The new troika that will rise and fall with NBC
The upheavals that census caused in TV markets

The world according to Gaylord.

Who knows Houston and Dallas like a wealthy Texas oilman? Who knows New Orleans like a Creole connoisseur? And who knows as much about the blue skies over Seattle as a native Washingtonian? Gaylord, of course. Because we know our markets like the proud people who live there. Nine markets in all. From the Pacific Northwest to the sunny Southeast. That's the world of Gaylord. And we're ready to work with you.

Gaylord Broadcasting Company
One of America's largest privately owned broadcasting companies.
Smooth Sound... For A Rough Market

CKLW-FM broadcasts in the highly competitive Detroit market. Program Director Ronald Burgoyne believes that the Harris 9000 Program Automation System is an essential element in programming strategy:

"I am extremely pleased with the Harris 9000 System. Our sound is much smoother and more consistent. The flexibility and reliable operation in all areas is astounding. The Harris Multi-file™ System, permitting unlimited format variations, is of extreme importance to me in programming the station."

The tight format and "live" sound of Harris 9000 Program Automation are provided by a host of features, including ability to provide voice tracking; voice-over; time announce and back-timing; real-time program update for news, weather, EBS, contests, and more.

For more information, contact Harris Corporation, Broadcast Products Division, P. O. Box 4290, Quincy, Illinois 62301. 217/222-8200.

Visit the Harris display at the 1981 NRBA, Miami
HARRIS AUTOTRON™ STAR SYSTEM!

Harris now offers the most versatile, complete and expandable business automation system specifically designed for radio broadcasters. Four years of intensive field use prove that the Autotron™ Star System consistently performs a multitude of everyday station operations:

- Sales
- Traffic
- Accounts payable and receivable
- Payroll
- General ledger
- Sales scheduling
- Music library
- Depreciations

All these functions and more are available in Harris Business Automation Systems.

Visit the Harris display at the 1981 NRBA, Miami

The Autotron Star System and Harris 9000 Program Automation System are made for each other. Together, they represent the most effective business/program control combo available—totally interactive...totally reliable...totally Harris! For more information on the Autotron Star System, contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301. 217/222-8200.
AN OPEN LETTER TO TELEVISION WRITERS AND PRODUCERS FROM THE

"Clean Up TV" CAMPAIGN REGARDING SYNDICATED TV PROGRAMS!!

During the past several months thousands of churches and millions of individuals from every state in the Union have voiced their concern regarding the presentation of immoral, excessively violent, and profane television programs.

The nation-wide "Clean Up TV" Campaign and the resulting parallel programs by hundreds of other groups which it has generated, have now made it clear that the public is far more upset over such presentations than many within the television industry were originally willing to admit.

After months of preliminary planning the almost explosive results which the Campaign was able to generate within a few weeks of its beginning, on March 16, 1980, came as a shock to many national sponsors.

When more than 6,000 Churches of Christ almost immediately agreed to take part, and when, within just the first three months, nearly half a million individuals signed a solemn pledge to boycott companies sponsoring immoral presentations for a period of one year, if necessary, it became clear that the Campaign was already a force. With many other concerned groups, these figures could be multiplied many times over.

We announced to the media at the June 17, 1980 news conference that these initial efforts were only the tip of the iceberg. The increasing number of groups now taking parallel action and other developments of the past several months we have now clearly demonstrated the total accuracy of that statement.

Still another indication of this fact is the major national opinion survey published in the June 1, 1981 issue of Time Magazine which revealed that a whopping 60% of the American public now feel that television "presents a permissive and immoral set of values which are bad for the country."

While we are thankful for the numerous published reports stating that the new fall television season is now being cleaned up to a remarkable degree, one point should remain crystal clear: That is, that "lip service" to common decency will not be enough. The Fall monitoring period is now about to begin. If sponsors do not live up to their recently stated commitments and the Networks choose to defy the obvious concerns of the public, a far more massive Campaign with its resulting boycotts will be launched near the first of the year.

If such action becomes necessary several additional groups, representing millions of additional people who are now quietly waiting to see the present outcome, will also launch major parallel programs to oppose such material.

During the coming months the "Clean Up TV" Campaign will also be moving into a second major phase designed to deal with syndicated programs. Although we do not question your right as television writers and producers to provide the networks with any material you choose, we do want to make it clear that we have no intention of providing financial support to companies whether national or local who support immoral, excessively violent or profane presentations.

While you have every right to decide for yourselves what you will or will not produce, you have every right to expect morally decent people who are offended by indecent programs to financially support your decisions unless they feel these decisions are morally acceptable.

During the coming months the Campaign will be in contact with every local television station in the nation. Each of them will be asked to carefully consider the negative effects of such presentations before they are accepted for syndication. We believe the events of the past several months have indicated that the majority of local stations are far more sympathetic to the moral concerns of the public than the networks have thus far demonstrated.

While we respect the right of local stations to decide for themselves what they will or will not broadcast and have therefore not resorted to legal action or to censorship, (as has been falsely charged) we do intend to fully exercise our Constitutional rights in expressing our concern publicly and in encouraging every morally decent person in the nation to refuse to buy the products of both national and local sponsors who are willing to undermine the moral fabric of the country for money.

We are keenly aware that the really big profits in television lie usually in the syndication of programs rather than in the original production of such material. If necessary, therefore, we intend to oppose the presentation of locally syndicated immoral material with even greater vigor than was true of our original efforts with network presentations.

During the coming months, if such material continues to remain a problem on a locally syndicated basis, the thousands of churches taking part in the Campaign will be asked to see that local sponsors are contacted and asked to refrain from such advertising. This will be encouraged by letter writing and telephone campaigns to such sponsors in preparation for a nation-wide series of local boycotts.

We believe local sponsors are even more sensitive to the concerns of the community than the multi-billion dollar national corporations which have occupied our initial efforts. Not only do most of them not have the massive financial "cushion" of the giant corporations but many also already share our views.

Other probable plans include asking participating churches and individuals to run local newspaper ads identifying all such sponsors publicly or to conduct a city-wide direct mail campaign to provide such information to the public.

You, of course, remain completely free to produce the most degrading of material if you choose to do so, but while new shows are still being planned you should be aware that the ultimate syndication of such material will not be financially supported by a sizeable portion of the public.

Although this announcement will undoubtedly be met with a chorus of "censorship" accusations from some within the television industry it is clear that the public is not nearly so naive as those opposing our efforts would apparently like to believe. Thoughtful people will be able to distinguish the difference between "censorship" (which involves authoritative restrictions) and the simple exercise of our basic Constitutional rights to say what we think publicly and to decide for whom we will or will not buy products.

While we remain seriously concerned over the effects of immoral television presentations, we are also deeply grateful for the many fine qualities which have characterized the television industry through the years. We believe television represents one of the greatest developments of the Twentieth Century. We hope you will take renewed interest in helping it to again become a positive and uplifting influence on the nation.

"Clean Up TV" Campaign Committee
Joelton Church of Christ
P.O. Box 218
Joelton, Tn. 37080
The Week in Brief

SEGELSTEIN MAKES THREE □ Chairman Tinker picks NBC-TV’s president to be vice chairman, succeeding Salant who becomes general adviser to NBC management. Appointment rounds out top management team of Tinker, Segelstein and Mulholland. PAGE 23.

‘TIME’ MARCHES ON □ It agrees to buy UA-Columbia’s half interest in the USA Network. And Time will go for 100% ownership if proposed partner in deal, Paramount, decides not to buy other 50% held by another Gulf + Western subsidiary, Madison Square Garden Productions. PAGE 24.

NO PIGGYBACKING, PLEASE □ Chronicle Broadcasting objects to NBC’s attempt to eliminate PTAR entirely by enlisting on San Francisco broadcaster’s petition for excision of off-network provision of rule. PAGE 25.

NAB PLANNING □ Executive committee works on positions it will take at October meeting with Canadian and Mexican broadcasters, authorizes directional antenna book, urges FCC action on AM stereo. PAGE 25.

ARBITRON RERANKING □ New market-by-market estimates of TV homes reflect extensive changes and some restructuring of ADI’s. PAGE 26.

CARIBBEAN CONFLICT □ Talks about mutual AM interference problems between U.S. and Cuba are cordial. But American negotiators are upset about New York Times story that U.S. plans agency to beam special broadcasts to island nation. PAGE 27.

CTAM IN BOSTON □ It was learning experience in building for tomorrow at conference of Cable Television Administrative and Marketing Society last week. PAGE 28.

Keynoter Daniel Bell warns against promising too much too soon. PAGE 29. Track Day offers sessions on advertising, addressability, tier marketing and potential information services. PAGE 29.

Capulete reports on CTAM workshops. PAGE 30. Ted Turner vows fight to death in cable news. PAGE 31. Representatives of new technologies explain how they will interact with cable. PAGE 32.

PFISTER’S GOALS □ Selection of Dallas broadcaster as CPB president is well received. He says first objectives will be to bring more harmony into public broadcasting and create greater awareness of it in Americans. PAGE 34.

MIAMI BEACH PLANNING □ NBA expects convention attendance to match last year’s despite travel difficulties and slower economy. PAGE 34.

RETURN FIRE ON DBS FRONT □ Two applicants rebut STC’s claim that their applications were incomplete and unacceptable for filing. PAGE 37.

DAY OF DECISION □ Sept. 10 is when College Football Association votes on own TV package with NBC. It could mean whole new ball game for college rights. PAGE 38.

ANOTHER SOUND □ Satellite Music Network set to begin its 24-hour radio service today PAGE 38.

HARD LINE AGAINST HARD-R □ Morality in Media turns its guns on cable material it considers indecent. PAGE 40.

AT LOGGERHEADS OVER LOGOS □ NAB contends new law mandates that FCC change rules allowing public TV to show symbols of corporate underwriters. NAPTS and PBS claim NAB is making false assumption. PAGE 41.

ATLANTA CAMERA BAN □ Local press club will ask state supreme court to alter basic guidelines that permitted ruling against TV coverage of Williams trial. PAGE 42.

THE ‘BROADCASTING’ YEARS □ Jimmy Carter made it to the White House, thanks in part to TV debates with Gerald Ford. The family-viewing concept was vetoed in the courts and thrown back to the FCC. ABC-TV went from rags to riches in the prime-time ratings. PAGE 45.

CHEERS FROM THE OUTPOSTS □ Ray Timothy has served in the trenches at four NBC-owned outlets. That’s one reason affiliates feel they will enjoy a special kinship with the new president of NBC-TV network. PAGE 71.
FINALLY.
A TELEVISION SERIES
THAT EXPLOITS SENSITIVITY
AND GOOD TASTE.

They're called Young People's Specials. And they provide audiences with some of television's most graphic examples of hard-core decency.
Young People's Specials are true family entertainment. They communicate with gentleness and love. Never with violence. They provoke. Stimulate. Excite. Without ever resorting to cruelty or blatant acts of vengefulness.

About the only thing these beautiful programs do with a vengeance is attract viewers.

One recent special was beamed to over 5 million households. And not just to the young people in those homes. 60% of the total audience were 18 to 49 adults. 46% were women.

Which is one important reason why Multimedia's Young People's Specials have always proven highly saleable commodities.

We urge you to call Don Dahlman today, at (513) 352-5955. He can explain further why carrying this series is such a good decision for the family.

Your corporate family, as well as the ones at home.

YOUNG PEOPLE'S SPECIALS

*Source: NTR Special Report 2/1/82
Potomac fever?
As things stand now, leading candidate for next statutory vacancy on FCC will be Republican incumbent, Abbott Washburn, whose present seven-year term expires next June 30. Washburn had thought about retiring from government at age of 67 (which he reaches next March) but is having second thoughts. He previously served as State Department and White House consultant on satellite communications—increasingly important field. He'll probably announce intentions before year end.

Peace and progress
With their fight over 9 kHz channel spacing behind them, National Association of Broadcasters and Daytime Broadcasters Association are joining forces in effort to find new ways to expand daytimers' broadcast day. Gregg Skall, counsel for DBA, on Tuesday conferred with NAB chairman, Edward O. Fritts (who owns daytimers in his station group), and NAB staffers John Summers, Erwin Krasnow, Chris Payne and Michael Rau on number of proposals each side put on table. Skall had laundry list of seven ideas, some of which paralleled NAB ideas, and later said he was persuaded NAB officials were "serious" in effort to help DBA.

Ideas discussed would require changes in international agreements as well as in FCC rules. For instance, DBA suggested permitting some daytimers operating on Mexican and Canadian clear to go full time as long as they protect stations across border. DBA is also interested in two hours of full-power operation presunrise and post sunset. NAB has proposed some more modest post-sunset operation (to 6 p.m. in winter) but is prepared to consider DBA's idea. NAB and DBA representatives will review these and other suggestions with FCC and National Telecommunications and Information Administration engineers at commission tomorrow (Tuesday). NAB will also discuss proposals affecting Canada at meeting with Canadian Broadcasters Association in Vancouver, Oct. 21-23 (see story, page 25).

Quiet but busy
Fred Silverman, out of job since deposed as NBC chief June 30 (BROADCASTING, July 6), isn't letting grass grow. He's been combining vacation with job interviews both in New York and on West Coast, and he said last week he expected to be all set in month or six weeks. He wouldn't say what he'll be doing, except that "I plan to stay in broadcasting."

Silverman downplayed recurrent reports that he might link up with former CBS President Arthur Taylor in RCTV. Taylor's new cable-programming venture. (So did representatives of RCTV and Taylor.) University association for Silverman is due to be announced shortly, but it's unrelated to career decision.

Bird nests
RCA Americom is still trying to come up with transponder allocation plan, acceptable to FCC, that will permit it to award transponders on Satcom IV, cable satellite expected to be launched next December. RCA is considering three approaches: first-come, first-served, auction and sale. Although FCC rejected one auction plan last June, sources say RCA is leaning toward revision that it believes is more palatable. FCC source said: "If they are smart, there is a way to do it." RCA said it expects to file plan within next three weeks.

Turning on spigot
First grants under Walter Annenberg's $150-million gift to Corporation for Public Broadcasting to fund college-level courses delivered by telecommunications (BROADCASTING, March 2) are to be made in January. CPB staff is currently setting up criteria to determine where money should go and plans to announce criteria and start accepting grant applications immediately after CPB board's annual meeting Sept. 16-17. Robben Fleming, who turns over CPB presidency to Edward Pfister after board meeting (see story page 34), will continue on as acting director of CPB/The Annenberg School of Communications project until end of year.

Cable confidentiality
National Cable Television Association is beginning to focus on need for privacy protection that increasing number of observers say developing videotex technology will require. NCTA officials for some time have talked about drafting industry code for cable systems that offer two-way service and, in process, collect in their computers considerable personal information about on subscribers. Until now, NCTA apparently did not view need for action as pressing, since only few systems were capable of collecting data. But with growth in number of such systems expected, NCTA president, Thomas Wheeler, said executive committee has directed him to focus on job of developing code.

