Since then Roberts Broadcasting and two other applicants have sought station. Butcher’s broadcasting career began in WTRAM(NF) Norfolk, Va., in 1927. He moved on to WCAP-TV Philadelphia and later worked for advertising agencies in New York and Hollywood. He is survived by his wife, Kathryn, and daughter.

Georg Goubau, 67, inventor of message-transmission system for television and telephone calls, died on Oct. 17 of heart attack at Monmouth Medical Center in Long Branch, N.J. While working for Army Signal Corps Laboratories in early 1950’s, he invented transmission system which became known as “G string,” single strand of wire that could carry large volume of messages to isolated areas otherwise reached only by coaxial cable. Survivors include his wife, Ilse Elizabeth, and daughter and son.

Charles V. Wayland, 70, Washington communications attorney, died Oct. 20 of heart attack at Montgomery county (Md.) hospital. Wayland practiced communications law with Fisher, Wayland, Southmayd & Cooper in Washington for 40 years. Wayland, of Silver Spring, Md., was member of D.C. Bar Association, American Bar Association and Federal Communications Bar Association. He is survived by his wife, Viola, and two daughters.

Robert W. Toothman, 53, operations manager, WBOY-TV Clarksburg, W.Va., died Oct. 16 in Franklin, W.Va., of heart attack while on vacation. Prominent radio, television sports personality in West Virginia for 30 years, Toothman, had been with station since it opened 23 years ago. He was also instrumental in formation of Mountainaire Sports Network which broadcasts West Virginia University football and basketball games. He is survived by his wife, Madeline.

George C. Biersack, 57, former chairman of communications arts department, and general manager, WWUD-FM University of Dayton, Dayton, Ohio, died Sept. 1 of heart attack at his home there. Biersack founded department and station in 1964, and was also television producer. He is survived by his wife, daughter and son.

**Stock Index**

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<th>Net Change in Week</th>
<th>P/E Ratio</th>
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<tr>
<td>ABC</td>
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<td>31 3/8</td>
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<tr>
<td>Capital Cities</td>
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<tr>
<td>CBS</td>
<td>49 3/4</td>
<td>49 3/4</td>
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<td>Gray Television</td>
<td>26 5/8</td>
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<tr>
<td>LIN</td>
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<td>Mooney</td>
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<td>Scripps-Howard</td>
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<td>Univision</td>
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<td>Turner</td>
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### Programming

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<td>Disney</td>
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<td>Films</td>
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<td>Gulf + Western</td>
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<tr>
<td>MCA</td>
<td>53 1/8</td>
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<tr>
<td>MGM Film</td>
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<td>Reeves Commun</td>
<td>37 1/2</td>
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<tr>
<td>TelePromp</td>
<td>6 1/2</td>
<td>6 1/2</td>
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<tr>
<td>Warner</td>
<td>58 7/8</td>
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### Cable

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<tr>
<td>BBS</td>
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<td>Canal Systems</td>
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<tr>
<td>Tele-Com</td>
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<tr>
<td>TelePromp</td>
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<td>USA Cable</td>
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<tr>
<td>Viacom</td>
<td>53 1/4</td>
<td>53 1/4</td>
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</table>

**Notes:** A - American Stock Exchange, B - Boston, M - Midwest, N - New York, P - Pacific, O - other exchanges.

**Footnotes:** **A** - Stock did not trade on given day. **B** - Last traded price. **C** - No P/E ratio computed. **D** - Company registered net loss. **E** - MA Com split stock two for one. **F** - Stock traded at less than 1.50 cents.

**Earnings figures are exclusive of extraordinary gain or loss.**
**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:

**Nov 17** Annual special report on the state of the art in broadcast equipment and technology. A snapshot of the first year in a new decade that, among its other accomplishments, will fine-tune three technologies: satellites, digital television and radio and ENG.

**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. The new forms. The new tools. Where things stand now and whether they are trending as the broadcast media strive to fill an ever-enlarging news hole.

**Dec 8** Western Cable Show. Coverage of the exhibits and seminars that make up cable's second largest convention.

**Dec 22** The top 100 records on contemporary radio play lists in 1980, plus the top 100 in country. Just in time for yearend countdowns.

**Jan 5** Annual double issue. Among the highlights: Broadcasting's exclusive report and analysis of the top 100 companies in electronic communications.

*Broadcasting* will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

**You Belong in Broadcasting® Every Week**

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emption by other breaking news developments.
Jerry Baldwin, a man quick with facts and figures on the broadcast media, envisions vast changes emerging in the marketplace as a result of the new technology. But he is not disconcerted.

