Now 7 of the Twin Cities' 10 favorite programs are KSTP-TV's Eyewitness News!

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<thead>
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<th>Rank</th>
<th>Program</th>
<th>Metro Rating</th>
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<tr>
<td>1.</td>
<td>Eyewitness News (Wed. 10PM)</td>
<td>34</td>
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<td>2.</td>
<td>Eyewitness News (Tues. 10PM)</td>
<td>28</td>
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<td>3.</td>
<td>Eyewitness News (Sun. 10PM)</td>
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<td>Eyewitness News (Thurs. 10PM)</td>
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<td>Eyewitness News (Sat. 10PM)</td>
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<td>6.</td>
<td>Eyewitness News (Fri. 10PM)</td>
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<td>7.</td>
<td>Eyewitness News (Mon. 10PM)</td>
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<td>8.</td>
<td>Fantasy Island</td>
<td>23</td>
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<td>10.</td>
<td>Vegas</td>
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It adds up to an incredible 51% share at 10PM, seven days a week!

ABC Affiliate, KSTP-TV in Minneapolis/St. Paul delivers an average of 248,000 households each day at 10PM. More households than all the other stations combined, including the ones programming something other than news.

And if you want 18-49's, KSTP-TV delivers more of them than all the other stations combined too, including the independent.

KSTP-TV and ABC sign-on to sign-off #1 in both the ADI and Metro ratings.

When you want to reach the Twin Cities, do what most people there do. Reach for Channel 5!

#1 EYEWITNESS NEWS

Down to earth. Up to the minute.

For more information, call KSTP-TV sales at (612) 646-5555 or your nearest Petry Office.

KSTP-TV
Minneapolis, St. Paul
The new 1600-1X Post Production switcher with built-in E-MEM® memory system (above) shows our continuing commitment to the world's most popular switcher line. Industry acceptance of the 1600 Series stems from its workhorse reliability – nearly 1,500 systems are now in service!

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FACING THE NATION □ Television brings country Carter-Reagan debate while Cable News Network also provides Anderson’s views. PAGE 23.

GEARED UP FOR NOV. 4 □ With huge commitments of money and time, radio and TV networks are ready for what might be most covered election of all time. PAGE 24.

BACKFIRE □ ABC-TV’s post-debate phone-in survey that finds Reagan winner is assailed by Carter camp, others as unscientific. PAGE 25.

WARNER WINS □ Company awarded cable franchise in Dallas, plans 80-channel system. PAGE 26.

BELGRADE REVIEW □ State Department calls news conference to make point that, contrary to impression of news reports, U.S. scored “success” at UNESCO conference. PAGE 28.

THIRD-QUARTER PERFORMANCE □ Profits of publicly held companies in broadcasting have ups and downs, and fourth-quarter outlook is uncertain. PAGE 30.

THAT TAMPON CAMPAIGN □ P&G is happy about its campaign to persuade women not to buy Rely. Citizen group labels ads misleading. PAGE 35.

STILL EYE-TO-EYE □ AAAA seminar in Washington hears its members and regulators praise deregulation. But the adversary relationship is still there. PAGE 36.

TWIST IN BLOCK PROGRAMMING □ New Oklahoma City UHF to offer five hours of solid news, followed by two hours of syndicated shows and then seven hours of STV. PAGE 43.

HERE COMES POLYGRAM □ Billion-dollar Dutch-West German entertainment conglomerate plans U.S. TV arm with Horowitz in charge. PAGE 48.

FROM PASSIVE TO ACTIVE □ C-SPAN takes advantage of congressional recess to provide “election-process” coverage, speeches and other types of new programming. PAGE 48.

WHITE HOUSE KIBITZING □ Neustadt letter on NCTA’s privacy code planning irks Wheeler. Presidential aide also expresses interest in move to New Jersey of New York’s channel 9. PAGE 58.

SHARING HOT SEAT □ FCC’s Quello and Jones hear commission criticized for approach to minority access at American Council for Better Broadcasts conference. PAGE 58.

ORLANDO OVERTURES □ Interim operators of WFTV(TV) there work out ownership plan that could end 28-year-old contest. PAGE 61.

ANOTHER GOLD RUSH □ White House’s Neustadt tells MIT session that public interest groups have chance to capitalize on new broadcast facilities that will be offered. PAGE 63.

DRASTIC CHANGE □ Gannett’s Neuharth expects that in next 10 years communications will be reshaped more than in all previous history. PAGE 70.

THE ‘BROADCASTING’ YEARS □ FDR orders creation of FCC, Mutual Broadcasting System is born, and Armstrong perfects FM. These are only few of many broadcasting events in 1934 when radio defies economics of the time by continuing to grow. PAGE 77.

CONSERVATIVE, BUT CONFIDENT □ John Malone is not given to blue-sky predictions about cable’s future. Rather, as president of Tele-Communications Inc., he feels CATV will go through cycles of growth and consolidation. PAGE 105.
TRINITY BROADCASTING NETWORK Presents ...

LIVE FROM

RENO

THE

BILLY GRAHAM CRUSADE

Join us for this historical event, Nov. 13, 14, 15, at 8:00 p.m. PST, Nov. 16 at 3 p.m. PST, as Trinity Broadcasting Network presents the dynamic message of Billy Graham. This event marks the first time in its 31 year history that the Billy Graham Crusade will be carried live on broadcast stations and cable systems simultaneously. TBN will access Satcom I with its mobile uplink, the “Compact 42,” which is the newest and most innovative mobile uplink in the world today. The crusade will be available on transponders 13, 8 and 2 on Satcom I and transponder 7V on Comstar D-2.

JOIN US ... WE’RE MAKING HISTORY.

TBN

THE TRINITY BROADCASTING NETWORK
Infiltration

In an unexpected move engineered by All-Industry TV Stations Music License Committee, two broadcasters showed up at annual Broadcast Music Inc. stockholders meeting last week with enough proxy votes to get elected to vacancies on board of BMI—which is target of antitrust suit brought by committee almost two years ago. They were William B. Faber of Media General’s WFLA-TV Tampa, Fla., and James T. Lynagh of Post-Newsweek’s WDIV(TV) Detroit, and they were accompanied by counsel to All-Industry Committee. Committee Chairman Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y., says their companies are not represented by committee but that committee members and nonmembers contributed to their proxies.

Arries says tactics had been discussed at last meeting of committee, which felt BMI board included too many retired broadcasters and needed more who are up to date. Committee also felt, Arries says, that BMI has been foot-dragging on committee’s suit, which also names American Society of Composers, Authors and Publishers and is aimed at lowering stations’ music payments to both. Just what new members’ role will be is not clear, but Arries said they might be called “dissidents.” They’ll be two of 15 members. Chairman Robert Wells (Harris Enterprises), President Edward M. Cramer and 11 other incumbents were re-elected.

Fates and fortunes

Number of U.S. senators and congressmen familiar to broadcasters are said to be in varying degrees of trouble in election. On Senate side, two Republican members of Commerce Committee—Bob Packwood and Barry Goldwater (who is ranking Republican on Communications Subcommittee)—are in heated campaigns, but observers warn against writing off either, particularly Packwood. Senator Birch Bayh (D-Ind.) of Judiciary Committee, who disturbed some broadcasters with his support of record companies in dispute over performer royalties and won journalists’ praise for his role in steering Stanford Daily bill through Senate, may be in serious trouble. In North Dakota, House member being cheered on by broadcasters as he seeks vacant Senate seat is Republican Mark Andrews.

On House side, two Democratic members of Commerce Committee—Timothy Wirth of Colorado (member of Communications Subcommittee) and Robert Eckhardt of Texas—could lose, in view of observers. Facing uncertain prospects is Representative Robert Kastenmeier (D-Wis.), chairman of Judiciary committee concerned with copyright matters.

Neuharth trail-blazing

Gannett Co., fast growing communications enterprise, may spread its wings into full-time news services for broadcast media and cable. Inking came in announcement last week by Allen H. Neuharth, Gannett’s chairman and president, of top-level restructuring, with John C. Quinn, president of Gannett News Service, given added responsibilities to provide “broadcast news services” to Gannett radio and TV stations (see page 101).

Although there was no elaboration, Neuharth philosophy is to deliver media services where needs can be found. Whether the environs acquisition of United Press International, now in crisis, or participation in or acquisition of Ted Turner’s money-pinch Cable News Network, or both, is among unanswered questions. Neuharth believes there should be news association competition.

Tick tock teletext

Task force charged by Electronic Industries Association teletext subcommittee to come up with recommendation of single teletext system met in Washington last week, but made little progress toward primary goal. Day-long session at ELA headquarters centered on system-independent parameters. Meeting of full subcommittee in New York on Oct. 21 also generated little hope that subcommittee would be able to reach consensus on system in near future. Some sources say it might take all of 1981.

Meanwhile, consumer evaluation of Telidon system, to be conducted by weta-TV Washington and Alternate Media Center at New York University, has slipped several months. Million-dollar project was to have begun this fall, but start-up date now set is March 1, 1981.

Street talk

Signs of “sluggishness” in advertiser demand in fourth quarter have Wall Street’s analysts taking close looks at earnings estimates for networks and group broadcasters. There’s no rush on yet to scale down those figures, and some companies, Metromedia, for example, seem to be riding out storm. But unless advertising dollars start to flow, at least one analyst cautions that it’s lower ends of announced estimates that will be more realistic, if “there isn’t even some penetration on the side.”

Up to snuff

Mass showing of Television Bureau of Advertising’s annual TV promotional extravaganza for retailers across country is moving into satellite age. Originally, presentations were on film and bicycled to stations for local use. In recent years they’ve been on tape and shown virtually simultaneously to local businessmen in scores of markets. New one, “A New Perspective on the Changing 80’s,” will be distributed by John Blair & Co.’s Blairsat service.

Stations in satellite-served markets can show it live at their local meetings, or tape it for later. Stations in markets out of satellite range will get tapes for their own local use. Date is Jan. 28, but TVB members will see presentation in preview next week at their annual meeting in Las Vegas.

Slot search

FCC is busily working on 20 domestic satellite applications it received last spring before its May 1 “processing” deadline. Common Carrier Bureau has set two attorneys and three engineers to task of sorting through often conflicting claims of applicants and deciding who gets what orbital slots. Although work is “a little bit behind schedule,” staff expects to bring its recommendations before commissioners “certainly before end of the year.”

Damming data?

ABC Television Affiliates Association “has not ruled out” possibility of initiating court suit challenging FCC authority to collect routine annual financial data from radio and television broadcasters. Association comments to FCC addressing commission’s proposed ruling to revise financial form 324 asserted FCC has no legal right to collect such data routinely (“In Brief,” Oct. 20).

Source said that “industry benefits more from collection of financial data than anybody else,” and that it would be more appropriate to have National Association of Broadcasters or some other industry representative collect such data.

Kitty

Commitment of Post-Newsweek to its newly announced television program distribution arm (see page 49) is understood to translate into $5-million budget for 1981, with international plans in mind for 1982. Soon to join subsidiary’s president, Carl W. Monk, is another syndication veteran, Madelyn Goldberg, Time-Life’s director of program development.


Circle K Food stores □ Christmas gifts. Begins Nov. 15 for four weeks in 14 markets. All day parts. Agency: Jennings & Thompson/FCB, Phoenix. Target: adults, 18-49.


College Town □ Clothing stores. Begins Nov. 16 for four weeks in 10 markets. Day,

There is nothing wrong with America that faith, love of freedom, intelligence, and energy of her citizens cannot cure.

Dwight D. Eisenhower
THE PEOPLES' OBLIGATION TO KNOW

BETTER AND MORE HONEST GOVERNMENT IS MADE POSSIBLE BY THE INVOLVEMENT OF INFORMED CITIZENS.

Fourteen years ago, Bonneville, in addition to utilizing existing news services, established its own Washington news bureau. This was done chiefly to report news, which would directly affect the lives of millions of listeners and viewers within the primary coverage areas of Bonneville stations across the nation. And now by means of satellite, Bonneville not only helps our viewers and listeners to meet their obligation to know but to know very quickly.

This is just one more important way Bonneville stations serve their communities better.

Bonneville International Corporation

Our Strength is Our Service

WRFM New York, N.Y. • KBIG, Los Angeles, Calif. • WCLR, Stokie-Chicago, Ill. • KQBT, San Francisco, Calif. • KAAM, KAFM, Dallas, Texas • KSEA, KIRO, KIRO-TV, Seattle, Washington • KMBR, KMBZ, Kansas City, Mo. • KSL, KSL-TV, Salt Lake City, Utah • Bonneville Productions, Salt Lake City, Utah • Bonneville Broadcast Consultants, Tenafly, New Jersey • Bonneville Data Systems, Salt Lake City, Utah • Bonneville Washington News Bureau, Washington, D.C. • BEI Productions, Encino, Calif. • Radio Data Systems, Salt Lake City, Utah • Torbet Radio

Satellite photo courtesy of Western Union.
news, late fringe, prime access and weekend times. Agency: Modular Communications, New York. Target: women, 18-34.

Dallas Products


Best Products Co.


Meta Henna


American Greetings


Glidden paint


Elaine Powers

Figure salon/two-for-one promotion. Begins Nov. 9 for one week in 16 markets. Agency: CPM Inc., Chicago. Target: women, 25-54.

Kraft Co.


Cling Peach Advisory Board


Selling without ads. Pearl Brewing Co. barely announced plans to market new J.R. Ewing's Private Stock superpremium beer. When "unsolicited phone orders for thousands of cases were placed," releases were sent out Oct. 17 to broadcast and print media, which picked up story due to popularity of lead character from CBS-TV's series, Dallas. Other public relations tactics will be employed to promote beer by agency, GSD&M, Austin, Tex., including press parties with cast of Dallas, featuring Larry Hagman who portrays J.R. Frank Spinosa, senior vice president of sales for Pearl Brewing, stated that over half million cases had been sold and no need is seen now for advertising.

National push. Nestle is breaking national TV spot campaign for Chocolate Chip Cookie Mix, with concentration on such programs as General Hospital, Hollywood Squares, Merv Griffin Show and Tonight Show, plus nightly newscasts. N.W. Ayer created 30-sec commercial which features boy who claims "They're delicious, cause they're made with Nestle real chocolate morsels." Spot is geared toward young women with children in 6-12 age group.

Understanding advertising. Representatives from Young & Rubicam and General Foods outlined advertising approval process before open meeting of Federal Trade Commission, Kant Mitchell, General Foods, and Rosemary Nelson and Anne Zopfi, Young & Rubicam, described steps advertisers and agencies go through to substantiate, within legal and ethical bounds, claims made about products in advertising. Questioned by Commissioner Robert Pitofsky, whether cost to consumer for so much legal and market research is worth it. Zopfi replied: "Yes. Lengthy approval process nearly always brings about changes in claims made in advertising." Meeting was fifth in series sponsored by American Association of Advertising Agencies, Association of National Advertisers and American Advertising Federation to promote better understanding of their industry at FTC.

Election night watch. Concord Watch Co. will promote its Delirium watches, "world's thinnest watches," during 12-hour TV campaign. Election night. Will run market spots in New York, Los Angeles, Houston and Miami during election returns. Harry Viola Advertising is agency.

Looking at commercials. National Advertising Division of Council of Better Business Bureaus resolved eight challenges to national advertising in September including three on television. Commercial for Abbott Laboratories (Murex eye drops) was discontinued by advertiser. Reviewed and found acceptable were TV spots for Chatten Inc. (Corn Silk face powder) and Sharp Electronics (800 Series Copier).

PRISM adds three. BBDO Health and Medical Communications announces three new accounts for its division, Public Relations in Science & Medicine (PRISM): The Kneipp Corp. of America, New York, a division of Miles Laboratories Inc. and Winthrop Laboratories division of Sterling Drug Inc., last two on a project basis. PRISM will handle product introductions and consumer educational programs, said John E. Swift, BBDO/HMC.

Meeker in Philadelphia. Meeker Television, New York, will open Philadelphia office today (Nov. 3) at Western Savings Bank Building, Broad and Chestnut Streets. 19107. No telephone number has been assigned as yet. Cathy Brady, account executive for Harris, Righter & Parsons, Philadelphia, named manager of Meeker office there.

Buckley moves. Buckley Radio Sales office in St. Louis has moved to 440 Mansion House Center, 63102.

RADIO AND TV

Metro Weather Service and WTVN**-Columbus, Ohio and WSYR**-Syracuse, N.Y. are #1 in A.M. Drive.... YOU CAN BE TOO!!

Local and personalized forecasts — from 30 seconds to 5 minutes freshly prepared when you want them; every hour, 2 hours, etc.

Flexible Format • Exclusively in your market Variety of science features • Warnings and updates at no extra cost Serving the nation from our Forecast Center at J.F.K. Int'l Airport

Contact: Pat Pagano, Jr. • Craig Weiner
Telex: 960127 Swift TANXK • TWX: 710-582-5598 Swift Phone: (212) 978-0209

*ARBITRON-Columbus, Ohio, Apr.-May, 1980 — 3.4 Avg. Share, Metro Survey Area, T.P. 12+ 6-10 A.M.
**ARBITRON-Aug, Share 27.8 between 7 & 10 A.M. 25-75 Year Old Group
Executive Producer: Don Ohlmeyer  
Coordinating Producer: Michael Weisman  
Producer: George Finkel  
Director: Harry Caule  
Pre-Game Producer: David Stern  
Pre-Game / Replay Director: Ken Fouts

It has been a memorable World Series for baseball and for the television industry, which may see some major changes in the coverage of the national pastime because of NBC's innovations.
— Fred Rothenberg, Associated Press

...NBC's penchant for using the right replay instead of every replay and its emphasis on fundamentals of the game by announcers Joe Garagiola and Tony Kubek keep people coming back.
— Gene Quinn, Philadelphia Daily News

Inside the truck, eight people all talking into microphones, headsets or yelling aloud turns something that resembles trading on the floor of a commodities exchange into a slick, color broadcast of baseball's premiere event.
— Gerald Jordan, Kansas City Star

And in keeping with the high quality of the play on the field, NBC's visual, technical and journalistic coverage of the Series has been absolutely first-rate.
— Gary Deeb, Chicago Sun-Times

NBC's picture-perfect coverage has made the first two games of the World Series memorable for much more than George Brett's hemorrhoids, U.L. Washington's toothpick, and umpire Bill Kunkel's tape measure.
— Larry Schwartz, New York Post

The World Series is a prime example of why NBC has overtaken ABC to provide television's most capable, intelligent, and interesting sports coverage...like a long distance runner who can go on forever, NBC is running away from the competition.
— Bob Wisehart, New Orleans Times-Picayune/States Item

We're proud to bring you the best in sports television.
Spreading energy message via TV

Stores in major shopping centers with no cash registers or merchandise or services for sale and staffed with personnel specifically trained to help customers use less of the proprietor’s product would seem to be a folly.

But we can say emphatically that customer response has been absolutely incredible. The stores are the best things we have done.

The Gulf State Utilities Co., one of the nation’s top 20 electric utilities, serving nearly half a million customers in southeast Texas and southern Louisiana, operates “The Energy Store,” a pioneering venture of the company. Actually, there are two Energy Stores now operating, one in Baton Rouge and another in Beaumont, Tex. Others are planned.

Their purpose is to provide a convenient, central source of information and ideas; demonstrate products and concepts, and arrange for energy audits to help homeowners, architects, builders, businessmen and other customers improve the energy efficiency of homes and buildings, all at no cost to the customer.

Television, radio, newspapers and outdoor advertising have been used by Gulf State to communicate The Energy Store service. However, television is the main thrust of the company, as it has been for the past four or five years. Currently, some 60% of Gulf State’s more than half-million-dollar media expenditure is for television advertising.

Success of the “stores” is measured by Gulf State in various ways:

Customers visiting the Beaumont store and signing up for energy audits or receiving materials or demonstrations of energy-saving devices average approximately 1,600 a month.

In Baton Rouge, more than 150 visited the store in the first week alone.

More than 20,000 energy-saving water flow restrictors for showers were handed out in Beaumont and thousands of foam plates to be used to insulate electrical outlets were distributed in Baton Rouge.

Surveys conducted by Economic and Industrial Research Inc., Baton Rouge, showed that 80% of the respondents perceived Gulf State as sincere in its effort to get customers to reduce electrical usage in June 1979, as compared with 49% prior to the opening of the store.

Leaving The Energy Stores concept for a moment, we can also cite the company’s current electrical safety campaign as an illustration of television’s effectiveness. TV commercials were created to point out the hazards of installing CB or television antennas or moving heavy equipment, sailboats and farm equipment near power lines. Keyed to the theme, “Don’t Put Your Life On The Line,” the commercials incorporate the sound of a heart beat monitor. After one week on the air, research among customers showed a recognition factor of 40%. Since the media campaign was exclusively on television, you know where people heard about it.

The spots were so hard-hitting that local television stations supplemented the regular commercial schedule with the spots as public service announcements. Even other utilities are airing them.

Origin of The Energy Store tax to the mid-1970’s when fuel prices began soaring and utilities generally switched from marketing and selling uses for electricity to urging conservation. Responding to the changed environment, Gulf State opened five Energy Information Centers in its main offices. They were staffed by consumer services representatives who had received special training in energy efficient equipment, architectural custom energy audits, insulating techniques and the like.

The Energy Information Center reached mostly people who paid their bills in person. Obviously, we were not covering a large portion of the potential market.

It was then that The Energy Store concept began to take shape. To promote the store, The Advertising Company of Baton Rouge, which handles special projects for Gulf State, developed commercials for the Baton Rouge television station, plus related advertising for radio, newspapers and billboards. Vance Mathews Inc., Beaumont, incorporated the animated logo and music from the Baton Rouge-produced commercials and created new spots for use on Beaumont/Port Arthur stations. Since Gulf State is a year-round television advertiser in each ADI, The Energy Store commercials were integrated in its continuing news and prime-time schedule.

Other store locations are under consideration by GSU. Other utilities around the country have expressed interest in “The Energy Store” and are considering similar ventures. Public response has been so positive that Gulf State is planning to tie in The Energy Store concept for other messages, such as talking about rates, fuel adjustment and, possibly, nuclear energy.

With substantial capital required to meet expanding energy needs in one of the fast-growing areas of the country, as well as to develop economical and environmentally sound sources of generating electricity, public understanding and support have a high priority at Gulf State—and other utilities as well.

Continuing involvement with our customers is absolutely essential. Such innovative progress as “The Energy Store” and the electrical safety series on TV have given us an opportunity to communicate our story. The results we have seen so far tell us we are succeeding.
When your listeners want to know the outcome of their income, can you tell them?

Beginning November 1980 in the top 50 radio markets, The Wall Street Journal Report will be broadcast live, Monday through Friday, 17 times daily, from The Journal’s newsroom in New York. It’s all the money news your listeners want—and need—to hear.

Plus...

An international network of more than 250 Wall Street Journal reporters and editors will be covering late-breaking events from the world of business and finance. These correspondents are on the scene—gathering the business news that affects you and your listeners: your companies, your careers, your lives.

Plus...

On Saturdays, The Wall Street Journal Report will broadcast two special features. Reviewing the highlights of the week past...previewing the week to come. There'll be interviews with newsmakers and views of the business world from the unique perspective of The Wall Street Journal.

What does all this mean for your station?

It means association with The Wall Street Journal—America’s #1 newspaper—and its prestigious readership.

It means gearing your station toward an affluent community—a target group your advertisers want to reach.

It means combining the quality and accuracy of The Journal’s research and reporting with the immediacy of radio.


With the new Wall Street Journal Report, you can!
THE ARBITRON GUIDE
TO THE BEASTS OF THE RATINGS JUNGLE

THE REPLICATION CENTIPEDE

It’s a jungle out there… filled with all sorts of ferocious beasts waiting to snare the unwary traveler.

We know what it’s like to travel through the ratings jungle.

Your best protection is a highly refined and sophisticated science of information.

The kind of information you get from Arbitron.
DESCRIPTION: A beneficial species created in the Arbitron labs. Demonstrates the reliability of Radio and Television audience demographic data.

EVOLUTION: Originally, when the only television audience estimates produced were those for total households, people, men-women-children, there was no need for the Replication Centipede.

But as the need for additional and more descriptive demographics grew, people began to doubt the reliability of that data.

Arbitron, seeing the need for some way of measuring the reliability of the data, began work on Replication.*

SPECIES CREATION: Arbitron invested three years of research and a quarter of a million dollars in the creation of the Replication Centipede.

When the species reached maturity, it was able to demonstrate that ratings were far more accurate than had previously been thought.

Arbitron is currently investing another half of a million dollars to develop a second species of Replication to demonstrate the reliability of radio audience estimates.

ENVIRONMENTAL IMPACT:
Without the Replication Centipede, highly descriptive demographic data might be suspect. Fortunately this statistical beast has shown the increased reliability of audience data. This has enabled broadcasters, advertisers, and their agencies, to operate with a much higher degree of confidence in Arbitron data.

For more information on the Replication Centipede (we've even written a book about it!) and other beasts in the ratings jungle, contact your Arbitron representative.

*The centipede represents a station with an audience rating of 10. If we divide the body into five sets of legs (five replicates) and recompute the rating for each of these segments, we find very little variance in the rating from leg to leg. And the small degree of variance between the ratings of the individual leg segments and the whole centipede demonstrates that Arbitron's total sample, which is five times larger, is highly reliable.
Anheuser-Busch and ESPN just signed the largest advertising contract in cable television history.

Bud and ESPN. It's a natural. Anheuser-Busch is the king of TV sports advertisers. ESPN, the 24-hour total sports cable network, is the future of TV sports programming. That's why they just wrapped up a multi-year, multi-million dollar deal—the biggest ever in cable. Here are some other reasons:

Bud knows ESPN gets them in on the ground floor of television's cable boom. ESPN has grown to over 6 million homes since September, 1979. By the end of 1980, it will deliver nearly 40% of all cable households.*

Bud also knows that ESPN delivers a prime upscale audience. ESPN advertisers already include Pontiac, American Express, Michelin, Hilton, Noxzema and Magnavox.

That's why this Bud is for ESPN. Now discover how ESPN can perform for you. Call Mike Presbrey today at (212) 245-6650.

*According to industry sources.

The 24-hour total sports network [ESPN]
Where Things Stand

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

Copyright 1980 Broadcasting Publications Inc. May be quoted with credit.

AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (Broadcasting, May 29). Commission also has under consideration other means of increasing number of radio facilities, including National Telecommunications and Information Administration proposal to reduce AM channel spacing from 10 khz to 9; U.S. submitted that idea at Region 2 (western hemisphere) conference that ended March 28 in Buenos Aires, but conference was unable to reach consensus on issue and postponed decision until its next session in November 1981 (Broadcasting, March 31). Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. It adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (Broadcasting, March 3). NTIA has asked commission to include in rulemaking administration proposal for use of FM direction antennas, which could allow more stations. In light of all these actions, National Association of Broadcasters urged commission to institute government-industry advisory committee to assist in devising comprehensive plan for all radio channel assignments. Commission met NAB part way, expanding advisory committee already in place and working on Region 2 conference on AM broadcasting to include all AM and FM allocations proposals.

AM stereo. FCC has backed off from April tentative decision to adopt Magnavox system as standard for AM stereo and issued further notice of rulemaking on matter, raising possibility that system other than Magnavox's may ultimately be adopted (Broadcasting, Aug. 4). In fact, notice indicates that Motorola has inside track on winning approval (Broadcasting, Sept. 22). Other system proponents are Belar, Harris and Kahn.

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlements with all three. Agreement with NBC was approved by presiding judge in case (Broadcasting, Dec. 5, 1977); CBS negotiated essentially same agreement, which imposes number of restrictions on networks in program ownership (Broadcasting, May 12). Some restrictions are not effective, however, until agreement reached with ABC is approved by judge in case (Broadcasting, Aug. 25).

Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising intervals. NAB argued were held late last year, NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (Broadcasting, Dec. 10, 1979). Meanwhile, U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (Broadcasting, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions. Greene now has to decide on basis of record. There was second oral argument, on May 16, when both sides asked for summary judgment.

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of television tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year, it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. In June 1979, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation (Broadcasting, June 18, 1979). Comments were filed late last year, majority supporting more flexible standards. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed year ago to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups.

Cable copyright. Copyright Royalty Tribunal has issued final formula on how to divide $14.6 million paid in royalties in 1978 by cable companies (Broadcasting, Sept. 29). Under terms of formula, U.S. and Canadian TV broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants. 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Next phase of proceeding will be distribution of funds to members of joint claims, NAB filed petition for review Oct. 23.

Cable deregulation. FCC on July 24 lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting went to U.S. Court of Appeals in New York seeking to block action (Broadcasting, July 28). National Association of Broadcasters has filed petition for stay of order at FCC. FCC denied petition, but broadcasters are now seeking stay in court. National Cable Television Association has taken FCC's side in court suit (Broadcasting, Aug. 25). There has been no court action to date. In another development, Ted Turner, Turner Broadcasting, has asked commission to repeal "must carry" rules (Broadcasting, Oct. 20).

Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as irresponsibility of broadcasters in providing insufficient volume of children's instructional and educational television throughout week (Broadcasting, Dec. 24, 1979). Comments have been filed (Broadcasting, June 23). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June on what's available in children's programming and on how to better it. Regulatory proposals, however, were chief topics of concern (Broadcasting, June 30). On Oct. 15-16 commission held panel discussions on subject. Public interest groups strongly urged implementation of mandatory children's programming requirements, citing lack of self motivation on industry's part. Broadcasters opposed idea, citing First Amendment concerns, and resulting lack of quality in childrens programming.

Closed captioning. ABC-TV, NBC-TV and Public Broadcasting Service are participating in captioning project for benefit TV viewer impaired, which began March 15 (Broadcasting, March 24). National Captioning Institute is captioning average of five hours of ABC and NBC television per week (in prime time) and PBS more than 10 hours. It also captions two-and-a-half hours per week of syndicated programming and commercials of 25 major advertisers. Sears, Roebuck & Co. is manufacturing and distributing decoding equipment for home sets. Adapter for set costs $250, while 19-inch color set with adapter built in sells for about $509. NCI says over 24,000 adapters and about 1,000 sets have been sold. CBS declined to participate, saying it is more interested in proceeding with its work on teletext process (see "teletext entry").

Communications Act. House Commerce Committee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions. Bill was referred to Judiciary Committee, which reported it "adversely with without prejudice." Rules Committee will now have to decide whether to send bill to House floor for vote. In Senate, revised bill with bipartisan support, which includes broadcast provisions, was introduced (Broadcasting, June 16). But displeasure with legislation, S. 2827, resulted in postponement of mark-up. Senate Com-
Determine whether legislation Lionel adopted report cast doubt independently its rulemaking multimedia licenses against challenges on ownership grounds (Broadcasting, Oct. 8).

**Comcast.** Following adoption of staff report last April (Broadcasting, April 29), FCC announced rulemaking to examine corporate structure of Communications Satellite Corp. to insure that its competitive domestic businesses operate independently of its congressionally mandated international ones. On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif.) communications subcommittee plans hearings to determine whether legislation in this area is necessary.

Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of either CATV system or co-owned TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, March 8, 1976). National Citizens Committee for Broadcasters plans rulemaking that seeks to require divestiture of all crossownership of television stations and cable systems located in TV station's Grade B contour (Broadcasting, June 30).

**Direct Broadcast Satellites.** Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of pay TV programming via high-powered satellites direct to homes equipped with small rooftop antennas (Broadcasting, Aug. 6, 1979). Filing, containing details of plans, was to have been submitted to FCC in first quarter of 1980, but failure of joint-venture talks with Sears caused filing date to slip indefinitely. Meanwhile, FCC is taking broad look at DBS in two separate docket. Industry filed comments on inquiry aimed at formulating U.S. position from 1983 Regional Administrative Radio Conference on DBS last month (Broadcasting, Oct. 13). Among comments was CBS's proposal (Broadcasting, Oct. 13) that DBS be used as catalyst for development of high-resolution television. FCC also initiated inquiry on policy question arising from advent of DBS. Focus of inquiry is report of Office of Plans and Policy which advocates nonregulation of DBS (Broadcasting, Oct. 6).

**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and continuing in its own quasi-judicial capacity has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (Broadcasting, Oct. 2, 1978). In broadcasting, commission has voted to tighten equal-employment guidelines for stations, effective April 1. Stations with five to 10 employees are required to have majority of EEO employees with equal work force, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employees will receive complete relief as preliminary. FCC is also taking look at employment practices of three commercial networks. To see whether, or how, minorities and women are employed in decision-making jobs. In June, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employees (Broadcasting, June 9). Comments due Oct. 30.

**Family viewing.** Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (Broadcasting, Nov. 19, 1979). And Supreme Court denied petition for review (Broadcasting, Oct. 13). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions.

Federal Trade Commission. After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (Broadcasting, May 26). Under provisions of bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of proposed new rule would have to be published in advance, however, and inquiry would have to be based on fact and deceptive advertising, rather than unfair, as in past. Commission has directed staff to consider recommendations of possible courses of action, including text of proposed rule. Commission will then solicit public comment and decide whether to proceed with inquiry.

**Format changes.** FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (Broadcasting, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (Broadcasting, July 9, 1979). Supreme Court has agreed to review case (Broadcasting, March 10), and will hear oral argument on Monday (Nov. 3).

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

Minority ownership. Carter administration, which announced wide-ranging push to increase participation of minorities in radio and TV station ownership (Broadcasting, Oct. 22, 1979), reviewed results of effort before group of black broadcasters (Broadcasting, Sept. 15). FCC earlier adopted policies aimed at easing minorities' path to ownership (Broadcasting, May 22, 1978). Small Business Administration changed its policy against making loans to minority broadcasters, while other minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (Broadcasting, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about $10 million from networks and other broadcasters for its nonprofit Broadcast Capitol Fund (formerly Minority Broadcast Investment Fund (Broadcasting, Sept. 29), through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (Broadcasting, Jan. 1, 1979). National Radio Broadcasters Association has created program for members to help minorities learn station operations.

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, nondiscriminating and retroactive through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (Broadcasting, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Oct. 29, 1978, and extending through Dec. 31, 1983 (Broadcasting, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (Broadcasting, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals court decision siding with CBS in its demand for "per-use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (Broadcasting, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with District Court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (Broadcasting, June 9). It appealed Supreme Court to hear case Aug. 29.

**Network inquiry.** FCC's network inquiry has resumed, with commission issuing further notice of inquiry (Broadcasting, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC preliminary report at special meeting Oct. 16, 1979. Report concluded that "structural" changes within industry promise most hope of new competition. Staff believes that although commission has jurisdiction to regulate networks, network-affiliate relationship is clearly an efficient method of economic "cooperation" and to regulate it would be pointless (Broadcasting, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcasting—were released in Febru-
ary. Reports say while these other services hold “promise” for advent of additional networks, FCC’s refusal to “come to grips” with its basic spectrum allocation and assignment policies poses “severe” barrier to development of more networks (Broadcasting, Feb. 11). Final preliminary reports released in June concluded that three commercial networks have no monopoly power over broadcast industry—and that FCC must seek to amend policies to provide for further diversity (Broadcasting, June 23). Network inquiry staff’s final report was presented to commission on Oct. 20. Staff suggested to commission that best way to achieve goals of added competition, diversity and FCC’s goal to reduce barriers to entry is to open existing allocations plan to many more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology, such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (Broadcasting, Oct. 27).


Operator licensing. FCC has proposed dropping first-class operator licenses (Broadcasting, Aug. 4). Proposal would delete examination requirements for operators who install, service, maintain and adjust transmitting equipment at all types of stations. FCC had abolished third-class, operator permit, after concluding that almost all 53,000 third-class permits it is now issuing annually are unnecessary, largely as result of other radio deregulation actions (Broadcasting, July 28). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979.