Wells on Dole
Degree to which demarcation between printed page and broadcast journalism is being erased was evidenced at last week's meeting of executive committee of National Association of Broadcasters (see story page 25). Discussed was so-called Dole Amendment to exempt from Freedom of Information Act clearance any documentation dealing with foreign intelligence over at least decade. Also drawn into play was Alton (Ill.) Telegraph case wherein confiscatory judgment was rendered because of purported libel contained in reporter's memo but not published in newspaper. NAB for several years has monitored cases involving First Amendment and has intervened amicus curiae in half-dozen court cases implicating newspapers alone. Year ago NAB arranged First Amendment insurance to protect members. In case of FOIA amendment, ferreted out by Society of Professional Journalists, Sigma Delta Chi ("In Brief," Aug. 24), hope is expressed that Robert Wells, former GOP member of FCC (1969-71), now head of Harris Enterprises stations, chairman of Broadcast Music Inc., and vice president of AP Broadcasters, would use his good offices to dissuade his long-time friend, Senator Robert Dole (R-Kan.), from pursuing campaign to bottle up government information.

Up for sale?
When Dan McKinnon assumes chairmanship of Civil Aeronautics Board, he also may opt to dispose of KSON-AM-FM San Diego, in which he holds controlling interest (77%) with his brother, Michael, holding remaining 23%. Michael McKinnon owns control of KBMT (TV) Beaumont and KIIY (TV) Corpus Christi, both Texas, with Dan holding minority.

Getting on cable
Leased-channel access to cable systems is uppermost concern of broadcasters watching common carrier legislation (S. 898) as it inches toward Senate floor. Last-minute amendments won by cable industry prohibiting federal, state or municipal rate regulation except for public access channels could allow cable operators to charge above-market prices for leased channels. Broadcasters, disinclined to cross Senate Commerce Committee Chairman Bob Packwood (R-Ore.) after his recent victory in extending their license terms, will wait to see where common carrier legislation goes in House (see story, page 25).


Commerce Drugs □ Ora Jel D. Begins Sept. 21 for four weeks in over 25
KTZO. THE POWERHOUSE INDEPENDENT IN SAN FRANCISCO HAS WHAT SAN FRANCISCANS ARE LOOKING FOR. AND BLAIR IS PROUD TO BE THE NEW NATIONAL REPRESENTATIVE FOR THIS EXCITING CREATIVE FORCE IN THE BAY AREA.
New account. National Public Radio announced last week it has selected Earle Palmer Brown, Washington ad agency, for its public radio promotion for fiscal 1982. Agency will be designing newspaper and magazine ads for member stations to adapt for local outlets and will help NPR design video promos.

Quick course. Latest edition of “Instant Background,” Radio Advertising Bureau publication offering concise, two-page summaries of local businesses to help acquaint local radio salespeople with fields in which they’re selling, was issued last week. Some 75 businesses are profiled, ranging from apartment houses to women’s wear stores, with computers, video stores and day-care centers among those covered for first time. Among areas highlighted in each field: characteristics of business, best customers (by age, sex, region, etc.), high and low sales periods, percentage of sales by cash, percentage by credit.

In progress. Apparel manufacturer, Sasson Inc., New York, has its in-house agency finishing $5-million broadcast campaign in which 55 commercials will be used in 12 markets coast to coast. Campaign debuts Sept. 7 in Los Angeles, New York, Chicago, Miami and San Francisco. Remaining spots start in November and are slated to run through next summer. “Catch them before they take off” is new slogan for Sasson campaign that features “runaway fashion show on simulated airport runway.” Additional $3 million will be spent on co-op advertising.

Coke buy. Coca-Cola, as part of $34 million effort to funnel funds into black community, has agreed to spend more than $200,000 yearly in advertising in black-owned radio stations, newspapers and public relations and advertising firms.

When the 18 to 34 age group is your target audience, you can’t miss with Stereo Rock.

The Most Successful Format in the Business.

Call TM Programming Collect at 214/634-8511.

TM Programming
1349 Regal Row, Dallas, TX: 75247 214/634-8511.


KTZOTV: San Francisco: To Blair Television (no previous rep). WSAA-TV Savannah, Ga., WSCC-TV Madison, Wis., and KARP-TV Yakima, Wash: To Blair Television from Peters, Griffin, Woodward.

WYSL(AM)/WPHD(FM): Buffalo, N.Y.: To Major Market Radio from Jack Masla & Co.

KSPR/AM: Santa Rosa, Calif.: To Buckley Radio Sales from Torbert Radio.

KWRL(AM)/KULH(AM): San Bernardino: both Calit: To Bernard Howard & Co. from Buckley Radio.
NOW, ONE BUY, BUYS PROVIDENCE.

WPRO AM/FM DELIVERS 4 times the 18-49s in morning drive time.*

WPRO AM/FM gives you over twice the 18-49s, afternoons 3 PM - 7 PM.*

WPRO AM/FM beats out the next three stations put together, weekends 10 AM - 3 PM.*

WPRO AM/FM knocks the competition cold, 10 AM - 3 PM.*

The new spring ratings are out and WPRO AM/FM is way out front! It's proof that Providence is turning on to WPRO AM/FM — morning, noon, nights and weekends. WPRO AM/FM is the answer when you're looking to reach Providence's biggest audience. And the solution when you want to reach Providence's biggest buyers: Adults 18-49, 25-49 and 25-54. The WPRO AM/FM Combo has more of these listeners than any other two stations added together.

Contact your Blair representative to find out how one buy, the WPRO AM/FM Combo, can be your best buy in Southeastern New England.

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**MORNING DRIVE TIME 6 AM - 10 AM**

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**AFTERNOON DRIVE 3 PM - 7 PM**

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**SATURDAY 10 AM - 3 PM**

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**SUNDAY 10 AM - 3 PM**

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**MIDDAY 10 AM - 3 PM**

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<td>Station Z</td>
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A Kung Fu kick. The kind of kick, and chop, and fast action—adventure that brings in the young adult viewers like nothing else... in top markets as well as smaller markets.

You can't argue with the numbers. On Saturday, August 8, New York's WNEW-TV aced a tennis match, beat out a grand prix, sliced up a golf tournament, outran a track meet and clobbered two other movies with "The Chinatown Kid" from World Northal's BLACK BELT THEATRE.

This Kung Fu action flick scored a sizzling 14 rating and a 44% share on a lazy Saturday afternoon. And to top it all off Arbitron showed a rating peak of 17 with an incredible 51% share. It's the kind of performance you can depend on with all 13 first-run Martial Arts blockbusters from World Northal's BLACK BELT THEATRE.

A fast call to World Northal will put you in the action along with Metromedia, Cox, Taft, Storer, Gaylord, Chris Craft, Meredith, Post-Newsweek, and other big leaguers.

Do it today, you'll get a kick out of the results.

Call George Hankoff, Vice President / Television (212) 486-5722
ALREADY IN ON THE ACTION:

WNEW—NEW YORK
KTTV—LOS ANGELES
WTAF—PHILADELPHIA
KTVU—SAN FRANCISCO
WDIV—DETOIT
WJKW—CLEVELAND
WTGG—WASHINGTON D.C.
KTVT—DALLAS
WPXI—PITTSBURGH
KRIV—HOUSTON
KPLR—ST. LOUIS
KCPQ—SEATTLE
KRBK—SACRAMENTO
KPTV—PORTLAND
XETV—SAN DIEGO
WXIX—CINCINNATI
WUTV—BUFFALO
KPHO—PHOENIX
WPTY—MEMPHIS
WTVZ—NORFOLK
WGCT—GREENSBORO
WAWS—JACKSONVILLE
WUHF—ROCHESTER
KTV—HONOLULU
KAME—RENO

■ indicates new or revised listing

This week

Sept. 1—Deadline for entries in 16th annual Gabriel Awards, presented by United-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles Schildis, (317) 635-3586.


Also in September
Sept. 4-13—International Audio and Video Fair Berlin, Berlin Fairgrounds. Sponsor: Association for the Advancement of Entertainment Electronics Ltd, in Frankfurt/Main. Information: Gesellschaft zur Förderung der Unterhaltungselektronik (GFU), mbH, Stressemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-20-28-68.

Sept. 7-10—International Institute of Communications annual conference. Speakers include Leonard Marks, Washington attorney and secretary-treasurer of World Press Freedom Committee, and Delbert Smith, senior vice president of Comsat. Palais d’Europe, Strasbourg, France.

Sept. 9—Ohio Association of Broadcasters sales workshop. New Marriott, 1-71, Columbus, Ohio.

Sept. 9—New Jersey Broadcasters Association sales and engineering conference. Cherry Hill Hyatt hotel, Cherry Hill, N.J.


Sept. 9-14—Public Broadcasting Service development conference, Dutch Resort Inn, Orlando, Fla.


Sept. 11-13—Nebraska Broadcasters Association annual convention. Lincoln Hilton, Lincoln, Neb.

Sept. 11-13—Maine Association of Broadcasters convention, Samoset Resort, Rockport, Me.

Sept. 12—Deadline for U.S. entries in 24th annual International Film and TV Festival of New York. Categories include commercials, TV programs, film, tape, slide and audio-visual productions. Information: Festival, 251 West 57th Street, New York, N.Y. 10019.


Sept. 13-15—CBS Radio Affiliates board meeting, Salishan Lodge, Gleneden Beach, Ore.

Sept. 13-16—National Radio Broadcasters Association annual convention, Chicago. Speakers include: FCC Chairman Mark Fowler; former FCC Commissioner Robert E. Lee; Senate Commerce Communications Subcommittee Chairman Bob Packwood (R-Ore.); Cecil Heflin (D-Hawaii); and radio pioneer Gordon McLendon, Fontainebleau Hilton, Miami Beach.


Sept. 18-19—South Dakota State University’s 15th annual South Dakota Broadcasters Day, University campus and Holiday Inn Brookings, S.D. Information: (605) 688-4191.


Sept. 19—Society of Broadcast Engineers San Francisco Bay Area annual banquet, chapter 40, Concord Inn, Concord, Calif.

Sept. 20-23—Broadcast Financial Management Association 21st annual conference. George Will, syndicated columnist, will be Monday luncheon speaker; FCC Commissioner Anne P. Jones will address Tuesday luncheon; Sol Taishoff, editor of Broadcasting, will be Wednesday luncheon speaker. Sheraton—Washington hotel, Washington.


Sept. 21-23—Advertising Research Foundation’s seventh annual midyear conference and research fair Hyatt Regency, Chicago.


Sept. 23-26—National Broadcast Association for


Sept. 24-26 American Women in Radio and Television Western area conference. Marina City Club, Marina Del Rey, Calif.


Sept. 25-26 Society of Broadcast Engineers, north Texas chapter Southwest regional convention and equipment show. Matrix, Arlington, Texas.

Sept. 25-26 New York State AP Broadcasters Association annual meeting and awards banquet. Niagara Hilton, Niagara Falls, N.Y.

Sept. 27-29 Minnesota Broadcasters Association fall convention. Guests will include Richard Wiley former FCC chairman, now with Washington law firm of Kirkland & Ellis, and Jim Popham, VP-congressional liaison, National Association of Broadcasters, Washington, Hilton Holiday Inn Downtown, Rochester, Minn.

Sept. 28-30 Nevada Broadcasters Association annual convention. Elko, Nev.

Sept. 28-30 Texas Association of Broadcasters engineering-management conference. Loew's Anatole hotel, Dallas.


Sept. 29-30 Louisiana Association of Broadcasters license renewal-EDC seminars. One will be held at Travelodge North In Lafayette, La., on Sept. 29, and another at Holiday Inn in Natchitoches, La., on Sept. 30.

Sept. 30 Iowa Cable Television Association annual state convention. Marriott hotel, Des Moines, Iowa.

Sept. 30 Deadline for entries in Ohio State Awards honoring excellence in educational, informational and public affairs broadcasting, sponsored by Institute for Education by Radio-Television. Information: Ohio State Awards, c/o WOSU Stations, 2400 Olentangy River Road, Columbus, Ohio, 43210.

Oct. 3-5 Midwest America Cable TV Ass'0 24th annual meeting and show. Exhibition Hall, Municipal Auditorium, Kansas City, Mo. Information: Rob Marshall, Midwest America Cable TV, Route 1, Lecompton, Kansas, 66048, (315) 887-6119.

Oct. 3-10 Indiana Association of Broadcasters fall conference, Downtown Holiday Inn, Fort Wayne, Ind.

October


Oct. 2-4 American Women in Radio and Television Northern region. Holiday Inn West, Omaha.

Oct. 3-4 New Jersey Associated Press Broadcasters Association's annual fall meeting. Harrah's Marina casino hotel, Atlantic City

Oct. 4-6 Cable Software Symposium and Exposition, co-sponsored by National Cable Television Association and Telecommunications. Hyatt Regency hotel, New Orleans.

Oct. 4-6 Kentucky CATV Association convention. Executive Inn, Owensboro.


Oct. 4-6 Pennsylvania Association of Broadcasters fall convention. Seven Springs Mountain Resort, Champion, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101.

Oct. 5-7 International Electrical, Electronics Conference and Exposition, sponsored by Canadian Region of Institute of Electrical and Electronics Engineers. Ottawa.

Oct. 5-9 Hughes Microwave Communications Products technical seminar on its AML local distribution microwave equipment, Hughes facility, Torrance, Calif.


Dec. 2-4 Western Cable Show. Anaheim Convention Center, Anaheim, Calif.


May 4-5, 1982 CBS-TV affiliates annual meeting. Century Plaza, Los Angeles.

May 4-8, 1982 American Women in Radio and Television annual convention. Hyatt Hotel, San Francisco.


We said we were taking the movies to America, and the numbers show that we have. Since we launched The Movie Channel, we've added over 1,000 affiliates and almost one million subscribers. The Movie Channel is the fastest growing major pay service in the business.

Why are cable operators turning to The Movie Channel? Because we make it easy to sell our service by showing what subscribers want most: the finest movies available, 24 hours a day. And they are scheduled for maximum viewer convenience. Also, operators can earn high profit margins with The Movie Channel. That's because no matter how much money you charge subscribers, you still pay us the same flat rate.

We've come a long way so far but we've just begun. Hook up with The Movie Channel, and see how far we can go together.

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Carolyn McCrory
303/741-3600

DALLAS
E.A. "Buzz" Hassett
214/241-1421

LOS ANGELES
Carolyn McCrory
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Warner Amex
Satellite Entertainment Company

*Based on percentage growth from 12/79 to 3/81.
Source: Paul Kagan Pay TV Census 12/31/79; Cablevision, 4/20/81.
Oct 12

A unique advertising opportunity—once in 50 years.

On October 12, 1981, BROADCASTING will celebrate its own golden anniversary in a one-of-a-kind issue. We'll pay due court to the past in an "At Large" interview with Editor Sol Taishoff, filling in between the lines of stories published over the last 50 years, and in a year-by-year chronology that will be a standard reference to the magazine's—and the industry's—first half-century. But we'll also pay court to the future in an ambitious, wide-ranging look ahead to the next 20 years of the Fifth Estate. We call it our "2001 Story." We think you'll call it great.

Bonus readership for your advertising. Reserve space now.

For placements from the North and East, call Win Levi, Dave Bertlyn or Charles Mohr at (212) 599-2830; from the South, call Gene Edwards (202) 638-1022; from the West, call Tim Thometz at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.