Not at all. He has been witness to many changes in the 25 years that he has been active in advertising and broadcasting. Now, as vice president and director of local broadcast purchasing and network radio for Young & Rubicam, New York, Baldwin feels he is prepared for the future because the past and the present have taught him to adapt to shifts in the media universe.

"It would be dull if the way of doing business remained the same," he ventures. "What makes media exciting is that there is change. For media specialists, the new technology will be an opportunity as well as a challenge."

Baldwin's job at Y&R is a tall assignment. His agency is the largest in the U.S. in terms of total domestic billings and in television and radio expenditures. It invested almost $675 million in television and radio in 1979. Approximately $250 million of the total was in spot television and radio and network radio—the areas under Baldwin's jurisdiction. He supervises a staff of more than 30 in New York and in 11 branch offices, including five regional broadcast supervisors who regularly visit their assigned geographical locations.

Twenty-five years ago when Baldwin was seeking his first post-college job he wasn't sure what he wanted to do. But he knew he wanted "something to do with figures." He had majored in mathematics and statistics at New York University.

"I had to wait more than two years after college to look for a job because I served in the Army for two years and had no opportunity to use my education there," he says good-humoredly. "The Army taught me to be a radio teletype cryptograph repairman."

In the fall of 1954 he landed a job with the Medimetric Institute, a New York pharmaceutical research firm, and remained there five or six months. In early 1955 he joined ABC as a research analyst for the television network. His supervisor at the time was Julius Barnathan, who has since climbed the corporate ladder to president of ABC operations and engineering.

"A young fellow who worked with me in the research bulletin," he says, "was Fred Pierce. And you know what's happened to him." (Pierce is president of ABC Television and executive vice president of ABC Inc.).

After two-and-a-half years with ABC, he left to join WNBC-AM-TV New York, NBC-owned stations, as research manager. Eighteen months later, he got an offer that he could resist but didn't, and later wished he had.

"My father-in-law asked me to join him in a retail business," he recalls. "I realized almost immediately it wasn't for me, and stayed there five or six months."

Fired with a desire to return to broadcasting, he called his old boss at ABC, Barnathan, who arranged an interview for Baldwin at Young & Rubicam. He landed the job and has been with Y&R ever since.

Barnathan remembers Baldwin as a person who had "a great feel for audience dynamics—he knew how an audience would respond to a particular program." Barnathan says that early in his job at ABC, Baldwin showed that he could handle people as well as figures and these skills undoubtedly were helpful in his career.

Baldwin joined Y&R as assistant research director for broadcast media and filled that slot for about three years. In 1962 he was switched to the media department as associate media director. After seven years in that post, which involved the supervision of planning and execution of media plans for such clients as Procter & Gamble, General Foods and Bristol-Myers, Baldwin was advanced to vice president and director of local broadcast purchasing/network radio.

Baldwin considers the availability of the computer to media specialists as the single most important change in the past 10 or 15 years. And he considers this tool both an asset and a hindrance.

"For record-keeping it's great," Baldwin says. "Very quickly I can find out how much money we have spent at a station, the number of homes reached and the rating shifts derived.

"But I think it's been a hindrance in that reps today primarily just give the agencies the availability sheets filled with various breakouts and a lot of demographic information. It makes the job of the buyer a lot more complicated. And the salesmen no longer is creative. What the salesman should be doing is being selective, giving the buyers some information or background that can be helpful in making the buy for a particular client at a particular time."

Baldwin is confident that spot television and radio and network radio will continue to flourish despite the anticipated growth of the new media.

As a purchaser of media, Baldwin believes that it's advantageous to have more advertising outlets available to advertisers. He anticipates that there will be a splintering of the audience as the new forms develop, but that will mean that media specialists will have to work harder to make the most advantageous buys.

He is particularly interested in proposals to combine TV stations on the spectrum but warns there could be pitfalls.

"I just wonder if there will be enough decent programming to make these new stations viable," Baldwin remarks. "In certain markets I think they can succeed—in Columbus, Ohio, for example, where there are only three V's. But in places like Chicago, another station could only hurt the UHF's thrive."

One of the developments that Baldwin projects for the future is the emergence of a national representative TV network along the lines of the rep-radio networks that have mushroomed in recent years.

Baldwin is a visible figure at meetings of various broadcast associations and of national representatives. He also regularly visits the agency's 11 branch offices.

"Getting out to those meetings is an excellent way of knowing what's going on in the marketplace," he observes. "People tell you things they may not want to discuss in a regular business session."
Anything goes

The timing and probable outcome of the vote the FCC originally scheduled for tomorrow (Oct. 28) on the proposed transfer of channel 9 from New York to New Jersey were traceable to campaign politics of a particularly cynical kind. The timing has been changed, but the taint remains.