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against significant loss of over-the-air revenues. (Broadcasting, March 28, 1977, and Supreme Court has refused FCC request for review. FCC’s authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (Broadcasting, April 10, 1979). World of pay cable was shaken April 24 when Getty Oil Co. and four major Hollywood motion picture companies announced that they were forming joint venture, Premiere, to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (Broadcasting, April 28). Movie companies are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and Century-Fox Film Corp. Justice Department has attacked Premiere as antitrust violation. FCC has voted to refile ruling limiting one STV to market (Broadcasting, Oct. 1, 1979).

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to phonograph record performers and manufacturers has been reintroduced as H.R. 997 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (Broadcasting, Aug. 20, 1979).

Public broadcasting. Congress has passed new legislation authorizing increased federal funds for Public Broadcasting through 1983 and making them easier to win through matching grant system (Broadcasting, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to purchase off-air rights of lic. radio stations. Public Broadcasting Service approved plan (Broadcasting, Dec. 3, 1979) to create multiple program services under auspices of one system president and reduce size of board. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (Broadcasting, Feb. 5, 1979). Commission has forwarded to Congress specific legislative language regarding its proposals.

Radio deregulation. In October 1978, FCC Chairman Ferris asked broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiments in radio marketplace. NAB urged FCC to move to deregulation in all markets instead of conducting “major market experiment.” FCC staff has prepared notice of proposed rulemaking on matter that will, if adopted, replace FCC procedures and requirements with marketplace forces in determining how radio licenses operate (Broadcasting, Sept. 10, 1979). Proposals being considered are elimination of formal ascertainment requirements, program logs, nonregistration programing guidelines and commercial time restrictions. Comments have been filed (Broadcasting, March 31). FCC held two days of panel discussions on issue Sept. 15 and 16, with representatives of both industry and public interest groups commenting.

Shield legislation. Supreme Court’s ruling in Stanford Daily (which held that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of New York Times reporter M.A. Farber (for refusal to turn over notes to New Jersey court) resulted in October in Congress passing, and President Carter signing, bill to protect press from such searches. Police at least in most cases, are required to obtain subpoenas to obtain newsworthy evidence before entering newsrooms to seek evidence (Broadcasting, Oct. 6).

Teletext. CBS quiz Electronic Industries Association Subcommittee attempting to work out industrywide teletext standards and submitted to FCC proposal based on French Antiope system (Broadcasting, Aug. 4). Comments filed at FCC in response to CBS filing show pervasive interest in teletext. Although most commentators urged initiation of teletext proceeding, many including EIA teletext subcommittee, felt any proceeding at this time would be premature (Broadcasting, Oct. 20).

TV allocations. FCC approved VHF drop-ins for four markets—Salt Lake City (ch. 13), Charleston, W.Va. (ch. 11), Knoxville, Tenn. (ch. 8) and Johnstown, Pa. (ch. 4) after downwards allocation of 139 more (Broadcasting, Sept. 15 and Sept. 22). Drop-ins would be subject to same regulations as existing full-service stations and would be required to provide “equivalent protection” from interference to existing full-service stations. Public Broadcasting stations, also proposed by FCC, would have vastly simpler rules governing start-up, programing and operation (Broadcasting, Sept. 15). The low-power stations would be authorized on any VHF or UHF television channel from 2 through 69 and would have to transmit VHF’s would have 1 kw limit outside existing table of assignments. Comments on drop-ins, most of them negative from broadcasters, were received at FCC nearly three years ago (Broadcasting, Dec. 19, 1977).

UHF. FCC’s May 1975 notice of Inquiry on UHF taboos to determine whether proximity of stations could be reduced (Broadcasting, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (Broadcasting, Feb. 20, 1979). Commission has also adopted new, tighter noise figure standards and a minimum receiving UHF pictures (Broadcasting, May 22, 1978). Last year it set up new task force to work toward UHF comparability, and made plans to spend up to $910,000 on project (Broadcasting, Jan. 6, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (Broadcasting, Sept. 17, 1979). Second report, released in March, sees number of possible techniques for transmitters that would narrow VHF advantages (Broadcasting, March 10). Subsequent report, “Comparability for UHF Television,” released in September, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers improved antenna system (Broadcasting, Sept. 22). Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some of technical rules regarding UHF television. Comments due Jan. 5, 1981, replies Feb. 19, 1981.

WARC. White House will send to Senate for ratification early next year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva last December. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was “success” (Broadcasting, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequency was increased by about 500 khz, and proposal was adopted to increase threefold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-869 mhz band, but U.S. failed to agree to assure about 100 khz between 470 and 806 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (Broadcasting, Dec. 24, 1979).
Nov. 2-4—Washington State Association of Broadcasters annual meeting. Thunderbird Motor Inn, Yakima.

Nov. 3—PCC 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 decision to discretion of broadcaster and market. Supreme Court, Washington.

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

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

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

Nov. 5-7—Conference on electronic delivery of news (tankanet and hotnet) designed particularly for new executives and sponsored by Indiana University, Bloomington, Ind.


Nov. 6-8—Broadcast Education Association fall meeting. Four-day seminar, "Programming: Competition and Innovation." Featured speakers include: Gene Jankowski, president, CBS/Broadcast Group; Squire Rushnell, VP, children's and early morning programs, ABC Entertainment, and Dwight Cosner, assistant to executive vice president of A.C. Nielsen. National Association of Broadcasters headquarters, Washington.

Nov. 6-9—American Advertising Federation western regional conference. Heritage Inn, Great Falls, Mont.

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

Also in November


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

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

Nov. 10-12—Cable System Advertising Conference hosted by Cable News Network. Cottory Square hotel, Atlanta.

Nov. 12—Supreme Court will hear arguments in Chandler v. Florida, which involves question of whether broadcast coverage of court proceedings should be barred at request of defendants in criminal trial. Supreme Court, Washington.


Nov. 12-14—American Association of Advertising Agencies central region annual meeting. Ritz-Carlton, Chicago.


Nov. 12-14—Oregon Association of Broadcasters 40th annual convention. Marriott hotel, Portland.


Nov. 13-18—National Association of Farm Broadcasters annual meeting. Crown Center hotel, Kansas City, Mo.

Nov. 14—PCC deadline for comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc. 20817). FCC, Washington.


Nov. 15-17—Tennessee Cable Television Association annual fall convention. The Maxwell House, Nashville.

Nov. 17-18—Society of Cable Television Engineers technical meeting and workshop. Ramada Inn, Philadelphia.


Nov. 14-9—Society of Motion Picture and Television Engineers 122d 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.


April 24-30, 1981—17th annual MPI TV inter- national TV program market. Palais Des Festivals, Cannes, France.


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On Turner's side

EDITOR: I just had to reply to your Oct. 20 editorial concerning Ted Turner's petition to the FCC to eliminate the "must carry" regulation which requires CATV firms to carry all local TV stations. I am 100% behind Mr. Turner's proposal. I have always felt that it was a total waste of channel space to carry local TV on cable. It seems that everyone (FCC included) has lost sight of the original purpose of CATV, that being to provide distant TV signals to those areas which have poor or no TV reception. Nothing would please me more than to see the Scranton-Wilkes Barre stations removed from the cable system and having all of the New York City TV stations substituted on a full-time basis. The New York City stations are vastly superior. Incidentally, you have made a somewhat misleading statement in your article. Subscribing to a CATV service does not eliminate receiving TV stations directly from an outside antenna. I have wired up TV sets to receive signals both from the CATV service and from a very elaborate outdoor antenna system by using three separate antenna amplifiers, antenna clips and a 75-ohm cable terminator.

No, I cannot agree with your assessment of Ted Turner's proposal. It's time for the government to get out of the CATV business and let the marketplace be the guiding force. — G. Robert Gorniak, Scranton, Pa.

9 kHz objections

EDITOR: The CBS proposals for DBS have injected a valuable consideration into the debate: the question of picture quality. I do not have television interests, but I say hurrah. And this is why:

In discussions with my AM confreres on the 9 kHz notion, I have been stressing the problem of reduced aural quality. I am not...
EDITOR: Your report in the Oct. 13 issue of Broadcasting of how your superb publication came into being was a dramatic story of what can happen to an idea whose time has come, and what talented, hard-working individuals can do with it.

You played a key part in the growth of the industry, and have grown right along with it. As a relative newcomer—we acquired our first station in 1962—your own statement and the story of what was happening in 1931 is fantastic. It certainly is eye-opening. I will follow the series through the next 49 installments. I can hardly wait to read them!—Roy H. Park, president, Park Broadcasting Inc., Rahway, N.J.

EDITOR: Broadcasting is truly one of the country's towering publications—unique in its field, respected by the specialized audiences it keeps informed, known for the depth and reliability of its news, and above all, a testimonial to you, whose honor has always been more sacred than a story purely for expediency.—J. Raymond Bell, director, political communications, Reagan-Bush Committee, Arlington, Va.

EDITOR: Congratulations on the first installment of your 50th anniversary salute! It fully captures the spirit of the industry and the important issues of concern during the closing months of 1931. It also confirms what I have long felt as a broadcaster, teacher, and broadcast historian—that Broadcasting is the most valuable source of detailed facts about the everyday operation of the broadcasting industry: past, present, and future.—Michael Bliel, assistant professor, radio-TV, Moorhead State University, Moorhead, Minn.

Rulemaking stance
EDITOR: I'd like to correct a couple of possibly erroneous inferences that some readers might have drawn from the necessarily brief report of my remarks during the FCC's children's television panels (Oct. 20 issue).

I did not intend to suggest an INTV endorsement of current FCC rulemakings, particularly that on the proposed VHF drop-ins. Indeed, we are quite concerned over the possibility that some of the proposals may not express the broadcast 'pie' so much as drive out existing local independent stations, hitting particularly hard at the UHF stations.

Second, when agreeing with the staff report that removal of commercial restrictions from federally funded educational programs was a good idea, I was referring to the effort currently being made to distribute them to commercial stations. Some readers may have gotten the impression that I was referring to commercials on PBS stations. That was the farthest notion from my mind.—Herman W. Land, president, Association of Independent Television Stations, Washington.
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American television performed the function for which it is uniquely suited last week—gathering the populace together in a kind of electronic village to see and hear the two principal candidates for President. Some 120 million Americans—more than half the population—are estimated to have tuned in for the 90-minute joint appearance in Cleveland. And more than anything else that has occurred during a presidential campaign that seems to have started when everyone involved was much younger, it shook up the country.

The event itself, arranged by the League of Women Voters only after it appeared that President Carter and his Republican challenger, Ronald Reagan, would never meet in head-to-head confrontation, was looked forward to with considerable anticipation. After all, it was American politics' version of the heavyweight championship of the world. What's more, in a dull campaign considered too close to call, the confrontation was viewed as a means of enabling one candidate or the other to break into the open.

Indeed, a large portion of the world was watching. ABC, CBS, NBC and the Public Broadcasting Service were plugged into the pool coverage provided by NBC. So was Cable News Network, which—with limited technical success—used a tape-delay technique to factor independent candidate John Anderson into the confrontation (see box this page). And satellite interconnection provided coverage to 13 countries in South America and the Pacific, and to Western Europe.

Under the circumstances, providing the coverage for the pool was no piece of cake. "We busted our butts," said NBC's pool producer, Bob Asman. "This was the toughest. The two camps were uptight, including their staffs and TV advisers. The League of Women Voters was uptight. And I was under pressure from the other networks. The fact that we pulled it off without a flaw is something to be proud of."

The event itself may have been something of a disappointment. In answering the questions of the panelists—Barbara Walters of ABC, Marvin Stone of U.S. News and World Report, Harry Ellis of the Christian Science Monitor and William Hilliard of the Portland Oregonian (Howard K. Smith was moderator)—neither candidate demolished the other.

Carter was generally credited with seizing and holding initiative, while Reagan was given points as a crisp and effective counterpuncher.

Whichever the level of discourse, coverage of the event filled acres of newswire and hours of radio and television time. And the real fun began, as it always does in presidential forums, when viewers turned off their sets to ask those with whom they watched, "Who do you think won?" For those who were uncertain, help was not long in coming.

CBS correspondents offered their conflicting views during the network's post-confrontation wrap-up. NBC restrained itself on the question Tuesday night. But ABC offered the results of its admittedly unscientific call-in survey that showed Reagan was regarded as the winner by twice as many callers as those who named Carter—and that subjected ABC to substantial criticism (see page 23). The Washington Post's Robert G. Kaiser, for instance, said "the new form of instant analysis . . . set a new standard for pernicious irrelevance."

Then, of course, there were the pollsters, the independents and the hired guns.

A CBS-New York Times poll of a sample that included slightly more Reagan than Carter supporters showed that 44% felt Reagan had won, while 36% thought Carter had. An Associated Press poll provided support for those who thought the joint appearance failed to effect a minor change in the electorate's attitude seven days before the election. In a poll of registered voters, a majority of whom said they supported Reagan, each candidate was found to have gained six percentage points, mostly from the ranks of the previously undecided. And while 44% of those polled felt Reagan won and only 34% felt Carter did, neither candidate won supporters from the other; each held on to virtually all of his supporters who watched the debate.

As for the country's only two-way cable television system—Warner Amex's Qube system, in Columbus—the results of its poll of subscribers revealed as much about their political predilections as about their response to the debate. Sixty-four percent...
One veteran watcher of presidential debates is Leonard Reinsch, co-chairman of Warner Amex Cable and former board chairman of Cox Broadcasting Corp. He had been broadcast consultant to the Democratic party in the 1940's and 1950's, and had served as advisor to candidate John Kennedy in the country's first-ever presidential debate in 1960. His views seem to echo Caddell's, for he felt Reagan had the edge. "Most people considered the debate even," he said, "so it seems Reagan has the advantage. If the contest is even, the challenger always has the advantage."

Reinsch, speaking from the experience of 1960, had some views on presidential forums in the future. As in 1960, he said, "Congress should suspend Section 315 to make it possible for the networks to provide a series of debates without the sponsorship of a third party. The League of Women Voters," he said, "should be eliminated, 4 p.m. to 3 a.m. (N.Y.T.) Since the reports will come during normal break periods between shows, the regular PBS schedule will go uninterrupted. The series of reports will be produced by WGBH-TV Boston, with remotes from the candidates' headquarters. Jack Cole is anchor."

ABC Radio's election night broadcasts will include a dozen special reports each hour beginning at 7:06 p.m. Radio coverage will begin on the CBS Radio Network at 7:18 p.m. and will consist of three scheduled nine-minute reports each hour, reports on News-On-the-Hour broadcasts and NetAlert bulletins. The NBC Radio Network has scheduled 36 minutes of coverage per hour, starting at 7 a.m. Mutual Broadcasting System's continuous coverage will begin at 9 p.m. and extend through midnight. AP Radio, beginning at 8 p.m. and running at least until 3 a.m., will offer four- and-a-half minute election reports on the hour and at 20 and 40 minutes after the hour. UPI Audio will start its coverage at 9:06 p.m. NYT with two-and-a-half minute national reports on the presidential election. Regional reports also will be presented four times an hour, with a minute for the presidential race for each section of the country and another 30-seconds for other key races. The RKO Radio Network will begin election coverage (outside regularly scheduled newscasts) with two two-minute updates each hour beginning at 7:15 p.m.

Sheridan Broadcasting Network will devote 15 of its five-minute newscasts mainly to political news on election day, starting at 6:50 a.m. and continuing until 8:50 p.m. The National Black Network will supply at least nine five-minute reports on the political elections, starting at 4:15 p.m. and continuing through midnight.

More than $20 million and more than 12,000 people.

That's the financial and manpower commitment that the country's television, cable and radio networks have made to tomorrow night's election coverage. More than the lion's share of resources will come from ABC, CBS and NBC, but not to be overlooked Nov. 4 are the efforts of such new starters as the Cable News Network and the RKO Radio Network. Millions will be spent tomorrow and millions already have been spent—by network election units the past couple of years, the News Election Service and for other preparations. Aside from the more than 2,000 workers directly on line election night, more than 10,000 others will be out in the field, in precincts and elsewhere, collecting information.

ABC News has assembled a staff of more than 500 to provide its widespread election night coverage, and executive producer Jeff Gralnick estimates that the costs will be no more than for previous national elections, except for the inflation factor. On television, ABC will swing into action at 7 p.m. and remain on the air until the presidential and other major contests are decided.

Co-anchoring the television presentation from New York will be ABC News counterparts Frank Reynolds and Ted Koppel.

In addition to projecting the winners, ABC News will conduct a nationwide "Exit Poll" to determine which issues and events were most significant in influencing the voters' choices. Confidential questionnaires will be submitted to more than 6,000 voters as they leave their polling places in 300 locations.

At CBS News, correspondent Walter Cronkite is serving as anchor for the last time on a presidential election, starting at 7 p.m. over CBS-TV.

CBS provided some insight into the logistics of arranging for election night coverage. It said more than 20 miles of cable will run underneath the feet of Walter Cronkite and other correspondents and producers who are working at Studio 41 tomorrow night. For the occasion, 180 telephones have been installed throughout the studio; only one will have a ringing bell, the others will have flashing lights to indicate incoming calls. There will be 75 teletype machines operating in the studio. Approximately 75 computer terminals will be available for correspondents and producers with significant data.

NBC will begin its extensive television coverage at 7 p.m. and will remain on the air throughout the night until key races are decided. Co-anchoring the coverage will be John Chancellor and David Brinkley, with Tom Brokaw and Jessica Savitch in prominent places.

Chancellor and Brinkley will focus on the national and state-by-state presidential contests while Brokaw will cover the Senate races and Savitch, the House and gubernatorial competitions. NBC will project the ideological complexion of the new House of Representatives to determine whether it will be more liberal or more conservative than the last House. "It's the biggest thing we have going," says Roy Wetzel, general manager, elections and polls, NBC News. "Or at least the biggest new thing we're prepared to talk about publicly."

On the Atlanta anchor desk for the Cable News Network's first presidential election night coverage will be Mary Alice Williams, New York bureau chief, and Bernard Shaw, principal Washington anchor. Election 80 reports are to begin at 8 p.m. N.Y.T. but CNN will not limit its service to politics. News events will determine air time realities, but last week Jane Capers, executive producer for elections, expected that the evening might begin with 50% election news and 50% other stories, with about a 70/30 breakdown as substantial returns start coming in.

Elsewhere on the cable front, the USA Network promises an "insightful and humorous alternative" with its Election Night Live. Hosts are journalist Sidney Zion and P.J. O'Rourke, editor of the National Lampoon. Monitoring actual election returns and computer projections will be Hodding Carter, former State Department spokesman and—according to Kay Koplovitz, USA Network president—"viewers will be entertained while being informed." All from 11 p.m. to 3 a.m. The Public Broadcasting Service, with its "first national news update service," will be offering 55-second Election '80: The Results reports on the hour and half-hour the rest of the night. CBS News, the others.

"We're not going to muscle our way between the networks," says John Chancellor of NBC.

"We're not going to try and muscle in," says Tom Brokaw of CBS. The decade-old battle over the networks' rights to the presidential election returns makes this election the most important yet, according to NBC News executive producer Bill Schucker. "This is the most important fight we'll have all year," he says.

The networks will have to keep pace with newsmen that dominate the information-output market—commercial broadcast stations, newsmagazines and newspapers. The networks are pressed to meet their deadlines and still keep their "newscasts) continuous coverage, and their "newscasts) will go on until the last race is called. Even the networks have to be entertaining while they're being informative.”
ABC takes flak for post-debate phone survey

Viewer phone-in on who gained more shows Reagan the winner; survey prompts complaints about unscientific technique and attempt to manipulate election

The only intent, according to Nightline anchor Ted Koppel, was to elicit an "honest, quick reaction."

The reaction to ABC News' post-debate "viewer preference survey" last week was quick. In a few hours, 727,328 telephone calls had been received, favoring Ronald Reagan by a margin of two-to-one as the candidate who "gained more by his performance in the debate."

But whether the survey results reflected national opinion—and, indeed, whether ABC News had acted responsibly in going with the survey in the first place—later became the central issue.

Koppel's immediate response came out of President Carter's camp, complaints from professional pollsters and angry calls from those who claimed they couldn't get through to register their sentiment—enough negative reaction to have Nightline back on the air the following night to examine the controversy it had created.

During the follow-up Nightline, Wednesday evening, Koppel was steadfast in reminding viewers and critics that the survey never was intended to be scientific and that he had made "disclaimers seven or eight or nine times."

After that broadcast, Koppel maintained that he was "inclined to believe most people work [at the survey] in the spirit it was intended for."

For the larger issue at stake—whether ABC's unscientific survey could affect the election itself—Koppel said, "I really don't believe that it has."

But clearly there was enough of an uproar to cause concern. Soon after going off the air, Koppel was on the phone with ABC News and Sports President Roone Arledge for about a half-hour, with Koppel's immediate comment after hanging up, "There is some genuine soul-searching here."

Koppel explained that "what we are now agonizing about is whether [critics] have an axe to grind or if it is genuinely an outpouring of emotion." He asked metaphorically, "How many times do you say to a relatively intelligent audience" that the survey is "not scientific, not a poll and has potential failings, and still have people totally misinterpret it?"

The disclaimers, however, were not enough to satisfy the survey's critics who appeared on Nightline and gave reason for the "soul-searching."

All sharply disagreed with ABC, with the exception of a Bell Telephone executive who was there to explain how the calls were processed at the phone company's network operations center in Bedminster, N.J. He claimed callers had "equal opportunity" to phone in their opinions.

Not so, argued Carter pollster Patrick Caddell, who said he was "really concerned because of the methodology." He said the survey allowed a bias against urban areas and an advantage to callers in the West Coast time zone (where Reagan support is strong). He also mentioned factors such as the 50-cent charge per call and the possibility of organized efforts.

Caddell said the survey was "far too important an area to experiment with, where the experiment failed."

White House Press Secretary Jody Powell also had his say—on tape—claiming that the survey had "no credibility at all."

NBC also did what it could to add to ABC's discomfiture. Spokespersons called reporters to express NBC's critical views, in part based on a memorandum written by Vice Chairman Richard S. Salant. It says that before NBC was aware of ABC's plans, Barry Cook, director of news audience and methods research, evaluated a telephone company proposal for use of such a tallying service. "We urgently recommended that NBC never use such a method because it was misleading and invalid," Salant wrote. He also brushed off ABC's repeated disclaimer that its survey did not involve a scientific sample. Mere use of the survey "as the major thread of [ABC's] broadcast obviously meant that some considerable importance should be attached to it—actions speak louder than words."

Koppel stressed that the call-in was "never presented as a poll."

When it was suggested that it may have been perceived as such, Koppel mentioned the disclaimers and added "what newspapers do with this is not really ABC's responsibility."

Another pollster who, like Caddell, had strong disagreement with the survey was Lou Harris, uninvolved with the telephone call-in, but a frequent researcher of public opinion working with ABC.

"I was very surprised to find ABC News was going to use it," he said, adding that it was "bound to find a Reagan tilt." He said "you can't leave it to the voter to call in," and in this election, in particular, he said, Reagan supporters seem to be more intense for their candidate and therefore would be more likely to pick up the phone and call.

Harris, who is also working on a formal voter-sentiment poll for ABC, said that it would be "pure coincidence" if the results of his poll and ABC's survey were similar.

Another feature of the expanded Nightline Wednesday was viewer complaints, with one having called in to say it was a "terrible example of the network using its power to influence an election."

Toward the end of the broadcast, in a seemingly tongue-in-cheek manner, Koppel explained that the lines again were being flooded at ABC New York and said "Please don't call."

Right after the show, the production staff returning to the newsroom was barraged with calls. And by 3:30 a.m., ABC had counted about 1,400 calls coming through its New York switchboard, with most complaining they couldn't get through the night before. (The previous evening, ABC counted about 3,600 calls by about the same time. Koppel, on air, also mentioned 250 people had even called NBC.)

Back in the newsroom, executive producer Bill Lord stressed the flexibility he says Nightline has to be able to put together such a program.

He said, "There were no apologists. It was a show to evaluate [the issues]," adding that "it's not like someone in the public relations department had written a press release." Lord and other Nightline producers were visibly impressed with the production; seemingly absent however was any immediate discussion about the issues raised on the show and prompted by ABC News itself.

Koppel, on another floor, appeared the more pensive one. Aside from the more immediate concerns he added another point, that the survey may have demonstrated that the public may not be as apathetic about the elections as thought, given the number of people who "cared" enough to participate. Aside from the 727,328 who were counted by phone, "tens of thousands" were said to have been unable to get through.

The debate over the survey, however, was not limited to ABC's airwaves. A particularly strong assault on ABC came in an editorial page "footnote" in the New York Times last Thursday (Oct. 30) when the paper said the ABC action was "not responsible . . . and overwhelmingly meaningless, exploiting the credibility that legitimate polls have painfully established over the years. Voodoo polling, one might call it, in the spirit of the season."

The only available ratings last week for Nightline were overnight scores in New York, Chicago and Los Angeles, where the 90-minute post-debate broadcast earned a 9.3 rating/34 share, 15.0/39 and 5.1/29 respectively. Those were considerably higher-than-normal levels for the program. The following night's 32-minute broadcast brought a 6.9/20, 13.9/28 and 4.4/20.
Big deal in Big D: Warner wins cable race

Sammons is losing finalist; award is one of richest remaining in major U.S. markets; 80-channel system in prospect, with $43.20 maximum in monthly charges

The city of Dallas—the heart of the 10th largest ADI—awarded to Warner Amex Cable Communications last week the rights to wire and provide cable services to the city’s 376,000 homes. Assuming all goes well, the franchise is expected to produce average annual revenues of $36 million over the 15 years of the franchise.

Warner has promised to build a three-cable interactive system, capable, at its highest level of service, of bringing 80 channels of television and other cable services to its home subscribers. The system also includes a 54-channel loop, connecting municipal, educational, medical and commercial institutions.

Although the franchise is potentially lucrative, the system is also potentially burdensome: It will take four-and-a-half years and $146 million to build and equip the elaborate cable grid.

One way to gauge how much the franchise is worth is to look at Warner’s own projections. And that can be done from a number of perspectives. According to Warner’s application, the system will generate $53 million in gross revenues and $59 million in net income over the 15-year life of the franchise. Average annual revenues and net income over the franchise will amount to $36 million and $3.9 million, respectively. As would be expected, the system will become more lucrative as it gets older. After five years, they system will produce $35 million in revenues and $2.5 million in net income. After 15 years, the systems will generate $46 million in revenues and $8 million in net income.

The Cable Television Information Center, (the consultancy hired to evaluate the six bids received last spring) and the city staff recommended that Warner system, but they also praised Sammons Communications’ 54-channel proposal. Thus, the winner of the award was in doubt until the votes were counted last Wednesday afternoon. Sammons’s headquarters are in Dallas.

As with the award of any major urban franchise, there’s a real possibility that a disgruntled losing applicant may sue to reverse the verdict. The most likely plaintiff is Dallas is Sammons, but that company’s vice president, William Strange, had nothing to say last Thursday. The Dallas Morning News, however, quoted a disappointed Ernest Blank, Sammons’s president, as saying the company is “thinking about” filing suit.

Sammons has a last, one-gripe. After the CTIC report was issued, Sammons complained that it had unfairly lost points because of its penetration figures, which CTIC felt were too high and made Sammons’s second-level price of $5.95 (comparable to Warner’s $7.50) unrealistic (BROADCASTING, Oct. 20). Sammons and other losing applicants took full advantage of scheduled presentations before the city council a week before the vote to air their complaints. Bill Brown, assistant director of public utilities for the city, said that, except for Warner, “all the companies took pot shots at the CTIC report.”

A possible means of short-circuiting Warner’s victory is a public referendum. Sammons had just 500 signatures on a petition can force a referendum on the franchise. The petition, however, must be submitted to the city before the effective date of the franchise ordinance, he said.

The franchise ordinance—the actual contract between Warner and the city—becomes effective after it is passed by the council and accepted by Warner. According to Tom James, director of public relations for Warner, “It is possible for Warner to walk away, but it should be ready for presentation to the city council on Nov. 19. James anticipates “no problems” in preparing the ordinance, but, he said, “we want to make sure we have everything in a 15-year franchise nailed down.”

Besides Sammons, the other losing applicants were Storer Broadcasting and subsidiaries of American Television & Communications, Cox Cable and United Cable.

As the award was a corporate victory for Warner, it was a personal one for Richard Aurelio, the vice president of government relations who heads Warner’s franchising efforts. Aurelio was, of course, del “was by the outcome, but said that it “was very much in suspense” until the day of the vote and the vote itself was “dramatic.”

According to Aurelio, the 11-member council needed three ballots to make up its mind. With six votes needed to win, Warner and Sammons each received three on the first ballot. Warner picked up Storer’s lone first-ballot vote on the second ballot, and won it on the third ballot when Councilman Ricardo Medrano abandoned ATC for Warner and Councilman Max Goldblatt kept his promise and

ABC-TV, in what may be unprecedented action, has agreed to run four-minute unedited response to report on Kaiser Aluminum & Chemical Corp. that appeared in network’s 20/20 program and that Kaiser regards as “attack” on it. Program alleged that Kaiser intentionally marketed unsafe product—aluminum residential electrical wiring—and withheld information on product’s performance. Company denied allegations, and began laying groundwork for libel action and for complaint to FCC on basis of personal attack rule. It also called for congressional hearing on issue of what it called “trial by television” (Cornell C. Maier, chairman of Kaiser, said four minutes is not adequate to deal effectively with detailed charges made in 20/20 segment. But, he said, “importance of precedent being set by ABC by agreeing to provide an opportunity for rebuttal outweighs the time considerations.” Kaiser spokesman said ABC’s decision to run unedited response settles complaint to FCC but that Kaiser is retaining option of filing libel suit. ABC spokesman said Kaiser response would air “within couple of weeks.”

TV networks’ combined rating on coverage of Carter-Reagan debate was 58.9, representing 45,824,200 homes tuned during average minute, according to estimates released Friday by Nielsen. Share of audience was put at 84%.

Actors’ strike had “no affect” on TV viewing levels in opening weeks of what normally would have been new TV season. Television Bureau of Advertising said Friday it cited Nielsen figures showing homes-using-television (HUT) for seven weeks from second week of September through fourth week of October at average of 58.9% for 7-11 p.m. NTF period this year versus 58.6% year ago. For 8-11 p.m. period in same weeks it was 60.6% versus 60.5% in 1978. TBV President Roger D. writing “practices and figures prove “TV is a public medium” and “national public will not significantly modify their viewing habits because of rerun programming.” TBV’s figures reflected total viewing and this did not necessarily conflict with Ketchum, MacLeod & Grove estimate that networks’ prime-time ratings were off about 5% during strike period (“Closed Circuit,” Oct. 27).
cast a deciding sixth vote for the first company to garner five. One final vote adopting a resolution naming Warner the franchisee was also taken. With a couple of Sammons supporters jumping on the bandwagon, that vote was 8-2.

Aurelio said that Sammons, as a local company, had exerted a lot of pressure in the final days before the decisive meeting and it was "obvious that it was going to have some kind of impact."

Aurelio praised the franchising process as "scrupulously run" and the "purest that I've ever encountered." He said it's always possible that one of the losers might file suit, but he said, "I don't know what ground there could be for one."

An interesting aspect of the Dallas award is that Warner, Sammons and Storer had gathered no local partners to enhance their standing before the council. The council had made it clear from the start, Brown said, that it did not want to put under any "undue political pressure."

It spelled out in the RFP (request for proposal) and a resolution that it didn't want any contact with the companies or their representatives, Brown said.

Aurelio said the three companies that did line up local partners "misread the spirit of the city. We thought they made an error in sticking with the local partners."

Local partners have become common features of franchise applications—a means for out-of-town companies to muster the necessary political strength to sway a council to its side. Aurelio thinks that it would be wrong, however, to interpret the Dallas award as the beginning of a trend away from local ownership. But, he said, he hopes the Dallas franchising process "will serve as a model" and that "it will have some impact."

The 80-channel system that Warner has proposed for the home market will be offered in three levels of service. The first 24-channel level costs subscribers $2.95 a month and includes all local television stations and numerous access and local origination channels. At this level, there are two optional pay services: Family Features for $4.95 and Galavision for $5.95.

The second level of service, priced at $7.50, includes all the channels of the first and 24 additional channels filled mostly with such satellite programming as Satellite Program Network, WGN (TV) Chicago, WSB (TV) Atlanta, the Entertainment and Sports Programming Network and C-Span. It also makes available two additional pay cable services, The Movie Channel and Showtime Plus, each for $7.45.

The 80-channel third level of service costs $9.95 and includes all the channels of the first two levels and features Warner interactive Qube service. Among its additional services are five pay-per-view channels, the Cable News Network and the Home Box Office option for $7.45.

Those so inclined can receive maximum cable service, including five pay television services and The Qube-related services for $14.20. The Qube not only makes possible pay-per-view movies and special events to the level-three subscribers, but also home and business security systems, home shopping and data retrieval.

The local origination and access facilities were major elements of the Warner system. Warner has tentatively agreed to purchase two studios from the local public television station KERA-TV and use them for its headend and its main local origination center. Under the agreement, KERA-TV is to build two new studios. Warner would also lease the new studios' unused hours to producers of local origination programming.

In addition to the KERA studios, the Warner package also includes 10 access studios; three ENG vans, two equipped with microwave gear for remote feeds; six mobile production units, and 22 portable production units. To facilitate cable conferencing, Warner is also making available 50 portable television modulators for origination of programming from any location connected to the institutional loop, which has 39 channels "downstream" and 13 channels "upstream."

The manufacturers that will supply the equipment to build the 2,360-mile system also are winners. In the Warner application, General Cable was specified as the supplier of the cable, C-Cor of the line amplifiers and Scientific-Atlanta of the satellite earth stations. Pioneer is the maker of the BT-1300 Qube terminals, but Warner will also use the converters of Hamlin, Jerrold and Scientific-Atlanta in non-Qube homes.

NBC has agreed to retract story it broadcast last February saying Representative John M. Murphy (D-N.Y.) had accepted money from undercover federal agent, in return for introducing immigration bill in support of man believed to be Arab sheik. NBC said it had investigated the story and "is in error on these two points. It planned to carry correction on NBC Nightly News on Saturday (Nov. 1). In turn Murphy agreed to withdraw $10-million libel suit he filed against NBC last month (Broadcasting, Oct. 13)." •

"Washington Post," in banner-headlined "Style" section piece by Tom Shales last Friday (Oct. 1), charged TV networks with deliberate campaign to harass Republican presidential candidate Ronald Reagan. Shales leaned heavily on NBC evening newscasts anchored by John Chancellor; coverage pattern he said was "merely and lazily emulated" by other networks. Responded NBC News President Bill Small: "[Shales's] analysis of network coverage, ours and others, is shallow, inaccurate, unsophisticated, superficial and silly. He seems to spell well, however."

Once again, contract talks have broken off in three-month-old American Federation of Musicians strike. Negotiations had resumed Oct. 27 after month-long hiatus, but ended Oct. 29 with no major progress reported or new talks scheduled.

NBC last week declined to air retraction demanded by lawyers for performer Wayne Newton in response to Oct. 6 Nightly News report on federal investigation surrounding singer's bid for purchase of Las Vegas' Aladdin hotel. Newton's representatives claimed report falsely depicted Newton as involved with organized crime figures. NBC denied charge.

Network response was sent out on its behalf and that of affiliates that carried broadcast—they also had been sent retraction demands.

NBC's "Today" show has scored ratings victory over ABC's 'Good Morning America' for first four weeks of fourth quarter. Averages, Sept. 29-Oct. 24, were 5.1 rating/29 share for Today and 4.7/27 for GMA.


NBC's Washington VP Peter B. Kenney, expects to return to work Nov. 11 following successful abdominal surgery six weeks ago.