Open Mike

**Magic number**

Editor: When I read the editorial in the Aug. 10 issue (which referred to the fact that there are 9,042 radio stations and 1,022 television stations in operation today), I could not help but think back over a discussion at the FCC when it adopted the "rule of seven," which prohibited them and prohibits now any one person from owning more than seven AM radio stations. Subsequently that "rule of seven" was applied also to FM and television (five VHF and two UHF stations).

At that time, there were approximately 700 radio stations in operation. The commissioners took the position that if anyone owned more than one percent of the radio stations, he would be a monopolist. Using that rationale as the basis for the prohibition, does it not follow that the commission should permit a person to own 90 AM, 90 FM and 10 TV stations?

I leave aside completely the question that only a psychologist could answer: whether the "rule of seven" was also, somehow or another, related to the fact that there were then, as there are now, seven commissioners who made that decision. —Marcus Cohn, Cohn & Marks, Washington.

**History lesson**

Editor: Some years ago there was an excellent television program, The Armstrong Circle Theater. It had a popular following. Armstrong was happy with it. The viewers were happy with it. But the network was not happy with it. It didn't have the ratings.

"Never mind the ratings," said Armstrong. "We don't need a quantity of viewers. We are selling a quality product and we are aimed at a quality audience."

But the network insisted that Circle Theater be dropped. The Armstrong Co. said that rather than lower its standards to the network's it would discontinue using television as an advertising medium and would advertise elsewhere. It did just that.

Reflecting on the networks' present fury at audience complaints about the low level of television programming, and remembering the Armstrong matter, it's obvious the problem is not so much the sponsors but the networks. —Peggy Wink, Lantana, Fla.

**Reference request**

Editor: I am an inmate in the Alabama prison system, and a few years ago we were able to establish a radio-TV broadcasting school within the prison system. We get plenty of help from the FCC, but what we need the most is the latest book that you have on broadcasting. Send me the bill. —William Simpson, Huford, Ala.

Editor's note. A 1981 BROADCASTING-CABLE YEARBOOK is on its way.
A HEALTHY LINEUP.

"HealthBeat," television's first and only health news magazine, has cleared over 60% of the country, including ABC O&O, Multimedia, Outlet, Capital Cities, McGraw-Hill, Hubbard, and Metromedia stations. And new stations are joining the lineup every day.

Set to premiere in October, this monthly, half-hour special series now offers a companion "HealthBeat" newsletter, customized for local stations and advertisers.

Join Dr. Timothy Johnson and 52 of the finest stations in America as they cover the beat that's never been covered before . . . "HealthBeat."

For more information and a screening of the pilot, call us in New York at 212/953-1744, or in Boston at 617/449-0400.

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St. Louis, KTVP
Tampa, WTSP
Baltimore, WJZ
Indianapolis, WRTV
Denver, KBTV
Sacramento, KOVR
Portland, OR, KATU
San Diego, KFMB
Kansas City, KMBC
Hartford, WVIT
Cincinnati, WLWT
Milwaukee, WISN
Buffalo, WKBW
Phoenix, KPNX
Providence, WJAR
Charlotte, WSOC
Columbus, WCMH
Birmingham, WBMG
Greenville, WSPA
Orlando, WDBO
Louisville, WLKY
Raleigh, WRAL
Salt Lake City, KTVX
Wilkes-Barre, WDAU
San Antonio, KSAT
Norfolk, WTVZ
Dayton, WDTN
Harrisburg, WGCB
Albany, WTEN
Richmond, WTTR
Tulsa, KJUL
Little Rock, KARK
Roanoke, WSLS
Albuquerque, KGGM
Spokane, KNQ
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HealthBeat

Dr. Timothy Johnson, Harvard Medical School
Tape cartridge machines for every broadcast application

Since 1959 Broadcast Electronics has delivered almost 30,000 cart machines to broadcast stations worldwide. BE has the most comprehensive line of cart machines available - models and options for all applications and every budget. Delivery is usually prompt.

Model 3100 Slim Line
Model 3200 Compact
Model 3300 Standard

Series 3000
Features that nobody can match... Nortronics Duracore® heads; one or three cue tones with automatic fast forward optional; models for 1/2 and 1/4 rack width; and, a rack mount model for A, B & C carts.

Model 3400 Rack Mount

Series 2100
Economical direct drive cart machines. Features two cue tones as standard (1 kHz, 150Hz), Phase Lok IV head assembly, and exclusive mono/stereo switching. Available in record and record/playback, mono and stereo.

Model 2100 RPS

Model 5300B
Plug-in removable machined decks, long-life Duracore® heads and superb electronics make this the most wanted three deck cart machine. A companion recording amplifier can be used with the bottom deck. Available for mono or stereo and with three cue tones.

Model 5500
This 5-decker has a rugged machined deck, dependable direct-drive hysteresis synchronous motor, air-damped solenoid and the latest electronics. An optional sequencer is available.
Now Represents:

WJKS-TV

JACKSONVILLE, FLORIDA

Serving the bold new city of the South.
A different kind of spot for a different kind of product

In May of this year, Frederick & Nelson opened a revolutionary new concept in department store merchandising: the Arcade. It's exciting. It's entertaining. It's educational. And there's nothing like it... anywhere.

The 55,000-square-foot project represents a revolutionary new concept in department store merchandising. According to C. Arthur Henkens, Frederick & Nelson's chairman and chief executive officer and prime mover in this exciting project, the Arcade is designed to attract a broad base of customers by providing high-quality, value merchandise in space and environment that not only create a tone of fun and entertainment but also provide a dramatic connection of the housewares and food departments and flow smoothly into adjacent business of books, stationery, records and cameras.

"It's really a people place," he explains, "a creative environment where new ideas will constantly be presented. We think people will want to shop the Arcade just to experience it."

A walk through the Arcade is like being transported to a European-style market. A circular walkway leads through a kaleidoscope of vivid color with interesting sights and sounds at every turn.

The Arcade's 20 different shops carry an infinite variety of unusual retail items including 225 cheeses, 40 varieties of beer, 1,000 magazine titles, 500 different kitchen gadgets, two restaurants and continuous "how-to" demonstration centers. For years a major manufacturer of candy and cakes, Frederick's moved some of our hand-dipping of chocolates and cake decorating down to the Arcade so people can see the best candy making and cake decorating in the Northwest.

The Arcade was designed to be a major repositioning of many store departments. It was designed to offer the shopper quality merchandise, high-fashion merchandise, in an unusual and entertaining environment. The Arcade was designed to be an innovative merchandising effort, aimed at entertainment and product testing as well as sales.

Because the project was so vast, so important to us as a store, and potentially the most significant way to match our mission statement to actual performance in the store, we were very conscious that it would take an innovative advertising approach.

Charleen Hassin, Frederick & Nelson's broadcast manager, began to work on an advertising concept as extraordinary as the Arcade itself. We decided that only television could convey the physical attributes of the Arcade and that television was the only medium that could tap the genuine excitement of what was happening there. With that in mind, Hassin went to Steve Rozov at KING-TV Seattle and the two of them began work on something to fit the occasion. What would we think, they asked, about live, 60-second commercials from the Arcade on opening day?

The risks were obvious. Live television on opening could send chills down the spine of any rational retailer. Further, Frederick & Nelson had a real need to translate the advertising expenditures for the Arcade grand opening into success for our seven other Washington stores. At the same time, the margin for dramatic success was high. Such a series of commercials could portray the Arcade as a shopping experience. No other vehicle could.

With a sense of "group risk," we bought the concept.

During the final days of construction, KING-TV, with our in-house production team, recorded video of the entire 55,000 square feet of the Arcade. Hassin began the process of building a commercial package of 30-second announcements to air as regular commercial schedules in support of the grand opening. The night before the opening, the Arcade was wired for the broadcast. Our own staff wrote 12 one-minute commercials designed to feature key areas and departments in the Arcade as well as to cover special events scheduled for the opening.

By 7:45 a.m. the day of the event, everything was in place. A main camera site had been established so many different shots of the Arcade could be taken without changing locations. A remote camera was wandering through the Arcade picking up cut-a-ways for the live commercials. A microwave relay was established from an upstairs office to a remote van (parked several blocks away) with a line-of-sight to KING's tower. Burt Wolf, whose What's Cooking show appeared on KING-TV, sponsored by Frederick & Nelson, was in the store as talent for the live commercials.

The first live commercial aired at 7:58 a.m. Production was flawless. But Wolf talked about the day's events well in advance of the actual opening of the store. We showed scenes of the bakery, coffee and tea shops and people getting ready for the day's events. By midmorning, the television commercials had become events of their own. Crowds gathered at such a rate that a mime, hired initially as store entertainment, was pressed into service on the fringes of the commercial site to help control the crowds during the live telecast.

Customers told store management that they had seen the commercials at home and had come down to the store to take part in the festivities.

The live commercials were excellent advertising vehicles. They accomplished all that we had wanted with a side benefit that those of us who planned things had never considered. The live commercials generated excitement among our own employees. The mission statement: providing high quality, value merchandise with a tone of fun and entertainment, had translated to our customers as a reality, and to our own people as well. After all, they are charged with carrying out that mission statement every day and their excitement was a tremendous benefit to us as a store.

In the month of May, all departments in the downtown Arcade experienced a 77% increase in sales. The sales performance for the same departments in our seven other Washington stores increased by 51%. The benefits that cannot be measured quantitatively, however, are even more interesting. If we managed to convey our image to the shoppers of the Pacific Northwest in a clear and understandable manner, Frederick & Nelson will reap the benefits of the Arcade experience many times over. At least we have the feeling that continued innovation in advertising is the message of the Arcade. And we are glad to have found a television station and an account executive who believe, as we do, that it is no longer acceptable to sell just "spots."

Concepts, ideas and for stores like Frederick & Nelson, innovation are important tools for the successful television campaign. When these tools are used by the broadcaster and the retailer, success is shared.
If you've ever needed quick access to footage of young Ronald Reagan, hula hoop contests, the moon landing, or other memorable moments in history, you know the value of a complete video library.

That's why The Corporation for Entertainment and Learning, Inc. developed The Videotape News Library. It provides you with original footage of important events and people dating back to 1893. All are time-coded and available on 60 one-hour 3/4-inch video cassettes.

Each video library includes three complete indexes—subject, daily, and alphabetical—for easy retrieval.

Segments can add network quality to local news stories, provide visuals for commercial productions, and expand the horizons of locally produced programming.

To learn the rest of the details of our 3/4" history, call Robert Chenoff at (212) 751-6918 or David Sifford, Beverlie Brewer, Carmon Moon, Annelle Johnson and Dave Lynch at (615) 373-0819. TELEX: 553151
"Churchill and the Generals"
The entire free world and its survival depended on one man. A three-hour dramatic presentation. Starring: Timothy West, Arthur Hill and Joseph Cotten

Agatha Christie’s “Seven Dials Mystery”
Two amateur sleuths wrapped in a tangled web of intrigue and suspense. Starring: Cheryl Campbell, James Warwick and John Gielgud

Agatha Christie’s “Why Didn’t They Ask Evans?”
A three-hour spellbinding production unraveling the mystery of a dying man’s last words. Starring: Francesca Annis, James Warwick and John Gielgud

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U.S. Television Premiere
An exceptional race driver, an unpredictable daredevil possessing determination to win at any cost. Starring: Robert Hardy, Jennifer Hilary and Jack Galloway

Quality programs as featured on Mobil Showcase Network for sale in all markets.
And for the first time ever, available for local advertiser sponsorship.

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And Segelstein makes three

He's Tinker's choice for NBC vice chairman and he rounds out network's top management team along with Mulholland; Salant to concentrate on new technologies and policy

In what the network calls a "streamlining of its management structure," NBC Chairman and Chief Executive Officer Grant Tinker last week named Irwin Segelstein NBC vice chairman, replacing Richard S. Salant, who becomes a "general adviser to NBC management."

The Segelstein appointment, subject to pro-forma NBC board approval, completes the reorganization of NBC top management with Tinker at the top, Robert Mulholland, president and chief operating officer, and now Segelstein, vice chairman.

It also removes Salant from day-to-day operational responsibilities, enabling him to concentrate on long-range planning and policy issues. Salant explained that his work will involve "largely the new technologies." While Salant would not reveal just how long his contract now extends, he said it runs well beyond the previous April 1982 expiration date he had as vice chairman.

Segelstein, who joined NBC five years ago, has been president, NBC Television, since June 1980, having played a key role in the administration of Tinker's predecessor, Fred Silverman.

Salant has been vice chairman since 1979, having joined NBC from CBS where mandatory retirement at age 65 ended his long-time tenure as president of CBS News.

In a memorandum to "everyone at NBC," Tinker last week told employees that "our top management team is now in place." Although Segelstein's specific role wasn't announced until last Tuesday (Aug. 25), there was little doubt he would be part of a leadership trio ("Closed Circuit," Aug. 10).

A few weeks earlier, when Tinker announced the promotion of Robert Mulholland from president of the television network to president of the entire NBC organization, he also promised a "critical and most important assignment" for Segelstein (Broadcasting, Aug. 3).

In his memo to employees last week, Tinker said that he expects the Segelstein news "will be our last top management personnel announcement for some time." The NBC chairman explained that the organization now is "well-structured to meet NBC's present and future needs" and "perhaps more important ... we believe stability, continuity and credibility to be absolutely essential to the long-range success of our company."

Under the new structure, "staff" areas—business affairs, public information, corporate planning, law, personnel and labor relations and research—report to Segelstein. Mulholland has the "operating" areas of news, sports, television stations, television network, entertainment and radio.

Both Segelstein and Mulholland, as well as Robert Butler, executive vice president and chief financial officer, report directly to Tinker.

Reached at his Burbank, Calif., office after the Segelstein announcement, Tinker explained that his words about management "stability, continuity and credibility" applied beyond the Tinker/Mulholland/Segelstein team.

Since divisional presidents officially report to Mulholland and to Segelstein, Tinker would not answer questions about the occupational fates of the carry-overs from the Silverman hierarchy. However, he said he has heard of no changes coming.

NBC President Mulholland later confirmed that the operating heads now in place would continue. "They all get to remain," he said, adding that "there are no changes planned."

That settled the questions about NBC Entertainment President Brandon Tartikoff and NBC News President William Small—the two operating division chiefs who had been reported to be in jeopardy.

While Tartikoff officially reports to Mulholland, Tinker said that he is "allowed a strong dotted-line connection" with the president of NBC Entertainment. Tinker, formerly president of the highly successful MTM Enterprises TV production house, has said he will be working closely on programming matters.

Of the Tinker/Mulholland/Segelstein team, Tinker said he expects all three to be "interchangeable" and able to fill in for one another if necessary.

With Mulholland and Segelstein now in place (and based in New York), Tinker said he hopes to be spending more time on the West Coast, where he makes his home. Tinker said he has been averaging only about "one day in five" in Burbank since taking over the NBC chairmanship and now hopes a more even split between coasts will be the routine by the first of the year.

Fred Paxton, president of WPSD-TV in Paducah, Ky., and chairman of the NBC-TV affiliates board, said he is "very much impressed" with the three-man top management team and expects a "healthy interchange" among them. "I believe it will work," he added. He also praised Salant.