If the Charles D. Ferris scenario had been performed as written, the New Jersey Democratic organization would have been given a home-state victory to claim in the last week before the Nov. 4 election.

The postponement of action to Nov. 6 removes the element of certainty, but still gives New Jersey politicians reason to predict that the Democratic majority on the FCC will perform on cue. What the politicians will not emphasize is that despite the proposed reallocation of channel 9 to Newark or whatever post office the FCC decrees, the physical facility of the channel 9 occupant will remain on top of the World Trade Center in New York. The FCC is to agree that the site is the best from which to serve populous northern New Jersey.

Maybe so. The site has also proved best from which to serve the whole New York metropolitan area. Some time ago, when there was talk of VHF drop-ins inside the state of New Jersey, Ferris wondered whether electronic curtains could be lowered to keep drop-ins from interfering with New York. The same level of technical proficiency is evident in the present proceeding.

All this leaves aside the question of who is to operate channel 9 as a New Jersey facility. The commission, of course, has written off WOR-TV, the incumbent, although the courts may have another word on that. But then who cares about little details on the eve of a critical election?

Perilous course

The National Association of Broadcasters has succeeded in injecting economic considerations into the government's proposal to reduce AM channel spacing from 10 kHz to 9. At the first meeting of the government-industry advisory committee on radio allocations, and at the NAB's insistence, the "viability" of new stations that may be created in the AM squeeze was added to a study of probable demand. The NAB presumably believes that a showing of potential financial failures may puncture the FCC's plans. The question here is whether the NAB has thrown a harpoon or a boomerang.

NAB members and other broadcasters are understandably concerned about the economic effects of a proliferation of radio stations. They argue, with the facts on their side, that radio competition today is vigorous, if not vicious in some markets. A rush of newcomers, it is said, will find the territory already overcrowded. There is inherently a chance that the promise of wealth and status to be realized by minorities from new radio grants will turn into a cruel illusion for them and an unnecessary hardship for established broadcasters, to the inevitable detriment of radio service.

Still the NAB is risking unintended consequences when it asks the government to appraise the viability of the creatures of its proposed creation. It is one thing for the government to estimate how many new radio stations may be physically accommodated by compression of the AM channels and to guess at how many applicants may appear to contest for them. It is quite another for the government to decide how many stations a given market's economy can support—if that is what the NAB is talking about.

Assuming the FCC had the resources and vision to forecast economic potentials with precision, an assumption that history discourages, the venture, if undertaken, could not easily be stopped there. A government that determines market entry by its estimate of the market's absorption power is unlikely to stand by and watch things turn out differently from its expectations. If market entry is regulated by economic standards, regulation of the market itself is almost certain to be next.

Is that a price existing broadcasters are willing to pay for retention of their 10 kHz channels?

A few questions

If the U.S. and other nations of the western hemisphere eventually adopt the 9 kHz standard for AM channels, who is to pick up the considerable bill for conversion of existing facilities? At reported here a week ago, the cost of shifting stations no more than 4 kHz either will run to a total of $19,836,119 in the U.S. alone—more if the shifts are more extensive, as probable.

Is the tab to be presented to the 4,100 established U.S. broadcasters who must give up a tenth of their spectrum space at no benefit to their effectiveness and indeed at probable loss? That is apparently the assumption of the government. Does it have to be that way?

Would it be unreasonable to distribute the expense more evenly, certainly including in the assessment the presumed beneficiaries of the 9 kHz plan, the new broadcasters or those whose facilities may be improved by conversion to 9 kHz? As to the latter, whatever happened to all those daytimers' hopes for full-time authorization in 9 kHz?

Why go on?

A final reckoning must await more detailed analysis than was obtainable last week, but it looks as if the West lost more points than it won on questions of journalistic freedom at the UNESCO conference in Belgrade, Yugoslavia, last week. At the very best, the West succeeded in putting off some of the more disquieting proposals that had been advanced by Third World countries and their Russian mentors.

There is no doubt that the Third World and Eastern bloc can outvote the U.S. and other countries where the principle of separation between the state and the press is understood. The decision last week to enlarge UNESCO's budget was made over the opposition of the U.S. and the other countries that pay most of UNESCO's bills. Things are probably destined to go on that way. Perhaps it is time for the U.S. to reconsider the value of UNESCO membership.

"I thought all of the channels came in on one cable."

[Drawing: "I thought all of the channels came in on one cable."]

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