At FCC: Commission on Thursday will consider petitions to reallocate New York City's channel 9, now licensed to RKO General, to New Jersey. • At Supreme Court: Oral argument scheduled today (Monday) on whether FCC has obligation to review proposed changes in station's format, if unique and if objected to by public. • Also in Washington: MBS's Martin Rubenstein is to address Thursday luncheon of Federal Communications Bar Association at Touchdown Club.
Split decision over UNESCO

Press is generally gloomy about Belgrade outcome, but State Department holds out hope for happy ending

For weeks, much of the press coverage of the 21st UNESCO general conference in Belgrade, Yugoslavia, pictured the U.S. and other Western countries as being forced to give ground to Third World countries, supported by the Soviet Union, as they pushed through proposals and resolutions aimed at furthering the concept of a “New World Information Order”—or, in the West’s view, legitimizing government control of the media. The developing countries see the new order as an attempt to right an imbalance perceived to favor developed countries now.

At the windup of the conference last week, most of the press was not reassured. “The traditional process of compromise produced measures acknowledging the principle of media control,” Newsweek reported. But the U.S. State Department took a different position. “We view the conference as largely a success, in which our basic objectives were achieved,” said a State Department official.

The official, Sara G. Powers, deputy assistant secretary of state for international organization affairs, cited two principle “accomplishments.” One was the establishment of a U.S.-proposed communications developing clearing-house, through which governments of and private agencies in developed countries can provide the equipment and journalist-training needed by developing countries to strengthen their communications systems (Broadcasting, Oct. 27). The other was in “fashioning a resolution which deflected efforts to rush into indiscriminate implementation” of the controversial MacBride Commission Report on international communications problems. The resolution calls largely for study of the document.

But there were a number of items on the “minus” side of Powers’ ledger. One was the adoption of a Venezuelan resolution calling for a study of the elements to be included in a New World Information Order. There also were several projects added to the UNESCO budget for 1981-83. And although Powers did not list them, they included proposals for programs providing for “the protection” of journalists (which was viewed by Western representatives as providing for licensing of them), a universal definition of “responsible” journalism, and assisting the Palestine Liberation Organization in strengthening its propaganda capability. Powers indicated that the U.S. has not given up on those issues; she said it would monitor developments to make sure “the UNESCO secretariat takes our views on these projects into account as it moves into the implementation stage”—diplomatic language that indicates the U.S. will continue to attempt to block or at least influence implementation.

But it was those Third World victories on which Western reporters focused primarily in their coverage. And it led to editorial comment expressing concern that the United Nations Educational, Scientific and Cultural Organization was approaching its goal of becoming the “arbiter” of international media practices. (UNESCO resolutions carry no legal weight; governments are not obliged to follow them. But U.S. officials and news media organizations point out that those adopted in Belgrade could provide a moral basis for government actions that run counter to the principles of a free press.) It also led some State Department officials privately to complain about unbalanced reporting. Elie Abel, the former NBC and New York Times correspondent who now teaches journalism at Stanford University and played a key role on the U.S. delegation to Belgrade, was openly critical. “The press has not covered itself with glory on this one,” he said last week. “The coverage was poor.”

One reason for the State Department’s relatively upbeat version of events is that officials there view the conference results against a background of 10 years of struggle within UNESCO to found First Amendment values against Third World calls for the New World Information Order. Those calls, in turn, were generated by developing countries’ dismay over the manner in which the Western press covered them—emphasis on disasters rather than on accomplishments.

But over the years, Powers said last week, the West has improved its position. “We indicated that we were outvoted in the 153-member organization. Other State Department officials say there has been a trend away from ideological harangues at UNESCO meetings and toward concern for practical means of dealing with communications problems—witness, they say, the adoption of the clearing-house project.

It was to help make the point that the U.S. and its relatively few Western allies did well “on balance,” as Powers put it—in the face of press coverage that indicated the contrary—that the State Department called a press conference. Attending were three members of the U.S. delegation, recently returned from Belgrade. Among the speakers: attorney Leonard Marks, secretary-treasurer of the World Press Freedom Committee.

To Marks, particularly, the Venezuelan resolution—which he referred to scornfully as “son of MacBride”—seemed to symbolize the futility of New World Information-type rhetoric. He noted that the U.S. had opposed creation of the committee to review for two years communications issues that the MacBride Commission—made up of 16 experts in the field—had not been able to resolve fully. And while he agreed that the debate in UNESCO over the years had sensitized the West to legitimate complaints of Third World countries, he said, “the time has come to stop the rhetoric and go on with practicalities.” Furthermore, he said, there is no Third World position. Many countries don’t agree with the rhetoric... They want printing presses, broadcasting equipment and training for their people.

Regardless of the degree of the success the U.S. and its Western allies achieved in Belgrade, Powers made one point clear: The U.S. will not quit the contest in frustration. “The choice for us has always been to fight for our free press values inside the organization or to leave the field by default to those who do not share our values. We have chosen the former as the only realistic and effective way to defend our interests.”
AT&T freed to provide data communication

FCC opens door to Ma Bell to offer computer services; action hailed by commission as most significant deregulatory move

The FCC last week signaled what its chairman suggested was an invitation to American industry to move into the information age. The barriers are down, the restrictive regulations are off. And AT&T, the nation's largest corporation, seemed primed to take advantage of what amounts to an offer to enter an unregulated field for the first time.

The commission's action was a tentative approval of an order affirming, with some modifications, the decision last April that resolved the knotty problem of distinguishing—for purposes of regulation—between computer and communications services (Broadcasting, April 14). The order also deregulates terminal equipment.

The bottom line in the order issued in connection with what is known as Computer Inquiry II would permit AT&T to enter the computer services field despite a consent decree into which AT&T entered with the Justice Department in 1956 barring the company from operating in unregulated areas.

The commission contends that, in view of the specific conditions and provisions of its order, AT&T would not be in violation of the decree if it provides computer services. But that point is arguable. The Justice Department early in the proceeding said the decree would bar such activity. However, the department has not commented since the commission issued its first "tentative" decision, last year. And a department spokesman last week declined to comment on the commission's action—on whether it would seek to invoke the consent decree as a barrier to AT&T entry into the computer services field—or even on whether the department stands by its original comments in the proceeding.

Even if the department does not attempt to block AT&T's entry into the unregulated field, the litigation field would not be clear. A number of computer companies filed appeals following the commission's action in April. Those appeals have been held in abeyance pending a decision on reconsideration.

AT&T apparently harbors no doubts it is free to enter the growing and lucrative market in which computer and communications services are merging. James Billingsley, an AT&T vice president, said, "This is a landmark decision which will profoundly affect telecommunications and data communications services. We are pleased that the FCC has reaffirmed its decision to allow the Bell System to offer sophisticated data communications services. . . ."

FCC members hailed the action in a similar vein. Chairman Charles D. Ferris said the action reaffirms one of the most significant deregulatory actions this commission has ever taken. We have sent a clear signal that the innovative products of the new information age will not be slowed down or made more expensive by needless regulation." Commissioner Joseph Foratgy said the item was "the most important to be considered by the commission since 1934," when the commission was established.

The order—which must be voted on again after the staff makes drafting changes required by the commissioners—is designed, officials say, to encourage industry to provide the public with the kind of computer-related services that technology increasingly is making possible.

The key element in the order is the "dichotomy" the commission sets forth between basic and enhanced services. The former are conventional, regulated services, such as telephone, which simply move information, untouched and in real time, from one point to another. The latter combine basic services with computer applications, such as query and restructured information—such as the transmission of data and printed matter.

The commission will not regulate the latter, at least not yet. It says it has jurisdiction over common carriers providing enhanced services and could adopt regulations if it felt it necessary—to protect customers and the carrier's regulated services, for instance. The commission last week said it is withholding a judgment on whether it has jurisdiction over other companies providing those services.

For AT&T to enter the computer industry, it will be obliged to establish a separate subsidiary. The commission said that because of AT&T's role as the largest force, by far, in the communications industry, it would impose the costs of the separation required and still enter the "competitive and riskier enhanced services markets." But the commission said the basis of its decision was its conclusion that AT&T "has more significant ability and incentives to engage in broadly damaging predatory or discriminatory practices than other telecommunication companies."

In its original order, the commission had imposed the same separate subsidiary requirement on GTE. However, the commission last week, at the urging of Commissioner Joseph Foratgy, exempted GTE. Foratgy argued that GTE, whose interexchange private-line revenues are only 5% of the national total, is hardly a "dominant" company.

The commission's action, which provides AT&T with much of the freedom to compete in a new area that it has sought in vain from Congress—which has failed to adopt legislation that would cover much of the same ground—is meaningful to broadcasters interested in joining the new information age. Videotext services—viewdata and teletext, for instance, will be provided by companies offering enhanced services.

And although the issue is not addressed directly in the commission order, there seems little if any danger that newspapers or others hiring an "enhanced-services carrier" to transmit copy would be subject to government regulation. The carrier would be subject to FCC jurisdiction, but not the material, according to a commission official. He also said a newspaper that chose to move its material by microwave need not be concerned about content regulation. Content would be subject to government regulation only if a carrier originated the material.

FCBA asks to be heard on FCC's leaving town

Says taking agency out of walking-distance reach will work hardships on legal community, impair dialogue with many publics

The Federal Communications Bar Association—which wrote to the FCC in September to ask that its views be heard on that agency's plans to leave 1919 M Street in downtown Washington for an address in northern Virginia—wrote another letter last week. Over the signature of FCBA President Linda Cincotta, and addressed to FCC Chairman Charles Ferris, it outlined nine reasons why the FCC should proceed with great care—and after listening to its many constituents—before finalizing the move across the Potomac river to Rosslyn, Va.

Points five and six got to the heart of the matter: "Many of the individuals and groups which must have regular access to the commission have located their offices within easy walking distance [and] have long-term leases which were entered into under the assumption that the commission would be located in the downtown business district." That proximity, Cincotta noted, "allows them to return to their offices during brief breaks in hearings and other proceedings . . . and between appointments with the commission's staff. This convenience permits them to utilize the facilities and privacy of their own offices to conduct their business . . ."

"The vagaries of public transportation," Cincotta suggested that one or more daily round trips from Washington to Rosslyn and back (or anywhere else outside the downtown business district) would waste excessive time.

Cincotta took pains to point out that she was speaking in behalf of the public interest legal community as well as lawyers representing established licensees, and also in behalf of the general public. In general, she said the FCC's move to Virginia would tend to "decrease access to the commission, inhibit beneficial interaction and dialogue and result in an undesirable isolation of the commission and its staff from the general public and the many groups and persons interested in the commission's processes."
Tracking the peaks and valleys of third quarter reports

Some are up, some are down, with weak local TV demand cited; worse 4th quarter predicted.

A peat bog might offer a firmer footing for analysis of the broadcasting industry's third quarter than do the earnings reports provided by broadcasters themselves. It's a little difficult to draw firm conclusions about the business when Metromedia's broadcasting profits climbed 40% thanks to "stronger advertising demand and station ratings for both television and radio" while Taft saw its profits shrink 7% as margins were trimmed because of "softness in local advertising revenues in Taft's broadcast markets combined with higher programming and depreciation costs." And yet Taft, as a company, nevertheless had an net earnings increase of 7%, to $13 million, helped along by the 127% profit boost at its Entertainment Group. Total revenues were up 10%, to $81.3 million.

Still, if the members of the broadcasting pack picked their way around the quagmires of the third quarter by different routes, for the most part they emerged dry-shod. And that at a time when some sectors (notably the auto industry) were sinking in up to their necks. According to the Wall Street Journal's survey of third-quarter results, corporate profits across the board fell 5%. In contrast, adding the net incomes reported by ABC, CBS, Capital Cities, Cox, LIN, Metromedia, Storer and Taft, the broadcasting community's earnings rose, albeit slightly, for the three months ending in September. Those companies in total earned $144,345,000 in the 1980 third quarter, against $142,394,000 the year earlier, an improvement of 1.4%.

If any broadcaster needed wading boots at that time, it was probably Storers. Operating profit slid 21% to $6.9 million, net earnings dropped 62%, to $3.2 million (last year the company had experienced a $4.7 million after-tax gain from the sale of radio stations). Revenues in the quarter were up 16% to $47.4 million. The company tied the operating earnings drop to "its intensive cable construction and expansion program." Indeed, cable revenues were up 77%, while earnings fell 35%. However, at the same time the company acknowledged that a 5% drop in its broadcasting revenues chiefly reflected downturns at its television stations; broadcast earnings for Storers were off 13%.

Dichotomies appeared at the network level as well. RCA doesn't break out NBC's results other than to say they were "slightly ahead." ABC logged network profit increases, which it attributed to cost benefits from the actors strike that helped overcome "stagnation" in the network marketplace. CBS didn't mention the strike (the network told some analysts it had no appreciable effect), and said its broadcasting group profits "declined modestly" because of higher costs associated principally with political convention coverage.

At the corporate level, conversely, CBS earnings were up 5% while ABC's were down 7%. One thing the two companies did agree on was local television --CBS spoke of "soft economic conditions in the television station advertising marketplace" and ABC said local television earnings were down "due to the recent slowdown in national spot and local advertising."

Metromedia, as noted earlier, would have disagreed on that point. Taft goes along on the weak local television demand, but said that was partly offset in the quarter "by strong demand by national and regional advertisers for time on both television and radio." Capcities (whose net income rose 18% thanks to a one-time gain) said a good portion of its $2 million net revenue gain in the third quarter came from television broadcasting, while acknowledging that its 1% operating earnings decline in part reflected reduced advertising demand for radio. Cox meanwhile showed a 23% revenue gain for radio operations, 10% for television, with total broadcasting revenues up 15%. That company's net income was up 8%, to $11.2 million, on a 25% revenue climb to $76.5 million. In a not uncomfortable middle of all this is LIN, with earnings up 17% to $3.7 million on revenues of $57.5 million, up 10.5%.

It's the mixed nature of the results, said one analyst, "that's getting people nervous." Another, John Reidy of Drexl Burnham Lambert, said that his concern is "not that the third quarter was so terrible" but that "the signs for the fourth are less good." And he wondered if "the media are really entering their own recession" as other sectors of the economy recover. Those looking for indications of the future in the reports just out might find...
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Panasonic was awarded a 1979-1980 Engineering Achievement Emmy for the introduction of digital techniques in video special effects production.

When one network executive first saw the special effects produced by the Panasonic AV-7000 video squeezer, he couldn't believe his eyes. But then he'd never seen a special effects generator that combines digital techniques with microprocessor technology. The members of the National Academy of Television Arts and Sciences were equally impressed. So impressed, they presented Panasonic with an Emmy.

The same innovative engineering that created the AV-7000 is available in a new line of Panasonic broadcast equipment.

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When it comes to electronic news-gathering, the AK-710 offers broadcast quality at a good news price of $10,950*. By adding three Salicon® tubes to a high-index prism optical system, the AK-710 achieves horizontal resolution of 500 lines center and a S/N ratio of 52dB.

Panasonic also says innovation with the AS-6100 special effects generator, the AS-2000 chroma key generator and the AS-1000 color sync generator. And, of course, you can look forward to even more Panasonic broadcast equipment in the future. But take a good look at Panasonic broadcast equipment now. After all, you never know: Maybe the same innovative engineering that won us an Emmy can help you win one.

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We Just Added Another Metro To Our Media

Now Metromedia Radio is covering more of America since we added Seattle’s KJR to our station roster.

A "Top 40" personality station, KJR provides a perfect mix of the latest Rock hits, golden oldies, news and public interest programming. So perfect, in fact, that KJR is the number one young adult station in the Pacific Northwest.

And KJR uses its popularity to do more than raise its ratings. It also raises a lot of money. Over $1,000,000 during the last 5 years sponsoring dance marathons, skatathons, carnivals and other events on behalf of many local charities.

It's an outstanding record of accomplishments. So outstanding, we're convinced we haven't only added another good station, we've added a lot of very good people. And at Metromedia Radio good people is what good broadcasting is all about.

METROMEDIA RADIO
Important stations in important places

MM

*Source: ARB APRIL/MAY 1980 Metro Area 6:00 AM to 12:00 Midnight Monday through Sunday, 12-34 CUME
cause for reflection. Caprices says sales in both publishing and broadcasting were flat through October’s first three weeks. Taft says business bookings “indicate the rate of growth of broadcast revenues [next quarter] will be lower” than in the three months ended in September. Cox cautioned that broadcasting gains over the fourth quarter “will largely depend on national advertisers’ acceptance of the delayed network season and the strength of national TV spot advertising.” And ABC said its fourth-quarter earnings will be “substantially less” than last year, “largely due to the sluggish economy and its impact on broadcasting.”

And yet there are those who see light at the end of the tunnel. Storer, which took a drubbing last time around, claims the economic situation “seems to have improved significantly in recent weeks. Television advertising business shows signs of recovery in the fourth quarter ... and at their current pace revenues and profits ... would be ahead of last year.”

P&G appraises spots on return of Rely tampons

Company, other ad executives view four-week campaign as success; citizen group calls it ‘misleading and inaccurate’

Procter & Gamble Co., Cincinnati, which ended a four-week TV, radio and print campaign last week to persuade women not to buy or use its Rely tampons (Broadcasting, Oct. 6), calls the public response to its advertising effort “tremendous.”

As the extensive campaign on TV in 203 markets and on radio in 234 markets came to a halt last week, a P&G spokes-

man said “thousands upon thousands of unused Rely tampons have been returned in line with directions in our commercials” and “we’ve received favorable feedback from the many people who called our 800 number.”

The television and radio commercials urged women in possession of Rely tampons to stop using them and return any unused product to P & G for a refund. The spots stated that tampons have been associated with, but have not been held to cause, a disease called toxic shock syndrome, and added, “Some studies suggest that Rely tampons increase the risk more than other tampon brands.”

The campaign for Rely was handled by Benton & Bowles, New York, which last week labeled the campaign “a success.” Some other advertising agencies were reluctant to discuss the campaign of a competitor but indicated the effort was a bold and straightforward one.

Willing to talk for the record was Louis Hagopian, chairman and chief executive officer of NW Ayer ABH International, New York. He said he was “impressed by P&G’s action once it learned that something might be wrong.” He said P&G acted “quickly and responsibly and in a highly professional manner.”

A spokesman for the Association of National Advertisers said P & G “seems to be bending over backward to do the right thing,” and added:

“IT’s a forthright, upstanding position to take. It’s a public stance that you would expect a company like Procter & Gamble, with its great investment in consumer products, would take.”

On the other hand, a spokesman for the Public Citizen Health Research Group in Washington called the broadcast and print campaign “misleading and inaccurate.” He said the commercial states that tampons don’t cause the disease but insisted “it is clear that tampons are one of the two causes of TSS” (the other: presence of staph-aurons bacteria in some women). In addition, he said, the advertisements “obscure the hazards of using Rely by not mentioning that Rely users face about eight times the risk as users of other tampons.”

The P&G official said there are no present plans to present further advertising in support of the Rely recall campaign and said there are no immediate plans to bring another tampon product on the market “until we know more about the whole situation.”

Two points of view on ad issues

AAA Washington seminar hears regulators and agency members praise deregulation, but there is still adversary relationship with FTC, including areas of agency accountability; opinions differ on comparative advertising

A new climate of deregulation and government-industry cooperation may be taking hold in Washington. Industries that want to encourage this climate in the future will do well to pay close attention to self-regulation to precede giving government an excuse to get involved again.

That was the message in nearly every session at last week’s American Association of Advertising Agencies’ Washington seminar. Convening Oct. 26-28, at Georgetown’s Four Seasons hotel, the seminar brought more than 200 advertising executives face-to-face with bureaucrats who regulate their industry.

The old idea that regulation and confrontation are being replaced by the warm winds of compromise and cooperation,” said AAAA’s President Leonard Matthews in opening the seminar. “Government, more and more, is seeking our help in defining and developing solutions for the problems they perceive.”

Matthews urged those present to keep in mind the new climate in Washington while considering advertising’s role in the system. “Our primary responsibility,” he said, “is to keep advertising true to itself and its most important consumer function—to sell products and services—to persuade—to sell. Advertising is not education,” he said.

The view from the regulators’ side came pointedly from Federal Trade Commission Chairman Michael Perschuk during a luncheon session Monday. “The fate of the commission is in ill hands,” he said. Perschuk noted he is troubled by Congress’s willingness to listen to affected industries instead of the FTC. “In some cases congressional action is tied to pressure,” he said. “I think it goes into decisions, just the influence of power.”

Perschuk said the FTC is not intimidated by Congress’s curtailment of its power this year. With the exception of a “frontal lobotomy” on investigations into insurance industry practices, Perschuk said 95% of FTC activities proceed “uninhibited and unimpared.”

Rulemaking proceedings, however, “have not proved to be a free lunch,” according to Perschuk. Calling them “an expensive and adversary tool,” he said, “you’ll find them taking place only after lots of research and looking at alternatives.”

Joining Perschuk on the dais and expressing the regulators’ viewpoint was Federal Communications Commission Commissioner Abbot Washburn. Commenting that “TV is in transition” because of the proliferation of new media, Washburn said the slow-paced introduction of teletext and viewdata is not due to regulatory delay, but to question marks in the marketplace. “We’re asking the same questions you are,” said Washburn in speculating about what the consumer will accept in new services.

Commenting on programing and advertising directed to children, Washburn said he believes self-regulation is the way to go. He said FCC Chairman Charles Ferris’s approach of mandating a certain number of hours per week for programing to pre- and grade-school children is out of focus. “There is no basis for the number of hours recommended and the choice of that number was totally arbitrary,” he said.

The contrast between industry and the regulators’ viewpoints surfaced repeatedly on Monday. In a full day of sessions, industry executives followed regulators in offering thoughts on current issues.

The issue most prominent in the minds of advertising representatives—agency accountability—emerged with opposing
viewpoints. FTC New York Regional Director Leroy Ritchie outlined procedures by which the FTC determines agency accountability for an ad. "The agency is the expert in determining the meaning of the claims and can't assert lack of responsibility for claims which go beyond the substantiating material," he concluded.

Offering the industry side was Wayne Fickinger, president and chief operating officer, J. Walter Thompson Co. Fickinger argued that one problem with the notion of agency accountability is the "tactic assumption that we are more or less in partnership with our clients. I wish it were the case," he said, and described the "expensive proposition" of trying to live up to this "illusion of partnership."

"Advertising agencies, by their very nature, generate an enormous amount of paperwork," he said. "The process of internal legal surveillance probably quadruples the flow of paper." Getting legal, creative and marketing departments of both agency and client to agree on claims is costly and difficult, according to Fickinger. "The only partnership between us," he said, "is in liability for advertising claims.

"Our expertise basically is in communications, not in the manufacture or evaluation of thousands of different products whose messages we present to the public," said Fickinger in summation. "As members of the FTC you are profoundly concerned with fairness and equity. I am asking you to extend that fairness and equity to us by taking a more realistic view of the true nature of the client-agency relationship."

Opposing viewpoints on another controversial issue, comparative advertising, came from FTC Commissioner Robert Pitofsky and Graham Phillips, executive vice president, Ogilvy & Mather.

Pitofsky said the FTC encourages comparative advertising because it can present information in a clearer form, despite its occasional tendency to confuse. It can also, he said, result in lower prices and improved quality of products and can offer an enormous benefit to a new entrant in an industry.

Phillips argued with a battery of statistics that potential problems from comparative advertising may outweigh its marginal benefits. Increasing litigation between competing companies and a widespread view among consumers that comparative advertising is unsportsman-like and too aggressive make it a tool to be used carefully, according to Phillips.

A declining public opinion of advertising and business also makes it necessary for advertising agencies to practice comparative advertising carefully. "If we fight one another's claims," said Phillips, "how will people feel about us and our clients' products?"

According to Phillips, studies show that people want more price comparisons and visual demonstrations in comparative advertising. They also want less comparison of insignificant qualities of products.

In the final analysis, according to Phillips, comparative advertising can be extremely effective when used as a short-term tactical weapon and tied into a long-term campaign of product development. Phillips advocated using the technique, but urged that a warning be kept in mind: "This practice may be harmful to your health."

"Regulating the New Technologies," a Monday afternoon session, drew fewer observers, but caused minor sparks between those on the dais.

FCC Assistant Broadcast Bureau Chief Frank Washington outlined a "clear change in policy at the FCC toward regulating new technologies." Washington said he believes the FCC is looking for ways to restrict its involvement to those instances where marketplace forces can't determine the outcome.

"There will be trade-offs between regulatory and marketplace forces," said Washington, but the feeling at the FCC is that "we shouldn't block the advent of new technologies." Panelist John Summers, executive vice president, National Association of Broadcasters, disagreed with references to the FCC's new rule of free and open competition. "There will never be free and open competition with the cable industry," said Summers, "until we have adequate copyright laws." Summers also said it would be a "terrible mistake" to preclude radio and TV stations from opportunities to own low-power TV facilities in their own markets.

"I don't believe regulations such as the fairness doctrine and public affairs requirements should be fostered on other industries," said Summers, "but it's time to get rid of these regulations with the growth of new technologies."

Responding to a question from the audience about copyright laws, panelist Kathryn Creech, senior vice president, National Cable Television Association, said, "No one in the cable industry is convinced that the fee scale is fair right now."

Creech also said advertisers see cable as an industry that can be shaped to fit their own needs because it has so much capacity for programming.

Richard Neustadt, White House assistant director, domestic affairs and policy, offered the Carter administration's view of the emerging technologies. "There will be some chaos," Neustadt said, "but that kind of chaos is a necessary byproduct of allowing marketplace forces to determine who will win in the end."

A Tuesday breakfast speech from FTC Commissioner Paul Rand Dixon offered the seminar's final perspective from a regulator. Dixon, who was an FTC staffer for 23 years before being appointed commissioner in 1961, suggested that advertising people find creative ways to describe client's products instead of stating or implying things that arouse questions about substantiation.

Commenting on other issues, Dixon said: "Self-regulation is a pipe dream. There has to be somebody to blow the whistle." Dixon also said he wouldn't be surprised if this election decided the future of the FTC, and that, "nothing could be worse than transfer of the FTC to the Justice Department."
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Introducing the 1980 Fraudmobile.

Among the 1.1 million cars stolen last year was a growing fleet of Fraudmobiles...vehicles like the one you see above.

Some car owners, you see, keep pace with inflation by having their cars dismantled in whole or part. Then they hide the remains,
collect the claims...and do a reassembly. Others solve the energy crisis by hiring a “torch” to roast their gas-guzzler and then put in for a total loss. These are only two ways owners pocket millions annually in illicit payments and drive up auto rates for everybody. Is anyone out there tempted to join them? Ætna Life & Casualty offers a few words of warning. We’re participating with other insurers in the National Automobile Theft Bureau, whose central computer doggedly sniffs out Fraudmobile traffic. Over the past two years, we’ve devoted ourselves to seminars which help John Law pinpoint Fraudmobile owners. And along with using “fraud profiles,” we’re offering cash rewards to our 37,000 employees for information leading to the recovery of stolen vehicles. More can be done. It should be. It will be! Because neither you nor Ætna wants to see a day when insuring your car might cost more than paying for it.

Ætna wants insurance to be affordable.

1 Another popular technique is the “paper” car—a phantom automobile registered and insured solely to be reported stolen, then collected on. Thanks to such methods, auto theft in general is accelerating at over 10% a year, and cost Americans $2 billion plus in 1979.

2 Ætna participated in the 1979 National Workshop on Auto-Theft Prevention and was a primary sponsor of last year’s Connecticut Auto-Theft Reduction Seminar.

3 A “fraud profile” asks such questions as: Was the theft reported within 60 days of the insurance policy’s effective date? Or was it not reported to the police—a basic policy violation? Was the car recovered burned, and hence of no value except to support a claim? Can the claimant produce no ownership title at all? The more suspicious answers, the higher the red flag gets hoisted.

4 Ætna supports standardizing title procedures and effective disposition of vehicle identification numbers at the wrecking yard. This would put the brakes on “paper” car theft by giving every legitimate vehicle its own “birth” and “death” certificates.
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Western International Media
in Los Angeles at (213) 659-5711.
New Oklahoma City outlet to program news and STV

Golden West's KAUT will offer locally oriented information during the day, syndicated shows in early evening and then seven hours of pay fare.

The nation's first locally oriented all-news television station by day and subscription operation at night is scheduled to begin operation today (Nov. 3) in Oklahoma City.

KAUT(TV), owned by Golden West Broadcasters, will program all news between noon and 5 p.m., syndicated programming between 5 and 7 p.m., with the subscription fare beginning at 7 p.m. running to 2 a.m.

Jerry Birdwell, vice president and general manager of the channel 43 operation, admitted the all-news/STV format is "somewhat ambitious." He said the news portion of the station will try "to capture Oklahoma City being itself," whether that means covering a tornado or the state fair or a little league baseball game.

KAUT will rotate three anchors and present an on-air appearance somewhat similar to that of the Cable News Network. Birdwell said there will be a "strong emphasis on weather" and local news and specialized hours during the day. For example, one hour might be business and finance, another a women's feature, said Birdwell, adding the programming will be daytime oriented. Thus, Birdwell said, sports coverage "would not be that expanded."

The subscription portion is operated by Video Entertainment Unlimited (VEU), a division of Golden West. Costs of the Zenith decoders GW uses are $50 and $35, respectively, for installation and deposit. The monthly subscriber rate for the STV service is $22.50, and a small UHF antenna is recommended by KAUT to guarantee good reception.

GW doesn't expect piracy problems. The decoders can all be controlled from the studio, according to Tony Cassara, president of GW's television division.

The VEU movie programming includes "Rocky II," "10," "Close Encounters" and "Superman." Ken Belford, vice president and general manager of VEU, says a "prime difference" between VEU's and other pay programming services, is that KAUT will not "run a movie to death," but repeat offerings only four or five times.

VEU is also investigating pay-per-event possibilities, including the annual football showdown between Oklahoma and Nebraska. Southwestern Conference football is part of the subscription offering, which is to be transmitted via Westar I.

Birdwell said he is "very pleased" with the marketing effort of the all-news portion so far, although he says advertising commitments are "never fast enough."

Part of his problem, he says, is educating advertisers and the public as to what exactly KAUT's format will be and what it can do.

To the suggestion that cable will eventually make STV operations obsolete, the station's management points to the below-average cable penetration of 7%-8% in the five-county area surrounding Oklahoma.
Over 39 million copies of show business related magazines are sold to the public each week. Nowhere on today's television can the viewer find a program that caters to that insatiable curiosity and infatuation with entertainment people and events. Beginning September 1981, ENTERTAINMENT TODAY will change all that! This new, daily, entertainment half-hour will present show business features each day, like you've never seen them before:

Inside stories—star interviews—featured performances—behind the scenes—on location reports—previews—critiques—firings and hirings—successes and failures—lovers and enemies—and all the gossip! If it's going on, you'll see it first on ENTERTAINMENT TODAY. Wherever and whenever entertainment news happens we'll take you up front and back stage.

PRODUCED BY A TEAM OF "INSIDERS" HEADED BY EMMY AWARD WINNING JACK HALEY, JR.
MINI-CAMS, MICROWAVE AND SATELLITES BRING ALL THE ENTERTAINMENT WORLD TOGETHER
*SIXTH DAY ONE HOUR SPECIAL AVAILABLE AT NO EXTRA COST.

AVAILABLE FOR FALL 1981
FROM PARAMOUNT TELEVISION DISTRIBUTION
VENT TODAY

RERED TO YOU LIVE 5 DAYS A WEEK* 3-HOUR IN TELEVISION.
Horowitz to head new Polygram television unit

Former Columbia Pictures executive will be in charge of American operation of Philips-Siemens concern; Initial thrust will be for local station syndication

The Polygram Group, a billion-dollar Dutch-West German entertainment conglomerate seeking to establish itself as a TV distributor and producer in the U.S. and abroad, last week announced the formation of Polygram Television, with Columbia Pictures Television Distribution veteran Norman Horowitz assigned to build the organization.

According to Horowitz, named president and chief executive officer of the Los Angeles-based subsidiary, the new venture represents an "acknowledgement by Polygram that to be in the video business you have to have an American presence."

While Horowitz hopes to have Polygram Television involved in all video forms, the initial distribution thrust is to be broadcast station syndication.

However, he said, "the project now is organizational," explaining that it probably will take about five years to build an international operation. He added that the Polygram Group (owned by N.V. Philips of the Netherlands and Siemens A.G. of West Germany) is looking for steady growth rather than an overnight splash.

Horowitz said that he'd "love to have a first-run series in syndication next year" but added that he's not going to rush to do it. He claimed that Polygram will be a place where the "adversary relationship" won't exist between the creative community and management—a relationship "that will, we trust, dispense with painful auditing and litigation."

Horowitz said that the "major studios" day of power is behind them and that the future belongs to the smaller companies that are more maneuverable and flexible.

Until leaving Columbia earlier this year, Horowitz had been president of its worldwide television distribution arm.

While the Polygram Group has established a major presence in the U.S. through the record business (Casablanca, Decca, Polydor and other companies) and also has backed feature films released here ("Hollywood Knights," "Foxes" and others), its television involvement to date has been limited to various international co-productions such as public television's The Scarlet Letter.

'Centennial' suit

A $10-million suit has been filed in Los Angeles Superior Court against three Hollywood motion picture executives for alleged improprieties associated with the NBC-TV series Centennial.

Oscar-winning director William Friedkin alleges civil conspiracy, breach of implied contract and intentional misrepresentation by Sid Sheinberg, MCA president; former Universal Television president Frank Price, and former Universal Television senior vice president Marvin Antonowsky. Price is now head of Columbia Pictures and Antonowsky is a senior vice president and assistant to Price.

The suit asks $1 million in compensatory damages and $9 million in punitive exemplary damages.

Friedkin claims he submitted a 50-page treatment of James Michener's best-selling novel, with the author's consent, to Universal in early 1975. When he was out of the country and the three executives had moved to Universal, according to Friedkin, the rights were purchased directly from Michener. NBC bought the series from Universal two years ago in October 1978.

PBS station cooperation

Plans are under way at five public television stations to develop a "consortium" for the daily exchange of news and features for their own local programs.

Participating stations are WGBH-TV Boston, WTVS(TV) Detroit, WNED(TV) New York, KCET(TV) Los Angeles and WETA-TV Washington.

Meetings have been going on since midsummer, and, according to WGBH-TV's program manager, Peter McGee, the project "seems to be on track."

For about three years, PBS stations have been able to receive feeds via satellite from other PBS stations, but with the consortium, it is hoped exchanges among the five stations "will be much less accidental and quixotic," McGee said.
A drive against cancer.

One of the fund-raising activities the Wexford County (Michigan) Chapter of the American Cancer Society depends on most is its annual Walter Hagen Golf Tournament. And this year, with the full promotional support of WWAM/WKJF(FM) in Cadillac, the event was the most successful ever.

The station provided facilities and personnel for taping the Society’s public service announcements and made duplicate tapes available to all other area stations. In addition, on the day of the tournament WWAM/WKJF(FM) added to the excitement by providing live coverage of the match.

In a letter to the station manager, the co-chairmen and president of the Chapter wrote, “In our opinion, as the most influential member of local media, your participation helped make the difference between success and failure .... You and your people are to be commended for a job well done.”

Giving such organizations the media support they need to reach the people who want to help is all part of the Fetzer tradition of total community involvement.
C-SPAN: Carving out a new programing niche

Public affairs network takes advantage of congressional recess to provide 'election process' coverage; speeches and roundtable discussions highlight programing

It's not the slickest television being produced. The set is tucked away in a corner of the East Lounge of the National Press Club in Washington. There's a round table cluttered with microphone cables and papers, and four chairs borrowed from the dining room. A three-sided partition, hastily covered with blue fabric, serves as a backdrop.

But the modest nature of the set detracts little from the content of a series of nationwide talk shows being served up by the Cable Satellite Public Affairs Network.