Particularly heartening to Paxton were Tinker's words on management stability. Paxton said he's "glad it won't be disrupted" because that "slows momentum."

Fred Silverman, NBC's former president and chief executive officer, had been criticized in and out of the corporation for lack of executive stability there. Earlier this summer when Tinker was named to replace him, an NBC official estimated that some 80 executives (vice presidents or higher) out of about 150 over-all had been fired or allowed to leave during Silverman's tenure.
Time to buy all or half of USA Network

It sets up joint venture with Paramount for cable network; if motion picture firm backs out, Time will own 100%

Time Inc. has agreed to purchase U.A.-Columbia Cablevision's half interest in the USA Network for $15 million and operate the advertiser-supported cable network in a joint venture with Paramount Pictures Corp.

The partnership is contingent upon Paramount's take-over of Madison Square Garden Productions Inc.'s half interest in the network. According to a Paramount spokesman, a decision on whether to acquire the half share will not be made for two or three weeks.

If Paramount eventually decides not to acquire the MSG interest, the joint venture agreement will be nullified and Time will buy it and become sole owner of the network.

The decision to acquire or not to acquire the MSG interest is an intra-corporate one. Paramount and MSG are both subsidiaries of Gulf + Western Industries Inc.

Indications last week were that Paramount would go ahead with the acquisition and the joint venture.

A spokesman for Paramount said that "everybody is excited" about the prospects of the joint venture, but that Paramount is still unsure about "what role it should play" and is still evaluating the situation.

Thayer Bigelow, assistant to Time Video Group head Gerald Levin, said: "We expect to do it. We want to do it, but we haven't finally decided to do it."

If the venture between Paramount and Time materializes, it will mark one of the stranger pairings in the joint-venture trend of the cable industry has seen—as a member of the ill-starred Premiere pay television consortium of movie producers, Paramount was a vociferous critic of Time's pay venture, HBO.

Time, which is the parent of Home Box Office Inc., the pre-eminent pay cable company, eyes the USA Network to cash in on the industry's increasing advertising revenues. Aside from the sale of local advertising by its individual cable systems, Bigelow said, Time's Video Group "isn't doing anything that is generating advertising dollars. We think it's important that we begin to do that." The television advertising market, he said, is huge—$12 billion a year.

If Paramount becomes a joint venture, it will bring to the network its tremendous film library as well as its prodigious production capabilities. Business Week lists Paramount's $300 million library as one of the nation's eighth largest, even though the company sold all its pre-1948 films to Metro-Goldwyn-Mayer during the 1950's.

The company produced a number of recent box-office hits and now has one hour and seven half-hour programs in production for the major television networks.

Regardless of whether the new boss is Time or the joint venture, spokesman for the USA Network said that there will be no immediate shakeup of the network's management. Kay Koplovitz will continue as president, reporting to the board of directors. "We think they have a very fine staff," Bigelow said. "We don't think there are any changes needed."

Robert Rosencrans, president of U.A.-Columbia Cablevision, the nation's ninth largest MSO, said simply that U.A.-Columbia no longer wanted to be in the cable programming business. Keeping the USA Network competitive would have required "significant" capital investments that U.A.-Columbia did not want to make, he said.

With the presence of ABC, Westinghouse and CBS, he said, the business is becoming one of "very large companies."

"We felt we would be better off applying our resources to the cable [operation]. That's where we are strong and that's where we want to put our funds," Rosencrans said.

Roger Cablesystems Inc., the large Canadian MSO, has formed a joint venture with U.A.-Columbia's largest stockholder, United Artists Theater Circuit, to acquire UA-Columbia later this year. Rosencrans said Rogers, which will have control of the company, is, like U.A.-Columbia, principally a cable operator with little interest in programming.

Looking back on the network's four-year history—a long one for the business, Rosencrans said he is proud of what the network has accomplished. "We developed it from scratch and were the first proprietary basic cable network," he said. Cable News Network, Entertainment and Sports Programming Network and others have "followed our lead," he said, and the collective result has been "very beneficial to the cable industry."

The USA Network delivers a variety of programming to some 8 million cable subscribers nationwide via its transponder on Satcom. The programming schedule includes professional and collegiate sports, documentaries, feature shows and children's shows. The transponder is shared with the Cable Satellite Public Affairs Network (C-SPAN), Black Entertainment TV and the English Channel.

Of the ownership changes, Koplovitz said they will "accelerate our programming plans" without changing the direction of the USA Network. It will continue to be a variety channel, she said.

Since C-SPAN is looking for its own transponder time, the new owners may soon be able to help in the development of programming to fill the morning and afternoon hours vacated by C-SPAN. "We will have to wait until we talk with our joint venturer before we decide what to do with those daypart hours," Bigelow said. And, he added, the present management "has some pretty good ideas about what to do with them."

(Jana Dabrowski of C-SPAN said the network hopes to move to another transponder on Satcom III-R, the new Cable Net One, when it becomes operational in January 1982. The USA Network has told C-SPAN it has until Aug. 31, 1982, to find another home, but Dabrowski said it would "love to have us off today, to be perfectly honest."

The USA Network spokesman said offers to buy the network were also submitted by ABC, CBS and other publishers besides Time.

The network, according to Bigelow, produces over $10 million in revenues annually and is just about breaking even. "It really wasn't showing a profit," he said, "but it wasn't really losing a lot of money."

Bigelow said that Time will be ready to close on its deal with U.A.-Columbia during the first part of October.

Broadcasting stocks dip

Last two weeks bring paper loss of over $300 million to top 10 industry firms

The country's top broadcasters were looking some $335.3 million poorer as the stock market went through its continuing slide during the last two weeks. That calculation is based on the market performance of the 10 top broadcasters on Broadcasting's 'Stock Index'—ABC, CBS, Capital Cities, Cox Broadcasting, LIN, Metromedia, Scripps-Howard, Storer Broadcasting, Taft Broadcasting and United Television (which was recently spun off from 20th Century-Fox).

For a group of companies that had closed the week ended Aug. 14 with a net worth of $6.2 billion, the drop in capitalization based on the market prices of shares last Thursday was a paper loss of some 5.36%, actually somewhat better than the performance of Standard & Poor's 400, which declined 6.85% in the same period.

There are, of course, different ways to look at the broadcasters' declines (none advanced over the two weeks). In absolute dollar amounts, Cox led the list, with the value of its stock sliding $100 million; CapCities came in second, with $66 million trimmed from its capitalization, and Storer was a close third, down $64 million.

More significantly, on a percentage basis UTV was the front runner (or loser), off 13% in the fortnight, followed by Storer, with a 11.6% decline. CapCities' shares, percentage-wise, declined 6.7%, just about pacing the market, while Cox's fell translated into a 9.9% slide.

The market's downturn has done the least damage to Taft, which was off just 1%. Fairly untroubled was Scripps-Howard, closing last Thursday in the over-
the-coutnarket at $80 bid, down 1.8%. The two networks on the list, CBS and ABC, were respectively off 3% and 2.9%. Metromedia showed similar performance, down 3.4%; LIN shares fell 8.6%.

Analysis tracking the declines don't see any evidence of market concern for the broad fundamentals of the broadcast industry. Rather, what's noted is reenchantment in the values of some company's shares that had advanced ahead of the pack. Those that fell the least, Taft among the group broadcasters, and ABC on the network side, were those that had not been stellar performers of late, and some, perhaps, were underpriced. (And CBS, in the week or so before this tally, had already experienced significant realignment, dropping about $4 per share, reflecting some analysts' concern about the fourth-quarter scatter market's potential for the company's earnings outlook.)

**Chronicle protests NBC attempt to eliminate PTAR**

The Chronicle Broadcasting Co. made it clear last week it does not welcome NBC's attempt to piggyback on—and expand—Chronicle's petition to the FCC to eliminate the off-network provision of the prime-time access rule. Chronicle last week asked the commission to reject NBC's proposal to enlarge the proceeding to consider repeal of the entire rule (Broadcasting, Aug. 17).

Chronicle, whose KRON-Tv San Francisco is an NBC affiliate, thus becomes the first party formally to oppose the NBC proposal to recover up to one hour of prime time for the networks; NBC's aim, it indicates, is to expand its half-hour of early evening news to one hour. But Chronicle's comments reflect the sharp divergence of interests between affiliates and their networks that NBC's petition is bringing to the surface.

Chronicle's petition was aimed solely at removal of that portion of the rule that prevents affiliates from carrying off-network programs in access time, 7-8 p.m. NYT. The commission, Chronicle said last week, should "reject NBC's attempt to turn the ... proceeding into a general inquiry concerning PTAR or as a vehicle to further other of NBC's own corporate interests."

In Chronicle's view, the off-network provision is "by far the most onerous and constitutionally unsupportable provision of the PTAR—indeed, one which can claim virtually no present justification—and, thus, may be easily excised from the rule without doing damage to the commission's original intent in promulgating the rule." The provision, Chronicle said, does not further the goal of "correcting" network dominance.

Chronicle also made it clear it opposes NBC's additional proposal for a parallel rulemaking aimed at repealing rules barring networks from gaining domestic syndication and financial rights in programming they acquire for exhibition. It said the other rules and provisions of PTAR "may be especially important in light of NBC's aim, which indicates that NBC euphemistically puts it, a one-hour "early evening national news program to affiliates."

The purpose of its petition, Chronicle said, "was to give individual affiliates—rather than the networks—the maximum freedom to program the access period."

**NAB prepares for meeting with Canada, Mexico**

Executive committee works on positions on daytime broadcasting to be raised at Vancouver meeting; it urges FCC action on AM stereo

International issues, daytime-only stations and AM stereo took the lead last Monday and Tuesday when the National Association of Broadcasters executive committee held its monthly meeting in Washington. No major actions were taken, but the committee sharpened its focus on an upcoming meeting with the Canadian and Mexican broadcasters associations in Vancouver, B.C., and reasserted its concern to the FCC that action must be taken soon on AM stereo.

A broader look at the problems of daytime-only stations appears to be in the works as the agenda for the Vancouver meeting, set for Oct. 21-23, shapes up. The executive committee has been planning to meet with Canadian and Mexican broadcasters ever since it did so less than a year ago (Broadcasting, Dec. 8, 1980) in Williamsburg, Va., and initiated discussion on a number of issues, including post-sunset operating hours for U.S. daytimers on Canadian clear channels.

NAB had been planning a series of studies aimed at convincing Canadian broadcasters to permit U.S. daytimers to operate a few more hours each day. The Canadian Association of Broadcasters, however, has indicated that the studies will produce no significant new information and in phone conversations with NAB staff last week, asked for a different set of studies, including one on skywave interference between the hours of 6 a.m. and sunset.

John Summers, NAB executive vice president and general manager, plans to meet with representatives of the FCC and National Telecommunications and Information Administration on Tuesday, Sept. 1, to discuss the possibility of those agencies conducting studies looking toward an extension of U.S. daytimers' operating hours. Those studies could answer many of the Canadian broadcasters' concerns. Mexico already permits some U.S. daytimers to broadcast until 6 p.m. on its clear channels.

Other items on the agenda for Vancouver are satellite broadcasting, teletext, tax laws discouraging Canadian advertisers from buying time on U.S. stations, proposals by UNESCO to license foreign journalists and greater involvement by the Canadian and Mexican broadcast associations in the InterAmerican Association of Broadcasters.

Turning its sights to South America, the executive committee directed the NAB engineering staff to complete a booklet on directional antennas to be published in Spanish in time for distribution at a meeting to be held Sept. 21 in Mexico City on the use of directional antennas. NAB anticipates spending $10,000 to publish that booklet.

The executive committee approved a letter sent to the FCC last Wednesday by Erwin Krausnow, NAB general counsel, urging the FCC to give "highest priority" to completing its proceeding on AM stereo. "NAB's most recent survey of station revenues and profits (for 1980) documents the fact that AM radio is lagging..."
Changes in Arbitron Rankings

Arbitron's TV markets list has undergone some changes.

The new TV market list from Arbitron includes:

1. Giinnville-New Bern, N.C. 203,300
2. Colorado Springs-Pueblo, Colo. 197,700
3. Savannah, Ga. 192,500
4. Madison, Wis. 190,800
5. Las Vegas 190,290
7. Augusta, Ga. 187,100
8. Rockford, Ill. 185,600
9. Columbus-O. Ga. 183,300
10. Monterey, Calif. 179,300
11. Charleston, S.C. 178,500
12. Lafayette, Ind. 178,000
13. Amarillo, Texas 174,800
14. Duluth, Minn.-Superior, Wis. 173,400
15. Santa Barbara-Santa Monica, Calif. 168,530
16. Lubbock, Texas 168,200
17. Virginia Beach, Va. 167,870
18. Eugene, Ore. 165,300
19. Oklahoma City, Okla. 165,790
20. Des Moines, Ia. 165,200

These changes are effective as of August 24, 1981. For complete details, please consult the Arbitron TV market list. **Changes in Arbitron Rankings**

In the Arbitron market rankings, which were released on August 24, 1981, several changes have occurred.

- **Giinnville-New Bern, N.C.** has moved up to the 10th position with 203,300 households.
- **Colorado Springs-Pueblo, Colo.** has maintained its position at 197,700 households.
- **Savannah, Ga.** has moved up to 192,500 households.
- **Madison, Wis.** has moved to 190,800 households.
- **Las Vegas** has moved up to 190,290 households.
- **El Paso, Tex.** has moved to 187,200 households.
- **Augusta, Ga.** has moved to 187,100 households.
- **Rockford, Ill.** has moved to 185,600 households.
- **Columbus-O. Ga.** has moved to 183,300 households.
- **Monterey, Calif.** has moved to 179,300 households.
- **Charleston, S.C.** has moved to 178,500 households.
- **Lafayette, Ind.** has moved to 178,000 households.
- **Amarillo, Texas** has moved to 174,800 households.
- **Duluth, Minn.-Superior, Wis.** has moved to 173,400 households.
- **Santa Barbara-Santa Monica, Calif.** has moved to 168,530 households.
- **Lubbock, Texas** has moved to 168,200 households.
- **Virginia Beach, Va.** has moved to 167,870 households.
- **Eugene, Ore.** has moved to 165,300 households.

These changes reflect the dynamic nature of the Arbitron rankings, which are based on the most recent data available.
TOP OF THE WEEK

U.S.-Cuba hold AM interference discussions

Talks in Washington seem to be proceeding in a "friendly" manner; U.S. team upset over "Times" article on proposed station to broadcast to Cuba

U.S. and Cuban officials met at the State Department last week in delicate and difficult talks involving problems of mutual AM interference. The talks, which began Monday and continued on Friday, were described by U.S. officials as encouraging, and as being carried on in a "friendly" atmosphere. But a New York Times report on Thursday that the U.S. is considering the establishment of a radio station to broadcast to Cuba about its internal developments for a time had members of the U.S. team in the talks worried.

The talks were and forthcoming to the creation of two countries as they prepared for the western hemisphere conference to begin in Rio de Janeiro in November on developing a regional plan for use of the AM band. Cuba poses a particular problem for the U.S. because it proposes to establish 188 new AM stations, many of them of high power, and many apt to cause interference to U.S. stations.