Two weeks ago, three award-winning print journalists—Dennis Farney of the Wall Street Journal, John Herbers of the New York Times and Joseph Volz of the New York Daily News—discussed the presidential election and answered telephoned questions put to them by cable viewers around the country and the show's host, C-SPAN President Brian Lamb.

In all, C-SPAN will carry about 150 hours of "coverage of the election process" during the month preceding election day—Nov. 4—all made possible by a $100,000 allocation from its board of directors. C-SPAN—a nonprofit, industry-supported program—went on the air in February 1979 and normally carries live coverage of the House of Representatives over Satcom 1, transponder 9 to 850 cable systems.

When Congress closed up shop on Oct. 3, C-SPAN was free to produce and schedule a month of live and taped political speeches of candidates and their aides, a series of talk shows featuring political observers and specials that take advantage of C-SPAN's and cable's ability to spend many hours on subjects ratings-conscious broadcasters might never recognize.

Although the taping of speeches at National Press Club luncheons and at campaign stops as far away as San Antonio, Tex., and Los Angeles, form the backbone of C-SPAN's coverage, it's the talk shows that, in Lamb's words, "put a lot of life in the whole thing." The numerous calls that C-SPAN receives during those shows have special meaning for Lamb. They mean people are watching and "interested enough to call in on their own nickel!"
Although Lamb repeatedly encouraged callers to take advantage of the opportunity to question the three journalists, he never had to beg for calls or stall for time. The buttons on his phone were continually hit.

Lamb said that during the series of talk shows, over 400 calls were taken from about 225 cities and 48 states. (The only states that didn't respond were Vermont and Maine.)

C-SPAN has conducted six days of live talk shows so far. Each has featured a number of guests appearing separately or in groups at different hours of the afternoon. The first two shows followed a speech by FCC Chairman Charles Ferris at the National Press Club, carried live by C-SPAN, and were the only ones in which the subject matter was not directly related to the presidential campaigns. Ferris appeared for about 10 minutes but received no calls. He was followed by representatives of the trade press and a director of the Corporation for Public Broadcasting who discussed the Ferris FCC and answered questions from callers, primarily on the subject of home earth stations. Later that day, Harry (Chip) Shooshan, the House Communications Subcommittee head, now in private practice, appeared with Lamb for an hour.

Television evangelist Jerry Falwell also spent an hour at the round table. Falwell, who heads the Moral Majority, had earlier spoken before the C-SPAN cameras at the press club. He was followed by Hyman Bookbinder, the Washington representative of the American-Jewish Committee, and Forest Boyd, president of the International Media Service, a religious news service.

Lamb balanced coverage of President Carter's press club speech on Oct. 13 by inviting Alton Frye, head of policy planning for John Anderson's campaign, and Charles Walker, economic adviser to Ronald Reagan, to the talk show. And following coverage of John Anderson's press club speech two weeks ago, Michael McLeod, Anderson's campaign manager; Paul Weyrich, executive director of the Committee for the Survival of a Free Congress, and Ben Wattenberg, an adjunct at the American Enterprise Institute, appeared before the C-SPAN cameras and talked to C-SPAN viewers.

Last Tuesday the scheduled talk show with Patrick Lacey, Anderson's running mate, was canceled after his press club speech was canceled due to lack of interest. His spot was filled by Jony McLaughlin, a talk show host at WRC (AM) Washington, who betrayed Reagan leanings; Morton Kondrake, executive editor of the New Republic; and Richard Viguerie, publisher of the Conservative Digest. Two days later, C-SPAN followed its coverage of the pollsters Lou Harris George Gallup at the press club with a round-table discussion with pollster Peter Hart, Hodding Carter, the former State Department spokesman, and Sims Fenitres, Time magazine political correspondent.

In business. Post-Newsweek Distribution, Los Angeles, has been formed as subsidiary of Post-Newsweek Stations to handle sales of all future programming as well as some current productions. Carl W. Menk, vice president, national sales manager. Group W Productions, has been named president of Post-Newsweek Distribution: Offices are at 2049 Century Park East, Los Angeles 90067 (213) 557-0321. Bailalo-Jones & King, New York, has been formed to represent producers and distributors of video and television product for international distribution. Partners are Lora Bailalo, formerly with VIDCOM and MIP-TV; Judith Jones, consultant to Electronic Industries Association of Japan, and Cynthia King, former general manager of Nord Media Inc., New York. 10 West 33d Street, Penthouse, New York, 10001 (212) 947-2445.

More of a Nightline. ABC News's late-night news broadcast, Nightline, now airing Monday through Thursday for 20 minutes (11:30-11:50 p.m., next year will be Monday through Friday half-hour. Network plans to extend newscast anchored by Ted Koppel to 30 minutes on Jan. 5 and says Friday Nightline will start no later than April. News broadcast, born out of ABC's late-night coverage of Iran crisis, is cleared by all but 10 of network's 267 affiliates.

Look who's not talking. Play-by-play and color commentators standard features on televised football, will be absent from NBC-TV's presentation of Dec. 20 New York Jets-Miami National Football League game. As experiment, network plans to see how game speaks for itself. Only extra information will come in form of gridiron-action updates from commentator Bryant Gumbel and information periodically running at bottom of screen. Network, however, is leaving itself escape clause for experiment, should either team prove in contention for playoffs.

Hold the Bravo. Launch of Bravo, pay cable service devoted to performing arts, has been rolled back from scheduled Oct. 26 premiere. Delays in getting uplink capability operational were identified as principal reason. Start is now set for Dec. B, to tie in with Western Cable Show.
If you want you've got other stations can settle for an adequate newscast, but if you work at WCCO Television News, adequate isn't good enough. We want to be best. We've got to give you more. Over the past thirty years, we have. We've built a national reputation as one of the best local news operations in the country. We did it by giving you more: more facts, more details, more news.

Four times a day. We were first to give you more news, faster with extra newscasts at 7AM every day.

The tale of two cities. WCCO television is the only station with a working news bureau in both Minneapolis and St. Paul. You get more live coverage on every major news story.

Our technology gets you more news faster.

Before our anchors read the news, they help write it.

Our anchors are actively involved in the writing and producing of every newscast. We didn't ask Doug Dave, or Pent to help prepare the news. They volunteered. It's one of the ways our anchors give you more.

We were first with live helicopter news coverage. We were first with local coverage of the national conventions live via satellite. We've got thirty years of technological firsts. We'll continue in an effort to get you more news faster.
When the story is important, we take it to prime time. Any time a story is big enough to warrant it, we'll research it, write it, produce it, and deliver it in prime time as a special "Moore Report." We do it because we want to be best, because we want to give you more.

Highly technical weathercasts in clearly understandable English. Weather forecasting has become a highly technical science at WCCO Television News. Mike Fairbanks, Bud Cookson and Dr. Walt Lyons make an extra effort to put our forecasts into clear, understandable English. They want to be best. They're going to give you more.

The Twin Cities' number one station. We're CBS's most watched affiliate and CBS is the most-watched network. We want to be even better. We plan on giving you more.

Two sports reporters would probably be adequate. So we staff six: We've got six of the best sports reporters in the country out looking for stories and digging for tips. We can cover more sports in more depth. And because we want to be best, we do.

Highly technical weathercasts in clearly understandable English. Weather forecasting has become a highly technical science at WCCO Television News. Mike Fairbanks, Bud Cookson and Dr. Walt Lyons make an extra effort to put our forecasts into clear, understandable English. They want to be best. They're going to give you more.

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The Twin Cities' number one station. We're CBS's most watched affiliate and CBS is the most-watched network. We want to be even better. We plan on giving you more.
During the last two days of its coverage—today (Nov. 3) and tomorrow—C-SPAN planned to fill the afternoons with show discussion. As of last week, the only guest scheduled was Alfred Kahn, President Carter’s inflation fighter.

Despite the heavy line-up of talk shows, the bulk of the programing has been speeches—in full, and when possible, live. Most of the speeches get multiple airings and most were videotaped by C-SPAN’s own ENG crew. Coverage of about a quarter of the speeches was done under contract to independent producers—as was the case with a Walter Mondale speech in San Diego and a Reagan speech in Los Angeles—or picked up from one of the three news organizations with which C-SPAN has reciprocity agreements: Cable News Network, Independent Television News Association and Independent Network News. Also, Lamb said C-SPAN was able to buy a tape of a Reagan speech in Jacksonville, Fla., from a local television station “for practically nothing.”

As far as Lamb is concerned, the most exciting thing C-SPAN has done so far “in terms of television” is the taping of three hours of the Larry King Show, Mutual Broadcasting System’s late night talk show. The tape was tied to C-SPAN’s election theme by the show’s guest, Mark Russell, a Washington political satirist.

Another of C-SPAN’s special events was three hours in the life of the Washington Star. On Oct. 27, C-SPAN went into the Star’s newsroom and sat in on editorial meetings, peered over the shoulder of Pat Oliphant, the political cartoonist, as he worked, and recorded interviews with Executive Editor Sid Epstein and other reporters and editors.

Helped by numerous reruns, Lamb has been able to fill his television days (which have been running about five hours) with a diverse line-up of programing, some of which even Lamb admits has been “drab and dull.” But that doesn’t disturb Lamb. In fact, he sees it as a virtue. Television, he says, has developed into a “hyper medium” that tries to inject excitement into everything. Part of C-SPAN’s mission, Lamb said, “is to show that [politics] isn’t always exciting.” Characterizing the political events that C-SPAN has covered, Lamb said, “some have turned out to be sober television, some have turned out to be dull.”

Lamb’s programing efforts have been made more difficult by the general uncooperativeness of the candidates’ campaign staffs and by that omnipresent gremlin, the federal bureaucracy. Carter and Reagan have been reluctant to supply people for the talk shows, Lamb said. The Anderson camp has been better, he said, but still “we have to hustle after them.” Lamb attributes the reluctance to the issues being discussed. He said he knows “definitely” that Carter’s campaign avoided following Falwell, because of the political volatility of the religious theme.

C-SPAN’s coverage has brought it some kudos. Washington Post television critic Tom Shales, speaking on ABC’s Nightline last week, slammed the network television for its tendency “to turn campaigns into Kentucky Derbys, candidates into cartoon characters and elections into game shows” and then said “the best political coverage may have been on something called C-SPAN.” He said its special campaign coverage “lets you see political speeches and rallies without the overly interpretative translation of the national news people.”

Jeff Greenfield, CBS’s television critic, appearing on the network’s morning news a couple weeks ago, said the C-SPAN coverage illustrates what cable television can mean to the “information-hungry American.” He said most television viewers “never have a chance to see and hear any political coverage other than the inherently truncated versions shown in newscasts.” Cable television, he said, “may be the only way we’ll find out what a campaign is all about.”

There are, including Lamb, just six permanent members of the C-SPAN team. To carry the extraordinary load of the month, 11 temporary people, mostly technicians, have been hired. Gail Picker was hired for the month as senior producer; Brian Lockman is technical director.

C-SPAN’s election coverage is not an entirely new experience for the network. It has been taping speeches at the National Press Club since January and has been producing “Close-Up” seminars in which high school students ask questions of Washington officials and media types. But the month-long coverage has applied that original programing experience on a grand scale.

And it has been what Lamb has envisioned C-SPAN could be since its inception 18 months ago—a vehicle for the telecast of news, primarily political news, in its entirety without the benefits and detriments of editing and reporter commentary.

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**Ratings Roundup**

Buoyed by record-breaking viewership for the final game of the World Series (Broadcasting, Oct. 27) and a solid following for a Sophia Loren made-for-TV movie, NBC-TV continued its winning ways for the week ended Oct. 26. With a two-rating-point lead over its closest competitor, NBC scored a 19.7 rating and 32 share to CBS-TV’s 17.6/28 and ABC-TV’s 17.1/28.

### The First 20

<table>
<thead>
<tr>
<th>Rank</th>
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<th>Rating/Share</th>
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<tr>
<td>1</td>
<td>World Series (game six)</td>
<td>NBC</td>
<td>40.0/60</td>
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<tr>
<td>2</td>
<td>World Series (pre-game six)</td>
<td>NBC</td>
<td>27.4/45</td>
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<tr>
<td>3</td>
<td>60 Minutes</td>
<td>CBS</td>
<td>26.4/41</td>
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<td>Dallas</td>
<td>CBS</td>
<td>23.8/46</td>
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<tr>
<td>5</td>
<td>Love Boat (pre-season)</td>
<td>ABC</td>
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<td>6</td>
<td>Real People</td>
<td>NBC</td>
<td>24.0/58</td>
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<tr>
<td>7</td>
<td>Big Event: &quot;Sophia Loren: Her Own Story&quot;</td>
<td>NBC</td>
<td>22.8/36</td>
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<td>8</td>
<td>NFL Monday Night Football</td>
<td>ABC</td>
<td>22.7/09</td>
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<td>9</td>
<td>Dukes of Hazard</td>
<td>CBS</td>
<td>21.7/05</td>
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<td>10</td>
<td>The Last Song (movie)</td>
<td>CBS</td>
<td>21.5/27</td>
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<td>Life’s a Circus, Charlie Brown</td>
<td>CBS</td>
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<td>It’s the Great Pumpkin, Charlie Brown</td>
<td>CBS</td>
<td>21.2/35</td>
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<td>That’s Incredible</td>
<td>ABC</td>
<td>21.1/32</td>
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<td>Fantasy Island (pre-season)</td>
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<td>20.5/37</td>
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<td>Little House on the Prairie</td>
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<td>20.0/30</td>
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<td>Pleasure Palace (movie)</td>
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<td>A Cry for Love</td>
<td>NBC</td>
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<td>Fisher Figure</td>
<td>CBS</td>
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<td>Nashville Palace</td>
<td>ABC</td>
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<td>20</td>
<td>Gorges People Play</td>
<td>NBC</td>
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### The Final Five

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**Signing up**

Enterprise Radio, all-sports network scheduled to go on air Jan. 1, has announced Viacom stations as first affiliates. WYWH-WYWH New York (WXYH was formerly WNYW) 4700 South San Francisco, 490 KTHK Washington, WAKM-AWAM Houston and WQAM-WQAM Memphis will carry 48 daily sports updates, 20 two-minute weekly features and three hours per day of all-night sports talk show. New address for ER, which moved from Farmington to Avon, in Connecticut is: Broadcasting Box.876, Darling Dr. (06018).

**First fives**

The top five songs in contemporary radio airplay, as reported by Broadcastings Playscape: (1) Woman in Love by Barbra Streisand on Columbia; (2) Lady by Kenny Rogers on United Artists; (3) He’s So Shy by the Pointer Sisters on Planet; (4) Real Lover by the Doobie Brothers on Warner Brothers; (5) Wanderer by Donna Summer on Warner Brothers. The top five in country radio airplay: (1) On the Road Again by Willie Nelson on Columbia; (2) If You Ever Change Your Mind by Crystal Gayle on Columbia; (3) I Believe in You by Don Williams on MCA; (4) Could I Have This Dance by Anne Murray on Asylum; (5) Lady by Kenny Rogers on United Artists.

---

Broadcasting Nov 3 1980 52
Women 18-49: Mike's got your number!

The Mike Douglas Show today delivers more women in its audience 18-49* than ever before:
- September 1980: 51%
- September 1979: 39%

That's a full 25% increase in the prime female audience over a year ago. But that's not all. The Mike Douglas Show today also delivers a higher percentage of women 18-49 in its audience than the John Davidson Show.

With numbers like this, plus the most stations (117, with virtually every one firm for 52 weeks), 31 national advertisers (the most), and 100's of top stars, one thing is crystal clear: The Mike Douglas Show is #1 in talk/variety.

The Mike Douglas Show
Nobody makes the stars come out like Mike.

*Source for all numbers: NTI-NAC, Sept. '79 & '80
Special ratings analysis shows that The ABC Owned Television Stations lead substantially in both 18-49 men and women viewers and households in all five markets.

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<thead>
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<th>Station</th>
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Source: Nielsen, July 1982. NAM-AM Sun-Sat, subject to qualifications available upon request. Analysis and Tabulation Copyright TELEVISION/RADIO AGE.
The ABC Owned Television Stations

WABC-TV New York / WLS-TV Chicago / WXYZ-TV Detroit
KABC-TV Los Angeles / KGO-TV San Francisco
AVA is a new, computerized video art system that will change the look of TV graphics. At $200,000 it represents a major buying decision. So we’ve asked ourselves the same question that you will ask. Why should I invest that kind of money in a new concept?

Local News. It’s a way to own the market. If ratings are good for the 6:00 news, then the stage is set for the following programming.

With AVA, you’ll open a new world of possibilities in news presentations. That unique “look” that means so much in the ratings race can belong to your station.

AVA allows the TV artist to “stretch out” with new, innovative techniques and allows him to perform a full range of video art tasks that, up until now, were extremely time consuming or just not practical for TV productions!

Furthermore, AVA lets the artist work entirely in the TV medium. With all graphic tie-ins—maps, symbols, prominent people, free hand compositions, any original art—your news department will realize greatly improved turnaround time.

Fast-breaking news stories will not be a problem. If necessary, original art can be turned out in minutes and fed immediately to your news program.

Local Commercials Are Bread and Butter. AVA has some nice tricks in store for your commercial and program producer. As the artist creates on the AVA screen, a computer remembers each stroke of the “brush.” That means AVA can recall each action created and replay the creation of that picture in an animated fashion.

Add to this the ability to introduce almost any visual effect into your commercial production, and you’ll begin to see profit potential. Your sales staff will have an unbeatable sales tool, as well. AVA can produce hard copies of any art work desired. Thus, your sales people can make custom presentations to potential clients.

Station promos. How good should they be? Your creative people will love the possibilities AVA brings to promotions. That unique, quality look AVA brings to news and commercials will also bring a new, fresh look to promotion.

Since AVA opens up creative possibilities, you’ll find your staff eager to produce exciting new video art for station promotion.

AVA will reduce costly mistakes. Video art slides have been known to disappear moments before air time. And a last minute search of the art files often turns up an original graphic that, to put it kindly, is a mess. AVA’s computer storage system will reduce those types of error.

Recall of often-used graphics is built-in with the AVA system. The operator simply recalls the desired art work by selecting the name or number assigned. When the recalled artwork appears on the AVA screen, it can be broadcast as shown, or last minute changes made!

With AVA your image is consistent and always professional.

AVA lets people do their best. Getting the most out of your best people can make the difference between mediocrity and success; between profit or loss!

With AVA you’ll be able to produce more work, increase the quality of that work, and do it with a staff that’s excited by the opportunities.

In short, AVA will increase your people power.

We’ve given you just a few reasons why the smart broadcaster will invest in AVA from Ampex. The full AVA story is available to you. We’ve produced an informative videotape that we’d like to show you at your convenience. Call your Ampex Sales Representative or Ampex Headquarters today at 415-367-2911 or write Ampex Corporation Audio-Video Systems Division 401 Broadway, Redwood City, CA 94063

GET THE AMPLEX EDGE
White House shows interest in privacy, New Jersey VHF

Neustadt letter to NCTA on developing privacy code irks Wheeler; presidential aide also supported WOR-TV move

Thomas M. Wheeler, president of the National Cable Television Association, was a little disturbed two weeks ago when he received a letter from White House aide Rick Neustadt, urging him to develop "a voluntary privacy code" for the cable industry. And it wasn't because Wheeler did not think developing a privacy code was something the NCTA should or could do. Quite the contrary.

"It's something we're looking at," Wheeler said last week. And Neustadt, he said, knew it. "We discussed it at lunch two days before he sent the letter."

And Wheeler indicated he felt the letter—sent as the presidential campaign was reaching a climax—"had political overtones. "The letter makes it look like the White House is the moving force," he said.

Neustadt had called reporters after Wheeler made it clear to him that releasing the letter smacked of politics to suggest that stories on the letter at least be delayed. Politics was not involved, Neustadt said last week. "That's why I called; I didn't want to create that impression."

Neustadt agreed that he and Wheeler had discussed the matter, and said the letter was not intended as criticism of NCTA. "My only purpose [in writing Wheeler] was to give suggestions on how NCTA might proceed [with its own study]."

Neustadt, in his letter, said he knew of no privacy abuses by the cable industry and "the pace of development—especially interactive systems—makes the issue timely." He said "failure to deal with privacy now could both allow privacy invasions and place a needless cloud over the industry's image."

Neustadt enclosed a copy of President Carter's message to Congress last year laying out a privacy policy. It recommends federal and state legislation for some categories of records and voluntary codes for others. Neustadt said that although local authorities should consider the matter in reviewing cable-franchise applications, the White House believes that "a voluntary industry code is desirable."

The message suggests four basic principles for a privacy policy. Individuals should be:
- Told what personal information will be collected and how it will be used, when they contract for a service.
- Permitted to see records concerning them and to correct errors.
- Told when an adverse decision—for example, a refusal to extend credit—is based on recorded information.
- With some exceptions, notified when government agencies seek access to their records and given an opportunity to contest access in court.

"I hope that you and the cable industry will consider this approach," Neustadt said, in the concluding paragraph of his letter.

Wheeler did not say whether that is the approach being followed by NCTA. But he said the privacy question is one of several being examined by the association's Enhanced Services Committee, as it examines regulatory implications of new services.

It was something NCTA would prefer to work on quietly, he suggested. "Suddenly this posturing letter comes along."

The letter to Wheeler was the second action in which White House political motivations were suspect. The other was the White House's expressions of interest in New Jersey's efforts to effect—through the FCC or Congress—a shift of WOR-TV New York's channel 9 to a city in the politically significant state that lacks commercial VHF service.

Neustadt had suggested the National Telecommunications and Information Administration study which concluded that the most feasible way of improving television service to New Jersey would be by a reassignment of channel 9 to the state without moving WOR-TV's antenna from New York's World Trade Center building ("Closed Circuit," Oct. 27). And he said he had suggested to FCC officials that they "take seriously" the petition filed by New Jersey officials last summer calling for the switch.

But, Neustadt said, in response to a published report in a New Jersey newspaper, "nothing I've done could be described as pressure." Besides, he noted, anyone familiar with the commission knows it is not subject to that kind of pressure.

FCC's role in minority access in the spotlight at L.A. conference

Quello and Jones handle questions and criticisms on commission's posture in fostering minority entry; annual sponsor awards also presented

Two members of the FCC have come under sharp criticism in Los Angeles for the commission's approach to minority representation in broadcasting.

Commissioners James A. Quello and Anne P. Jones shared the hot seat at the 27th annual conference of the American Council for Better Broadcasts, meeting at the University of Southern California on Oct. 25.

Although the conference was billed as an assessment of "The First Amendment in an Information Society," the discussion quickly moved to how the FCC should help minorities improve their standing in the broadcasting industry.

Repeating his call for "total deregulation," Quello argued that the commission is giving minorities a "discriminatory

Broadcasting Nov 3 1980
Priority Mail from your Postal Service has unheard-of features for small package deliveries. Special treatment delivers packages (over 12 ounces) in a quick 2-3 days.* Anywhere in the country. And it's economical: a 2-pound package between New York and Los Angeles is only $2.83.

So why haven't you heard of Priority Mail? The truth is, we haven't promoted it much. But last year, commercial mailers used it to deliver 200 million packages. That's quite a few packages for a service you've probably never heard of. Until now, of course.

And now that you've heard of Priority Mail, you'll know where to go to get service that's unheard-of.

**Economical 2-3 day package delivery anywhere in the country. Unheard-of.**

*Of course, if you want faster service there's Express Mail Next Day Service.
preference’’ in its approach to new technologies such as VHF drop-ins, low-power TV stations, 9 kHz AM channel separation, and elimination of AM clear channels.

“It’s true that minorities are under-represented,” Quello conceded, “but the pervasive scarcity is not spectrum, but economic ability.” He said the FCC is considering a lottery system for new channel applicants, weighted in favor of minorities. He cited the commission’s existing distress sale and tax certificate programs, and its equal employment opportunity requirements as indications of its commitment to help minorities.

Participating in the same panel, National Association of Broadcasters Chairman Tom Bolger told the 150 attendees that the NAB has raised $11 million in its minority investment fund which “eventually could be leveraged into approximately $500 million worth of properties for minority usage.”

In contrast, the executive director of the Citizens Communications Center, Nolan Bowie, cited statistics that he believed showed that the FCC has not done enough to help minorities.

“After 11 years of EEO enforcement, minorities hold only 14% of all jobs in the industry,” yet they make up 20% of the population, Bowie said. “They are also not concentrated in decision-making positions,” he added. “Only about 1.4% of the 9,600 broadcast stations on the air are owned by minorities.”

Pointing out that some corporations have already applied for as many as 100 of the newly approved low-power television allocations, Bowie argued for the same kind of FCC consideration for minorities as was shown for public broadcasting in the assignment of noncommercial spectrum space.

“The programming, programers, and owners of the new technologies will generally be the same people as there are today [in the industry],” said Bowie. “Decisions will be made almost exclusively in the marketplace, with the premium on profits.”

Bowie also charged the FCC “is making EEO less stringent, when it should be expanded to include salary ranges, pay grades and network employees.”

Later, in another panel, Jones reiterated her claim that simply hiring more minorities will not necessarily change programming significantly.

“This degree of specific impact on hiring decisions by small businesses seems to me questionable at best,” Jones said. “I have some question in my own mind as to whether the commission ought to leave equal employment opportunity to the Equal Employment Opportunity Commission and concentrate its resources on its particular responsibilities.”

She also expressed reservations about the FCC’s distress sale policy, which allows minorities to buy troubled stations at 75% of market value.

“I question whether we should not follow up on the sale to see how long the purchasers retain the station, whether they really control it, and whether they alter the programming, in any significant way making it more responsive to minorities.”

Jones said she has fewer problems with the commission’s tax certificate policy, but labeled it “something of a quick fix, and a limited one at that.”

The commissioner defended her contention that the FCC “doesn’t have all the answers” to the minority access problem while Pluria Marshall, chairman of the National Black Media Coalition, charged “much of what has come from the commission has been an attempt to try and make minority ownership appear to be a trade-off for advancement in minority employment. I think that notion is criminal,” Marshall said.

“The new technology does offer some hope,” Marshall continued, “but I ask: ‘Who’s going to pay for it?’ We’re going to have to get some economic answers.”

Jones countered with the observation that FCC research indicates enough advertising potential exists to justify creation of a fourth TV network. Arguing that minority operators should appeal to a broad audience, Jones suggested that “anyone who goes into broadcasting with programming that cannot sustain his operation is an idiot. They’re going to wind up in bankruptcy.”

Responding to Marshall’s charge that
"the real black experience has not been considered yet by people who make programming decisions," Jones observed that "if you think Laverne and Shirley is representative of the kind of woman that I like to think I am, you're wrong. I'm disenfranchised too."

On other matters, Jones said the FCC is looking at the possibility of allowing "time brokering" on stations as a means of insuring minority access, but declined to provide details.

In the earlier session, Quello proposed assessment of "a practical spectrum usage fee" for broadcasters. He discouraged open-market bidding on spectrum fees, saying "that would limit access to the top one-half of one percent of the population.

Other conference sessions dealt with "user experience" in media access, the intent of the First Amendment, and television commercials as an art form.

The council also presented its Sponsor Recognition Awards to 15 companies. ACBB President Genevieve Finnigan commended them for their financial support of outstanding television or radio programs.

The winners:

Atlantic Richfield □ The Countess Odyssey.
Wayne-Newton □ If You Can, Why Can't We and Bill Moyer's Journal.
IEM □ Beryshnikov on Broadway and The Miracle Worker.
Hallmark Cards □ All Quiet on the Western Front.
Texas □ Metropolitan Opera Broadcasts (radio) and Live From the Met.
Procter & Gamble □ Sex-Rise.
Ford □ Working Week in Review.
Mobil Corp. □ Masterpiece Theater.
AT&T and Times □ Live From Studio 8H—An Evening With Jerome Robbins □ Live NBC Theater—The Oldest Living Graduate.
Corporation for Public Broadcasting □ For consistent efforts to encourage and uphold high standards of quality in its support of television and radio programs in public broadcasting.
The Center for the Book Library of Congress and CBS □ Read More About It project.
NAB □ Parent Participation Workshops.
ABC □ FYI public service announcements and sponsorship of research by Jerome and Dorothy Singer to develop critical viewing skills curricula for school aged children.

Channel 9 Orlando case may be close to a resolution

Interim operators have worked out ownership plan which they hope will end 28-year-old litigation before FCC and courts

The 28-year-old battle for the license of channel 9 in Orlando, Fla., may be drawing to a close ... again ("Closed Circuit," Oct. 13).

The five competing applicants for the license of the station, WFTV(TV)—all of whom have been operating it jointly since 1969—have signed an agreement in principle to end the extended litigation before the FCC. The agreement calls for the creation of a joint venture in which each of the five parties would have an ownership interest.

The five competing applicants are Mid-Florida Television Corp.—which was in—
Initially granted a construction permit for the station in 1955 after a three-year comparative hearing—TV 9 Inc.; Comint Corp.; Central Nine Corp., and Florida Heartland Television Inc.

In 1957 the commission affirmed the initial grant to Mid-Florida, but that decision was appealed through the courts, and in 1958 the Supreme Court remanded the case to the commission with orders to review the case in light of findings that a former Mid-Florida attorney, William Dial, had made improper representations to the late FCC Commissioner Richard A. Mack. The case has been bouncing back and forth between the courts and the commission ever since.

The case has been pending commission review since July 1978 when the FCC Review Board denied Mid-Florida's application and awarded the license for the station to TV 9 (BROADCASTING, July 24, 1978).

The FCC review board based its decision on the fact that a former Mid-Florida board member, attorney Martin Segal, allegedly had financial ties to a reputed organized crime figure in central Florida. TV-9 was awarded the license on grounds of integration of ownership and management—holders of 47.5% of the TV 9 stock planned to work full time at the station.

Under the new settlement agreement, which is subject to FCC approval, TV 9 Inc. (Gordon Gray, principal) and Comint Corp., among whose principals are two blacks, and Mid-Florida, owned by Joseph Brecher and his wife, Marion, will each own 28 1/3% of the proposed joint venture licensee with an income interest of 23 1/3%. Central Nine Corp. will own 5% of the venture and have an income interest of 20% and Florida Heartland Television Inc. will own 10% with the same income interest.

In addition, the black stockholders of Comint have an option to buy an additional 14% of the joint venture within three years of FCC approval. 

WFTV is currently appraised at $40 million and $50 million. The station's facilities and real estate are owned by Mid-Florida which is now renting both to the interim joint venture group. These would be sold to the newly proposed joint venture licensee for $3.5 million.

The final draft of the settlement agreement is expected to be filed with the commission within two months.

Abscam application. The Supreme Court ruling permitting the major television networks to copy and broadcast the videotapes introduced as evidence in the first Abscam trial (BROADCASTING, Oct. 20) seems likely to be a key that broadcasters can use to unlock similar courtroom evidence. WBAM-TV Laurel-Hattiesburg, Miss., on two nights last week played pieces of a videotaped murder confession introduced in a trial in Forrest County Court.

Bobby Ray Dixon, who was one of three men charged in the rape and knife murder of a woman on May 4, 1979, is shown above, second from right, from the videotaped confession. Shown with him (l-r) are Charles Boykins, Forrest County National Association for the Advancement of Colored People, and Willie Fluker, a Hattiesburg police detective. To Dixon's right is James Dukes, the attorney who took Dixon's confession.

The videotape, entered in the proceeding to support Dixon's plea of guilty to simple murder (which carries a life sentence), was not played in court. But WBAM-TVs attorneys said it constituted a public record and, on the basis of the decisions of the U.S. Court of Appeals for the Second Circuit and the Supreme Court in the Abscam tapes proceeding, should be made available for broadcast. And, over the objections of the prosecuting attorney, Circuit Judge Jack Weldy agreed.

Up to speed and then some

FCC's facilities division is setting records for processing applications for new stations and major changes; once criticized for slowness, it's ahead of schedule in some cases

The FCC's broadcast facilities division has made substantial gains for fiscal year 1980 in processing applications for new broadcast stations and major facilities changes for existing stations.

The greatest gains came in the processing of applications for new and major facilities changes for television stations. The division disposed of 218 applications—an all time processing record. The 1980 goal for that category was 113.

The year before that when 165 new and major television applications were received, the division was able to process only 69 applications.

Other categories in which the facilities division significantly increased its productivity in the disposition of applications for fiscal year 1980 were:

- New and major commercial FM applications—615 applications (1980 goal: 495) as compared to 447 in 1979—another processing record.
- New and major translator applications—714 applications (1980 goal: 805) as compared to 593 in 1979—still another record.

Jerry Jacobs, who has been chief of the broadcast facilities division since November 1978 attributes the division's increased productivity in part to his attempt to "scientifically project [realistic goals] based on the knowledge of how long it takes to process a given application." Before his tenure, Jacobs said goals were "just numbers" that were not scientifically calculated in relation to the processing capabilities of the division's staff.

The division is required to submit processing goals along with other budgetary information that is submitted to Congress each year.

The facilities division had come under sharp criticism in recent years because of an increasing backlog of new television applications.

In 1976 there were 54 new and major television applications and in 1977 the figure more than doubled with 122 applications filed. Jacobs said that at first staffers thought the increase was an "aberration" that would soon disappear. But the flow has not let up as new and major TV applications figures indicate for the last three years: 1978—147; 1979—165, and 1980—218.

But as Jacobs said about his division, "at least we're holding our own now," so that TV applications are moving faster through the processing line and the division expects "to do even better in the future."
‘Second gold rush’ for TV facilities seen by Neustadt

White House staffer tells MIT meeting that nonprofit and minority groups should get busy and apply for low-power TV stations and be ready to ask for new AM allocations

Public interest groups have a tremendous chance to capitalize on a "second gold rush" for radio and television outlets, according to Richard Neustadt, associate director of the White House's Domestic Policy Staff.

Neustadt, keynote speaker at a day-long conference on access to broadcasting that drew some 200 community leaders, public interest representatives and broadcasters to the Massachusetts Institute of Technology, Cambridge, urged nonprofit groups and minorities to "reach out and grab this opportunity" before it vanishes.

He credited his group, the courts and the FCC with having won an "intense struggle" to lift restrictions he said had protected the networks' dominion over the airwaves.

Neustadt said minority ownership of stations has doubled in the past two years but is still "totally unsatisfactory" at less than 2% of all licensees. "There's not much more we can do in Washington" about that, he said, calling on his audience to "get into the fray" on its own.

He said cities considering granting cable TV franchises should build in public access requirements in the early stages, to avoid later problems.

Nonprofit groups should explore the possibility of starting their own low-power TV stations, he said, in the wake of the FCC's decision to allow such operations.

"For a $10,000-$30,000 investment, you can reach a whole metropolitan area, as long as you don't interfere with existing stations. Licenses will be granted on a first-come, first-served basis, but minority and nonprofit groups have preference. There are already hundreds of applications on file, and thousands of opportunities," he said.

Neustadt sees narrower AM spectrum spacing as a "tremendous one-time chance" for public interest station ownership, predicting that 1,000 new stations will be phased in by 1990 and saying that "we and the FCC have a strong preference" to give these slots to nonprofit groups.

Neustadt said that although his office has been "frustrated, it's not likely that any rules will be changed to force broadcasters to give more access time."

But the editorial directors of two Boston TV stations asked for more suggestions about how to use existing time. Even though he heads a three-person staff which keeps busy seeking out issues, Philip S. Balboni, WCVB-TV Boston public affairs and editorial director, said: "We tend to get caught up in the daily news flow," called thousands of eyes better than six and urged public interest groups to "do a better job of communicating your concerns to us. We are interested. We are open."

Balboni, a former president of the Na-
Westar satellites now broadcast 174 hours of programming every 24 hours.

We’ve grown a lot since 1974 when we put the nation’s first domestic communications satellite in the sky.

In fact, we’ve grown so much that Westar® satellites now beam more than 63,400 hours of programming a year. That’s why more households receive programs carried by Westar than any other satellite service.

Why are so many broadcasters turning to Westar? One reason is economics. As a rule of thumb, it’s five if by land, one if by satellite. For example, the terrestrial distribution of a one-hour, prime-time show from Los Angeles to New York would typically cost $1,832. That same distribution by satellite, $390.

Another reason for Westar’s growth is uniform quality. Westar allows broadcasters to transmit programs instantaneously from one point to another or to many points. Even if those locations are across the continent. And reception is consistently high quality at all points.

With reasons like these, it’s no wonder that the major networks are using more satellites. Or that the Public Broadcasting Service now has 270 stations receiving programming via Westar. Other program distributors, too, have realized the impact of satellite communications.

It all adds up to a brave new world for video and audio broadcasting, 22,300 miles above the earth.

A world brought to you by Western Union.
Rick Borten, cable TV coordinator for the city of Boston (which is now in the first phase of franchising plans), said public interest groups should recognize that their demands for cable program access will have to be balanced with financial needs. He wouldn't like to see first-rate cable companies frightened away by the prospect of municipal ownership of a system, but thinks steep investment costs may make some firms welcome the city's financial participation.

Borten is, however, concerned about the public response to municipal ownership of a cable system: "People may say, 'If you're not good at collecting garbage, how good will you be at operating cable?'"
Sold by Frontier Broadcasting Inc. to Adams-Shelton Communications for $1 million. Seller is owned by Raymond O. Mithun Sr., who has no other broadcast interests. Buyer is owned by Charles K. Adams (36%); Carol Shelton (50% each). They are Amariollo, Tex., magazine publishers and own KYXX(AM) Odessa and KYKN(AM) Plainview, both Texas. KWKC is on 1340 khz with 1 kw day and 250 w night. KORQ is on 100.7 with 100 kw and antenna 1,280 feet above average terrain.

KWYO(AM)-KLWDFM Sheridan, Wyo.: Sold by Big Horn Communications Corp. to Community Media Inc. for $937,500. Seller is owned by William R. Sims who owns 51% each of KVSF(AM) Santa Fe, N.M.; KUGR(AM) Green River, Wyo., and KXAA(AM) Casa Grande, Ariz. Buyer is owned by David F. Palmerlee, Senator Malcolm Wallop (R-Wyo.) and Stan Huckaby (one-third each). Palmerlee is Sheridan, Wyo., attorney. Wallop, who assumed office in 1977, also owns ranch in Sheridan. Huckaby is Washington political financial consultant. They have no other broadcast interests. KWYO is on 1410 khz with 5 kw day and 500 w night. KLWDFM is on 96.5 mhz with 25 kw and antenna 13 feet below average terrain.

WIGO(AM) Atlanta: Sold by Wigo Inc. to Sheridan Broadcasting Corp. for $650,000 or 65% of market value, whichever is less. Sale is contingent upon FCC reversal of administrative law judge’s decision on June 6, 1979, revoking station’s license for alleged lottery violations. Seller is owned by Emil Mogul (70.3%), former New York advertising agency owners, and wife, Helene (29.7%). Mogul has no other broadcast interests. Buyer is owned by Ronald R. Davenport (86.06%), Thomas E. McKinney (3.64%) and 10 others. Sheridan is licensee of WUFO(AM) Amherst, N.Y., and WYIZ(AM)-WAMO(AM) Pittsburgh. It also owns Sheridan Broadcasting Network (formerly Mutual Black Network). It has sold WILD(AM) Boston (BROADCASTING, July 21). WIGO is on 1340 khz with 1 kw day and 250 w night.

WFBU-AM-FM Augusta, Me.: Sold by Capitol Communications Corp. to Tanist Broadcasting Corp. of Boston for $600,000. Seller is owned by Harold Vigue (57.5%), Norman Gallant (24%) and Joseph Roy (18.5%). Vigue also owns 50.8% of WKRK-AM-FM Rockland, Me. Gallant and Roy have no other broadcast interests. Buyer is owned by T. Barton Carter (97%) and C. B. Wismar (3%). Carter is Boston University professor of communications. Wistmar is associated with Washington religious film production company. They have no other broadcast interests. WFBU(AM) is on 1340 khz with 1 kw day and 250 w night. WFBU(AM-FM) is on 101.3 mhz with 4.8 kw and antenna 315 feet above average terrain. Broker: Blackburn & Co.

WCNX(AM) Middletown, Conn.: Sold by David E. Parmigoni to Berkshire Broadcasting Co. for $350,000. Parmigoni has no other broadcast interests. Buyer is owned by Donald A. Thurston (51%) and William H. Vanderbilt (49%). They also own WMBN-AM-FM North Adams and WBSB(AM) Great Barrington, both Massachusetts. Thurston, immediate past chairman of National Association of Broadcasters joint board, manages stations and Vanderbilt is Williamstown, Mass., investor. WCNX is 1 kw daytimer on 1150 khz. Broker: Blackburn & Co.

WVIF-FM Christiansted, St. Croix, Virgin Islands: Sold by Leisure Time Communications Inc. to CDI Communications for $510,000. Seller is owned by Richard M. Messina and Henry A. Berliner (50% each). They also own WWFL(AM) Clermont, Fla. Buyer is principally owned by Gerald P. Mikita, Chicago investment broker. He is also principal owner of KXHY-AM-FM San Angelo, Tex.; KZKN-AM-FM Zion, Ill., and WADC(AM)-WBIZ(FM) Parkersburg, W. Va. WVIF-FM is on 99.5 mhz with 4.9 kw and antenna 205 feet above average terrain. Broker: Chapman Associates.

KCRF(AM) Trinidad, Colo.: Sold by Trinidad KCRT Inc. to Colorado Broadcasting Inc. for $450,000. Seller is owned by Jim Platt who has no other broadcast interests. Buyer is owned by Tony A. Cranford, sales representative for KLAK(AM) Lakewood, Colo. (Denver). He is also CP applicant for new FM in Trinidad. KCRF is on 1240 khz with 1 kw day and 250 w night. Broker:

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Please write the FCC with your reasons in support of retaining 1st class operator licensing.

Thanks,

BOB JONES, President
SBE

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Chapman Associates.

- WFIF(AM) Milford, Conn.: Sold by Colonial Broadcasting Co. to K.W. Dolmar Broadcasting Co. for $425,000. Seller is owned by Blair Walliser (39%), J. Olin Tice Jr. (1.5%) and six others. Seller parent, Communications Corp. of America, has 49% interest in WBUG(AM) Ridgeland, S.C. Tice has sold, subject to FCC approval, WCAY(AM) Cayce, S.C. (BROADCASTING, Oct. 20). Buyer is owned by Walter W. Curley and Kenneth R. Chapin (35% each) and Edward T. Jones (30%). Curley is retired president of Liverpool, N.Y., manufacturer of library furniture and supplies. Chapin is Milford, Conn., media broker. Jones is operations manager of KPLX(FM) Fort Worth. They have no other broadcast interests. WFIF is daytime on 1500 kHz with 5 kW.
- KKKR(FM) Ardmore, Okla.: Sold by J.W. Brauer to Pro Media Inc. for $300,000. Brauer has no other broadcast interests. Buyer is owned by Richard L. Moore (51%) and Robert D. Hanna (49%). Moore, based in Midland, Tex., has various oil and gas interests throughout state. Hanna is Dallas-based media broker. He owns 20% of KERV(AM)-KPFM(FM) Kerrville, Tex., and 33% owner of Black Cat Broadcasting which has purchased KROX(AM) Crookston, Minn. (BROADCASTING, July 14). In addition, he is 27% owner of applicant for new FM in Crookston. KKRRO is on 92.1 mhz with 3 kW and antenna 300 feet above average terrain.
- KAPR(AM)-KKRK(AM) Douglas, Ariz.: Sold by James Coursolle to E.V. Tetrault for $250,000. Coursolle also owns WLKE(AM)-WGGQ(FM) Waupun, Wis. Tetrault is Stockton, Ill., real estate investor with no other broadcast interests. KAPR is on 930 kHz with 2.5 kW. KKKR is on 95.3 mhz with 3 kW and antenna 300 feet above average terrain. Broker: Milton Q. Ford & Associates.

- Other proposed station sales include: KLYX(AM) Sioux Falls, S.D.; KBHU-AM-FM Brigham City, Utah, and WEMP(AM)-WNUW(FM) Milwaukee (BROADCASTING, July 21) (see "For the Record," page 83).

- KTIV(TV) Sioux City and KWWL-TV Waterloo, both Iowa: Sold by Black Hawk Broadcasting Co. to American Family Corp. (AFC) for $45 million in common and newly issued preferred AFC stock ("In Brief," Oct. 1, 1979). Deal also includes six cable television franchises in Dallas-Fort Worth area and industrial catering firm and outdoor advertising company in Waterloo. Seller, closely held company headed by Chairman Robert Buckmaster and President Harry G. Slife, will become subsidiary of AFC. It has spun off its other broadcast properties to comply with FCC duopoly and crossownership rules: KCB(C) Des Moines, Iowa (see below); KWW(AM) Cedar Rapids, Iowa (BROADCASTING, March 10); KAAAL(TV) Austin, Minn. (BROADCASTING, Oct. 6), and KWWK(AM)-KFMW(FM) Waterloo (BROADCASTING, Sept. 29). Buyer is Columbus, Ga.-based holding company with principal subsidiaries in insurance business. It also owns WYEATV Columbus and WTC-Tv Savannah, both Georgia; KFVS-Tv Cape Girardeau, Mo., and WAFF-TV Huntsville, Ala. AFC is publicly traded but controlled by John B. Amos, chairman and chief executive officer, and family. KTIV is NBC affiliate on ch. 4 with 100 kw visual, 20 kw aural and antenna 1,920 feet above average terrain. KWWL-TV is also NBC affiliate on ch. 7 with 316 kw visual, 27 kw aural and antenna 1,980 feet above average terrain.
- KCB(C) Des Moines, Iowa: Sold by Black Hawk Broadcasting Co. to Des Moines Broadcasting Co. for $500,000 as last of spin-offs from Black Hawk Broadcasting-American Family Corp. merger (see above). Buyer is owned by C. Ross Martin, Glen Stanley, Max Landes, Ed Podolak, Bill Fischer and Paul Olson (10% each) and others. Martin is president and 15% owner of KOAG(AM) Austin, Minn. He is also manager of Iowa Radio Network, association of 17 Iowa radio stations. He also owns 15% of KVFD(AM) Fort Dodge, Iowa. Stanley is executive vice president and general manager of KBOE(AM) Oskaaloosa, Iowa. He also owns
So they threatened the magazine. They didn't like their picture in the exposé on "a gang of thieves and killers." They'd left the gang—back when it was just another motorcycle club. So they sued for libel; then settled out of court. Fortunately, the magazine had ERC's protection. Because for just this kind of unforeseeable threat, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. 

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**THIS PORTRAIT**

**DIDN'T DO THEM JUSTICE.**
Broadcasters and publishers prosper
systems stations. Don Field and
system kw there. ball
approximately to Field
Le president, Neuharth
Cable full
unspecified period-
all
Communications, subsidiary
California: if
$4 pass
systems serving
Bernardino and Riverside coun-
Iowa.

Neuharth, whose company owns seven
television and 13 radio stations as well as
82 daily newspapers, told a Boston meet-
ing of the New England chapter of the
Society of Professional Journalists, Sigma
Delta Chi that he agrees with estimates that
by 1990, half of America's house-
holds will have cable TV.
But that doesn't mean, he added, that
any medium will be obsolete. He envi-
sions more papers in a decade, as well as
more over-the-air television and radio sta-
tions.

"The key is the mix" of media the
public will accept, Neuharth said, declin-
ing to be specific either about Gannett's
future "mix" or about what he thinks it
should be.
He thinks Americans will be hungrier
than ever for information—"at a reasona-
ble price"—and that this should provide
an opportunity, not a threat, for large
newsgathering organizations such as his
own, which he estimates distributes less
than 20% of the information it gathers.

Neuharth says he thinks Ted Turner's
Cable News Network and superstation
have a better chance for survival than
Turner gives newspapers. The Gannett
chief said the traditional paper—ink,
delivery boys and all—will be with us for
a couple of generations at least, supple-
mented by other media.
Existing information sources can find
"complementary niches" instead of bat-
tling one another for survival, Neuharth
said. He regretted, however, that although
philosophically he would want to see com-
petition between such services as the Asso-
ciated Press and United Press Interna-
tional, the "economic facts of life" are
that UPI may not be able to survive
(BROADCASTING, Oct. 13).

"Ideally" competition is desirable, Neuharth stated, but added that just as the
days of the four-newspaper town are gone,
the public adapts, and does the best it can
with fewer competitors in one market.

Communicators are "perfectly poised on
the threshold of the new information
society," Neuharth maintained, asking
listeners to remember that the railroads
failed because they forgot that they were in
"the transportation business, not the
railroad business."

New department and
personnel for NCTA

The National Cable Television
Association has taken action to realize some of
the goals it set for itself at its last board meet-
ing (BROADCASTING, Sept. 22). Last week
it established a new department, media
services and research, "to meet the cable
industry's growing demands in the fields of
programming and advertising." It also
hired a vice president to head the operator
services department.
Char Beales was promoted from director
of research to vice president, media
services and research, as newcomer Bernard
Carver claimed Beales's old title. Michelle
Minarici was named assistant director of
research; Gail Dosik, assistant director of
media services; Anne Pagano, media ser-
vice assistant, and Rona Herman, adminis-
trative assistant.

Beales, a 1973 graduate of George
Washington University, Washington,
worked in the research departments of
WRC-TV Washington and WBBM-TV Chicago
before joining NCTA in 1979.

Edward J. Burakowski, executive vice
president of the Future Business Leaders
of America, was named vice president of
operator services, whose expanded scope
includes providing assistance to state and
regional associations. Jad Januck, assis-
tant director of the department, was
named director. And Diana Munger, assis-
tant to NCTA President Tom Wheeler, has
taken over Januck's former post.

Touch that dial

New York broadcasters propose plan to ask people to keep their
radio sets turned down to avoid county ban on outdoor use

Radio broadcasters in Westchester coun-
ty, New York, are planning a promotional
campaign to encourage people to respect
the audio rights of one another. The cam-
paign is part of a compromise being forged
with county officials who in late Septem-
ber voted to ban radios from public beaches
and pools.

Complaints from citizens about loud
music from too many radios prompted the
county's Department of Parks, Recreation
and Conservation to initiate the ban. The
action caused an angry reaction from area
radio broadcasters.

"The issue concerns the right of state
government or Westchester county to
regulate the time, place and manner of
speech and, in this case, the right of peo-
ple to receive information via radio," said
Bill O'Shaughnessy, wvox(AM)-wrtn(fm)
New Rochelle, who is among those lead-

15% of both KQAO and KVF D. Landis is
president, general manager and 15% owner of KVF D and also owns 15% of
KQAO. Podolak is former professional foot-
ball player with Kansas City Chiefs and
now has various business investments
there. Fischer is associated with St. Louis
advertising agency. Olson owns klem(AM)
Le Mars, Iowa. KCB C is on 1380 kHz with 1
kw full time.

Cable systems serving city of Redlands
and San Bernardino and Riverside coun-
ties, all California: sold by Televents Inc.
to Field Communications for approx-
imately $4 million ("Closed Circuit,
Sept. 29). Televents will manage systems
for unspecified period of time after com-
pletion of sale. Seller is privately held
Walnut Creek, Calif.-based multiple
system operator with systems or
franchises in California, Florida, Colorado
and Wyoming. Carl M. Williams is chair-
man and Gail E. Oldfather is president.
Field Communications, subsidiary of
Field Enterprises which also owns Chicago
Sun-Times, is group owner of five UHF
stations. Don B. Curran is president. Red-
lands, San Bernardino and Riverside
systems have total of 7,600 basic subscri-
bers and pass 23,000 homes.

Neuharth says media must change way
they see selves
Gannett chief emphasizes future will belong to those
in the information business

Broadcasters and publishers will survive
and prosper in the coming "information
society" if they understand that they're in
the information business—not in radio,
television, magazines or newspapers.
That's the prediction of Allen W.
Neuharth, Gannett Co. chairman and
president, who foresees more communica-
tions strides in the next 10 years than in all
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Speaking in Sydney. The Federation of Australian Radio Broadcasters celebrated its 50th anniversary in Sydney Oct. 11-15, at the Hotel Wentworth. Vince Wasilewski, president of the National Association of Broadcasters in Washington, spoke during the convention, and also served as speaker at a luncheon held Oct. 15 by the Advertising Club/Sydney Time Club. Among those at the luncheon pictured above, l to r: Stan Wilmot, president of the Federation of Australian Radio Broadcasters; Don Neely, president of the Advertising Club; Bob Francis, general manager of Radio SAD in Adelaide; Jim Robertson, director of marketing, Radio New Zealand; and Ken Archer, general manager of the Commonwealth Broadcasting Network. Above, right: Wasilewski and his wife, Pat, hold Kilori stick memento at the Advertising Club/Time Club luncheon.

ing the broadcasters’ countereffort.

O’Shaughnessy and John Winkel, WFAS(AM)-WYD(FM) White Plains, have enlisted the support of the National Association of Broadcasters and the New York Market Radio Broadcasters Association in organizing their effort. “We haven’t brought out the big guns yet,” said O’Shaughnessy, “but we’re glad they’re poised.”

The decision by the Department of Parks, Recreation and Conservation is not yet a county ordinance, according to O’Shaughnessy. Local broadcasters hope to convince officials to rescind the order before it becomes law. “We’ve received strong signals from County Executive Al Del Bello that he is not at all comfortable with the ban,” said O’Shaughnessy.

On Friday, Oct. 17, O’Shaughnessy met with Del Bello and developed what may be a compromise. At that meeting, Del Bello asked county parks commissioners to develop alternative solutions to the problem of too much loud music on the beaches. He also asked broadcasters to create a campaign encouraging people to be more considerate of one another.

“It’s a positive approach to the problem,” said O’Shaughnessy, “and a nice campaign for us.” Area broadcasters plan to meet Nov. 6 to begin developing the campaign.

### PBS proposal to allow corporate logos gets first OK

Committee approves plan it hopes will increase underwriting by corporations; it rejects liquor and cigarette support; next step is full board action

In its search for ways to increase funding, a Public Broadcasting Service committee has given initial approval to a proposal for program underwriters to include their corporate logos in on-air announcements.

At the same time, the committee rejected a plan to allow cigarette and liquor companies to underwrite PBS programs.

Meeting in Las Vegas, the Distribution and Support Committee endorsed a plan to allow corporate logos to be displayed in the underwriting announcement following PBS programs. Currently, the FCC requires that the underwriter’s corporate, generic name be used in announcements.

If PBS’s board of directors approves the proposal at its meeting Nov. 18, it would clear the way for PBS management to examine the use of corporate logos.

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Murray Oken, Vice President, Domestic Sales
Jim Kraus, Director, Syndicated Sales
FCC must give final approval on any change in policy.

By allowing companies to use familiar designations and logos, PBS hopes more companies will consider funding programs, thus increasing revenues.

PBS spokesman Mark Harrad said the full board "generally goes along with" the committee's recommendation. Therefore, because the committee recommended retaining the ban on cigarette and liquor participation, that proposal will probably not be considered by the board.

The proposal to remove the ban against cigarette and liquor companies was not a "universal" one, Harrad said. To avoid the appearance of an endorsement, the proposal would have restricted a company with the same name as its product from underwriting programs, and allowed a diversified company with some cigarette or liquor interests to be an underwriter.

Cigarette advertising on radio and television has been prohibited by federal law since 1971. A voluntary ban on hard liquor commercials is part of the National Association of Broadcasters' television and radio codes.

In addition to hearing the logo proposal, PBS's board will examine the possibility of increasing revenue through its satellite and teleconference services.

**NAEB convention attracts 900 in Las Vegas**

56th annual gathering features workshops on broadcast education, engineering, management; scheduled for first time by association's Public Telecommunications Institute

Specific, instructional sessions were emphasized over the big-name speakers at the National Association of Educational Broadcasters' 56th annual convention in Las Vegas this week—and the billing earned high marks.

Nearly 900 professionals in the educational telecommunications field attended the four-day conference Oct. 26-29, participating in more than 100 individual sessions and mini-courses offered in broadcast education, engineering, production, management and research.

The Public Telecommunications Institute, an NAEB division, organized the conference for the first time, and scheduled seminars with specialists in various areas of educational broadcasting.

Among the session leaders were Richard Shiben, chief of the FCC's Broadcast Bureau; Elaine Carter, discussing women in telecommunications management; Roberta Clarke, marketing professor at Harvard University, and attorney Richard D. Marks, a copyright expert.

Sessions in previous years were "a hodge-podge," according to NAEB President James Fellows, who was pleased with the structure and diversity of this year's offerings. Reaction from participants, Fellows said, has been "very positive."

Representatives from the Public Broad-
Nurad, the leader in microwave television systems, became known to broadcasters through its QUAD, SUPERQUAD™, and GOLDEN-ROD™, landmarks in ENG/EJ antenna design that have virtually become the standards of the industry. In the case of the World Trade Center, the challenge was to develop an antenna that could be fitted within very narrow confines on the face of the tower and still deliver adequate performance for reliable STL/TSL links for the several New York TV stations involved in relocating their transmitters and broadcast antennas. The result was the WT-series, an asymmetrical, offset-fed, circularly polarized antenna that couples circular polarization with maximum achievable system gain for these absolutely vital links. The WT-series has now been accepted as THE World Trade Center antenna by the New York TV broadcasters.

Nurad is more than a developer of high quality circularly polarized microwave antennas. Our product line features power amplifiers in the 2 and 7 GHz bands, digital remote control subsystems, and airborne ENG/EJ systems in the COPTER POD™ and MINI POD™. In addition to our high-quality components, we also offer complete microwave TV systems from design through turnkey installation. FOR YOUR MICRO-WAVE REQUIREMENTS. GO WITH THE LEADER.

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casting Service, Interregional Program Services, and independent producers discussed buying and selling; academics debated the reliability of predictors of television shows' popularity, and personnel experts presented recruiting and interviewing techniques.

The association presented its distinguished service award to Nicholas Zappel, former communications adviser to Senator Warren Magnuson (D-Wash.) and retired chief counsel of the Senate's Communications Subcommittee, for his commitment to public broadcasting.

Awards for distinguished teaching were given to Elinor Richardson, retired director of the Las Vegas city school system, and Arthur Hungerford, former professor at Pennsylvania State University.

Leadership in telecommunication awards went to Frank Blythe, of the Native American Public Broadcasting Consortium; Nolan Bowie, executive director of the Citizens Communication Center, Washington; Valeria Lee, general manager of WYS(AM) Warren, N.C.; Florence Monroe, assistant vice president for telecommunications, University of Alabama; Mary Umolu, professor at Medgar Evers College, Brooklyn, N.Y., and Ernie Sanchez, general counsel, National Public Radio.

Complementing the convention schedule were a variety of general interest speakers. Representatives of the three major presidential candidates spoke at the Policymakers' Luncheon Oct. 29. White House staff member Richard Neustadt represented President Jimmy Carter; adviser John Eger spoke for Ronald Reagan, and Texas politician Cissy Farenthold spoke for John Anderson.

The 1981 convention will be held in New Orleans.

**More Telco fears**

Lee's Schermer says phone company is greatest threat to newspapers as well as to cable operators

Although ruling out participation in the cable industry as a strategy for his company, Lloyd Schermer, president of publisher/broadcaster Lee Enterprises, pointed to the same looming figure as many cable operators when identifying the main threat to his business in the coming decades—Ma Bell.

Speaking to security analysts in New York, Schermer noted that while the publishing industry's record for the last decade has been "great," when viewed through advertising and circulation revenue figures, looked at in "real growth" terms—advertising linage and circulation—its record is flat.

He then pointed to "some basic economic facts underneath the surface"; soaring costs for newsprint, the gasoline for delivery trucks, labor, and shrinking prices for telecommunications and computer memory. Newspapers, he suggested should "deliver some of our information using declining computer memory and transmission costs."

And that's where the telephone company comes in. Schermer called it the only other "interactive system for the distribution of information" beside newspapers and the post office, and Ma Bell, he said "has her sights focused directly on our industry."

Through yellow pages advertising, which he said electronics will soon turn into "essentially... the same service" as classified advertising, AT&T is already the biggest publisher in the USA, according to Schermer. And in his telling of the story it was only as a result of "a successful 11th hour effort on [Capitol] Hill by American Newspaper and Publishers Association directors and its member publishers" that AT&T was prevented from pushing a Communications Act rewrite through the last session of Congress.

Newspapers, Schermer proposed, will achieve "real growth" in the coming decade by selling their information in non-traditional ways, such as small units of information delivered "using print, or audio or visual, or combinations of all three," and by using technology to increase services to advertisers. Technology, Schermer said, is providing mass circulation newspapers "the opportunity to serve our mass of customers on an individualized custom-made basis."
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And we get the news in faster. With 950 affiliates, we have 950 news sources, literally, covering the nation. Add to that our resident correspondents in every major world capital and the big news is that Mutual is the largest single radio news network.

Because radio is our only business, our network reporters and correspondents are a special breed of journalists.

Radio only journalists. They are strictly in the news business, not show business. They deliver meaningful news in a meaningful way, the way a radio audience wants it.

One of the key dimensions of our news coverage this year has been the race for the Presidency. We began with the primaries, then reported from the summer conventions as the only commercial radio network with gavel-to-gavel coverage. And we followed the candidates down to the wire. On the campaign trail, Mutual didn't miss a step.

Because radio is our only business, Mutual is the first and last word in radio news.
A first-class letter cost three cents and a carton of cigarettes went for $1. Congress devalued the dollar by reducing its gold content 40.92% and forbade the exportation of silver. Dust storms and drought decimated the nation’s farmlands. In Chicago, gangster John Dillinger was gunned down by the FBI outside the Bijou theater. In Europe, Austrian Chancellor Dolfuss was assassinated by Nazis in an attempted coup d’etat masterminded by an Adolf Hitler who proclaimed himself “Der Fuhrer.” Rodgers and Hart’s “Blue Moon” and Peter DeRose’s “Deep Purple” were among the musical escapes from reality offered on radio, while the inescapable realities of life continued to be brought home in FDR’s fireside chats.

And in Broadcasting...

Broadcasting summed up those feelings in a February editorial: “Broadcasting is an industry without a parallel insofar as government relationship with business is concerned. Although privately operated, it is governmentally regulated. Therefore, it lends itself admirably as ammunition for political oratory. It also is excellent material for reformers, who otherwise would be crusading against cigarettes or the use of lipstick. It is so close to the masses of the people that the agitator can always get some kind of an audience.”

Creation of the FCC was proposed in early 1934 by President Roosevelt. He acted on the recommendation of an interdepartmental committee on communications that examined the role of nine government agencies involved in radio at that time.

Senator Clarence C. Dill (D-Wash.) introduced a Senate bill (S.3289) toward that end. It would abolish the Radio Act of 1927, combine the duties of the different agencies in the new FCC, and set up rigidly defined radio and television divisions in the new agency.

Representative, later Speaker, Sam Rayburn (D-Tex.) introduced a House version (H.R. 8301) that would replace the FRC with the FCC and modify the Radio Act of 1927 without abolishing it.

A Senate-House compromise, as S.3285, was passed by both houses. It was signed into law by FDR on June 30.

Among the more controversial amendments proposed during debate on the Communications Act was one by Senators Robert F. Wagner (D-N.Y.) and Henry D. Hatfield (R-W.Va.) that “would uproot the existing broadcasting structure by or-

In 1934 President Roosevelt called for a Federal Communications Commission. Congress responded by creating one.

Broadcasters wanted station-free programming. Edwin H. Armstrong perfected frequency modulation.

Radio listeners demanded more news. Broadcasters organized their own news services.


The National Association of Broadcasters intensified its efforts to counter escalating music copyright demands. The Department of Justice filed an antitrust suit against the American Society of Composers, Authors and Publishers.

As the Depression abated for broadcasters, advertising revenues rose, and the New Deal took a firmer hold. Radio entered what some later called its “golden age”—a time after conceptual immaturity but before the competition of television and the interruption of World War II. In this same time beyond its genesis, radio grew as the word of politics, the voice of free entertainment, the promulgator of news and the prophet of a new age beyond unemployment, bread lines and static.

Dun & Bradstreet predicted 1934 would be the best year for radio since 1930, saying that radio “is now on a more stable basis than at any time in its history, and fully capable of keeping pace with any industry in the recovery movement.” With 60% of U.S. homes (17,948,162) having radios as of Jan. 1, 1934, and with 1.5 million car radios as of June that year, radio enjoyed a prodigious reach over a widely spaced, diversified and growing audience. Prior to the Communications Act of 1934, federal regulation of the communications industry had been parcelled out to a number of agencies. The newly envisioned Federal Communications Commission, said Herbert Petey, secretary of the predecessor Federal Radio Commission, would monitor the “600 broadcasting stations... 30,000 telegraph and cable offices... more than 16 million telephones connected by 80 million miles of line... (and) that developing newcomer, television, with all of its yet untold possibilities and potentialities.”

With the creation of the FCC on July 1, all of these communications facets came under the control of one body of seven members appointed by the President and confirmed by the Senate. Even though the new Act abolished the five-member Federal Radio Commission, most provisions of the Radio Act of 1927 remained, with regulation consolidated under FCC jurisdiction. Despite this similarity, many in the broadcasting industry resisted the notion of more legislation and the thought of increased government control for a privately owned business—especially one turning a profit in a depressed economy.
orderly cancellation of all station licenses within 90 days and requiring a new allocation under which 25% of all facilities would be given to religious, educational, labor and similar so-called nonprofit organizations. For various reasons, including the proponents' unorganized lobbying, the amendment was defeated 42-23 as the Senate decided that educational allocations should be left to the new FCC.

After such a prologue, the FCC began July 1. Eugene O. Sykes of the Federal Radio Commission was the chairman. Thad H. Brown, also from the radio commission, along with Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne and Hampson Gary filled out the roster. There were three divisions, for broadcasting, telephone and telegraph, each with two members plus the FCC chairman. The broadcasting division consisted of Gary (chairman) and Brown plus Sykes. The new FCC had a staff of approximately 600, almost triple that of the FRC.

Fears of broadcasters that a new regulatory agency in Washington could be a forerunner of extensive change for radio were alleviated somewhat at the first meeting of the new commission on July 11. It was unanimously voted that the status quo be retained for communications and that the new body move cautiously in revising federal regulation.

Despite its self-proclaimed role of guardian of the status quo, the FCC in the year's second half began to explore areas for change in radio. One was proceedings to revise the quota systems, under which radio stations were granted to five separate regions of the country under a formula in which population and station power were dominant factors. Another was a review of the clear-channel structure in which a major study was to determine coverage of higher-powered radio outlets and the service afforded listeners.

Two of the early FCC proclamations concerned the proposal to reserve 25% of the radio band for educational purposes and the revision of the quota system. During 10 days of FCC hearings in October on the "25% proposal," BROADCASTING reported that "educational groups ... saw their ambitious project blasted out of the sphere of practicability from every point of view by nearly 100 witnesses. ... Building what undoubtedly is the finest record of testimony ever prepared in support of the American system of broadcasting, broadcasters were joined by many leading educators, clergymen, authors and other personalities identified with art and industry in espousing maintenance of the status quo."

H. L. Mencken, for example, testified: "It would be very imprudent to assume that stations controlled by pedagogues and theologians would engage in any worthwhile cultural propaganda. Neither class has any active interest in the fine arts, or in ideas in general. The Kings of Nowhere have their chief concern to their own dogmas, and are far more interested in making converts than in spreading the general enlightenment. As for the pedagogues, their first and almost only purpose it to raise more and more money." Based on arguments such as this, the 25% proposal was defeated.

After the FCC altered the quota system in October, BROADCASTING called the revisions "the most sweeping change in the system of allocating broadcasting facilities since the nationwide shift of 1928 ... [these changes] will open the way for substantially increased facilities generally throughout the country." The new rules permitted some stations higher power and additional time while also enabling 100 watt stations to obtain licenses more easily without being counted in state quotas.

Besides public reorderings, internal forces in radio were effecting or promising change. Edwin H. Armstrong had developed the frequency modulation limiter. Armstrong, who had applied for the first four patents on his FM system in 1930, received them after Christmas 1933, and demonstrated his system to David Sarnoff of RCA in early 1934. Despite RCA's enormous investment in AM radio, Sarnoff invited Armstrong to install equipment in RCA space on the Empire State building and to work with RCA engineers in broadcasting experimental FM. Still not publicly demonstrated, these experiments confirmed an engineering breakthrough. Although it was years before FM was to be incorporated into radio's scheme of things and then only after bitter disputes between Armstrong and Sarnoff over patents.

Other areas of change during 1934 included radio news. The so-called truce the preceding December at the Biltmore hotel in New York only served to strengthen the determination of some broadcasters to fight the Biltmore agreement's repressive conditions. The agreement had stipulated networks and stations to dissolve their own news-gathering services and use the reports of the Press-Radio Bureau which began operation in March. But others chose to exercise their prerogative to broadcast their own news from their own sources.

Under the Biltmore agreement, the Associated Press, United Press and the International News Service were to provide stations with material for two five-minute news broadcasts each day, plus bulletins of "transcendent importance" to be broadcast "in such a manner as to stimulate public interest in the reading of newspapers." In February, CBS and NBC professed not to gather news, nor to sell commercial time for news broadcasts, and not to air the Press-Radio Bureau's morning

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500 kw wallop. Ww Cincinnati became the most powerful station in the world in 1934—if only for an experimental period—when it began transmission with 500 kw in its after-midnight operations. Throwing the switch during a test: Powel Crosley, president of the licensee, Crosley Radio Corp.
At Amoco we are convinced that the best way to spend our money is to find the energy that will make America less dependent on foreign oil. Last year that commitment added up to $1.5 billion spent here in the U.S. and that made us the industry drilling leader. This year we'll spend even more... close to $2 billion.

But we're not stopping there. We're working hard to develop alternative sources of energy like shale oil. In fact, we've already spent more than 150 million dollars on these projects. We're sure that investing in methods for extracting oil from shale will pay off in huge benefits for America.

It's not likely that finding oil and natural gas and alternative energy sources will become any less expensive. But that doesn't shake our commitment to investing in America's energy independence.

America runs better on American oil.
news before 9:30 a.m. or its evening news before 9 p.m.

Many independent stations disagreed with this suppression of news and curtailment of advertising. When the Press Radio Bureau began in March, it faced competition from cooperative radio newsgathering services for independent stations; these stations allowed their news to be sponsored. Instead of accord, the Biltmore agreement had created antagonism.

KF1 Los Angeles established its own news service with plans for exchanges of news with other stations. So did John Shepard III, president of the Yankee Network in New England. He refused to curtail services, saying: "It seems to me that any station which had been broadcasting a greater amount of news through the cooperation with local newspapers than is to be allowed under the Biltmore plan is definitely agreeing to curtail its service to the public... making agreements not in the public interest, convenience and necessity...