The initial bilateral talks, in Havana, in April, provided the Americans who participated no grounds for optimism. Proposals that the Cubans lower power and employ directional antennas were received coolly. The Cubans contended that the "only" solution to the interference problem was adoption of the proposal to reduce AM channel spacing from 10 khz to 9 khz, and thus open up 12 new channels (BROADCASTING, April 13). Increasing the pressure on the Americans as the date for the new talks approached was the fact that the U.S. has now turned its back on the 9 khz proposal.

Nevertheless, the talks last week were said to have been off to a good start. The opening statements, by Kalmann Schaefer, who is assistant to FCC Chairman Mark Fowler for international communications and who will lead the U.S. delegation to Rio, and Manuel Yeye, who headed the Cuban team, set what was described as a cordial tone. Schaefer on Thursday said "both delegations have been receptive and forthcoming in identifying viable technical options for resolving or minimizing mutual interference problems."

Thus, the Cubans have complaints about interference as do the Americans. Although officials declined during the talks to discuss the contents in any detail, it was understood the Americans were continuing to suggest that lower-power, directional antennas and realignment of stations are among the answers to how Cuban stations could cover the island without interfering with stations in the U.S. and elsewhere in the hemisphere. One of the Americans involved said proposals "go far beyond those." He also indicated that suggestions offered by the Cubans would mean changes in the service of some U.S. stations. "To what extent U.S. stations will be affected (to deal with interference to Cuban stations) will be decided later," he said.

No decisions were made during the talks. But, Schaefer said, "to agree on options [for resolving incompatibilities], you need a common technical language. We're developing that language." A member of the U.S. team agreed; "Both sides have a desire to improve the situation, and progress is being made. We'll take this a step at a time." A press release to be issued today (Monday) simply described the talks as "constructive and in many ways encouraging."

But clouding the generally sunny attitude was the story in the Times, attributed to Reagan administration officials, regarding the consideration allegedly being given in Congress to establish a separate agency for broadcasts to Cuba about internal developments and other news being censored in the Cuban press.

The story even reported a possible name for the station--"Radio Broadcasting to Cuba." (Senator Jesse Helms [R-N.C.], who is chairman of the Senate Foreign Relations Subcommittee on the western hemisphere, introduced legislation in June to develop a "Voice of America" type of broadcasts to Cuba "Radio Free Cuba.")

The leaking of the story during the week in which the talks with the Cubans were under way (it appeared on a day when the talks were in recess) dismayed and shocked the Americans involved. "It sure doesn't help prospects for the discussions," one official said. Even apart from the possible impact on the talks with the Cubans, one State Department official said it was "stupid" to have aired talk of the new enterprise once plans were evidently in a very early and tentative stage. He said the project could be delailed by any of a number of obstacles. "And if you don't do it, you look foolish."

The Times said the proposed broadcasts to Cuba would be similar to those of Radio Free Europe to Eastern Europe and Radio Liberty to the Soviet Union, and are "one of the priority projects under study to demonstrate firmness toward Cuban activities in the western hemisphere and elsewhere."

However, the Americans were breathing easier for the final session on Friday. The Times story had not been discussed. U.S. officials in the Cuban talks feared word of the project could torpedo efforts to resolve a problem that is of major concern to U.S. broadcasters. They note that Cuba has made clear its annoyance with the current level of VOA broadcasts to the island. VOA's 50 kw station on Marathon Key, in Florida, is frequently monitored by the Cubans when Americans express concern about Cuba's plans to put two 500 kw stations on the air.
In command. The reins of authority were passed last Tuesday, as outgoing CTAM President Ernie Olson of Metrovision (l) relinquished the organization's top spot to this year's newly elected president, Jerry Maglio, president of Rainbow Programming Services Inc.

CTAM in Boston: Building for tomorrow

It was billed as a "learning experience" for the 860 people who overflowed the CTAM '81 conference of the Cable Television Administrative and Marketing Society last week in Boston. The crowd gathered at the Copley Plaza looking, to borrow the words of conference chairman Gail Sermersheim (vice president, Home Box Office), to "build from the knowledge of today" in trying to solve the increasingly complex management and marketing problems facing cable, and in trying to build the additional sources of revenue the industry knows it will need for the future. And it wasn't simply four days of dry and dusty academics—Ted Turner generated all the electricity of an old time revival meeting at his Monday press conference (see page 31). Selling was officially verboten, but then, how can true marketers be stopped from selling? More than one hospitality suite with tapes of a programmer's wares were evident amid the Copley's low-keyed elegance. Pat answers were in short supply in Boston. Many of the sessions made it clear that there are broad disagreements over the best ways to handle some of cable's problems—but it seems equally clear that many of those leaving Boston last week went away with a surer sense of just what some of cable's questions are.
Don't oversell, cable industry is cautioned

CTAM keynoter Bell warns of promising too much and then not being able to deliver

"The cable industry might do well to hold back on the gee-whiz" attitude prevalent in some quarters. That was the message the industry received from the keynote speaker at CTAM '81—Dr. Daniel Bell, Harvard's Henry Ford II Professor of Social Science. The future of the cable industry "may not be as easy, or as extensive" as predicted by a number of futurists, Bell suggested, and he cautioned the industry against "the seduction of gadgetry," something he said has in the past been reflected in optimistic predictions of widespread consumer use of such technologies as facsimile machines and picturephones.

Bell cited three "decisive variables" that he said govern the "rate of diffusion" of any social change—cost, convenience and continuity of use. Looking at cable, he asserted that "a large number of unreal expectations about cable are being made today." In Bosion's recent franchise award, Bell said, cable is seen as a unifying force for the city. That's an unreal expectation, he said. "More and more, cable breaks down" whatever unity is in a society. In contrast, he said, are broadcast newscasters like Walter Cronkite who have been a unifying force in the country "as political figures have become discredited."

Other predictions Bell finds unreal are that cable will bring "instant democracy" or that cable will find much in the way of consumer demand for information retrieval services. And public access uses of cable, according to Bell, are "a delusion" that will attract relatively few persons.

At the same time, cable isn't without its advantages, said Bell. Cable can generate "a sense of kinship," much in the way citizen band radio did among its adherents—it can "knit people together in a more intimate way."

Following Bell's address, which came at the conference's opening session, CTAM heard comment from a three-member panel composed of Gregory Liptak, executive vice president of Times Mirror Cable Television; Jennifer Stewart, senior vice president/research director at Ogilvy & Mather, and Hirotaka Takeuchi, assistant professor of business administration at the Harvard Business School. The panel was moderated by J. Leonard Reinsch, cable consultant. Liptak "respectfully disagreed" with some of Bell's points, saying, "I hope you're not selling the industry short that he saw as the potential for consumer information services, largely motivated by the scarcity of time to which Bell referred. Liptak included interactive transaction services among such uses, such as banking and travel arrangements. Takeuchi urged cable operators to "define your product" and develop "a clear sense of strategy"—lest they fall into the mistakes of the railroad and motion picture industries, the one believing it was in the railroad and not the transportation business, the other seeing itself in the business of supplying films to theaters as opposed to the entertainment business.

CTAM tracks cable

Concurrent sessions cover advertising, addressability, tier marketing and potential of information services

In the space of nine hours last Tuesday, there was more to be learned than might possibly be absorbed about any one of four of the hottest topics in the cable industry—advertising, addressability, marketing tiered services (pay and basic), and the generation of revenue from information-based services. It was CTAM's Track Day, the organization's first experiment with a broad array of concurrent panel discussions, a format CTAM hopes to use again in future meetings.

And the "learning experience" CTAM said it was looking for wasn't confined to the one-way flow of information from panel members during Track Day. The extensive questions and comments from those attending the sessions highlighted some of the hottest debates in the industry—among them research in advertising-supported cable services, and the competition between competing pay services.

If attendance at the various sessions is any guide, the interest of the cable industry right now is directed toward advertising and tier marketing—those were the sessions that drew standing-room-only crowds, while addressability and information sessions were sparsely attended.

With Cabletelevision Advertising Bureau President Bob Alter coordinating the advertising track, and moderating three of its sessions, the efforts of local cable operators to sell advertising occupied the two morning sessions. Keith Lucas, regional vice president, Times Mirror; Jack Clifford, president of Colony Communications; Trudy Miles, central regional marketing manager for Storer Cable, and Merrit Rose, director of advertising with Cox Cable, detailed their experiences. Among topics they stressed were the importance of promoting local-origination channels that carry advertising (trade arrangements with local radio stations received significant attention), pricing structures, providing commercial production for local advertisers and the selling of avails in satellite network programming.

Opening panel (l-r): Bell, Liptak, Stewart, Takeuchi.

Following lunch, Jordan Rosi, Warner Amex Satellite Entertainment's research vice president, moderated the at times spirited session on research, with operators expressing their concerns over the necessity, cost and formatting of research. On the panel, Gabe Samuels, vice president, U.S. media resources and research, J. Walter Thompson (and chairman of the ad hoc committee studying cable research methodology), asked operators and cable programmers to "give us in the advertising industry credit" for recognizing the differences between cable and broadcast television programming and not to worry that advertisers would focus on audience size alone.

In the final advertising track session, various forms of cable networking—both satellite delivered and interconnects—were examined, with an eye to the advertising revenue potential they hold for local systems.

Edward Bennett, Viacom senior vice president, coordinated the tier marketing track, which in its separate sessions looked at multipay offerings in new-build situations, multipay introductions in mature markets, basic tiering, and what kind of follow-up systems must do once they have started multipay efforts.

Among the panelists in the new-build session, Continental Cablevision's director of marketing, Frederick Livingston, described the compensation system, based on step commissions, that his operation uses to motivate his local sales force to pursue the 25% of people in a territory Livingston considers "hard sales" for cable. Once they are sold, however, they will boost pay unit levels and, consequently, revenue unit levels in a system.

The mature market session became the
scene of some debate, in part from the floor, of the extent to which systems should be concerned about drop-offs in subscribers to their existing pay service once others are introduced. The discussion at one point prompted Comcast Cable President Chris Derrick to comment from the audience that "I have a problem with the perceived obligation to maintain the foundation service. . . . I want the service that's best for me," in terms of total system revenues.

Basic tiering, the concept of placing basic cable services in some package for which the cable customer would have to pay an added fee, came under scrutiny in the third meeting of the marketing track. In the final session, the continued promotion efforts that will have to be maintained after a multipay launch were discussed. In that session, Viacom's Bennett, as moderator, noted that other industries such as the packaged goods industry "spend half their advertising dollars against their current customer base."

The "building" of pay services in marketing packages and the merits or demerits of "smudging" the distinctions between pay channels were recurring themes throughout the track.

Sheldon Satin, of Sheldon Satin Associates, New York, coordinated the addressability track, which in its sessions discussed the choice of addressable converters; the interaction of marketing, tiering and addressability; billing in systems with addressable capability, and the staffing implications of addressability.

The information track, which had been coordinated by Gary Weik, vice president/general manager, Western division of Cox Cable, reviewed the state of information services today and their potential, took a close look at security services, and in its two afternoon sessions, explored two approaches to providing subscribers with program guides—the use of outside suppliers and internal production.

CTAM '81: WORKSHOPS

How much pay is too much in the world of tiering?

CTAM '81 moved its attendees into the here and now of cable early Monday morning, with its opening session on "The Tiering Decisions: Strategic and Tactical Issues," coordinated by Cox Cable's vice president of marketing and programming, Arthur Dwyer.

Looking with Dwyer at tiering issues were John Sie, senior vice president of sales marketing for Showtime; Larry Carlson, director of sales, planning and development for Home Box Office; Rupert Walters, executive vice president of marketing and programming, Warner Amex Cable Communications; Martin Lafferty, director of programming for Cox Cable; Douglas Wenger, director of marketing, Storer Cable, and Robert Bedell, vice president of marketing with Home Box Office.

Much of the session was devoted to a detailed analysis by Paul Kagan Associates of pay revenues data for new builds and traditional systems. The figures clearly indicated the revenue advantages of increasing pay opportunities, but it was evident at this session, (and in subsequent ones as well) that there was significant difference of opinion, particularly among pay program providers, over just how many new services should be added in a system, and what level of concern should be devoted to holding down churn for the foundation service that was incumbent on the system.

Carlson of HBO noted that churn rates for the incumbent dramatically rise when two new services are introduced, as opposed to one. He asserted that those increases in churn offset the increase in pay revenue per home passed in systems that went to three pay options. (Demonstrating that one set of numbers can yield many results, Sie announced after the session that a separate analysis of the Kagan study showed that when Showtime was the second pay service in systems moving to two pay options, the system performed better than the industry average.)

The tiering issues session further explored the pay programer's view of multipay packaging, program guides, brand name advertising, affiliate support and research as well as the operator's view of packaging, duplication, selling and retaining customers, program guides, subscriber life and basic tiering.

Bedell of HBO summed up the session by noting the differences of opinion on adding levels of pay and the philosophical differences between basic cable program providers and operators over basic tiering. But he saw consensus on two points—that cable in general has underpriced its pay services, and that operators and providers "must work together on selling the whole package."

Facing tiering decisions caused by cable rebuilds

Given the competitive pressures at franchise renewal time and the lure of revenues from added services, many of the estimated 70% of all cable systems that offer only 12 channels are devoting increased attention to the questions of rebuilding and increasing channel capacity.

But how many channels to offer? How to tier the service? Whether to use traps, to scramble, or to install one of the types of addressable converters? If converters are used, should everyone get them, or only those subscribers taking added pay services?

CTAM '81 attempted to address that subject in a panel composed of Byron Jarvis, president of Jack Barry Cable; Claude Baggett, manager, advance systems engineering, Cox Cable; James Cavanaugh, vice president, finance, Tribune Co.; Chris Derrick, president of Comcast, and Alex Papagan, director of marketing, Colony Communications. The panelists reviewed how they approached the decisions outlined in what CTAM called a "tiering tree"—a series of subscriber and financial projections based on various alternative methods of rebuilding one classic rural 12-channel system.

Faced with the choices of 24-, 36- or 54-channel rebuilds, all but Derrick opted to go with 36—Derrick said his sense of the rural area forced him to reject system flexibility considerations in favor of return on investment criteria, and that, he said, meant 20 channels.

And as the panel made clear, even among the 36-channel advocates, the various rationales cable managers bring to system operation can greatly influence the rebuild decisions. Jarvis, for example, would look to maximize cash flow, at the minimum investment, his eye toward maximizing system valuation for a possible buyout, where others would look to maximize pay to basic subscriber ratios as a first priority.

An alignment for the future: cable television and newspapers

Cable operators were urged to form alliances with newspapers in their franchise areas during Monday's trio of luncheon sessions at CTAM '81. Representatives of three different publishers—Leonard Boultion, advertising director of the Florida Publishing Co.; Noble Rather, research director of the Mayfield, Ky., Messenger, and Donald Baldewes, president/publisher of the Yuma, Ariz., Daily Sun, provided separate groups of conference attendees with their thoughts on

Tiering decisions (L-R): Dwyer, Sie, Carlson and Warner Amex's Rost.