M. H. Aylesworth, NBC president and an orchestrator of the Biltmore plan, defended the intent of the agreement. He told the American Newspaper Publishers Association that the networks "did not desire to enter into the collection of news unless forced to do so." Mr. Paley [William S., head of CBS], Mr. McCosker [Alfred J., head of Mutual], and I were in no position to bind the radio stations of

Founding fathers. Key to enactment of the Communications Act of 1934 were Senator Clarence C. Dill (D-Wash.), Representative Sam Rayburn (D-Tex.) and Walter M.W. Splawn. Dill—who had co-authored (with Wallace H. White Jr.) the Radio Act of 1927—introduced the Senate version of legislation to supplant the Federal Radio Commission with the Federal Communications Commission. Rayburn offered the House version, and Splawn—former special counsel to the Rayburn committee on transportation and communications, wrote a 331-page report analyzing communications companies and recommending provisions for the Rayburn bill. Broadcasting announced the new FCC in its June 15 issue, and later ran a picture (below) of the new FCC at its first meeting on July 11 (top to r): seated—Commissioners George Henry Payne (R), Irvin Stewart (D), Thad Brown (R), Eugene O. Sykes (D-chairman), Paul A. Walker (D), Norman S. Case (R) and Hampson Gary (D); standing—General Counsel Paul D.P. Spearman, Secretary Herbert L. Pettry and Chief Engineer C.B. Jolliffe. Salary for each commissioner: $10,000 annually.
this country nor were the representatives of the press associations and the publishers in a position to bind the newspapers or the press associations of the country. We endeavored to arrive at an understanding. We undertook to experiment together with a cooperative program which would take nothing from the radio listener in the way of public service ... or deprive the newspapers of their chosen field in collection and dissemination of news. I think we accomplished this purpose."

Senator Dill, a long-time supporter of broadcasting, criticized the Bitmore treaty. He predicted noncompliance by radio stations and suggested to the news-gathering associations "that they cannot do more to popularize their own newspapers than to allow a larger use of their services than five minutes twice a day. ... I believe they are in a position to combine with the news-gathering agencies of America and the world to give to the American people the greatest news service ever known to the human family. No suppression of this kind can long keep the people from securing the service from the radio stations which those stations are able to give."

Moved by the potential of broadcaster competition, the Press-Radio Bureau by April included in its releases news other than that culled from the morning and evening papers in order to satisfy the approximately 125 NBC and CBS stations using the service. Despite the improvement, critics and commentators, including CBS’s H. V. Kaltenborn, pronounced the bureau a failure.

Even so, the war of news worlds continued. In October, Broadcasting editorialized: "Somewhere there is an answer to the news-by-radio problem. With some 100 radio stations owned and operated by newspapers, with many more stations already having satisfactory tie-ups with newspapers, and with most radio managers still unwilling to risk an open break with the American press, the problem presents so many sides that the National Broadcasting Committee to be formed to recommend on it faces trouble no matter which way it turns."

As it turned out, the independent news organizations grew in importance and eventually eclipsed the Press-Radio Bureau. In 1934, the broadcasting industry moved out of the slump of the Depression. For the first quarter of 1934, RCA had a net profit of $1,235,725 as compared with a loss of $478,164 in the same period in 1933. For the first half of 1934 radio networks chucked up record time sales: CBS grossed $7,872,000, a 67% increase over the same period of 1933; NBC grossed $13,599,354, a 35% increase over 1933.

In April a Broadcasting editorial reminded the public that three out of every five homes in the U.S. had a radio, and noted that "old radio owners spent $65 million on new sets, while $50 million more was spent for new tubes in 1933. This total expenditure was greater than the subscription sales for all national weekly and monthly magazines combined during the same year!"

Such statistics encouraged more third-network ventures despite the 1933 failure of Ed Wynn’s Amalgamated Broadcasting System. By March four different third-network plans existed: Broadcasting Stations Corp., headed by George W. McClelland, former vice president and general manager of NBC, WMCA New York, operated by Federal Broadcasting System with John T. Adams, president; a George Storer group that included CKLW Detroit-Windsor, Ont.; WSPD Toledo, Ohio, and WWA Wheeling, Va.; General Broadcasting System, headed by Paul Harron and involving a half-dozen stations from New York to Washington. When Storer became president of Broadcasting Corp., WMCA’s efforts at networking were subsumed by the Broadcasting System Corp.

In June, Storer announced the formation of the American Broadcasting System because "(1) other chains have little time left to sell; (2) competition is healthy for business, and (3) present costs are much too high for any but large advertisers. It is for these brief but potent reasons that we are forming, in a sane and sober manner, a third chain of radio stations. ... The stations selected to form the ABS will cover 50% of the entire audience of the U.S. at a cost far below anything ever before attempted in radio."

On Oct. 14, ABS, with 14 stations from New York to St. Louis, began broadcasts without advertisers. By November ABS had its first commercial sponsor, the Adam Hat Co., and planned expansion.

Using a different strategy of a mutual organization to lure advertising and audiences from the established networks, WOR New York, WGN Chicago, and WLOF Cincinnati in October formed what was the beginning of the Mutual Broadcasting System. It originally was called the Quality Group. WXYZ Detroit was an optional Quality outlet.

"The name of this network," explained W. E. Macfarlane, of the Chicago Tribune’s WGN, "clearly describes our plan of operation. Through this new organization we will endeavor to make suitable time arrangements for advertisers seeking to broadcast in important markets through the use of a few stations having high power and a vast listening audience. ... Each station will remain independent and make its own decision in accepting programs. Each station will receive its card rates for the time less agency commission, making no additional charge to the advertiser for transmission lines. Thus, we believe, we have established a truly mutual arrangement between a group of independently owned stations."

As Storer and Macfarlane realized, radio advertising was reaching an ever-growing audience. Despite the Depression, 16 million listeners were added to the world radio population, making the total at the beginning of 1934 more than 176 million. As 1934 started, there were approximately 45 million receiving sets in use worldwide, compared with 40 million a year earlier.

Within the U.S., national advertisers in 1934 spent $349,055,000 in newspapers, magazines, network broadcasts, outdoor boards and car cards. Newspapers accounted for 46.7 cents of the advertiser dollar, magazines 32.5 cents, and broadcasting 12.2 cents, up 1.5 cents from 1933. And Broadcasting in September reported Association of National Advertisers findings that revealed that radio was the best dollar-for-dollar advertising buy.

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Under the wings of the Blue Eagle. Ironclad rules to prevent manipulation of radio rates were among subjects discussed at a January 1934 meeting of radio’s Code Authority. Seated (l. to r.): William R. Farnsworth, deputy NRA administrator; John Elmer, WCAM Baltimore; John Shepard III, Yankee Network, chairman of the Code Authority; Harry Shaw, WMT Waterloo, Iowa; Edward W. Nockels, WCLF Chicago, and John Kiernan, WVLW New York. Standing: I. Z. Buckwalter, Mason-Dixon Group; M. R. Runyon, CBS; Frank M. (Scoop) Russell, NBC, and James Baldwin, executive officer of the Code Authority. NAB President Alfred J. McCosker, WOA Newark, N.J., and a member of the Code Authority, was not present when the picture was taken.
In April J. Walter Thompson Co. announced that its accounts increased their expenditures on network radio by 51% between 1929 and 1933.

With the increased revenues came increased concern over profits and profiteering. The National Recovery Administration Code Authority for broadcasting in January outlawed per-inquiry advertising and contingent business. To combat false and misleading advertising, the Federal Trade Commission in June required stations, networks and transmission companies to periodically send copies of all commercials to the FTC to assure that food and drug advertising was truthful. Congress considered the Copeland food and drug commercials and misleading advertising, the Federal Trade Commission announced its new authority to determine the dissolution of ASCAP as an illegal monopoly under the Sherman anti-trust law. The Music Publishers Protective Association and 125 other organizations and individuals were named as defendants in the suit. Broadcasters estimated that during the 1933 fiscal year (Sept. 30-Aug.

on radio. (In July 1934, drugs and toiletries, for the first time, provided more advertising revenue for radio than any other categories of sponsors).

Throughout 1934, Congress revised into oblivion aspects of the bill objectionable to the drug companies and to the broadcasters. During 1934 broadcasters revised and debated their own code of behavior, which was under the National Recovery Administration's auspices, to resolve such problems as technicians' wages, artists' and performers' fees, as well as NRA Division Administrator Sol A. Rosenblatt's startling suggestion that the industry adopt a 30-hour week with a 10% wage boost. Such a policy would, Broadcasting advised, "saddle upon all stations a 20% personnel increase and an annual payroll boost of nearly $3 million. That such a load would prove ruinous to a majority of independent stations and weak untold hardship within the industry is obvious. . . ." Even though Clarence Darrow, head of the NRA review board, called for Rosenblatt's removal for such a suggestion, Administrator General Hugh S. Johnson (Rosenblatt's father-in-law) defended Rosenblatt, who maintained his position.

After a four-year campaign, the NAB felt it made progress in its struggle against exorbitant copyright charges. On Aug. 30, the Department of Justice filed a suit asking for the dissolution of ASCAP as an illegal monopoly under the Sherman anti-trust law. The Music Publishers Protective Association and 125 other organizations and individuals were named as defendants in the suit. Broadcasters estimated that during the 1933 fiscal year (Sept. 30-Aug.

The present system of paying ASCAP a percentage . . .

Technical developments added to the affirmation of radio's golden era. To accommodate expected high-fidelity broadcast transmissions, the broadcast band was widened in January to include three new channels for experimental operation—1530 kc, 1550 kc and 1570 kc. Also in January, WJW Cincinnati tested its new 500 kw transmitter, billed as the world's most powerful, and RCA, experimenting with television, tested facsimile transmission in the ultrahigh frequencies.

Philco introduced a new high-fidelity receiver in September. RCA Radiotron Co. in October announced the development of a tiny "acorn" tube for amateur radio's exploration of the short, ultra high frequency, or microwave, reception and transmission. WOR Newark, N.J., in November conducted detailed experiments to determine what effects a high-frequency radio field had on human, animal and vegetable life.

Although the Institute of Radio Engineers predicted that television was five years away, the National Television Corp. experimentally telecast on a six-inch-square screen black-and-white television images that were "visible in a well-lighted room and . . . capable of being seen by a large number of lookers-in at the same time."

Surveys of radio entertainer and program appeal had become increasingly important in the 1930's and were conducted by newspapers, magazines, networks and stations. Some examples:

A survey of farmers in 42 states by Electricity on the Farms showed three favorite radio programs: Amos 'n Andy, Chase and Sanborn's Eddie Cantor, and Lowell Thomas (news).

The New York World Telegram's radio editors poll found Bing Crosby and Guy Lombardo maintaining, respectively, first and second positions as the most popular male singers, while Jack Benny, Eddie Cantor and Joe Penner were the three favorite comedians, replacing the previous year choices of Jack Pearl, Ed Wynn and Gracie Allen.

A four-year CBS study of program types aired between 6 and 10 p.m. revealed the dramatic sketch to be "the real leader among the many types of radio programs," while jazz was found to be losing air time. In 1931 the dramatic sketch occupied 24% of CBS's evening hours, 17% in 1932, 23% in 1933, and 22% in 1934. Jazz orchestras occupied 19% of CBS time in 1931, 10% in 1932, and 13% in 1933 and 1934.

The radio musical comedy became a genre encouraged by many, including M. H. Aylesworth of NBC (Red and Blue Networks) and William S. Paley of CBS.

Sports occupied more air time too. For the first time the World Series was sponsored nationally and carried by three networks plus independents, representing a total of 180 outlets. The Ford Motor Co. paid $100,000 for these broadcasting rights.
For the Record®

As compiled by BROADCASTING, Oct. 20 through Oct. 24 and based on filings, authorizations and other FCC actions.


New Stations

FM applications


- Tahoe City, Calif — Felicia F. and Robert T. Minde seeks 96.5 mhz, 1.8 kw. HAAT: 2,187 ft. Address: 223 Via Ebiol, Newport Beach, Calif. 92663. Estimated construction cost: $90,200; first quarter operating cost: $38,700; revenue: $150,000. Format: Adult contemporary. Principals: Felicia F. Minde (50%) and husband, Robert T. (50%). Felicia is former administrative assistant for United Way. Robert is employ of aerospace firm and owns Newport Beach art dealership. Robert is applicant for new FM at Solvang and Brawley, both California, and is 3% owner of applicant for new AM at Solvang, Ann. Sept. 22.

- Tahoe City, Calif — Minority Broadcasters of Tahoe Inc. seeks 96.5 mhz. 1.8 kw. HAAT: 2,181 ft. Address: 40603 E. Powers Dr., Englewood, Colo. 80111. Estimated construction cost: $200,000; first quarter operating cost: $31,600. Format: MOR. Principals: Loretta A. Sales (50%), Colleen E. Waits (45%) and husband. Colleen (5%). Sales and Colleen Waits are sisters. Sales has interest in Denver, Colo. oil company. Colleen Waits is owner of Denver building contractor and also has various real estate interests. Colleen Waits is Denver teacher. They have no other broadcasts interests. Ann. Sept. 22.

- Tahoe City, Calif — North Shore Broadcasters seeks 96.5 mhz. 1 kw. HAAT: 2,853 ft. Address: 2670 Woodridge Cir., No. 8, Placerville, Calif. 95667. Estimated construction cost: $41,700; first quarter operating cost: $24,400; revenue: $150,000. Format: MOR. Principals: Chris W. Kidd (50%), Colleen E. Waits (50%)(5%) and David L. Metts (5%). Kidd is general manager and 100% owner of broadcast equipment sales company. Metts is engineering director for McClatchy Broadcasting's nine AMs, FMs and TVs. Kidd is also 51% owner of applicant for another new FM at Placerville, (BPH-700831). Ann. Sept. 22.


- Carthage, Ill. — East Delta Communications Inc. seeks 98.9 mhz. 100 kw. HAAT: 549.36 ft. Address: PO Box 4426, Greenville, Miss. 38701. Estimated construction cost: $157,000; first quarter operating cost: $27,000; revenue: $20,000. Format: MOR. Principals: William D. Jackson (51%), Stanley S. Sherman (24%) and Sun Delta Capital Access (25%). Jackson is president and director of WESY(AM)-WBAD-FM Lebanon, Miss. Sherman is office manager of Greenville department store and has interest in WESY(AM)-WBAD-FM. Sun Delta Capital Access is a non-profit

Stay Tuned

1. What broadcast development, besides FM, was supposed to be more important than television?
2. What news group fed the incorrect verdict in the Lindbergh case?
3. What long-running music show began in 1935?
5. What network officially died in 1935, despite the longevity of its name?
6. Who took over the chairmanship of the FCC in 1935?

The answers next week, in "1935."

Broadcasting Nov 3 1980
### Summary of broadcasting

#### FCC tabulations as of Sept. 30, 1980

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<th>Commercial AM</th>
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<th>Educational FM</th>
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*Special temporary authorization

*Includes off-air licenses

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**Broadcasting Nov 3 1980**

84
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- **WSIF(FM)** Wilkesboro, NC.—Seeks CP to change frequency to 94.7 MHz; increase ERP to 0.15 kW and HAAT to 2,000 ft. Ann. Oct. 17.

- **WCKR(FM)** Hornell, N.Y.—Seeks CP to change TL to Tonab Hill 2.3 miles N.E. of Hornell, increase ERP to 6,000 watts and HAAT to 3,500 ft.; change type trans and make changes in ant. sys. Ann. Oct. 17.


- **WEKZ-FM** Monroe, Wis.—Seeks CP to change TL to 3.3 miles W. of Monroe; increase ERP to 45 kW; HAAT to 532 ft. and change type trans and make changes in ant. sys. Ann. Oct. 17.

- **WUNF-FM** University of North Carolina at Asheville—Seeks CP to change ERP to 1 kW. Ann. Oct. 17.

**Facilities Changes**

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**FM applications**

- **WSIF(FM)** Wilkesboro, NC.—Seeks CP to change frequency to 94.7 MHz; increase ERP to 0.15 kW and HAAT to 2,000 ft. Ann. Oct. 17.

- **WCKR(FM)** Hornell, N.Y.—Seeks CP to change TL to Tonab Hill 2.3 miles N.E. of Hornell, increase ERP to 6,000 watts and HAAT to 3,500 ft.; change type trans and make changes in ant. sys. Ann. Oct. 17.


- **WEKZ-FM** Monroe, Wis.—Seeks CP to change TL to 3.3 miles W. of Monroe; increase ERP to 45 kW; HAAT to 532 ft. and change type trans and make changes in ant. sys. Ann. Oct. 17.
- WCPT-TV Crossville, Tenn.—Seeks CP to change ERP to 2,818 kw vis., 564 kw aur.; change TL to Buffalo Mountain, 2.2 miles N.E. of Windrock, Tenn.; to Sth. to North Main St. at Hillcrest Dr.; cross type. type ani.; and HAAT to 2,772 ft. Ann. Oct. 17. TV action

- WTBS, Atlanta—Granted request for authority to change SL to 1050 Techwood Dr.; N.W., Atlanta, and operate trans. by RC from SL. Acton Oct. 1.
- WRAU-TV Peoria, Ill.—Granted CP for the following: ERP 1,620 kw vis., 1,62 kw aur.; HAAT 640 ft.; TL 40-39-11 89-35-1; and change type ani. Acton Oct. 9.
- KRVU-TV Houston, Tex.—Granted CP for the following: ERP 1410 kw vis., aur. 141 kw aur.; HAAT 1,950 feet; TL 29-34-28 95-29-73; and change type ani. and trans. Acton Oct. 14.

In Contest

Designated for hearing
- Mechanicville, Va.—Designated for hearing five mutually exclusive applications of Christian Communications Inc.: Mechanicville Broadcasting Co.; Drum Communications Inc.; Hanover Radio Inc. and Nine-Two Points Broadcasting Inc. for new FM on 92.7 mhz at Mechanicville. FCC will determine whether Drum is financially qualified to construct and operate proposed station; Drum's efforts to ascertain community needs and problems of area to be served and means by which it is proposed to meet those needs; whether Nine-Two Points Seven has continued to keep FCC informed of insignificant and significant changes in its application as required by Sec. 1.65 of rules and what effect this would have on its basic comparative qualifications, and which proposal on comparative basis would best serve public interest and which application should be granted. (BC Docs. 80-661-665). Action Oct. 21.

Allocations

Actions
- St. Louis, Ill.—In response to petition by Internanional Black Baptist College, proposed assigning UHF TV ch. 46 to East St. Louis for noncommercial educational use. comments due Dec. 15 and reply comments by Jan. 4. (BC Doc. 80-658). Action Oct. 15.
- Victor, Tex.—In response to petition by Community Television of Victoria, proposed assigning UHF TV ch. 31 to Victoria as its third TV assignment. comments due Dec. 15 and reply comments by Jan. 4. (BC Doc. 80-657). Action Oct. 15.

Cable

- The following cable registrations have been filed:
  - American Cable Television Inc. for Phoenix and Tempe, both Arizona. (AZO033.036) add signal.
  - Arizona Cable TV Inc. for Paradise Valley. Ariz. (AZ0001) add signal.
  - Storer Cable TV Inc. for Fairfield, Sunny St. and Solano, all California. (CA0459,479,480) add signal.
  - Storer Cable TV Inc. for Loveland, Colo. (CO1052) new system.
  - Storer Cable TV Inc. for Hamden and West Haven, both Connnecticut. (CT0030, 51) add signal.
  - Clay Video Inc. for Orange Park and Clay. both Florida. (FL0435, 405) add signal.
  - Broward Cable TV Inc. for Cooper City, Fla. (FL0499) new system.
  - Perry Cable TV Corp. for Royal Palm Beach, Palm Beach. Tequesta, Palm Beach Shores, Palm Beach Gardens, North Palm Beach, Lotus Tree Village, Lake Park, Jupiter Inlet. Juno Beach. Indiantown, Sewalls Point, Stuart, Ocean Breeze, Marin, Jupiter Island. Ocean Village. St. Lucie. Port St. Lucie and Green Acres City, all Florida. (FL0466, 342, 179, 042-049, 4349, 173, 009-072, 458, 176, 175, 481) add signal.
  - Action CATV Inc. for Leon, Fla. (FL0498) new system.
  - Northeast Gwinnett CATV Inc. for Suwanee, Lawrenceville, Duluth, Dacula, Buford, Rest Haven, and Gwinnett, all Georgia. (GA0370-276) new system.
  - Champaign-Urbana Communications Inc. for Champaign and Urbana. both Illinois. (IL0189, 190) add signal.
  - Lincoln Cablevision for Lincoln. Ill. (IL0033, 270) add signal.
  - Telecable of Bloomington-Normal—Normal Corp. for McLean and Bloomington, both Illinois. (IL0146, 147) add signal.
  - Covington Cable TV Inc. for Covington, Ind. (IN0031) add signal.
  - U.S. Cable of Northern Indiana for Griffith and both Lowell in Indiana. (IN0025, 226) new system.
  - Jefferson Cablevision Inc. for Jefferson, Iowa. (IA0119) new system.
  - Northern Cable TV Inc. for Eagle Lake, Me. (ME0126) new system.
  - Telecable of Leslie Inc. for Leslie, Mich. (MI0045) new system.
  - Warner Amex Cable Communications of St. Louis Inc. for Valley Park and Country Life Acres, both Missouri. (MO0027, 228) new system.
  - Futurecable Vision Enterprise Inc. for Delran and Beverly, both New Jersey. (NJ0044, 445) new system.
  - Cablevision of New Jersey for Harrington Park. N.J. (NJ0048) new system.
  - Community Cable Systems Inc. for Washington and Montrooo, both New Jersey. (NJ0046, 447) new system.
  - MASA Cable Inc. for Red River. N.M. (NM0006) new system.
  - Auburn Cablevision Inc. for Skaneateles. N.Y. (NY0868-867) new system.
  - Viacom Cablevision of Cleveland for Chagrin Falls and Bedford. both Ohio. (OH0804, 805) new system.
  - Woodfield Cable Inc. for Summerfield, Ohio. (OH0806) new system.
  - Wood Television Co. for Portage and Bowling Green, both Ohio. (OH0629, 139) add signal.
  - Beaufort Cablevision for Beaufort. S.C. (SC0162) new system.
  - Miller Cable TV Service for Miller. S.D. (SD0019) add signal.
  - Sioux Falls Cable Television for Sioux Falls and Mitchell, both South Dakota. (SD0017, 0201) add signal.
  - Lake Telephone Co. for Memorial Point and April Sound. both Texas. (TX0261, 368) add signal.
  - Storer Cable TV of Texas Inc. for Segoville. Eustius. and Princeton, all Texas. (TX0662 663, 664) add signal.
  - Public Broadcasting System for the State of Florida. (FL0006, 048-050) add signal.
  - Race Cablevision of Racine. Wind Point. Elmwood Park, Caletown, and Mount Pleasant, all Wisconsin. (WI0006, 048-050) add signal.
  - Telecable of Sturtevant. Wis. (WI0022) add signal.

New AM
- WEVO Grant State Public Radio Inc. Concord. N.H.
- KKTA Soerenson Broadcasting Corp. Yankton, S.D.
- KZMD TV Miami City STVC. Miami
Existing FM
- WDLF WKXK Delay. Fla.
- Existing FM
- WKEZ WBEU-FM Beaufort, S.C.

Grants

Call

Assigned to

New AM
- WVRM Pocahontas Communications Cooperative Corp. Frost, Va.
- KHAI TV University of Massachusetts. Boston
New TV
- WTVI Sunset Communications Corp. Honolulu
Existing AM
- WSMO WVAM Bessernet. Ala.
Existing FM
- WZKX WCOL-FM Corning. N.Y.
Existing TV
- KTPX KMOM-TV Minneaplas. Minn.

Services

COMMERCIAL RADIO MONITORING CO.
- PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Lee's Summit. Mo. 64063
Phone (816) 526-3777

CAMBRIDGE CRYSTALS
- PRECISION FREQUENCY MEASUREMENTS
- SPECIALISTS FOR AM-FM-TV
  454 Concord Ave. Cambridge, Mass 02138
Phone 617/876-2810

DOWNTOWN COPY CENTER
- FCC Commercial Contractor
  AM-FM-TV 5 NRBA basis-terrestrial updates-steam services-mailing lists D.B. Amatour. etc.
  1114 21st St. N.W.
  Wash., D.C. 20037 202 452-1422

AERONAUTICAL CONSULTANTS
- Tower Location/Height Studies
- FAA Registrations
- JOHN CHEVALIER. JR
AVIATION SYSTEMS ASSOCIATES, INC.
- 1650 So Pacific Coast Hwy
- Redondo Beach, Calif. 90277
- (213) 378-2281

CENTURY ENERGY SYSTEMS
- Radio. Technical Services Group
  CONSTRUCTION MGMT
  FIELD ENGINEERING
  AM-FM MEASUREMENTS
  AUDIO ENHANCEMENT

Broadcasting Nov 3 1980

86
Northern Illinois—established AM/FM looking for bright, articulate, experienced sales person. Some experience or education desired. If interested, send resume to J. McCullough, Personnel Manager, WLPW/WWEN 225 S. First, Joliet, IL 60431. An Equal Opportunity Employer, M/F.

Your Sales Opportunity! Full time ABC, Salary, commission. Tell all KFRO, Longview, TX 75666. E.O.E.

New England station with new format seeks salespeople who wish to grow with newly forming group. Excellent opportunity, help 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 Corbin, Box 345, Twin Falls, ID 83301. Or call 208-733-7512.

Dynamic Sales Person. Management a possibility. Excellent 450,000 mid-western market. Resume, earnings history, salary requirements to Box K-172.

KMJ Radio, central California network affiliate is looking for a person with background in broadcasting sales to sell AM-FM, Draw against commissions. Five day week, liberal employer paid benefit package. Resume to: KMJ-AM/FM, Sales Manager, KMJ-AM/FM, 3636 North 1st Street, Fiero, CA 93726. Equal Opportunity Employer.

Like to sell Ski? We have an immediate opening for an experienced account executive in a 300,000 plus market. Must have minimum of two years experience in Agency and Direct Sales. Opportunity for advancement with growing chain. Contact Rick Welch 303-632-5561.

Perfect Climate. Would you like to live in one of America's loveliest areas? Napa Valley, California. 45 miles from San Francisco market of 150,000. Contact KVON/KNY, write George Carl, PO Box 2250, Napa, CA 94558.

Local Sales Person. Opening for Account Executive in leading good music radio station. Minimum two years broadcast sales experience. Required to call on retailers and smaller advertising agencies in New Jersey Contact: Fred Weinhaus, WPAJ, 1396 Broad Street, Clifton, NJ 07013. Car required. An Equal Opportunity Employer.

Sales Manager. To lead and build. Rapidly growing small market in four season recreational area. Established successful AM, new FM, Application, resume, confidential. Send resume to M. Nestoc, WANN/AMF, Rochester, NH 03607.

Aggressive Sales Executive with one year experience. Immediate opening. E.O.E. Send resumes to KBRD, Box 1336, Tacoma, WA 98411.

Florida—Combo-person for money making small to medium market. Immediate opening, call 1-813-453-1388 or send resume & tape to Bob Stoehr, WAPR, Box 1390, Avon Park, FL 33825.

Sales person wanted for AM country radio station in medium market. Radio sales experience a must. Take over established account list. Be a part of a fast-growing corporation that provides excellent benefits. Send resume to Vicki Kaisel, PO Box 2288, Huntington, WV 25724. E.O.E., M/F.

One of Ohio's great radio stations has immediate opening for a Local Sales Manager to plan, direct, and train our five account sales staff. Minimum one year management experience. Top compensation for qualified individual. Send resume to J.D. Williamson, II, WKBK, Youngstown, OH 44510. No phone calls An Equal Opportunity Employer.

Unusually high income opportunity for aggressive, experienced sales person in S.E. most prestigious resort area. New Class C adult contemporary FM. Excellent opportunity for ambitious sales person seasoned in resort market. Contact Robert Powell, General Manager, WBEU, 3040 Boundary Street, Beaufort, SC 29902.

Central New York: Top rated AM/FM (50,000 watt), AM Medium market—equity opportunity; Enthusiastic, self-motivating. Full company benefits. Write General Sales Manager: WTLB AM/FM, Box 781, Utica, NY 13503. Equal opportunity employer.

General Sales Manager wanted for growing group owned AM and FM station in Pennsylvania. Must be able to lead, train and motivate separate sales staffs. Will be given top account list. Salary, commissions, benefits, override, commissions on other benefits. Position available immediately. Send resume to Box M-17.

Florida Network Affiliate. Top 50 market needs proven sales pro to row to handle solid agencies and excel in direct selling. New management and new development business. We are an equal opportunity affirmative action employer M/F. Salary requirements and resume to Business Manager, Box M-14.


HELP WANTED ANNUNCERS

Top rated Northern Indiana station looking for midday announcer. Local, Public Radio WBGU-FM. Send demo tape and resume to Box 145-3, Lima, OH 45803. M/F.

KZZG FM in need of late night announcer. Persons interested must be strong in commercial productions and also in writing copy. Send tapes and resumes to Chris Jamison, 1842 Henry St, Golden Meadow, LA 70357. KZZG is an affirmative equal opportunity employer.

Jazz Announcer/producer for N.Y. area's only jazz station, Public Radio WGBO-FM. Send demo tape and resume to Al Pryor, PO Box 8, Newark, NJ 07101, EOE.

All-classical 105,000-watt WNEQ-FM seeks experienced announcer. Thorough knowledge of serious music and recordings and professional delivery required. Programming and production experience helpful. Non-returnable tape and resume. Include references, to Peter Goldsmith, Program Director, WNEQ-FM, 23 North Street, Buffalo, NY 14202. WEBA is an equal opportunity employer.

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


Opportunity—Morning Announcer—experienced only apply You'll be second man on established number one. Two-man show You'll do a phone show and do commercials. Knowledge of automatic cbs plus. E.O.E. Contact—Tom Parker, Operations Manager, KTTR/KZNN, Rolla, MI 54011-314—364-2525.

Wanted Announcer for country format. Salary up to 1250 per month. Send tape and resume to KSOX, 345 S. 7th, Raymondville, TX 78580. E.O.E.
HELP WANTED ANNOUNCERS CONTINUED

Announcer-Production Person: Must be able to communicate with listeners, must be professional. We need the best to start. Care of the number one station in market. Afternoon open, EOE. Send tape, resume and other particulars in first letter to: WYCO Radio, PO Box 778, Wausau, WI 54401.

Live, learn and grow with community oriented FM in Virginia's Shenandoah Valley. We need a talented, versatile morning person. Good pay excellent facilities. Write for a personal interview EOE. Box M-21.

HELP WANTED TECHNICAL

Northeast technical service for radio stations desires 1st phone technician for field and shop work. Limited Travel required. Salary commensurate with ability. Company expanding, requires several skilled persons, CATV experience helpful. E.O.E. Reply in confidence to Box K-186.

Chief Engineer to handle two northern Vermont A.M.'s within 40 miles 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 opening. Contact Bob Balfour, WPTL-LW2Z, PO. Box 5553, Fort Lauderdale, FL 33310, 305¬485-4111, EOE.

Chief Engineer: Northeast Class IV fulltime: Must be dedicated to top flight maintenance and able to handle any AF or audio problems. Totally adult, professional, well equipped, maintained, air work required, $17,000 plus paid Blue Cross. Resume to Box K-179.

Northern California's fastest growing AM/FM seeks a Chief Engineer/FM operations supervisor willing to start small and grow with us. Successful applicant will have first phone, transmission, production equipment, automation maintenance experience. Send resume KBLFRSNNR, Box 1016, Red Bluff, CA 96080.

Assistant Chief Engineer for WMTR and WDHA, in Morris County New Jersey. First Phone and experience helpful. Salary to be determined. Resume to WMTR, Horsehill Road, Cedar Knolls, NJ 07927, Attn: Alan Pamau, or call 201-538-1250.

Transmitter Technicians—Voice of America has overseas stations available at supervisory and operating levels for experienced transmitter technicians. Duties include operation and maintenance of high power VOA transmitters and related facilities. Applicants must have 3 to 5 years “hands on” experience in technical operation of broadcast, TV or military fixed-station transmitters. Must be available on a worldwide basis to serve in VOA's radio relay station system. U.S. citizenship required. Starting salary commensurate with qualifications, plus housing and overseas allowances. Full federal fringe benefits apply. Qualified individuals should send standard Federal application form SF-171 to International Communications Agency, MGT/PDE, 1776 Pennsylvania Ave., Washington, DC 20547. An Equal Opportunity Employer.

Chief Engineer for well equipped, maintained, professional operation. Secure position on management team. Job description provided on request. Submit complete resumes to Manager, WALE, Box 208, Fall River, MA 02722.


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. EEO. Send tape and resume to: News Director, 200 S. President, Suite 812, Jackson, MS 39201.

 Experienced radio news reporter. Collect, write & broadcast. Must have a minimum of 3 years experience at AM/FM, PO. Box 36, Gretna Bay, WI 54305, Attn: Ken Peterson.

Full time station in town of 30,000 in Southeast New Mexico needs a news director. Must have experience in gathering, writing, editing, and on air delivery of news. Contact Body Tale, phone 505¬887-8853, or send resume and tape to Box 1536, 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 schedule with an automatic recorder system. Serious applicants need only apply. Send resume and tape to: Dawn P. Gaffke, Operations Manager, WMSE. Box 1220, Sanford, ME 04070, 207¬324-7721. Equal Opportunity Employer.

Successful small market AM in North Dakota seeking news director/announcer. ... Good future ... employer owns other stations. Tape and resume to: KNKD Radio, Hiway 1 L. Ndang, LA 58429.

Newsperson for successful AM/FM in southwest in county of 30,000. Heavy local news and information community. Must be able to assist news staff of four in delivering and gathering news, resumes, and references. An Equal opportunity employer. Box M-3.

A Midwest medium market country giant seeks a top notch morning personality and an excellent reporter, too. If you want to become part of a terrific radio team, send your resume to Box M-23.

Expansion covered area means two new openings at one of Midwest's finest broadcast operations. AM/FM News. Leader wants experienced broadcaster with skills in news and programming. Some sports included, but this is a news and information position. E.O.E. Box M-34.

News anchor person needed for suburban Washington, D.C. Current AM/FM station. Pay scale $20,000, with overtime. Immediate opening. Website: CNN, PO Box 1406, Manassas, VA 22110. EOE.

Immediate opening in News department in Central New Jersey. Will consider beginning with writing and reporting skills. Will train right candidate. Salary open, depending on previous experience. To work with (2) others on News Staff 50% local news, AP wire service. Good potential for right person. Station located between Philadelphia and major New York Radio market. Send resume, references and/or wires to: WRUM, 1341 Old York Road, Harry Haslett, PO. Box 1170, Somerville, NJ 08876, 201¬725-1170, EOE.

Akon's hottest stations WNR/WMGT are looking for experienced newsmen, with strong delivery and production skills. Excellent news personality who can work with new building, new studios, excellent salary and benefits. Hiring now. Call Bill Klaus, 216¬873-2323, E.O.E/Affirmative action.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Experienced Program Director for major market 50,000 watt country facility. Must have thorough knowledge of all phases programing. Send tape and complete resume (with ARB numbers) immediately to General Manager, WYDE, Post Office Box 3326-A, Birmingham, AL 35255. Phone calls not accepted. EOE.

Program Director, W1AR Radio, Norfolk, Va., is seeking a Program Director. This is one of radio's most respected radio stations. Adult Contemporary format with heavy news, sports, and community involvement. Applicant should have major market programming experience with winning record. Send application with air check, references and salary requirements to Dick Fraim, General Manager; W1AR Radio, 720 Bouah St., Norfolk, VA 23510; EOE M/F.

Looking for personality MOR morning DJ and program director. 3-year experience. Top notch station, top pay packet. Send personal letter, resume and logs for consideration. We need someone to help us get the day started right. Call 319¬524-5410.

Audio Producer/Director—See our ad under Allred Fields/Help Wanted Programming, Production & Other October 20 issue. Studio Canvak.

Northern California's fastest growing AM/FM seeks an experienced, creative, organized Production Director/Personality. Call Bruce 916¬527-3511. Send resume to Box KBLFRSNNR, Box 1010, Red Bluff, CA 96067.

KB-KX and KSWT in Topka need an excellent copywriter. Experience in radio or agency copywriting is necessary. Applicants must be able to work with 15 aggressive sales and programming people. Your ego should not get in the way. If you are interested send examples of your work, salary history and resume, to J.R. Greety, Box 4407, Topka, KS 66604. KB-KX and KSWT are equal opportunity employers.

Traffic/Operations Director for 50 kw University FM in Northeast Kentucky Degree in broadcasting or related field required. Experience as board operator necessary. Supervisory background in public radio preferred. Salary based on qualifications. Letters of application, resume and tape by Nov 15 to Mr. Larry Netherton, General Manager; WMKY Radio, Morehead State University UPO Box 903, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

Program Director for top 75 market talk station. Must be strong on leadership, management and be in broadcasting's lifestyle. Submit resume and salary requirements in first letter to: WTWN, 101-C Waters Building, Grand Rapids, MI 49503.

We're covering more of Missouri and need to expand our staff. If you have broadcast skills in news, announcing, talk and sports, you could join the information team. 3 to 7 years experience required for this position. Advancement opportunities available. E.O.E. Box M-45.

Program Director for successful AM/FM operation in county of 90,000. AM operation MOR and local information. Must be highly contemporary. Applicant must be accomplished at production and be capable of leadership. Resume, references. Southwest. An equal opportunity employer. Box M-48.

SITUATIONS WANTED MANAGEMENT

CEO/General Manager of successful non-commercial FM seeks to return to commercial broadcasting. Smart, resourceful, 29, strong in organization, innovation, motivation. Joe Martin, WHIL, Box 16026, Mobile, AL 36616.

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

General Sales Manager seeks general managers position. First phone radio gn. Current manager, with good ideas. 20 years sales experience in radio, retail, direct. Prefer medium market. PO. Box 8214, Rochester NY 14617.

Million Dollar Producer can help turn it all around! Blue-Chip manager/administrator/promoter, idea-oriented and money-motivated. Currently GSP top 10 market, Sunbelt only. Reply: Moneymaker, Box 217, Netherlands, TX 77667.

My ambitions are greater than your needs. I seek opportunity to improve stations career. If you have one biller for 17 years, number one manager, motivator, leader, administrator, collector, salesmanager; with or without ratings. Reply Box M-33.

15 years experience wants to settle with small/medium market. References, including Virginia, program/music director/county DJ, copy promotions and sales. Long term only! Prefer south. Box M-4.


SITUATIONS WANTED ANNOUNCERS

Exp. Rock Jock—Ready to kick. For tape and resume, call Roger Channel, at 312¬784-0262 or 312¬929-0776.

Broadcasting Nov 3 1980

59
Situations Wanted
Announcers Continued


Dependable, hardworking male, 22 seeks AOR, station or top 40. Tape-available. Steve Barone, 550 Kingman Ln. Hoffman Est., IL 60114, will relocate. 312-885-1715.


Broadcast Artist. Classically-minded. From programing to announcing—copywriting to production and feature reporting. NPR background. Have vox, will travel. Wrie Thompson, 1508 Vallejo Dr., San Jose, CA 95112. 408-277-4000.

Get ready for basketball season. Experienced sportscaster excellent job and sales skills will relo- cate. Mitch 212-594-5824.

Texas City ... annc/copywriting with three years experience, from market of 100,000+. Want to go before the snow. 713-832-1754. Bobby Bookett.


Honest, hard working Air Personality-Music Director looking for stable situation to grow. 3 yrs plus real experience, currently working Medium Market. Excellent credentials. Call Jim 607-433-2213.

Radio Ready! recent B.A. in Broadcasting w/2 years commercial experience. Strong creative, productive. Have handled commercial ACR, Top 40, Adult Contemporary & been PD/Production Director. For AM adult cont. or FM ACR tape. Bryah Tol. Waktel Jr., Washington Crossing, PA 18677. 215-493-3370. ready to relocate.

Lucrative offers sought now—Carolina's only Versatile professional: copy, production, news, announc- ing, automation skills. 201—295-4656.

Radio, TV Production experience. Desire South- east, preferably Alabama. Call Russ 915-672-5097 after 5PM.

Experienced, workaholic Disc Jockey looking for soft top, Rock Top, AOR, oldies format. Call Kevin after 6 PM. 312-881-3349.


Hear it now! On the phone or tape (minority) Broadcaster, graduate announce training studios, thoroughly familiar with format, clean cut, tape rich baritone voice, authoritative delivery, also sales oriented personality. James 212-528-7421.


For Sale: One dependable, experienced, hardworking Top 40's Disc Jockey who loves the radio industry. For tape and resume call Charlie Hill at 312-961-2483 or write 2466430 Woodcrest, Naperville, IL 60540.

I don't need a break—you do! You're running a busi- ness, not a broadcast kindergarten, right? I paid my dues with excellent training. Good character—1 No problems. $250 for professional sounding tape available. phone Marv 212-996-4181.

ELECTION NEWS

Top ten affiliate seeks experienced business man- agement in station or management.ämpfe-
ning, coordinating, and supervising such activities as budgeting, accounting, payroll, purchasing and atten-
tiveness. 4 years experience in business management, accounting. per- sonnel or closely related work required. Experience in public broadcasting administration may be substituted for the required college training on a year- for-year basis. Startling salary $21,700. Send resume A. Fred Feely Executive Director Louisiana Educa- tional Television Authority 2518 Woodside Blvd. Baton Rouge, LA 70805. Application deadline: November 17, 1983. Louisiana Educational Television Authority is an Equal Opportunity Employer.

Top affiliate seeks experienced business man-
agement in station or management. Gaining, coor-

Situations Wanted News


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. Look- ing for sportscaster/PBP position medium-major market. 26, 7 years exp M.S. Communications. Tom 316-231-2200. Box K-197.


A sixteen year broadcast veteran desires a posi- tion in radio news/news management in a south- western medium market. Have small, medium and large market experience in news gathering and air- ing, public service programing, commercial and public broadcasting, B.A. numerous speaking and seminar appearances. References and resume. Rick Smith, 5942 E. University Blvd. Tucson, AZ 85712 or 602- 296-5655 evenings and weekends.

Lucrative offers sought now—Carolina's only Versatile professional: copy, production, news, announc- ing, automation skills. 201—295-4656.

Experienced sportscaster seeks new position. Play-by-play heavy basketball, also football, hockey, baseball. Call Bob at 612-235-2815.

Available, basketball, now: 7 yrs BPRNCAA all sports Dan Lee 316—231-6205.

Small Market News/Sports Director—Assistant Manager. Seven years experience. Prefer small to medium market in Northeast-Southwest. Will consider others. Box M-7.

SITUATIONS WANTED PRODUCING, OTHERS

Wanted: Medium market position. Two decades ex- perience producing talk show host and sports director. 308—254-7389. George.

Executive Sports Producer with six years' ex- perience producing two major league teams. Heavy Production background. looking to advance with growing station or recording studio. Willing to relocate. Box M-28.

My experience can work for you in management! Announcer with 16 years experience in various for- mats, live and automated operations, seeks position as Production/Operations and Production Director. Box M-24.

Hire a bright, eager, reliable young man with pro- gramming, on-air, sales and public relations radio ex- perience! Available immediately for entry level posi- tion in the NY Metropolitan area. Call Peter at 212—535-6523.

Lucrative offers sought now—Carolina's only Versatile professional: copy production, news, announc- ing, automation skills. 201—295-4656.


HELP WANTED MANAGEMENT

Top ten affiliate seeks experienced business man- agement in station or management. Gaining, coor-

HELP WANTED SALES

Promotional Representative Seven Represen- 
atives, headquartered in: Philadelphia, Chicago, Austin, San Francisco, will promote carriage of multicultural TV series by commercial TV stations. Require- ments: five years TV program promotion or related sales; self-starter: meet deadlines; must travel. Sal- aries range $25,000 annual salary. Requires two sales calls a week. Must have proven sales experience. Send resumes to John Kuenke, KCRA-TV, 310-10th St. Sacramento, CA 95814. EOE.

Director of Sales. For major eastern market inde- pending. Heavy experience and proven strong sales ability required. Send resume and salary require- ments to: John Kuenke, KCRA-TV, 310-10th St. Sacramento, CA 95814. EOE.
HELP WANTED SALES CONTINUED

Florida network affiliate has an opening for a locally sales Account Executive. Marketing or business degree preferred, along with on the street sales experience. Knowledge of television marketing concepts. EOE. Reply to Box M-36.

HELP WANTED ANNOUNCERS


Video Maintenance Engineer: Minimum ten years experience in 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 Tucson, Arizona: Minimum requirements - FCC 1st Phone, 3-5 years TV maintenance experience. Duties include maintenance and routine alignment of studio equipment. Experience with digital, solid state and remote control is desirable. If you want to drive to work this winter in sweatshirts, this Tucson station would like to hear from you. Send resume to: PO Box 503031, Tucson, AZ 85703. An Equal Opportunity Employer.

Video Engineer - Expanding production facility needs quality minded, production oriented EFP Engineer. Salary commensurate with technical ability. Write: Personnel Director, KHBC, KHBC Studio, 4601 Exchange Blvd, Kansas City, MO 64110. Video Tape Assistants. 2351 SW 34th St, Ft Lauderdale, FL 33312, 357-5847-A.

Engineer/Maintenance - IPTV/ITV: Qualifications - First Class FCC License. Minimum of three years of technical experience in television broadcast engineering. Digital, solid state. UHF microwave and remote control. Apply KMFT-TV Fresno County Dept. of Education Personnel Office Room 351, 2314 Main Street, Fresno, CA 93721. Phone: 209-488-3018.

Chief Engineer for beautiful west coast YVHA operation. Minimum 5 years administrative, 5 years maintenance background. EOE. Submit resume/epresentations and salary history to Box K-91.

Need the right person to help WWPB-TV install a new transmitter, antenna, STL, and remote control into a new building. Call (518)-597-8400. It is desirable to hire an individual to supervise 3 engineers and several students to assist the Chief Engineer. New studio construction and the future plus the many remote telecasts we do will give you valuable experience to prepare you to move up in television engineering management. Send resume for Personnel Services Office, Ball State University Muncie, IN 47306. An Equal Opportunity/Affirmative Action Employer.

Studio Technician II (TV Broadcasting) First class license. AA degree, plus 3 years technical experience including in-depth electronic theory and practical maintenance experience required, preferably with broadcast color equipment or equivalent circuit sophistication. Starting salary: $10,880-$12,290. For further information or to apply, contact Mr. Michael Nighbert, Manager, WENN-TV, Box Z, Durham, NH 03824, AAEEO.

Director of Network Engineering: Under administrative supervision, plan and direct television network programs and be responsible for the overall planning and coordination of all engineering operations of a public television network. Minimum qualifications: AA degree in Electronic or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting, First Class FCC radio-television broadcasting license, or experience in and familiarity with current state of the art procedures and equipment. Salary range: $20,240-$31,510 depending on qualifications. For further information call: Mr. Marshall C. Duvall, Mr. Randy Nighbert, Manager, WENN-TV, Box Z, Durham, NH 03824. AAEEO.

Videotape operator/technician. Must be experienced with Ampex and RCA VTR's. Contact W. Finn, C.E., WNNZ, 19324 River View Drive, Arvada, CO 80003, 719. 323-7000, EOE.

Engineer: For professional/technical society in Scarsdale, New York. Excellent salary and benefits. Requirements include degree in engineering or science related field, experience in design and troubleshooting of TV and audio systems: good command of English and grammar with the ability to prepare written reports of technical matters. Prefer experience in film or video systems. EOE. Reply to Box M-1093.

Staff maintenance engineering position available with well established broadcast alliance house located in sunny Florida. Send resume to Vice President/Engineering, 744 W. Church St., Orlando, FL 32805.

TV Station's Director of Engineering needs an Assistant Chief to work with busy east coast major market production company. Only those with a strong background in Broadcasting/Maintenance need apply. Salary starts mid $20's. EOE. Send resume to Box M-40.

We're in the market for a qualified maintenance engineer with aspirations to become assistant chief. Needs background in studio and transmitter. Offering good salary and benefits package including vacations, holidays, paid training, and EEO. Send resume to Ken Warren, Chief Engineer, KMST-TV, 46 Garden Court, PO Box 1936, Monterey, CA 93940. A Reel Broadcasting station. EOE

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, KARD-TV, Box 333, Wichita, KS 67201.

Anchor/Producer. Need experienced broadcaster for 10 p.m. newscast. Well rounded background required. Send resume and tape to: Graham Smith, News Director, WATF-TV, 1477 Lafayette, LA 70502. Equal Opportunity Employer.

Producer 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, WBNN-TV, 2719 Central Ave., Ft. Myers, FL 33901.

News Announcer if you can write news and deliver. Wyo. TV has opening for you. Send 3/4 inch VTR and resume to Hal Hardy, Sweetywater TV Box 8, Rock Springs, WY 82901. If just breaking into TV, audio tape permissible.

Assignment Editor. Aggressive Chicago affiliate in search of an experienced news editor. Degree and experience required. Resumes only EOE. Contact Bill Perry, News Director, WBNN-TV, 2719 Central Ave., Ft. Myers, FL 33901.

Southwest needs an organized, self-starting person with previous desk or producing experience, ability to write for on-air use. Send resume to: Robert Allen, News Director, KTSW-TV, PO Box 55, Penmar, CA 93431. Equal Opportunity Employer.

Photographer. We need an experienced shooter who can effectively utilize both film and ENG. Fast, decisive and dedicated. Good sales approach. Send resume to: News Director, KTVF-TV, Fairbanks, AK 99701.

Metropolitan 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, KID-TV, Idaho Falls, ID 83401. 208-522-5100.

News Director: All-ENG Department needs strong leader to continue recent growth in numbers.需 experienced manager. Send resume and one page letter stating philosophy of news management to Station Manager, WCHS-TV, Box 1153, Charleston, WV 25324.

Wanted: Aggressive news reporter to head satellite news bureau. Must be able to report, shoot and edit videotape. Send tape and resume to News Director, Box 186, Charleston, SC 29402.

News Director/Anchor - small market-excellent pay benefits-$19,000. EOE. Box M-43.

Assignment Editor for aggressive news department in top 100 southeastern market. Applicants must be aggressive, quick thinking, possess organizational skills and direct and motivate staff of 25. Excellent benefits and good salary for the right person. EOE. Write Box M-29.

Producer, for six and ten o’clock half hour news blocks. Must know film and ENG editing, writing to visuals, handling assignments, editing. Send resume and good ideas as to how you'd make successful news show. Send resume to: Al van Oosten, Chief Engineer, PO Box 1526, Augusta, GA 30903.

News Photographer - Top 100 CBS affiliate in southeast seeks ENG News Photographer—experience preferred. M/F EOE employer. Send resume to Box M-11.

Photographer, for ABC affiliate. Upper Midwest, competitive market. Must have experience in ENG and film, shooting and editing. Live remote experience helpful. You will become part of an eight person photographic staff. We are an Equal Opportunity Employer. Send letter and resume to Box M-13.

A real challenge — you run a one-person bureau covering a metro area, shooting film or tape, preparing stories, and editing every day? The last 3 people to hold this job with this No. 1 news operation are now regular news anchors. Equal Opportunity Employer. No calls please. Send VCR and resume to Bob Brunner, News Director, WQOW-TV, PO Box 2115, Huntington, WV 25721.

Assignment Editor. Aggressive, Columbus-owned CBS affiliate. Must be organized; an "idea person" with the ability to motivate news staff and coordinate news production. Excellent benefits. EEO. Equal Opportunity Employer. Send resume to: Robert Allen, News Director, KOTV, PO Box 6, Tulsa, OK 74101. Equal Opportunity Employer M/F.

Reporter-Videographer wanted to join aggressive leadership-oriented professional team in our Mobile, Alabama newsroom. Send resume. 3/4" tape to S. Peter Neumann, ND, WEAR-TV-ABC, PO Box 12278, Pensacola, FL 32581. EOE-M/F.

Investigative Reporter. Applicant must have solid experience, not only in television news, but also as an investigative reporter. Should have the ability to transform complex investigative reports into intelligible television news stories. Prior investigative experience is required. Please send resume and tape to Dick Ahles, WFSB-3, Constitution Plaza, Hartford, CT 06115. An equal Opportunity Employer M/F.

Producer-Host/on-air Plan and coordinate various aspects of TV, documentary programs for KAET-TV. Write scripts for segments. Research chosen or assigned subject matter; include administrative, production and format and theme. Serve as on-air talent and interviewer for program segments. Require a Bachelor's Degree and two years experience in television. Experience considered in lieu of degree. Applications accepted thru November 15, 1980. Send resume to: Personnel Director, Arizona State University, Tempe, AZ 85281. An Equal Opportunity/ Affirmative Action Employer who complies with Title IX of the Educational Amendments of 1972.

Wanted: TV news reporter who can anchor sports on Saturday and Sunday. Send tape and resume to News Director, WCSC-TV, PO Box 186, Charleston, SC 29402.

Small market-good pay benefits-EOE. Box M-41.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

PM Magazine Producer: Position open for producer of program now on air. Position requires experienced, articulate individual dedicated to a quality program. Send tape, resume and current salary to Gerald Badeaux, WTHI-TV, 918 Ohio St, Terre Haute. IN 47808. EOE. Employee.

Producer/Director: Plan, produce, and direct live and taped programming and series for KTEH public television. $22,296/yr. App. deadline: 11/14/80. Contact: Larry Condit, Personnel Commissioner, PO Box 1240, Skype Drive, San Jose, CA 95110. 408-299-2754.
HELP WANTED PROGRAMMING PRODUCTION, OTHERS CONTINUED

Producer/Director: Applicants must have a minimum of three years full time experience producing/directing studio and location production. Send complete resume and cassette to: Chuck Wawrzonek, Programming Director, KTHV, Arkansas Eleven, PO Box 259, Little Rock, AR 72203. KTHV is an equal opportunity employer.

Commercial Producer/Newscast Director, KMJ-TV: Looking for an experienced, creative person to write and direct commercial production; must also have excellent news directing ability and be capable of offering creative ideas for improves. Good understanding of modern broadcast equipment and its capabilities a must! Salary to $378.50 for 40-hour week; attractive employment benefits. Send resume, other relevant information to: Personnel Manager, KMJ-TV, PO. Box 12907, Fresno, CA 93779. An Equal Opportunity Employer.

WRCB-TV, 260-Davis Broadcastings, seeks Promotion Manager. Send resume to 900 Whitehall Road, Chattanooga, TN 37405. EOE.

Membership Supervisor for day-to-day operations in the Membership Department of KETC-TV. St. Louis, Mo. Must be dependable, creative, self-motivated and looking for a position that offers professional growth. Must have superior communication and analytic skills. Experience in fund raising desirable. B.A. preferred. Salary range $9,000-$11,000 per year. Send resume to: Personnel Director, KETC-TV, PO Box 21430, St. Louis, MO 63130, by: Nov 12, 1980. Equal opportunity employer M/F.

Research Director for major market Northwest TV VHF station to analyze and conduct studies of all aspects of regional audience as relates to programming and production. Directs Department in Communications or a Social Science. Year's professional experience in audience or related social science research; ability to plan and execute survey research studies. Master degree and television related work desirable. Salary: $14,724-$21,048 plus liberal benefits. One year appointment. Deadline: November 14, 1980. Respond with sample of research to Selection Committee 90-9-3E/ Debby Wilson, KCTV/S 9, 4045 Brooklyn NE, Seattle, WA 98105. AA/E.OE, women and ethnic minorities encouraged to apply.

Studio Manager: WGBH-TV has an opening for an innovative, experienced Studio Supervisor to supervise day-to-day operation of studio and remote production activities. Responsibilities also include supervision, evaluation, and training of technical personnel and involvement in the production planning process. Minimum of four years' practical experience in studio/office with film or video experience required as well as some of the above responsibilities in production and operations tools. Salary negotiable to mid-20's. Send complete resume to: WGBH-TV, Personnel Department, A-695, 25 Western Avenue, Boston, MA 02134. Deadline November 15, 1980 WGBH is an Equal Opportunity Employer.

Art Director: The seasoned pro we're looking for knows an art director's responsibilities. We need a graphic designer to be part of our creative team while handling the administrative and direction goals of the department. If you are looking for an challenging, interesting job, we have it for you: Jeff Bell, Personnel Manager, WVTU, 1422 New Britain Avenue, West Hartford, CT 06110. WVTU is an Equal Opportunity Employer.

Commercial production person needed by Wyoming TV station. Send 3-year sample of work and resume to Hal Hardy, Sweetwater TV, Box 8, Rock Springs, WY 82901.

Help! We need experienced director with solid background in commercial production. At least 3 years experience, college degree desirable but not necessary, and the desire to be a part of our team. Please send resume to PO Box 29, Philadelphia, PA 19105. We are an equal opportunity employer.

SITUATIONS WANTED SALES

Production Specialist. 15 years experience. No. 2 market, wants to move to sales. 3B, educated male, self-starter. Resume available upon request. Box K-40.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Practicing TV since '52 Progressively-increasing managerial responsibility. Demonstrated expertise in administration, competitive programing, sales-produc-
tion (local, regional, national), promotion, news, community-involvement, etc. Large to medium markets. Highly effective everywhere! Leadership and motivational skills. Hands-on manager; accustomed to bottom-line responsibility and compensation based on performance. At accelerated pace, produces specific dollar/ earnings, sales and profits, plus prestige. Box M-12.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Services, Established 1976. Installation-maintenance-system design-survey and critique-internment or chief engineer, midwest. VHF, UHF, FM or AM. Immediate or future duration of project. Phone Bruce Singleton B13-868-2989.

SITUATIONS WANTED NEWS

Dynamic Reporter, national award, seeks new anchor/post. Excellent journalism, Stative journalist was troubleshooter and investigative reporter. Currently general assignment reporter in number one market. Looking for growth opportunity, perhaps as combination weekend anchor/weekday enterprise reporter. Married, bilingual (Spanish/English), established credentials in law and legal education. Box K-192.

Lead Anchor—Also produces/reports, Personality with pace, Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV news operation. Box K-182.

Lead Anchor—Broadcast firm serving L.A. and West Coast seeks regional reporter, 2-3 years West Coast experience, Western background, ability to research and write introductions and travel. Send resume for further interview. Box K-182.

Producer—medium market leader with the ability to make your newscast move. Seeking major market. Box M-14.

Reporter: 21 years old. MA Broadcast Journalism Bright, articulate, creative hard worker Need a chance to get started. Contact Tom at 502-658-3478.

Top-notch TV newswoman available—Reporter/ Anchor/post. Excellent journalism, Stative journalist was polish and flair! Excellent NY references. Stanford grad. I'd like the best will do, write or phone: 55 Warwick Road, Great Neck, NY 11023. 516-487-3368.


Print Journalist, 2 years experience as Washington Post news aide. Rolling Stone Magazine researcher, seeks beginner spot as TV reporter-deskman. Age 24, degree, background in radio, film, video, Mike Maloy, 8313 Meadowlark, Bethesda, MD 20803, 301—365-8056.

I'm betting $14 that you'll respond. Radio news director with broad experience looking for a professional organization. Good story ideas, people motivates at home, qualifies for local news or radio NO Box M-39.

Experienced T.V. newswriter seeks reporting position in entry level market. M.A. Journalism, ENG reporting, talented and aggressive. Box M-10.


HELP WANTED PRODUCING, PRODUCTION, OTHERS

Production man—Experienced in directing, editing, lighting, mini-cam, sports coverage, documentaries. National and regional experience. Demonstrated experience, public and commercial. Seeking position with produc-
tion minded operation. Alain 803-279-3145.

Executive Sports Producer with six years of radio experience producing two major league teams. Seek-

ing to break into television, preferably in Sports Department, but we will consider all offers. Willing to reli-
cate. Box M-44.

Need someone bright with energy and interest to do many things? Experienced studio person with some producing and an air personality is dying for a chance at a dailies. (We used to work together). Send me an interest-

ing talk show and show or PBP sports. Box M-15.

Director/Producer Professional seeks program management/production position. Over twenty years experience in commercial/public TV including pro-
gram director; production projects director; Talented, crea-
tive, dedicated. M.S. Radio TV Box M-27.

Energetic Female seeking production position. Ex-
per- in ENG, editing, lighting, etc. Available in Jan. Sherelle Coombs, 19-A Bouldercrest Lane, S.E., Atlanta, GA 30316. 404-658-331 daily.

Film Critic, Arts Program Hostess, articulate. Pro-
ductive, attractive. PHD. PO Box 6342, Beverly Hills, CA 90212.

Radio, TV Production experience. Desire South-
est, preferably Alabama. Call Russ 915—672-5907 afternoons.

Production Technician. Thoroughly experienced in every aspect of EPP studio production. Extensive light-
ing and auditioning plus design. Will relocate. If you need total dedication call Gilbert Hammer 914—277-3948.

CABLE

HELP WANTED MANAGEMENT

Cable System Manager—Diversified broadcasting company looking for an experienced individual to manage a medium sized cable system located in New England. Background in cable operations, construc-
tion or programming preferred. If you are interested in a management opportunity with a progressive, growth oriented company, please forward your resume and salary requirements to Box M-19.

ALLIED FIELDS

HELP WANTED TECHNICAL

Broadcast Systems, Inc. is a rapidly growing com-
pany serving the television industry with quality equipment and services. We represent first-rate equip-
ment manufacturers, and have extensive stock of several major lines of television equipment in our warehouse for immediate delivery. We are looking for qualified representatives in several parts of the country. BSI pays travel expenses, provides group health and dental insurance to representatives. We pay an attractive guaranteed salary plus a direct sales com-
mision on all sales. We expect each representative to earn $15,000-$20,000 per year. Most of the company are persons who have been Television Chief Engineers, and had successful careers as RCA Field Salesmen. We are looking for professional people who have represented similar products, representatives, or who are in Television Engineering Management. If you are interested, contact us at 800-531— 5286, 212-363-7803, WGBH, Broadcast Systems Inc., 9222 Jamestown, Austin, TX 78758.

HELP WANTED SALES

Sales/Marketing Representative—Must be ex-
perienced in broadcasting or broadcast related pro-
ducts. This is a high income, high commission, high profit business. Regional travel is required. We provide leads, income guarantee, training and expenses. You must provide your own car. We are seeking someone who can adhere to professional practices and ethics, and ability to travel. Send resume including references to Box K-189.

Broadcasting: 4/20 1890
SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHER
Creative Radio Pro, Advertising concepts, copy, jingles, 1-24 track production, syndication and management experience. Sales and contact experience also available. New York based, would consider relocation. Box M-18

HELP WANTED INSTRUCTION

Arizona State University seeking two tenure track assistant professors in Public Broadcasting. Responsibilities include teaching, advising, and conducting research. Ph.D. required, recent professional experience must. Evidence successful teaching. Qualified persons will teach intro. mass, comm. classes in fundamentals of radio-TV, broadcast production courses. Send letter, resume, three references to Dr. Eileen Lind, Chair, Journalism/Telecommunication, Arizona State University, Tempe, AZ 85281; Deadline: Dec. 1, 1980.

Broadcasting Faculty Position—Tenure track position beginning January or August 1981. Ph.D or A.B. preferred and MA at least three years of broadcast news experience required. To teach ENG and TV News Gathering. Should have competence to teach in at least one other area. Nine month appointment; Salary comparable to broadcast industry pay in a 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.

Assistant and Associate Professor: Doctorate, Five years professional background in print or broadcast journalism desirable. Candidates with strong quantitative background also encouraged. must be prepared to assume teaching and expanding B.A. and M.A. and Ph.D. level positions. Ten-month tenured track appointment. Salary competitive. Deadline Dec. 1, 1980, Contact: Professor Stanley Soffin, Chairperson, Search Committee, School of Journalism, Michigan State University, East Lansing, MI 48824, Michigan State University is an affirmative action/equal opportunity institution.

Missouri Advertising Faculty. One junior, one senior position. Teach combination of courses in creative graphics for print and broadcast, management, strategy and planning, management of creative personnel, sales, legal. Open. Twelve month appointment possible. Send resume to Dr. Linda J. Shipley, Search Committee, Department of Advertising, School of Journalism, Box 833, Columbia, MO 65205. Equal opportunity, affirmative action employer.

WANTED TO BUY EQUIPMENT

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)

5 KW AM Collins, 820 E1, 4 yrs. old, w/proof, many spares. Mint. M. Cooper 215-379-6585.

Broadcast Systems Inc. Television System Planning and Equipment. For technical assistance or quotations call 800-531-5322 or 513-636-6311.

Mobile Broadcast Van—6 Cameras, 1 VTR, Grass Valley, Switching, fully operational state of the art equipment, in use and well maintained. Box K-169.

For Sale: Five Norcol PC/CC studio cameras. Complete with triax cable, 10X lenses, QT promter brackets, spare parts and spare modules. For further information, contact L. Goldstone, Engineering Manager, WCWB-TV, Boston, MA 617-449-0400.

Mini-Van Dodge Tradesman 200-3 year old (15,000 miles) Air-conditioned, insulated, carpeted, ideal for cable-TV for news gathering or remote production. 2 leather and 3 plastic mini-cams. 1 CDL Switcher, 1 color gen., 1 color monitor four 9" color monitors, VDAs, PDA's, lights, tripods, completely wired ready to go. Excellent offer over $5500. Call: Ernie Panos 9:30 to 6:00 p.m. 312-236-5535.


COMEDY
Free sample of radio's most popular humor service O'LINERS, 1448-C West San Bruno, Fresno, CA 93725.

Guaranteed Funnier! Hundreds renewed! Freebie Contempoary Comedy, 5804-B Twining, Dallas, TX 75227.

"Phantastic Phunnies"—month's 400 hilarious, topical 'phunnies' ... $2.00 - 1343-B Stratford, Kent, OH 44240.

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

"Comic Relief!" Just for laughs, bi-weekly free sample. Whde Creative Services, 2001 Elkhart, Detroit, MI 48225.

MISCELLANEOUS
Artist Bio Information, daily calendars more! Total personality bi-weekly service. Write (or letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801, 213-438-0508.

Call letter JFJ—Jewelry, mike plates, banners, car stickers, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35969.

The Chicago Professionals will review, edit and critique your tapes and resumes—we'll pull no punches! Rush materials and $200 to air check/Resume Critique Service, Box 87121, Chicago IL 60680.

Air Checks of America's top Jocks! Collectors and current air checks! Send for free catalog—Air Checks Unlimited, Box 87121, Chicago, IL 60680.

Where are the Jobs? Subscribe to "Job Openings" and find out. The most extensive current job listings available anywhere! Send $25 for 1 week's $45 for 2 weeks to: Job Openings, Box 87121, Chicago, IL 60680.

FM frequency search $200 Larry D. Ellis, P.E., Box 22855, Denver, CO 80202.

Five volume production library jammed with hundreds of dynamic charts. Selling radio salesmen, strategists, drummers, jingles, SFX, gag cuts—the industry's best package priced right! Audio sample kit $1.00 (refundable) LA, Air Force, Box 944-B, Long Beach, CA.

Prizes!! Prizes!! Prizes!! National brands for promotion programs, programming. No barter or trade better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E Superior St., Chicago, IL 60611 call collect 312-944-3700.
**RADIO PROGRAMING**

"Photo Tips" radio feature Five new 1½ minute shows per week. Listeners love it. Remember: 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800-547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

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

An exciting three hour Beatles special that will make money for your station. Free tape... write Mike Miller, PO, Box 9705, Savannah, GA 31412.

**EMPLOYMENT SERVICES**

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 33577. 813—951-6922.


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**SPORTS ANNOUNCER**

**California**

Major West Coast Newstalk station seeking seasoned professional to provide morning-drive sports reports, cover professional and college sporting events, and substitute for Sports-Talk programs as required.

Minimum 5 years major market sports broadcasting experience required, preferably including play-by-play coverage for professional sports team(s).

Outstanding opportunity to gain maximum exposure in a diverse sports market. For prompt and confidential consideration, send resume to Box M-51.

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**Help Wanted Sales**

**SALESPERSON**

50,000 watt San Francisco Bay Area Radio Station

looking for an idea, result oriented retail salesperson with professional image and leadership qualities. Please send resume to: KLOK Radio, Box 21248, San Jose, Ca, 95151, attn: Judy Currier.

An Equal Opportunity Employer

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**Help Wanted News**

**NEWSCASTER**

WTOP Newsradio 15 has an opening for a Newscaster. Solid broadcast news on-air experience required. Please send tape and resume to Personnel, WTOP Newsradio 15, 4645 40th St. N.W., Wash., D.C. 20016

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**Help Wanted Programing, Production, Others Continued**

Program Director

KZLA AM & FM Major market programming experience in a competitive environment. On-air experience desirable. Country or MOR background. A broad musical knowledge and ability to select, train, and motivate people is essential. Send resume 5100 Sunset Boulevard, Los Angeles, CA 90028 EOE/A Cap Cities Station

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**Help Wanted Programing, Production, Others**

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 fulltime 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.

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**Help Wanted Technical**

**EXPERIENCED ENGINEER**

wanted as chief. Challenging opportunity, excellent salary and solid future. Contact Gary James, WARE Radio, Ware, Massachusetts 01082. Phone 413—967-6231.

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**Situations Wanted Management**

**Management**

Help Wanted Programming, Production, Others

PM Magazine co-host needed to work with personable female in top 25 market. Must be energetic with positive personality and strong desire to be part of the team. The ability to write and produce features a must. Send resume to Box M-50, An Equal Opportunity Employer.

PRODUCER
Searching for news producer for fast-paced, highly visual newscast in twelfth market. You have all the latest state-of-the-art equipment with which to work, including several mobile microwave units, live helicopter and weather radar. We need an aggressive person who can motivate, push and produce. Journalism degree preferred plus two years commercial television production. EEO/AA. Box K-154.

Help Wanted News

NEWS PHOTOGRAPHER
Filming or taping news and sports events with 16mm or ENG equipment; film processing; film and tape editing. One year experience and/or Broadcasting degree required.

EXECUTIVE PRODUCER – NEWS
Produce early newscast, M-F; establish lineup for late news, M-F; supervise and train late producer and weekend producers. Three years news experience and one year producing experience required.

SWITCHER/PROJECTIONIST
On-air program switching; commercial breaks; projection on newscasts. Operational switching experience with commercial television or equivalent required. Qualified applicants for any of the above openings, send letter of application and/or resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. Interviews granted at later date. KTUL-TV is an Equal Opportunity Employer, EOE/MF.

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
Help Wanted Technical
Continued

ENGEEERING
MANAGER
KABC-TV, ABC's O & O in Los Angeles is searching for an individual to manage its new Technical Operations Center. Requires a thorough knowledge of operations and maintenance of all broadcasting equipment plus a strong management background. Initial responsibilities will include direct supervision of studio and operations personnel.

We offer an excellent compensation and benefit package. All interested parties please send resume, in confidence to:

M.H. Sweet
American Broadcasting Companies, Inc.
4151 Prospect Ave
Los Angeles, CA 90027
Equal Opportunity Employer M/F

Situations Wanted News

AVAILABLE
ENG HELICOPTER PILOT/REPORTER

BROADCASTER'S ACTION LINE
The Broadcasting Job You want anywhere in the U.S.A.
1 Year Placement Service $40.00
Call 912-889-2907
R2, Box 25-A, Lexington, Indiana 47138

ALLIED FIELDS
Help Wanted Management

MANAGER
For major radio program service company. Knowledge of radio business important. Must have demonstrated ability in sales, financial and administrative management. Knowledge/experience in business end of music/recording industry helpful. New position with growing organization. E.O.E. Write Box M-2.