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such relationships and case histories of their own.

"Our product isn't just printed paper," Soldwedel told his audience. "Our product is information," reflecting the kind of thinking Harvard's Professor Hirotaka Takeuchi had urged on cable operators the day before (see page 29). The Daily Sun's way of moving that product into the future was to lease four channels on the local UHF owned by cable television system almost three years ago.

Leasing multiple channels was an idea seconded by Rather of the Messenger; who suggested one channel isn't enough to realize the potential of newspaper-cable interaction.

Among common notes struck by the newspaper man was the lack of industrywide communication between cable and newspapers (with the exception, in Soldwedel's view, of lobbying efforts on Senate bill 898). The clear suggestion of the luncheon sessions was that the time is ripe for further growth in this area.

The publishing representatives also indicated that newspapers don't consider themselves ready to produce live studio news broadcasts. For the present they're comfortable with text service. At the same time, the newspapers see themselves as the logical agency to conduct local advertising sales, and Rather went as far as to suggest the newspapers could produce spots to help fill the 30,000 local availas that are currently contained on satellite-delivered basic cable services.

In delineating some "problem areas," Soldwedel noted what he found an unwelcome attitude on the part of some system operators who look at such "marriages" on an experimental basis. Papers cannot make the necessary investments without some guarantee of more stability than a two-to-three-year experiment, he maintained.

And Soldwedel pointed to the potential for conflict over "high rents" for leased channels calculated on per subscriber bases. His suggestion for avoiding that problem is to base payment on a percentage of the leased channels growth; he suggested 20%.

Another potential problem identified during the sessions is the possibility of adverse legal implications in such relationships. But the consensus seemed decidedly upbeat, for combinations that Soldwedel called the marriage of the "most knowledgeable source" in the local market.

Getting closer to the blue sky with new cable TV services

Monday night computer sports, gambling and shopping via cable, home security services and cable advertising were subjects covered in CTAM '81's exploration of "New Business Frontiers for the '80's."

There are bright prospects ahead for those services, the CTAM conference was told, but at the same time, caution was advised for cable operators looking to them as revenue sources.

Security services have a big future, ac-
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Bottom-Line

Going public. A.H. Belo Corp., Dallas-based station group owner and publisher, said it has filed notice with Securities & Exchange Commission of intention to go public. But spokesperson said that SEC restrictions would prevent it from issuing prospectus or identifying underwriter of public offering until late September or early October. Belo publishes Dallas Morning News and owns WFAA-TV (KXII/DFW), Dallas, KDFM-TV Beaumont, Tex., and WRCV-CTV Chattanooga. Belo is principally owned by families of Joe Dealey, chairman and chief executive officer; Jim Moroney, president and chief operating officer, and Robert Dechard, executive vice president.

Time split. Time Inc. stockholders have approved increase in common stock shares from 70 million to 150 million. Two-for-one split of common had been proposed by Time board in mid-June, and will be in form of 100% distribution to common stockholders of record Sept. 1. Distribution is expected about Oct. 1.
Choice of Pfister to head CPB well received

Public broadcasting community is impressed by background of current KERA-FM-TV president

The board for the Corporation for Public Broadcasting announced last week that it has unanimously selected Edward Pfister, president and general manager of non-commercial KERA-FM-TV Dallas, to succeed retiring CPB President Robben Fleming.

Pfister, 47, is slated to take over the $69,000-a-year presidency immediately after CPB's annual board meeting Sept. 16-17, at which he will be formally appointed to the post.

Pfister's appointment apparently couldn't make public broadcasting station representatives happier.

Lawrence Grossman, Public Broadcasting Service president, said he was "delighted" by the appointment. "Ed has spent over 20 years in public broadcasting, including three years at PBS, where he has come to be regarded as a leader in television and radio from both the national and local perspectives. We look forward to working with him as the whole industry meets the challenges of this next decade," he said.

Frank Mankiewicz, president of National Public Radio, seemed equally pleased. "Ed Pfister is a first-rate appointment. For the first time, someone with first-hand knowledge of the system—who knows the consequences of CPB actions—will be in charge," he said.

Pfister will be the first CPB president to have had station experience. Board members agreed that experience was an important factor in his selection, and was apparently a major criterion for the search committee appointed to find candidates for the presidency (Broadcasting, Aug. 24). Of the three other finalists recommended by the search committee, two had managed public broadcasting stations.

(The other finalists were Richard Meyer, general manager of non-commercial KCTS-TV Seattle; Dr. Mary Bitterman, former executive director for the Hawaii Public Broadcasting Authority; and Luis Nogales, former president of Golden West Broadcasters' subscription television division.)

Observers say the selection of a station manager—and one with experience in both radio and television—could do much to ease what has been an almost constant friction among CPB, NPR, PBS, the National Association of Public Television Stations and independent producers.

And if Pfister has his way, those observers won't be disappointed.

Pfister told Broadcasting his highest priorities would be to "harmonize the parts of this institution" and to "try to raise the awareness of the American people about public broadcasting."

Pfister said he thought his first goal was important because the public broadcasting community "can work more effectively when it is together than when it is separated." He said his second goal was important because the American people have "spent millions of dollars on this business, and I don't think they ought to be permitted to discard it, to disenfranchise it, or to diminish its value without fully knowing what it is they have in their hands."

"I think that's got to be done if this institution is going to prosper; if we don't do it, we're going to lose the very important ground we've gained in the last few years," he added.

Even though CPB's discretion has been cut back in its new authorizing legislation, Pfister said he accepted the job because he sincerely believes "the need for non-commercial programing is as deep and real as it has ever been."

"I think public broadcasting is a singular institution, I really do. I've given my whole life to it. I think that it has enriched this society, and I think it's in a position to enrich this society even more," he said.

Pfister, who has worked as a newspaper reporter and school teacher, first entered public broadcasting in 1960 as a writer and public relations man for the National Educational Television and Radio Center in New York. From 1965 to 1968, he was director of information services at the National Instructional Television Center, Bloomington, Ind., and was assistant to the executive director there from 1968 to 1970. After that, Pfister became director of public relations for the National Association of Educational Broadcasters, and from 1973 to 1975 he was executive assistant to former PBS chairman Ralph Rogers. He has been at KERA-FM-TV since 1976.

NRBA heads south

Convention attendance expected to match last year's although air traffic scare, slow economy blamed for lack of growth

It's Miami Beach for the National Radio Broadcasters Association this year. With three weeks left before the opening of its annual convention, set for Sept. 13-16 at the Fontainebleau hotel, NRBA is anticipating an event at least as large as its "Radio Expo," held last year in Los Angeles (Broadcasting Oct. 13, 1980).

Preregistrants totaled more than 1,700 as of late last week and are coming in at a rate "about on par" with that of last year, according to Abe Voren, NRBA vice president, government relations. Last year's convention drew over 4,300 participants,
about 2,000 of them full-time registrants.
NRBA's 1979 convention in Washington drew about 4,000 participants with 1,880 official registrants (broadcasting, Oct. 15, 1979).

The 1,700 preregistered so far this year are full-time conventionees and do not include exhibitor personnel or workshop panelists and VIP's who receive complimentary passes.

Lisa Friede, NRBA vice president, operations, said this may be "the first year we don't grow significantly" as a convention and blamed airline disruptions as a result of the ongoing air traffic controllers strike and a generally slow economy. "People have canceled this year because they're afraid of problems with their flights," she said. Friede also noted that companies planning to exhibit their wares or run hospitality suites are taking fewer people than they usually do and reserving smaller spaces on the exhibit floor.

RCA, which usually takes three exhibit booths and reserved the same for this year, last week canceled two of its booths, keeping only a 10-by-10-foot space to represent its Solid State division. RCA Americom will have a suite at the convention and RCA Broadcast Systems will send representatives.

Last week and the week before, rumors flew that Harris Corp., whose large exhibits are prominent features at most conventions, had canceled entirely this year. Edward Gagnon, product merchandising manager, said Harris evaluated NRBA's convention as it does every event, even though it already has funds budgeted for each, and decided it could not miss this one.

Two other companies who have exhibited at NRBA for at least the last two years, Dolby Labs and Orban Associates, have decided not to do so this year, although Orban will show some products at the booth of one of its dealers, Control Technology. Dolby's Bob Peterson said: "we were treated abominably last year in Los Angeles. Exhibitors were livid."

When NRBA asked Dolby to exhibit at its convention this year, the company promised to consider doing so if NRBA sent a list of exhibitors and other information about how this show will be run. "We never received it," said Peterson, "and that was the straw that broke the camels back.

Peterson also said the number of potential customers it finds at NRBA do not make the show worth the cost of exhibiting there. "I don't know why," he said, "but that exhibit hall is extremely quiet.

NRBA expects to have all 150 of its available exhibits booths reserved by the convention's start. As of last week 74 companies had reserved 108 booths. NRBA charges $795 for each 10-by-10 booth. It had 96 companies exhibiting at its 1980 convention and 165 in 1979.

Hospitality suites are a problem for NRBA this year because the Fontainebleau has only 60 available. "The hotel was built in the days when they didn't include a lot of spacious suites," said Voron. All 60 have been reserved. Other companies have taken suites in the nearby Eden Rock hotel, but many of those will not be used, according to Friede, as official hospitality suites.

NRBA had originally planned to hold this convention at the Diplomat hotel in Hollywood-by-the-Sea, but switched when the Diplomat broke an agreement to allow NRBA exhibitors enough time to set up their displays before the convention's opening (broadcasting, April 28).

"This year's agenda is similar to that of previous years, with heavy emphasis on management, sales and engineering and an expanding involvement with programming. Kent Burkhart, of Burkhart, Abrams, Michaels, Douglas and Associates, Atlan- ta, designed all of the programming workshops for the convention this year. They include sessions on each format, to be held Sunday night and Tuesday afternoon, and a critique of off-air tapes by Burkhart, E. Karl of The Research Group, a division of Sunbelt Communications, San Luis Obispo, Calif., and David Klemm, John Blair & Co.

Management sessions include one on how cable and satellite services will change radio, financing a first acquisition, financing additions to a group and the new FCC. Those on sales include a mini-course on contracting, closing and collecting, videotaped local sales pitch critiqued by experts, and session on personnel.

Politics will not be absent from this year's convention. Delivering the keynote address on Monday morning will be Represent- ative Cecil Heftel (D-Hawaii), whose Heftel Broadcasting owns three AM, four FM and two TV stations. At lunch that same day, Senate Commerce Committee Chairman Bob Packwood (R-Ore.) will address conventionees on radio deregulation.

FCC Chairman Mark S. Fowler will address the convention at lunch on Tuesday. Following him on the podium will be former FCC Commissioner Robert E. Lee, who will receive NRBA's Gabbert Award for outstanding service to the radio industry.

Gordon McLendon, a former station group owner with a reputation for radio in- novations, will receive NRBA's Golden Radio Award.

Entertainment will be provided by country singer Ronnie Milsap.

### KNOW(AM) Austin and KCWW(FM) San Marcos, both Texas □ Sold by Pioneer Broadcasting Inc. to Hicks Communications for $3 million. Seller is principally owned by Wendell Mayes Jr., who owns 77.5% of KCRS(AM)-WWMW(AM) Midland, 86% of KVIC(AM)-KCMW(FM) Victoria and 32.5% of KSNS-AM-FM Snyder, all Texas.

Buyer is Dallas-based group of two AM's and two FM's that bought, subject to FCC approval, KNOW(AM) Austin for $2 million (see above). KMM is on 106.9 mhz with 97 kw and antenna 125 feet above average terrain.

### KAGC(AM) Bryan, Tex. □ Sold by Brazos Media Inc. to The First One Broadcasting Group Inc. for $374,000. Seller is owned by Tom E. Spellman and wife, E. Jean, and A. Boyd Kelley and wife, Joan (25% each).

Tom Spellman owns 51% of CP for new AM at Winters, and 33.5% of applications for new AM at Plano, both Texas. Boyd Kelley owns 51% of KWDT(AM) Stamford and 30% of KKDA-AM-FM Grand Prairie, both Texas. They are also permitting of new AM at Conroe, Tex., and application for new FM at Bryan. Buyer is owned by John C. Culpepper Jr. (51%), Barry Turner and Michael A. Connor (24.5% each). Culpepper is Bryan real estate developer. Turner is general manager and Connor sales manager at KAGC. Turner is also principal with sellers for new FM at Bryan. KAGC is 500 w daytimer on 1510 kHz.

### KRXK(AM)-KKOT(FM) (latter a CP) Rex- burg, Idaho □ Sold by Snake River Valley Radio Inc. to Tri County Radio Corp. for $307,500. Seller is owned by Don T. Ellis, who has no other broadcast interests.

Buyer is owned by Jerry W. Black (66.67%), Robert G. Hauser and Robert G. Norris (33.33%). They own KSEM(AM)-KZIN(FM) Shelby, Mont. KRXK is on 1230 kHz with 1 kw and 250 w night. KKOT is on 98.3 mhz with 3 kw and antenna 290 feet above average terrain.

### KPIN(AM) Casa Grande, Ariz. □ Sold by...
FM STEREO

$1,600,000

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two hours from New York City.
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8/31/81

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Petition answered on the DBS front

Two applicants rebut STC claim that their bids were 'incomplete' and 'unacceptable' for filing

Satellite Development Trust (SDT) and Focus Broadcast Satellite Co. (FBS), two of the 14 direct broadcast satellite applicants, have responded to the petition filed by Satellite Television Corp. (STC) urging the FCC to dismiss their applications and those of four other applicants.

In its petition, STC said the applications of SDT, Advance Inc., Home Broadcast Television Partners, National Christian Network and Trident Corp. were "so incomplete on their faces as to be unacceptable for filing under any conceivable standard." Since FBS proposed to offer DBS service on a fixed satellite, Advance Westar, STC said there was no need to consider its filing as a DBS application. And, STC said, "If the FBS application is construed as a separate request for establishment of a DBS system, it is even more deficient" than the other five.

SDT, which submitted a one-page application by telex 12 minutes after the FCC's July 16 deadline, said its submission contained "the critical details" asked for by the FCC. "To the extent the commission determines what 'other pertinent information' it needs, such information can be supplied."

SDT said it would be wrong for the FCC to reject its application since no criteria for filing were ever established. "There are no application forms, no rules whatsoever for this service and clearly no established policy."

SDT made no attempt to explain its tardiness.

Los Angeles-based SDT did take advantage of the filing to identify some of its principals: Nicholas J. Cowan, president of Shelter Recording Co.; Malcolm K. Hyman, former executive vice president of Warner-Seven Arts and producer of "The Dirty Dozen" and "What Ever Happened to Baby Jane." Joel Freeman, president of Joel Freeman Productions, producer of "Love at First Bite" and "The Heart Is a Lonely Hunter"; Gregson Bautzer, a Los Angeles attorney, and John Boseker, former manager, technical division, space and communications group, Hughes Aircraft Co.

Contrary to STC's contention, FBS said, its application must be accepted and granted before [it] can provide the DBS services it proposes. The basic concept ... is that FBS will be a broadcaster.

The STC petition is "anti-competitive," FBS said. "Clearly STC hopes to limit DBS opportunities to those like itself who can afford to build and own their own satellites."

According to Florence Setzer of the FCC's Office of Plans and Policy, which is handling the DBS proceeding, OPP does not have the power to accept or reject any of the applications. It is preparing recommendations for the commissioners for action sometime in September.

In late comments on the FCC's proceeding on permanent DBS policy, The Washington Post Co. opposed allocation of the entire 12.2-12.7 ghz band to DBS. The Washington Post uses many of those frequencies to transmit by microwave facsimile of newspaper pages from the newspaper headquarters in downtown Washington to a printing plant in suburban Virginia 12 miles away.

"Corrective action" to avoid interference with the DBS service, the publisher said, would cost $300,000. And, it said, the technology does not exist now to insure effective operation at the 18-ghz band. "Since there has been no showing that the proposed uses of 12 ghz [by DBS] are any more in the public interest than the current uses of the band by newspapers, state educational systems and others, it is the Post's view that the FCC should not approve so costly and disruptive a change without further consideration of [its] impact."
Gridiron showdown between NCAA, CFA set for Sept. 10

That's when 61-member CFA will meet to review earlier vote on NBC sports package at odds with NCAA-ABC/CBS deal.

Sept. 10 is the put-up-or-shut-up date in the pending showdown between the National Collegiate Athletic Association and the College Football Association over the control of college football TV rights (BROADCASTING, Aug. 17, et seq).

That is the date CFA leaders set for their members—61 major football colleges that are also NCAA members—to confirm or change the vote that gave a narrow tentative approval to the CFA's four-year, $180-million contract with NBC-TV. The vote was 33 in favor of ratification, 20 against, 5 abstentions, 2 votes disqualified for technical reasons and 1 cast because the college's representative was out of the room, according to participants (BROADCASTING, Aug. 24).

The tentative approval, if upheld on Sept. 10, is seen as certain to produce a major confrontation with the NCAA, which has approved a $264-million deal dividing its games between ABC-TV and CBS-TV for the same four years: 1982-83. NCAA has traditionally controlled regular-season football TV rights, but the CFA, unhappy with some of NCAA's arrangements and in disagreement on non-TV issues as well, claims each school has a right to determine how to sell its TV rights.

The NCAA and CFA agreements appear to be in direct conflict since many teams that ABC and CBS would expect to appear on their schedules would also probably be appearing on NBC's. ABC and CBS have said their contracts contain escape clauses permitting renegotiation if NCAA cannot deliver the teams.

The NCAA, meanwhile, took some comfort last week from results of its members' vote on what NCAA officials called "key amendments" that would enable them to proceed with the ABC and CBS contracts. The amendments were approved by a vote of 317 to 5, NCAA reported. It said that 16 CFA members were among those giving approval to the NCAA plan.

NCAA officials have said they would consider court action if the CFA deal damages their program, and probably would expel participants in the CFA-NBC schedule from NCAA membership.

CFA did not disclose which of its members voted for and which against the plan. But other reports suggested that Pitts-burgh, Penn State, West Virginia, Rutgers, Notre Dame, Florida State and South Carolina were among those voting for it, and that Syracuse, Boston College, Army, Navy and Texas A&M were among those voting against it.

Satellite Music Net set to start

New 24-hour radio service begins today; Burkhart/Abrams-WCCO-United Video-Tyler project begins with seven affiliates on-line and Colgate and K-Mart as advertisers.

If all goes according to plan, today is blast-off day for Satellite Music Network, the first of several 24-hour-a-day live radio stations.

Godfrey returns. O'Connor Creative Services, Los Angeles, is bringing Arthur Godfrey back to radio after absence of five years. He will host The Time of Your Life, daily, three-minute series offering information on how to plan for, adjust to and make most of retirement and offering advice for families of retirees. Show "will mark our entry into the barter syndication field," said Harry O'Connor, company president. "And we expect the program to air in some 500 markets in the U.S., Canada and overseas." For information: (800) 423-2694.

All-night hosts. RKO Radioshows, newest of RKO Radio networks, premieres new service Tuesday (Sept. 1) with America Overnight, talk show broadcast in stereo six nights weekly. Hosts Ed Busch and Eric Tracy will interview newsmakers and take phone calls from Dallas and Los Angeles, respectively, beginning at midnight, local time. First three hours will originate from Dallas, second three from Los Angeles.

Comedy for every taste. Progressive Radio Network announces new series, Laugh Machine, to debut in October. Series includes 10 programs each week, 90 seconds to two minutes in length, and is designed for contemporary, adult contemporary and album-oriented rock stations. Many types of comedy appear in programs: big name acts, new comedians, montages, topical comedy, commercial satires. Original material written and produced by PRN is included. Bill Quinn, general manager, says Laugh Machine will be distributed through both cash sales and barter. Nine stations will carry it, he says, six of those stations in major markets. For information: (212) 585-2717. Progressive Radio Network also produces and syndicates News Blimp, Sound Advice and Holiday Package.

First lives. The top five songs in contemporary radio airplay, as reported by Broadcasting's Playlist: (1) Red, Red Wine by Diana Ross and Lionel Richie on Motown; (2) Slow Hands by the Pointer Sisters on Planet; (3) I Don't Need You by Kenny Rogers on Liberty; (4) The Greatest American Hero Theme by Joey Scarbury on Elektra; (5) Who's Crying Now by Journey on Columbia. The top five in country radio airplay: (1) Older Women by Ronnie McDowell on Epic; (2) There Ain't No Gettin' Over Me by Ronnie Milsap on RCA; (3) You Don't Know Me by Mickey Gilley on Epic; (4) Miracles by Don Williams on MCA; (5) Party Time by T.G. Sheppard on Warner Bros/Curb.
program services to become a reality. The network began transmitting on three stereo channels last Thursday, with at least seven of its more than 150 signed affiliations set to begin broadcasting at 6 a.m. NYT today.

A joint venture of the Atlanta-based consulting firm, Burkhart, Abrams, Michaels, Douglas & Associates; WCDIO(MP) Minneapolis, United Video, a satellite brokerage firm in Tulsa, Okla., and John Tyler, owner of KATT(AM) Oklahoma City, the network is offering a modern country format, "Country Coast to Coast," and a pop adult format, "Starstation." It is also offering a beautiful music channel, programmed and marketed by Bonneville Broadcast consultants of Tenafly, N.J. Ready to air the country format last week were KKKSF(MF) Hanford, Calif., and KKKN(AM) Vancouver, Wash. Pop adult stations on line were KKA(AAM) Aberdeen, S.D.; KBIJ(AM) Boise, Idaho; WRT(AM) Hartselle, Ala., and WKB(AAM) Vinton, Va. KIOUEFM Corpus Christi, Tex., was set to air the Bonneville channel.

The network had hoped to have 18 stations on line by today, but a delay in equipment shipment cut the number by more than half. Demodulators, enabling earth stations to receive a particular channel, are being manufactured and delivered as quickly as possible, said Ivan Breker, general manager of Satellite Music Network, but there are 53 affiliates awaiting that piece of equipment but otherwise ready to air either the country or pop adult format.

There are 70 stations signed up for the Bonneville channel, according to Breker. Bonneville hopes to have all 100 of its client stations, which now receive programming on tape, affiliated with its satellite channel within the next 12 months.

All three channels went on the air with some paid advertising, said Breker, but they are "far from being sold out." Katz Radio is repackaging the network to according to company president, Ken Swetz, Colgate toothpaste and K-Mart have purchased an introductory run-of-station package on all three channels.

Stations expecting to receive demodulators by last Friday were KJXX(AM) Salt Lake City; KORD(AM) Pasco, Wash.; KRXI(AM) Seattle; WTHU(AM) Thurmont, Md., and WFEZ(AM) Meridian, Miss. WFEZ, a beautiful music daytimer that has been programming a 24-hour-a-day stereo cable channel in its market since last summer (Broadcasting, July 28, 1980), plans to market "Country Coast to Coast" and "Starstation" on two more stereo cable channels. WFEZ leases its channels from TV Selection System, Meridian's cable system, which offers the audio channels as part of its basic service.

According to Breker, there is only one other cable system, located in New Jersey, negotiating to carry Satellite Music Network's channels. The network charges cable systems the same rate, $1,000 per month and two commercial spots per hour, said Breker, as it charges radio stations. "We haven't begun to market ourselves to cable systems yet," he said, "but we plan to begin to at next year's National Cable Television Association convention, set for May 2-5 in Las Vegas.

Programming on both the pop adult and country formats is meant to be mass appeal, according to George Williams, network manager, who oversees programming from the Atlanta offices of Burkhart, Abrams, Michaels, Douglas & Associates. Top 30 countdowns, to be aired on Sunday afternoons and prerecorded by network personalities, are the only special programs already scheduled, but the network plans to offer live concerts and other specials in the future.

Studios for all three channels are in Mokema, Ill., about 20 miles outside Chicago. As time ran out before sign-on last week, equipment was still being delivered and unpacked and air personal- lities were being critiqued on dry runs of their airshifts. Gary Semo, formerly an air personality at KGA(AM) Spokane, Wash., opens each day's programming at 5 a.m. central time on "Country Coast to Coast." Pulling the 9 to noon shift is John Anthony, formerly of WJDI(AM)-WJEZ(FM) Chicago, who is also program director for the country channel. From noon to 4 p.m., it is Don Bishop, formerly of WCLF(FM) Skokie, Ill. Jim Morgan, formerly of KCKN(AM) Kansas City, hosts the 4 p.m. to 8 p.m. show and Larry Watts, who moved from KOSI(AM) Denver, hosts from 8 p.m. to midnight. Barb Wunder, formerly of WSUN(FM) Tampa, Fla., is overnight host.

On Starstation, Bob Leonard, formerly with WLSI(AM), hosts from 5 a.m. to 9 a.m. and Robert Hall, formerly of CKGM(AM) Montreal, is host from 9 a.m. to noon and is also the channel's program director. Paul Trembley, most recently with WHAM(AM) Rochester, N.Y., hosts from noon to 4 p.m., Ron Britton, formerly with WCFL(AM) Chicago, hosts from 4 p.m. to 8 p.m. and John Calhoun, who joined from WEFM(FM) Chicago, is on from 8 p.m. to midnight. Hosting the all-night show is Susan Reynolds, who had a talk show on WKBX-TV Youngstown, Ohio.

Weekend airshifts will be hosted by part-timers drawn from stations in and around Chicago, according to Breker. A six-person news staff will provide four minutes of national news each hour, using AP Radio for actualities. Satellite Music Network holds options for six more channels, four stereo and two monaural. It is still negotiating with TM Companies, Dallas-based producer of syndicated formats, special programs and image campaigns, for satellite carriage of several of its formats ("Closed Circuit," Aug. 17).
Next in line for moral scrutiny: cable programming

Morality in Media kicks off campaign for state, local laws against offensive material

Morality in Media, a New York-based organization claiming 50,000 members nationwide, has launched a campaign against cable TV programing it considers indecent.

The group, led by the Rev. Morton Hill, S.J., is pushing for local and state laws that would ban “patently offensive” material from cable.

According to Hill, “We’re concerned about the sex industry and its move into cable.”

Through Bruce Eberle & Associates, handling Morality in Media’s direct mail and fund-raising campaigns, 150,000-200,000 letters are going out with former Dallas Cowboys quarterback Roger Staubach as spokesman. The mailing includes a postcard to be sent to local mayors and also asks for contributions to the cause.

In addition, Hill soon plans a nationwide trip to address about 30 “town meetings” to stir up grass-roots action and gain media coverage. Financing for the current effort is said to have come from contributions received after a direct-mail test last March to 44,000 people.

Hill will be presenting the local gatherings with a “model ordinance” against “indecent material” on cable.

Paul J. McGeady, Morality in Media’s general counsel, said the model ordinance is based on a proposed bill to ban indecent fare that the FCC submitted to Congress, without success, in 1976.

Indecency, as defined in the model ordinance, is the “representation or verbal description” of “a human sexual or excretory organ or function” or “nudity,” “incest” or masturbation, or “pornography,” which “under contemporary community standards of cable television is patently offensive.”

An example of the programing Morality in Media hopes to take off the cable is the syndicated “Midnight Blue” series. “Hard-R” films also are targets.

Satellite-delivered program marketplace

Preview Channel will offer show samples and information to TV and cable systems

What its backers refer to as “an electronic trade magazine” for broadcasters and cable programmers is set to debut Oct. 19 over the Satcom I satellite. The Preview Channel, according to its president and owner, James Speck, is designed “to replace the tedious, time-consuming search for product on the part of program buyers, and for outlets on the part of producers.”

The Los Angeles-based channel will transmit program samples and pertinent information to potential buyers over Satcom I’s transponder 21 from 10 p.m. to 1:30 a.m. five nights each week. The service is not intended for a consumer audience, but for distributors, syndicators, program marketers, advertisers, producers and investors. User cost is $5,500 for two separate half-hour plays and a two-to-three-line listing in the channel’s monthly program guide.

“‘The Preview Channel gives clients an opportunity to reach 250 TV stations and more than 4,500 cable stations nationwide simultaneously,’” Speck explained. He anticipates that relatively few people will watch the service in real time, electing instead to videotape presentations of interest based on program guide listings.

The channel is a service of Speck’s The Marketplace, which is also offering a mechanism for buyers to acquire product at a discount.

“A producer or distributor may present a program at a lower rate to assure production funds,” says Speck. We will help both parties by setting up a Marketplace Trust Account using a letter of credit forwarded from the television or cable buyer. While letters are in deposit (at a major Los Angeles bank), the producer or distributor will receive a statement showing the amount of credit in trust. With this statement investors can be assured of the saleability of a production. When the product is delivered, the funds are released from payment.” The account is being supervised by Peal, Marwick, Mitchell & Co. of Los Angeles.

Ratings Roundup

With seven of the week’s top 10 programs and four winning nights, CBS-TV swamped its network competitors for the week ended Aug. 23. It was low summer ratings as usual, but was managed more than a two-point lead.

The averages were CBS with a 15.4 rating/share to ABC-TV’s 13.0/24 and NBC-TV’s 12.8/24.

Of the week’s 65 shows, only 11 were original. Only one first-run program, an NBC half-hour “Irene” special (scheduled between its Wednesday Diff'rent Strokes and Quincy hits), made it into the top half of the ratings rankings with a 16.3/27.

Preseason football brought ABC a mediocre 10.8/24 on Friday (Los Angeles vs. San Diego) but NBC a better 13.6/26 on Saturday (Pittsburgh vs. Dallas). Elsewhere CBS pulled only a 10.4/22 on Friday with a Good Evening special (brining early morning’s Captain Kangaroo to prime time at 8 p.m.).

Only five shows scored a 20 or better rating and all on CBS: The Jeffersons, Trapper John, M.D., Circus of the Stars, Alice and M*A*S*H.

During the week, CBS won Monday, Thursday, Friday and Sunday, ABC took Tuesday and Saturday, and NBC was first on Wednesday.

CBS claimed victory for the 14th consecutive week.