Employment Service

BROADCASTING ENGINEERS

Times Mirror Cable Television, continuing its commitment to lead the industry in technical capability and expertise is offering excellent employment opportunities to seasoned broadcast engineers. Our teleproduction facility has an opening for a Chief Engineer who has "hands-on" maintenance experience and who would be responsible for supervising the maintenance staff, maintaining equipment and facilities, and assisting in planning and development. A second opening exists for a Maintenance Engineer whose responsibilities would include maintaining RCA TR800, TR600 VTRS, 3/4" VTRS, time base corrections, Vital switchers, and Scientific Atlanta uplink facilities. Both positions require individuals with substantial broadcast maintenance experience and a first class FCC license.

As a communications subsidiary of the Times Mirror Company, we offer an excellent compensation package, including incentives, along with an exceptional benefit program. If you are a skilled and aggressive individual with the proven ability to succeed, we would like to talk with you about your future in cable.

Please send your resume including salary history in confidence to Wrose Booker, Manager of Human Resources, Times Mirror Cable Television, Inc., P.O. Box 19398, Irvine, California 92713.

We are an equal opportunity employer and encourage women and minorities to apply.

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You will receive complete training. An investment of $5,000 is required. Call 800-247-7089 for complete information or write TV Tempo, Inc., PO Box 1443, Athens, GA 30604.

Public Notice

The City of Tampa will accept Letters of Intent from prospective applicants interested in providing cable television and communications services to the residents of Tampa. Letters of Intent shall be the sole indication of eligibility to receive any further information concerning the franchise. Letters of Intent shall include the following: The name of the company, both local and parent organization, name of contact person and title, address, phone number, and a non-refundable $1,000 fee payable to the City of Tampa in the amount of $1,000. The non-refundable fee shall be utilized to defray franchising expenses.

The City of Tampa, Florida, Cable Television Committee will only accept certified, return receipt requested letters postmarked no earlier than November 1, 1980, and no later than midnight, November 30, 1980.

Letters shall be addressed to:
City of Tampa, Florida
Cable Television Committee
One City Hall Plaza - BN
Tampa, Florida 33602
Attention: Robert B. Morrison, Jr.

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UHF-TV-C-P, In the Deep South. At cost—$250,000.
1,000 watt daytimer, Southern Utah. $330,000. Terms.
UHF-TV in Central Iowa. "Turn key job," $320,000.
NW Florida, C.P.—$100,000 at cost.
Atlanta area. 5,000 watts. $470,000.
3,000 watt FM, Southern Arkansas. $380,000.
Class C in single FM market, Montana. $150,000, Terms.
AM/FM in OK Oklahoma. $100,000.
AM/FM in LC 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. $340,000.
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 NV, NV. $190,000.
Louisville area daytimer. Terms. Small.
Eastern Kentucky FM/AM. Bargain. $90,000. Terms.
VA. Coastal. Attractive, $800,000.
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FOR SALE: 2400 shares, Ridgeeland Broadcasting Company Inc. (Owner/Operator Radio Station WALR Ridgeeland South Carolina.
PLACE OF SALE: First Citizens Bank and Trust Company of South Carolina 1230 Main Street, Columbia, South Carolina. Telephone (803) 771-6700.
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NJ Daytime AM 300K Small
SC AM—Down payment $25,000
FL AM—Down payment $30,000
VA AM—Down payment $30,000
TN AM—Down payment $30,000

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Media

Douglas McCorkindale, senior VP-chief financial officer, Gannett Diversified Media Division, Rochester, N.Y., named president.

Duane R. Harm, former VP-general manager, WISH-TV Indianapolis, joins KWTX-TV Oklahoma City as station manager.

Douglas Ferguson, program director, WLOITV Lima, Ohio, named station manager.

John R. Sayre, VP sales and marketing, Infor-text, Chicago manufacturer of computer devices for management control systems, joins WTCK(AM) Lexington, Ky., as VP-general manager.

Wiley Post, general manager WQEN(FM) Gadsden, Ala., joins WXCT(AM) Soddy-Daisy, Tenn., as president and chief operating officer.

Bob Mayben, account executive, WQEN, joins WXCT as general manager.

Dick McKeever, general manager, KEYN-AM-FM Wichita, Kan., joins KDQD(AM) Albuquerque, N.M., in same capacity.

James Hall, assistant manager, WOCY-TV Montgomery, Ala., named VP-operations.

Mike Elliott, sports director, KEN(Am) Houston, named operations manager.

Larry Stewart, station manager, WDWS-AM-FM Champaign, III., retires after 27 years of service. Stewart is moving to Florida.

Thomas Reinhard, operations coordinator, Heritage Communications's Telecommunications Group, Des Moines, Iowa, named VP-operations. Gwen Lidstrom, VP-administration, assumes additional duties in personnel management.

William H. Phillips, former manager, llion, N.Y., cable TV system, joins Telcom Cablevision, Chesterfield, Mo., as general manager. Telcom will operate in St. Louis county and is joint venture of Telcom Engineering, local telecommunications firm, and Teleprompter Corp.

Bruce E. Sanderson, VP, franchise development, Cox Cable Communications, Atlanta, named VP of business development for Index, firm's two-way cable communications system.

Patricia J. Callaway, project manager, planning, ABC Inc., New York, named director of planning and systems assurance, management information systems.

Advertising

David C. Martin, senior VP-manager, media operations, McCann-Erickson, New York, joins Campbell-Ewald, Warren, Mich., as senior VP and director of broadcast advertising.

Frederick McClafferty, management supervisor, and Howard Rieger and Susan Spindler, group creative directors, N W Ayer ABH International, New York, elected senior VP's.

Robert A. Natiello, VP, BBDO, New York, joins Walter G. O'Connor Co., Hershey, Pa., advertising agency, as president.

Scott B. Brubaker, executive VP, Murray & Shann Ketchum, Hudson, Ohio, named president. M&CK is independent operating unit of Ketchum MacLeod & Grove International, Pittsburgh. Brubaker replaces Austin Chaney, co-founder of advertising agency, who remains with firm as consultant.


Mark Y. Lincoln, research project manager, Ralston Purina Co., St. Louis, joins DM&M there as research account executive.

Bob Moehl, management supervisor, and David R. Skiaver, account supervisor, Doyle Dane Bernbach, New York, named VP's.

John Altmare, creative group supervisor, and Roy Youngmark, group supervisor, W.B. Doner and Co., Chicago, named VP's.


David C. Austin and William S. Stein, account supervisors, Ketchum McLeod & Grove, Pittsburgh, named VP's.


Denise Weilmann, assistant network negotiator, Lever Media Group, house agency for Lever Bros., joins Compton Advertising, New York, as associate network television broadcast supervisor.

Claire O'Brien, copywriter, Albert Frank/ Foote, Cone & Belding, New York, named associate creative director. Cameron McNaughton, from NW Ayer ABH International, New York, joins FCB there as account executive. Paul Campion, graduate, Harvard Graduate School of Business Administration, joins FCB as assistant account executive.


Television, named senior programs, Halpern, entertainment group, New York, Los Angeles, named Omaha, Jerry, active.

John Richard WYNY(FM) Jefferies, joins wctv-studio New York, Los Angeles, named account executive, as VP and general counsel.

Joseph Trinato, VP, syndication, MGM Television, named senior VP, domestic television sales, New York, Warner Michael, producer, MGM, Los Angeles, named senior VP, programs, MGM Television.

James R. Harvey, president, Transamerica Corp., San Francisco, named chief executive officer. Transamerica is parent company of United Artists, Los Angeles.

Carl Menk, VP-national sales manager, Group W Productions, named president, Post-Newsweek Distribution, new subsidiary of Post-Newsweek stations which is responsible for syndication sales.

Carlo Anneke, VP, Universal Subscription Television, Burlingame, Calif., named president, Oak Television Services, Medford, N.J., Ron Gold, station manager, wtsp-tv Philadelphia, and Allen Feuer, VP, Broadcast Marketing Services, San Francisco, named VP's. Oak Television Services, new subsidiary of Oak Communications, serves subscription TV stations during non-pay hours. Subsidiary will distribute programs, consult and act as representative to advertising community.

Nancy Dockry, VP, MCA-Universal, Los Angeles, joins Time-Life Television there as VP of network television with responsibilities in program acquisition and sales. She will supervise production on both costs. Bill Moses, partner in Philadelphia law firm of Dilworth, Paxson, Kalish & Levy, joins Time-Life Films, New York, as VP-general counsel.

Stu Samuels, executive producer, motion pictures for television, ABC Entertainment, Los Angeles, named VP-motion pictures for television. Dolores Morris, coordinator, story and talent research. Children's Television Workshop's 3-2-1 Contact, New York, joins ABC Entertainment there as manager, children's programs.

Doreen Bergesen, from Metromedia Inc., Los Angeles, joins Rastar Television there as senior VP in development of new television projects for series and movies.

Jeff Schadow, director, advertising and promotion. Arby's, Los Angeles, joins 20th Century-Fox Television, Los Angeles, as director, marketing division.

Frank Marraro, production consultant, writer and producer for SIN National Spanish Television Network's Destino 80 project, joins SIN as head of network production.

Kathy Dennehy, administrative assistant, international sales, CBS Sports, New York, appointed supervisor. Mary Pat Englehart, graduate, Kent State University, Kent, Ohio, succeeds Dennehy.

Lois Lugher, VP, television and nontheatrical sales, New World Pictures, Los Angeles, joins A-veo Embassy Pictures there as VP and general sales manager for television.

Tim Cowden, on-air promotion supervisor, KTLA-TV Los Angeles, joins Premiere there as operations supervisor.

Erwin Markisch, technical service manager, Warner Bros. Television Distribution, New York, assumes additional duties as film service department manager.

Thomas F. Delaney, national cable marketing manager, Arthron, New York, joins CBS Cable there as director of research and marketing.

Arthur Whitelaw, theatrical producer, joins Home Box Office, New York, in newly created position of director, theater developments. Whitelaw, who produced Broadway production of "Butterflies Are Free," and off-Broadway production of "You're a Good Man Charlie Brown," will be responsible for development of theater productions, including revivals and new properties.

Steven McPeek, director of operations, Consolidated Film Industries, Los Angeles, named assistant general manager, Metrotone there.

Wallace Hofer, VP-senior account officer, entertainment division, Bank of America, Los Angeles, joins MGM there as treasurer.

Luis Nogales, executive VP, Golden West Broadcasters, Los Angeles, named president, Golden West Entertainment, subscription television division with service in Oklahoma City and Dallas.

James T. Johns, former president, James T. Johns Organization, Dallas-based advertising and public relations agency, new radio feature service there, Sunbelt Network Inc., and Wholesale as president. Margaret Digan Sinclair, director of creative and affiliate services, RKO Radio Network, New York, joins Sunbelt as VP with primary responsibilities for marketing network to broadcasters and advertisers.

Joseph Cifarelli, VP-sales manager, RKO TV, New York, joins Multimedia Program Productions, Cincinnati, as sales manager of its New York office.

Monica B. Joblin, producer, Calliope, USA Network, Glen Rock, N.Y., assumes additional duties as manager, program development and scheduling.

Rudy Maugeri, with Radio Arts Inc., Burbank, Calif., named director of music. Ron Sacks, former account executive, Diamond P. Enterprises, Los Angeles, joins Radio Arts in newly created post of general sales manager for recently created special features division.

Robert B. Pahena, sales and marketing director, Home Box Office, Denver, joins ON TV, Phoenix, as director of marketing.

Bobby Rich, program director, KHIT(AM) Los Angeles, joins Drake-Chenault there as director, specialized programing consultation.

Gall Mezey, freelance photojournalist, St. Louis, joins Snazelle Film and Tape, San Francisco production company, as associate producer.

Roberto Rafalowsky, independent producer and merchandiser of documentary films for TV in Los Angeles, joins Ziv International, Bel Air, Calif., as merchandising and marketing director for Latin America.


Christopher Haze, music director, assistant program director and air personality, KILT(AM) Houston, joins KFIZ-FM Fort Worth as program director.

Cleo Sediack, general assignment reporter, WBRE-tv Wilkes-Barre, Pa., named executive producer of special projects.


Bob Del Gioro, air personality, WRL-AM-FM

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New Orleans, joins WKKX(FM) Chicago in same capacity.

Mark Campbell, announcer, KAFM(FM) Dallas, and Allen Farmer, announcer, KXTC(FM) Fort Worth, join KMCQ(FM) Dallas in same capacity.


Craig Worthing, air personality, WKAT(AM) Miami, joins WKNZ(AM) Miami in same capacity.

Allison Wright, air personality, KPAS(FM) El Paso, Tex., joins KJDL(FM) Kansas City in same capacity.

Mark Roberts, announcer, WHAM(AM) Kansas City, joins KJDL(FM) in same capacity.

Rick Wells, assistant professor in radio-TV, Pacific Lutheran University, Tacoma, Wash., joins KIRO-TV Seattle as sports producer-reporter.

Dennis Majewski, from WQI-TV Ames, Iowa, joins WINS-TV Milwaukee as producer-director.

Roger Simm, former sports anchor-reporter, WFSB-TV Hartford, Conn., joins WINS-TV in same capacity.

Bobby O'Brien, from WQEN(FM) Gadsden, Ala., joins WKKX(FM) Soddy-Daisy, Tenn., as program director.

Rick Sullivan, reporter-photographer, KOLN-TV Lincoln, Neb., joins WOWT-TV Omaha as sports photographer.

Stoney Richards, air personality, WKS(FM) Washington, Keith MacDonalsd, from WXTF(FM) Baltimore, Jerry Paxson, from KKKK-FM Houston, and Jim Houston, from KCMO(AM) Kansas City, Mo., join WPXK(AM)-WKKX(FM) Alexandria, Va., as air personalities.

producer. Donnell Jones, reporter, WCTI(TV) New Bern, N.C., Shelly Cziezier and Karolyn Wallace, both production assistants, WXYZ-TV Detroit, and Dennis Kendall, news director, KSMN(AM)-KLSF(FM) Mason City, Iowa, named reporters at WXYI-TV Harvey Duclcy, producer-director, WEYI-TV, assumes additional duties directing news programs.

Chuck Wolf, news and public affairs director, WKOM(AM)-KCEZ(FM) Kansas City, Mo., joins KKKK-AM Houston as news director.

Doris McMillon, general assignment reporter, WNEV-TV New York, joins WABC-TV there as general assignment correspondent.

Gale Lee Ensign, reporter, co-anchor and co-producer, KYAM-AM-FM-TV Spokane, Wash., joins KOMO-TV Seattle as night assignment editor.


Ed Evans, executive producer, KHON-TV Honolulu, joins KIRO-TV Seattle as general assignment reporter.

Kathy Brown, intern, Newsweek Broadcasting, New York, joins WABC-TV Huntington, W. Va., as midday co-anchor.

Lynn Marvin, freelance reporter, New York, joins WSPR-TV St. Petersburg, Fla., as reporter.

Allan G. Novack, news director, WJAR(AM) Norristown, Pa., joins WCAU(AM) Philadelphia as reporter.

John Quinn, senior VP-chief news executive, Gannett News Service, Rochester, N.Y., named president. He will supervise expansion of service to provide broadcast news to Gannett television and radio stations.


Jose Luis Madrigal, news editor and newscaster, Texas State Network, Forth Worth, named news director for its Spanish Information Service which serves 26 stations.

Charles Christian Schmidt, executive news producer, WEN-TV Milwaukee, joins WREG-TV Memphis, Tenn., as news director.

Eric Greene, anchor, KFDA-TV Amarillo, Tex., joins WXYZ-TV Saginaw, Mich., as co-anchor and

APB's Eunson honoree. Sol Taishoff, chairman and editor of Broadcasting, was named last week to receive the Associated Press Broadcasters' Bob Eunson Award for service to broadcasting. "For 50 years," said APB President Ralph Renick, of WRTV Miami, "Sol has been in the forefront of accurate reporting of news of interest to the broadcasting industry. He has fought for the First Amendment rights of broadcasters and he was one of the first to recognize the power of radio and television to change the world."

Taishoff, who co-founded Broadcasting in 1931 and was its publisher for many years, will receive the award, APB's highest, at the AP group's annual convention in Washington next June. The award is named for the late Associated Press vice president for broadcast services. It is presented annually to an individual chosen for upholding Eunson's high standards of broadcast journalism. Previous recipients were Lawrence Spivak, founder of NBC's Meet the Press; Robert Trout, veteran radio correspondent; Eimer Lower, former president of ABC News: former Senator Sam Ervin (D-N.C.), and William S. Paley, founder-chairman of CBS.

News and Public Affairs

Bill Peterson, news director, WPGL(TV) Miami, joins KMBZ(TV) Los Angeles in same capacity.

Edwin Hart, news director, WROC-TV Rochester, N.Y., joins WGBK(TV) there in same capacity.

Dennis Wilden, managing editor, WROC-TV, joins WGRK(TV) as executive news producer.

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

No matter what your station's format is, William B. Tanner Company has the library for it. We have eight to choose from. And they run from one end of the musical scale to the other. Contemporary, Contemporary Country, Middle of the Road, Rock, and easy listening. Production music libraries!
Tom Robson, former station manager, KFXK(FM) Lincoln, Neb., joins AP as broadcast executive for Iowa and Nebraska. He succeeds Steve Crowley, recently named AP's national cable executive for Eastern states. Robson will be based in AP's Des Moines, Iowa, bureau.

David Brooks, photographer, KARK-TV Little Rock, Ark.; Lee Taylor, production technician, WBDO-TV Orlando, Fla.; Roger Scuggs, freelance photographer, and Tony Lewis, freelance photographer, named photographers WBDO-TV.

William Stewart, ABC News correspondent gunned down by government soldiers in June 1979 while covering fighting in Nicaragua, was honored last Tuesday with special citation for distinguished public service in journalism, presented to his widow, Myrna, by Maria Moors Cabot Prize advisory board and trustees of Columbia University, New York, in ceremonies there.

Promotion and PR

Aaron Shelton, promotion manager, ABC-TV New York, named director of communications, CBS Owned Television Stations division, New York.

Donna Deaton, senior VP and manager of Hill & Knowlton's Atlanta office, joins J. Walter Thompson, New York, in newly created post of senior VP, director of corporate communications.

Jane Gibbons, director, public relations, Home Box Office, Los Angeles, joins Premiere there in same capacity.

Charles R. Andrew, promotion manager, WSTR-TV St. Petersburg, Fla., joins KWTX(TV) Oklahoma City in same capacity.

Carole Kilgore Anderson, public relations director, Plaza hotel, Detroit, joins WXYZ-TV there in same capacity.

Cheryl A. Lenzo, graduate, Purdue University, Hammond, Ind., joins WBBM(AM) Chicago as assistant manager of information services.

Charles W. Howell, host of Community Profiles on WTVX-TV Richmond, Va., named director of public services.

Richard H. Growald, national reporter, UPI, New York, joins RCA's news and information department there as director, media services.

Peter Hartz, former director of operations for Golden Egg, Los Angeles-based radio syndicator, joins Watermark there as director of advertising, promotion and publicity.


Technology

Arthur Hutzel, VP-engineering, Heritage Communications' Telecommunications Group, Des Moines, lowa, named executive VP.

Frank Sterling, VP, Management Analysis Center, management consulting firm in Cambridge, Mass., joins General Instrument, New York, as VP, strategic planning.

David Sobol, national sales manager, Leasametric, Foster City, Calif., named VP, marketing.

George N. Kringle, former owner, Tech Resources, Westport, Conn., joins Times Wire & Cable Co., Wallingford, Conn., as manager of marketing services for CATV marketing group.

Robert O. Wilson, product marketing manager, Dranetz Engineering Laboratories, Edison, N.J., named VP.

Sam Badawi, account manager, National Semiconductor, Santa Clara, Calif., named director, marketing, for its new telecommunications group which was organized to apply high-technology resources from all of company's products.

Ray Reed, manager of telecommunications design, National Semiconductor, named director, engineering, for telecommunications group.

Richard J. Yeaman, assistant chief engineer for operations, KOMO-TV Seattle, named assistant chief engineer, KOMO-AM-TV.

William A. Wett, maintenance engineer, named television operations supervisor. Jack D. Barnes, senior crew chief, maintenance, named electronic maintenance supervisor. Barbara D. McKenna, engineering office administrator, named assistant to director of engineering for station's licensee, Fisher Broadcasting.

Logan Enright, district sales manager, West Coast office of U.S. JVC Corp., named West Coast regional sales manager for professional video division of JVC.

Allied Fields

Andrew Yoder, insurance and investment counselor, Washington, joins FCC there as chief of its Broadcast Bureau License Division.

Sebastian A. Lasher, engineering assistant to FCC Commissioner Abbott Washburn, joins business planning office of Intelsat, Washington.

Linda Glass, graduate, George Washington University, Washington, joins National Association of Broadcasters there as research economist.

John Ford, formerly with KERA-FM Dallas, joins National Association of Public Television Stations, Washington, as planning associate.


Deaths

Louis Draughon, 80, former president, WSIX-AM-FM-TV Nashville, died Oct. 22 of heart attack at Jesse Holman Jones hospital, Springfield, Tenn. Draughon, with late brother Jack, started wsix in 1927 in Springfield. They later moved station, which only broadcast for two hours each day, to Nashville, and began adding sports and news programming. WIX-FM went on air in 1948 and wsxv in 1953. Draughon told stories to General Electric in 1966 which changed TV station call letters to WNDE. He is survived by wife, Betty, and daughter.

Alexander Pontoff, 88, founder of Ampex Corp., Redwood City, Calif., died Oct. 24 of arteriosclerosis at Stanford University Medical Center, Stanford, Calif. Pontoff started Ampex in 1944 and served as president until 1955, when he was elected to board chairman. He resigned as board chairman in 1970 and was named chairman emeritus. Under his leadership, Ampex in 1947 introduced first practical magnetic audio recorder in U.S., and first videotape recorder in 1956. Since 1947 when Ampex had only eight employees, it has grown to half-billion dollar operation with more than 12,000 employees. Pontoff is survived by his wife, Hazel.

Leon Janney, 63, television, radio and stage actor and former child movie star, died Oct. 28 in Guadalajara, Mex., after long illness. He was network radio actor and announcer for many years starting in late 1920's, and later appeared on such network TV series as U.S. Steel Hour, Armistrong Circle Theater and Kraft Television Theater, as well as daytime dramas such as Another World, Edge of Night and Young Dr. Malone. Survivors include his wife, Dorothy, son and stepson.

Wilfred (Bill) Soh, 66, VP-studio manager, EUE-Screen Gems, New York, commercial film division of Columbia Pictures Industries, died Oct. 11 of heart attack. Soh joined EUE in 1955 and remained with company after its purchase by Screen Gems. He was member of Film Producers' Association in New York. Survivors include his wife, Mary, two daughters and two sons.

Ernie Griswold, 37, sales manager, WCBAM(AM) Rutherfordton, N.C., died Oct. 19 of heart attack. Survivors include his wife, Dorothy, and sons.

Jonathan Wright, 28, film cameraman-photographer from Aspen, Colo., died Oct. 13 when avalanche struck mountain-climbing expedition filming in China for segment of ABC's American Sportman series. Three other climbers were injured in accident, which occurred on side of 24,950-foot Minya Konka on west border of China's Szechuan province. Survivors include wife, Gerry, and daughter.

Richard S. Westhoven, 60, director of club services for American Advertising Federation, Washington, died Oct. 27 at Washington Hospital Center during heart surgery. Westhoven, Chevy Chase, Md., resident, was former advertising manager, Columbus and Southern Ohio Electric Co. He is survived by his wife, Pixie J., and daughter.

Frank Field, 86, former weatherman, KMA(AM) Shenandoah, Iowa, and program host, KMVT(TV) Omaha, died Oct. 18 of pneumonia at Shenandoah hospital. Field was with KMA for more than 20 years and also hosted program on gardening at KMVT for 20 years. He began career at KFNF(AM) Shenandoah in 1926. He is survived by two sons and one daughter.
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**Broadcasting with other major interests:**

- Adams-Russell 19
- Affiliated Pubs 27 1/4
- N. American Family 7 1/2
- N. John Blair 20 7/8
- N. Charter Co. 19 7/8
- N. Chris-Craft 24
- Coca-Cola New York 8 1/4
- N. Cowles 26 1/4
- N. Dun & Bradstreet 15 1/2
- N. Falchuck Ind. 27 3/8
- N. Fuqua 17
- N. Gannett Co. 55
- N. General Tire 31 3/8
- N. Gray Communications 59 1/2
- N. Harte-Hanks 30
- N. Heritage Communications 22 3/4
- N. Inland 19 3/4
- N. Jefferson-Pilot 25 1/4
- N. Marvin Josephson 12
- N. Kansas State Net 30
- N. Leo Enterprises 25 1/8
- N. Liberty 13 3/4
- N. McGraw-Hill 37 7/8
- N. MCI Communications 30 3/8
- N. Meredith 44 5/8
- N. Multimedia 30
- N. New York Times Co. 31 3/8
- N. Post Corp. 26 1/2
- N. Rollins 34 1/8
- N. San Juan Racing 20 1/2
- N. Stauffer Communications 44
- N. Tech Operations 18
- N. Times Mirror Co. 42 3/8
- N. United States Steel 10 1/8
- N. Washington Post 23 3/8
- N. Westmore Co. 25 1/4

**Cable:**

- A. Acton Corp. 16 5/8
- N. American Express 32
- N. Burnett & Simms 13 3/8
- N. Can. Cablesystems 13 3/8
- O. Comcast 28 1/2
- O. Entron 5
- O. General Instrument 61 3/8
- O. Geneve Corp. 49 5/8
- O. Tele-Communications 25 3/4
- O. Time Corp. 33 5/8
- O. Tocom 19 1/4
- O. UA-Columbia Cable 79
- O. United Cable TV 43 3/4
- O. Viscom 49 7/8

**Earnings figures are exclusive of extraordinary gain or loss. Footnotes: + Stock did not trade on given date, price shown is last bid price. ** Stock split. A Stock traded at less than 2.5 cents.**
**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:

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**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 where 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 playlists** in 1980, plus the **top 100 in country.** Just in time for year-end 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.

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**You Belong in Broadcasting Every Week**

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*
TCI's Malone: from engineer to executive during cable's renaissance

John Malone, president and chief executive officer of Tele-Communications Inc., the nation's third largest owner and operator of cable television systems, is an engineer turned businessman. A native of Connecticut, he cut his entrepreneurial teeth at Bell Laboratories and sharpened them as president of Jerrold Electronics. He joined TCI, based in Denver, in 1973. As he tells the history of the wired medium, he moved to TCI just as cable was about to enter one of its periodic "bust" cycles. And as he sees it today, cable may be in for another.

The seventies began, according to Malone, as "the renaissance of cable. Cable had been in the deep freeze, in terms of the marketplace and the apparent economics." While heading Jerrold, he started the operator-manufacturer on an extensive research and development program. By 1971, cable was booming. But, in a common pattern for the industry, according to Malone, the momentum was already slowing. And by 1974, cable was in the doldrums again. Cable was awakened, he says, "primarily by the economics of satellite communications," which became apparent after the industry became supercharged by the burst of energy generated in large part by Home Box Office and Scientific-Atlanta and the proliferation of satellite program services.

Today, Malone sees the industry remaining in its perennial course of economic expansion followed by periods of slower growth or no growth at all.

"Any emerging technology will go through boom-and-bust cycles as it gets oversold and undersold," he says. "The pendulum always swings back and forth."

"It was very apparent in 1970 that by 1980 we were going to be where we are. In fact, in 1970 most people thought we were going to be where we are in 1980 in 1972. That was an error in timing, not in reality.

"Cable today is being oversold in terms of timing. At this point people are attempting to make a reality of what will probably evolve over the next 10 or 15 years. As a result, I think there are going to be some financial statements which will be adversely affected. I don't think we're going to go through the kind of boom-and-bust we went through in the early seventies because today we have so many deep pockets in the industry. We have major conglomerates that can afford to sustain deferred results.

TCI's headquarters city, Denver, has become a capital of cable television ownership. Within easy reach of Malone's office in one of the newly manicured office parks dotted the city's south side are the offices of American Television & Communications, Cablecom, United Cable, Televents, Jones Interactive and, perhaps most important, Bill Daniels & Associates. Daniels, a broker and cable owner, has been credited with attracting much of the cable industry to the foothills of the Rockies ("At Large," Aug. 4), and Malone does not deny the connection.

"This is where Bill Daniels built his brokerage and CATV activities," he says. "He spawned a number of the companies that are here now—such as ATC and Cablecom. TCI's here because it's a central location with a good airport and because 'when our own company started, a good percentage of our cable systems were scattered through the Rocky Mountain region.'"

Malone describes himself accurately as a conservative businessman. He punctuates his comments with references to government intervention and "socialism running rampant." There is, too, a tone of detachment in his speech, as if he holds himself above the fray. As a scientist and an engineer by training, he is apt to make encompassing principles from his observations. One of those: "Usually, the timing is overanticipated but the ultimate results are underanticipated." It is a rule he applies to much of the world of business—as well as cable television.

Malone worked as an engineer for Bell through graduate school, but was named president of Jerrold shortly after finishing his doctoral dissertation at Johns Hopkins University in Baltimore in 1969. Three years later, he moved to TCI and Denver. He maintains an apartment in New York, but home is a 100-acre ranch 23 miles south of Denver.

There, in an area he does not expect to see cable "until 2050," he has a homemade three-meter earth station (built with an Andrews Corp. dish and Scientific-Atlanta electronic components.) He is, he says, a "natural candidate" for a home satellite antenna because even he, the president of a major multiple-system operator, cannot justify the $400,000 it would cost to string a wire to his home. The steerable dish works nicely, thank you.

Essentially a technocrat with a technically oriented company, Malone is watching the merging of the cable industry and entertainment industry. Malone, for one, is not altogether certain those changes are for the good.

"Cable has not been in the entertainment industry up until the last couple of years," he says. "It's been a technology industry. Cable television was basically an antenna service up until five or six years ago."

The change, he says, is creating a rift between the old-style firms, such as TCI, and the new entrants, Time Inc. or Warner Communications, for example.

"There's always the perpetual overhang of government regulation and the likelihood that at some point the separations question—the division of programing from distribution—will be pushed into the cable sphere, as it was in the network situation. I suspect that will be a good thing in the long run. In the short run, it was imperative that companies with an investment in cable plant be allowed to develop program services,"

Malone describes himself as an "organization and finance" man who no longer takes an active interest in the mechanics of engineering, although his training in that field certainly helps him communicate with the engineers on his staff, he says. "I've just about forgotten everything I ever learned about engineering—other than just the 'feel.'"

"When people ask me an engineering question, I like to repeat what Einstein said: 'Education is what's left after you have forgotten everything else they taught you in school.'"
Excess baggage

If it performed no other service, the Carter-Reagan debate of last Tuesday night enlivened the closing moments of a campaign that had all but put the electorate to sleep. Columnists who had been drowsing at their typewriters snapped into action. Commentators whose stand-uppers had begun to wilt on the interminable campaign trail brightened with profundities. Pollsters detected a quickened public pulse, even though they read it different ways.

Outside the center ring, John Anderson's appearance on the Cable News Network and later the Public Broadcasting Service attracted its own attention.

The political effects remain to be assessed in the size and distribution of the presidential vote tomorrow (Nov. 4). At the least, however, it must be assumed that the stimulation of public interest was salutary.

The concept of electronic confrontations between leading presidential candidates has by now been tested enough to prove its lasting value. By now it ought also to be evident that the concept is best executed, as it was in 1960, outside the application of Section 315, the political broadcasting law.

The productions that the League of Women Voters arranged in this campaign, Reagan-Anderson on Sept. 21 and Carter-Reagan on Oct. 28, were carried off with considerably more professionalism than those of 1976, but they still suffered from the presence of an unnecessary third party. In 1960, the networks, in rotation, were in charge when John Kennedy and Richard Nixon pioneered the form during a congressional suspension of Section 315. But for the inanities of the law and its present interpretation, they could be in charge again, infinitely simplifying things.

Does it make any sense to perpetuate the fantasy that a debate between Reagan and Carter is a news event and thus exempt from 315's requirements of equal time if arranged by the League of Women Voters but is not a news event if arranged by the networks themselves? Do legislators wonder why there are signs of public loss of confidence in government?

Old stuff

The latest word from the FCC's computer room is that the agency's compilation of television broadcast financial data for 1979 will be issued some time this month, just before the end of 1980. Radio data will come later. The agency explains that computer reprogramming has delayed the preparation of the figures this year.

Whatever the reason for delay, the financial reports will gain nothing from aging in the FCC's vaults. As history, they may be interesting. As data to be used in contemporary budgeting and planning, they will be stale. There will be reason once again to question the utility of information that is accumulated at considerable expense to both licensees and government but compiled too slowly to be of much value to anyone.

By coincidence the television figures will be emerging this year at about the same time that the FCC has set as a deadline for comments on a rulemaking to revise the requirements for financial reporting. In comments already on file, the National Association of Broadcasters, the Broadcast Financial Management Association and the ABC Television Affiliates Association, among others, have made very plausible cases for a total discontinuance of the annual financial reports. Indeed the ABC affiliates have argued that the commission has lacked the legal authority all along to collect the information it has been annually gathering for 42 years.

The Broadcast Financial Management Association doesn't go quite that far, but it favors abandonment of the reports on the grounds they provide only "few minor benefits." If the figures emerging from the FCC are considered unimportant by the figure people themselves, why should broadcasters and the FCC go on compiling them? To provide work for government employees? As the ABC affiliates said in their filing: "The solution to the problem of bureaucratic growth lies in reducing the glut of paperwork demanded by the bureaucracy."

Perhaps the habit of 42 years is too deeply ingrained to be broken cold turkey. At least, however, the government must simplify its financial reporting form. The more information it collects, the more time will be needed for processing. If the benefits are at best minor, as the BFM says, they disappear altogether with the passage of time.

Corporate responsibility

The campaign that Procter & Gamble has just completed for the recall of its Rely tampons strikes us as a model of candor and courage.

P&G, television's biggest customer, is not known for wishy-washy advertising in any medium. When it sets out to sell a product, it puts the full force of its budgets and knowledge—and the know-how of its agencies—behind the effort. It does not intend to fail. The campaign telling women not to use Rely, why they shouldn't use it and how they can get refunds showed no less straightforwardness and determination.

The campaign was part of a deal with the Food and Drug Administration, but we venture that P&G could have settled for less if it had tried. In any event, the campaign in TV, radio and newspapers showed no sign of stunting.

P&G almost never says what it is spending on anything, and this campaign was no exception. A company spokesman said the effort "parallels the ones we [make] to introduce a new product." Other sources estimated the cost as approaching or exceeding $10 million (Broadcasting, Oct. 6). The TV portion of that sort of expenditure almost certainly would qualify some other company for inclusion among the top 100 spot television advertisers of all of 1980.

It is too much the fashion these days to criticize advertisers. For this campaign, P&G deserves special praise. As an Association of National Advertisers official says in a story elsewhere in this issue, its performance has been forthright and upstanding. For our money it has also been outstanding.

"Is the satellite tilting?"

Drawn for Broadcasting by Jack Schmidt
As we enter the '80s KHTV-Channel 39, Houston, accepts the challenge of applying space age technology in our efforts to provide the very best in television programming.

Using the electronic miracle of the '80s-satellites . . . KHTV now delivers:

- The area's first news alternative, Independent Network News
- Selected Road Games of the Houston Rockets '80-'81 schedule
- Greater access to a wide variety of programs

Houston TV is looking up because KHTV is looking into the sky to better serve our viewers with the finest information and entertainment.
Celebrating
Our Eighth Anniversary
With You

Broadcasting Group, Meredith Corporation
Camelia City Telecasters, Inc.
The Evening News Association
Knight-Ridder Broadcasting, Inc.
Omega Communications, Inc.
Times Mirror Broadcasting
Wometco Enterprises, Inc.
The Milwaukee Journal

NOBODY DOES IT BETTER FOR YOU!

MMT Sales, Inc. 630 Third Avenue, New York, NY 10017