The First 20

1. The Jeffersons CBS 23.5/29
2. Trapper John, M.D. CBS 22.4/26
3. Circus of the Stars (special) CBS 22.1/28
4. Alice CBS 21.3/25
5. M*A*S*H CBS 20.7/24
6. House Calls CBS 19.5/22
7. Diff'rent Strokes ABC 19.4/23
8. Dukes of Hazzard CBS 18.7/26
9. Hill to Hunt ABC 18.5/23
10. Too Close for Comfort ABC 18.4/21
11. Three’s Company ABC 17.7/21
12. Love Boat ABC 16.8/25
13. Little House on the Prairie ABC 15.9/22
14. Lou Grant CBS 15.9/20
15. Irene (special) NBC 15.8/27
16. 60 Minutes CBS 15.3/24
17. Quincy, M.E. CBS 15.0/25
18. Dallas CBS 15.0/22
19. Fantasy Island ABC 14.9/24
20. Burnley Miller ABC 14.6/28

The Final Five

82. Paul Play ABC 9.8/18
83. Eight is Enough ABC 9.4/20
84. Lobo NBC 9.1/17
85. "Buck Rogers" (movie) NBC 9.0/16
86. Those Amazing Animals ABC 8.5/18
NAB and public broadcasters differ on logo legislation

NAB claims that FCC must change its rules allowing public TV airing of corporation symbols; NAPTS says no change is needed

The National Association of Broadcasters and noncommercial broadcasters are apparently at loggerheads over the intent of a key provision of the new communications legislation and its effect on pending FCC rules.

The provision, part of the new communications law package included in the budget reconciliation bill signed by President Reagan (Broadcasting, Aug. 17), allows public television to broadcast the logos of corporate underwriters. Although the FCC has passed its own rule authorizing public broadcasters to run logos and to identify underwriters' product lines (Broadcasting, April 27), the NAB filed a petition of reconsideration on June 22 asking that the FCC clarify its guidelines to prevent public broadcasters from turning “donor acknowledgments into commercial adversitement.”

Now the NAB is arguing that the new law requires the FCC to revise its rule, changing that Congress has implied that the rule goes too far. Nonetheless, the National Association of Public Television Stations and the Public Broadcasting Service have rebutted that the new law doesn’t mandate the FCC to revise its underwriting rules.

Under the FCC rule, public broadcasters are allowed to broadcast logos and to identify the product lines of program underwriters. Previously, they were allowed only to run the names of underwriters—set in plain type—at the beginning and/or end of programs, with additional ID’s permitted in programs longer than an hour.

Although the ruling continues to prohibit broadcasters from airing programs and announcements for pay, it allows them to air unpaid promotions of goods and services when the public broadcaster determines that such a promotion would serve the public interest.

In comments filed Aug. 7, the NAB argued that in the new law, Congress had intended that public broadcasters be allowed to broadcast only those logos that are “value neutral and solely for the purpose of generic identification.” The NAB also argued that the committee that authored the provision had said it didn’t want to see products or services included as a part of underwriting announcements, which “evidences its [Congress’s] opposition to visual identification of products or product lines on educational television,” the NAB said.

As a result, the NAB said the FCC was under a “congressional mandate” to revise its regulations on the use of logos, keeping in mind the “committee’s clearly stated position regarding the nonvisual, content-neutral use of underwriter announcements.”

The NAB also urged the FCC to prohibit public broadcasters from airing any logos “containing promotional information.”

NAPTS and PBS, however, said that although the FCC could revise its rule if it wished, the NAB was wrong to assume that the new law imposes a congressional mandate on that revision. “There is nothing in the [new law] or its legislative history which requires the commission to review the underwriting rules,” they said.

The groups said that under the new law, the FCC had the discretion to regulate the underwriting guidelines for public broadcasters, and already had exercised that discretion with the promulgation of its underwriting rule.

“That decision, as well as the other rules adopted in the decision, appropriately balance the competing interests between public broadcasting’s need to raise revenue and the importance of maintaining its noncommercial character,” the groups said. “The decision was fully supported by the record in this proceeding and there is no basis to reconsider it. The NAB’s assertion is without merit and should be rejected,” they said.

In a separate action, NAPTS and PBS filed a petition Aug. 24, asking the FCC to declare that another provision of the new law was “self-executing,” and as such, would supersede the FCC’s own rules.

That provision allows public broadcasters to accept payment in exchange for services, products or use of facilities as long as the facilities aren’t made available for the broadcast of an advertisement, no Corporation for Public Broadcasting funds are used to defray any of the costs associated with the offering of the service, offering the service doesn’t interfere with the provision of public telecommunications services by a station and the stations develop separate accounting systems to identify and report the amount received from offering such services.

In its petition, the groups noted that the provision is “more permissive” than the commission’s own rules in that it permits public broadcasters to receive payment for broadcasting nonpromotional material and allows public broadcasters to broadcast

Classical detente. Two citizen groups—Classical Radio for Connecticut Inc. and WITC-FM Listeners’ Guild—and Ten Eighty Corp., licensee of WITC-FM Hartford, Conn., have announced settlement of four-year-old litigation over deletion of classical music format on WITC-FM in 1977. In return for two citizen groups dropping lawsuit, Ten Eighty has agreed to give $5,500 to Connecticut Public Broadcasting to help defray costs of upgrading facilities of WPHS-FM Middlefield, Conn.; contribute $5,500 to Hartford School of Music to support broadcasts of concerts at school, and donate its classical record library to WPHS-FM and WWHF-FM West Hartford, Conn, licensed to University of Hartford.

NBC’s 10-4. FCC has been affirmed in its action dismissing without evidentiary hearing claim by Yellow Freight System Inc. that NBC was guilty of deliberate distortion in three programs on highway safety in trucking industry that were broadcast in 1977. U.S. Court of Appeals for Tenth Circuit, in Denver, said that while it is possible that there were errors in the three broadcasts, the inclusion of incorrect information cannot, in itself, lead to the conclusion that the network deliberately presented false reports.” Court supported commission conclusion that Yellow Freight had failed to meet commission’s standard for calling hearing in case—submission of extrinsic evidence of deliberate distortion.

Moving south. National Public Radio has petitioned FCC to start rulemaking proceeding to permit Class D noncommercial educational radio stations to operate on nonreserved FM channels within 199 miles of Mexican border. Current treaty prohibits Class D stations from moving to commercial frequencies above 92 mhz.

Make it known. American Legal Foundation has petitioned FCC to initiate rulemaking that would require broadcasters entering into agreements with citizen groups to file such agreements with the commission and make over-air announcements concerning agreements “at least once daily on four different days within two weeks of concluding agreement.” Current rules only contain that citizen agreements be placed in station’s public file.

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promotional announcements as long as those aren’t for persons engaged in the offering of those products, services or facilities for profit.

The groups asked the FCC to rule on its interpretation of the provision as soon as possible, because “absent such a ruling, uncertainty will exist as to the effect of the statute and many public broadcasters may be hesitant to take full advantage of the fund-raising opportunities which Congress afforded them.”

Another provision of the new legislation still awaits action. That provision would establish a “Temporary Commission on Alternative Financing for Public Telecommunications,” whose primary role would be to conduct a study, which is to be completed by July 1, 1982, investigating new ways for public stations to raise money.

The commission is authorized, but not mandated, to set up an experiment testing the feasibility of permitting public broadcasters to broadcast advertisements. If the commission decides to launch the test, CPB would select up to 10 public radio and 10 public television licensees to participate in the 18-month experiment, and the test would have to begin before Jan. 1, 1982.

Under the new law, the commission would be composed of FCC Chairman Mark Fowler and representatives of the National Telecommunications and Information Administration, CPB, National Public Radio, NAPTS, the chairman and ranking minority member of the Senate Commerce Committee, the chairman and ranking minority member of the House Energy and Commerce Committee, and public radio and public television stations.

**Opposition mounts to judge’s ban of cameras from Atlanta trial**

Press club does not want to appeal decision in Williams case since that would delay start of trial, but it will ask state supreme court to change rule governing situation

The Atlanta Press Club last week lost its battle to open to television cameras the Atlanta courtroom where Wayne B. Williams is to be tried for the slayings of two of the 28 young blacks who have been murdered in that city over the past two years. But the club is continuing the war.

Zeke Segal, of CBS News's Atlanta bureau, who is president of the club, said it will ask the Georgia Supreme Court to change the rules that permitted the trial judge to ban the cameras from a trial that is bound to attract worldwide attention.

Superior Court Judge Clarence Cooper denied the press club's request on the basis of state supreme court guidelines that require the consent of the defense, prosecutors and the presiding judge. Williams's attorney, Mary Welcome, had opposed the presence of cameras at the trial, contending that "insensitive" reporters would edit the film to suit their own biases and would broadcast only "sensational" parts of the trial.

Cooper, in his order on Tuesday (Aug. 25), cited potential harm to the city's children. He acknowledged, as the press club had maintained in urging him to open the court to broadcast coverage, that "an overwhelming majority of the public—out of sheer interest and curiosity—would want to see a publicly televised trial."

"However," he added, "we must not let our emotions color our judgment for we must weigh in balance the desire for a televised trial against the potential harm or danger that might be done to those children and families who were adversely affected by the ordeal." He said some had to undergo treatment, and that some are still being treated.

Segal, who has covered the city for a number of years, said he thought there was no basis for the judge's concern. But he felt the major problem was the rule that permitted the judge to act as he did.

As a result, the press club will ask the state supreme court to change its rule—to make it conform to one adopted initially by Florida and copied by California and Oklahoma. The rule presumes the right of access by broadcast media, and empowers the judge to deny that access only upon a showing that it would impair the defendant's or particular witnesses' rights.

At present, at least, the press club plans no appeal of Cooper's ruling, as such. Segal said the club does not want to cause the delay in the trial—now set to start on Oct. 5—that an appeal would necessitate.

However, an appeal has not been ruled out. The media in Georgia are concerned about what they understand to be the judge's plan to allocate only 65 of the 130 seats in the courtroom to the press, and to limit each news organization to one representative. That would mean, Segal noted, that each network would have to choose between having an artist and a reporter at the trial.

Cooper is expected to announce on Sept. 1 the seating arrangements for the media. He is also likely to announce whether he will accept the suggestion of a media committee that he permit a television camera to transmit pictures of the trial to an overflow of reporters in another room in the building.

Segal said the closed-circuit coverage would not be an adequate solution to the problem of keeping the trial public. And Erik Gordon, the press club's attorney, said that if the seating arrangements are not satisfactory, "we reserve the right to appeal," Cooper's order banning television coverage. "We don't want to appeal now and cause a delay in the start of the trial," Gordon said. "But if he makes it a non-public trial, we'll appeal. We'll be forced to."
Last Labor Day 94 million people watched the Jerry Lewis Telethon to benefit the Muscular Dystrophy Association and pledged over 31 million dollars.

This weekend Jerry will be trying for his 16th straight record-breaking total. It's your opportunity to show his kids that you care.

Hughes Television Network is proud of its 14 year association with this outstanding effort. HTN interconnects the Love Network of 200 stations throughout the U.S., Canada, and Puerto Rico, enabling Jerry to deliver his message of love.

He opens millions of hearts through entertainment. We help spread the word through communications.

Hughes Television Network 4 Pennsylvania Plaza, N.Y., N.Y. 10001. (212) 563-8900
A n underdog Jimmy Carter made it to the White House. An underdog ABC-TV made it to the top of the prime-time ratings. And the family viewing rule failed to make it anywhere—stymied by a California court.

Those were among the major events that involved broadcasting in 1976, a year when the national elections made politicians all too conscious of radio-TV influence on their futures. The year got off to a political start with a complaint against the networks by House Speaker Carl Albert (D-Okla.) who released a study by the Congressional Research Service of the Library of Congress. The document criticized TV for its willingness to afford live coverage of Republican President Gerald Ford's news conferences whenever the President's staff asked for it, while not accommodating the same treatment to Democrats in Congress. "I must conclude," Albert declared, "that the networks have exercised little or no news judgment when considering presidential requests for air time for television addresses." All three TV networks categorically denied Albert's charges. A statement by Richard C. Wald, president of NBC News, typified the networks' rebuttals. Wald said: "NBC presents live coverage of presidential addresses when the President—regardless of his party affiliation—has something important to say to the American people as chief executive. In each case we exercise our independent news judgment."

To facilitate debate among 1976 political candidates, the FCC in 1975 had revised an original interpretation of Section 315 of the Communications Act to exempt broadcast debates between major-party candidates from the equal-time provision, if debates were arranged by parties other than the candidates or the broadcasters. Under the new rules, the League of Women Voters in 1976 organized five debates among the Democratic primary candidates, three between the Democratic and Republican presidential contenders, and one between the two vice presidential candidates. The major networks aired only segments of the primary debates as part of their regular news coverage, but National Public Radio covered all debates.

For the "Great Debates" between President Ford and his Democratic challenger, former Georgia Governor Jimmy Carter, the networks utilized pool coverage. The same arrangement prevailed for the meeting between Senators Robert Dole (R-Kan.) and Walter Mondale (D-Minn.), vice presidential candidates.

Earlier, the Democratic National Committee, asserting that the FCC's revised interpretation of Section 315 favored incumbent Ford, and Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women, asserting it slighted minority and fringe-party candidates, filed appeals. But the U.S. Court of Appeals in April, in a 2-to-1 decision, upheld the FCC's interpretation.

Although this ruling cleared the way for the debates, other challenges persisted. Senator Eugene McCarthy (D-Minn.), running independently for President, filed suit in the U.S. District Court in Washington asking for a ruling that he and other presidential candidates be included in debates. Tom Anderson and Rufus Shackelford, presidential and vice presidential candidates, respectively, of the American Party, filed in the same court, seeking an order to block the debates. In the meantime, Lester Maddox, presidential candidate of the American Independent Party, asked the FCC to order radio and TV stations not to cover any debates from which he was excluded and to order the networks to give him equal time.

U.S. District Judge Aubrey E. Robinson Jr. dismissed the several suits, saying it appeared that the plaintiffs were attempting to reargue the case in which the U.S. Court of Appeals had upheld the commission's ruling that exempted the political debates from the equal-time law. The FCC rejected the Maddox petition.

The first debate, with pool coverage provided by ABC, was televised live by ABC, CBS, NBC and PBS in September, and brought Carter and Ford to an estimated 90-100 million viewers in 35-40 million homes. There was a 28-minute delay when the audio failed nine minutes before the end of the debate. No backup system had been set up because the electronic equipment used was presumed to be failure proof. Anchormen filled the time with summaries and interviews of each candidate's representatives. Referring to the 28-minute gap, moderator Edwin Newman of NBC observed that both...
candidates who were stiff with each other at the start, shared the camaraderie of two men "who had just had their pockets picked."

The second debate was aired in October by all networks, with CBS handling the pool coverage. It was seen by about 85 million Americans, fewer than had witnessed the first debate. On this occasion, President Ford made the remark that some critics felt cost him the election. It was a statement that Poland was not dominated by the Soviet Union.

The third debate showcased the vice presidential candidates in a 75-minute forum, 15 minutes shorter than the 90-minute presidential debates. The final debate between Ford and Carter with pool coverage by NBC, drew an estimated 74 million viewers.

There were those who wondered why the incumbent President had agreed to give his opponent the exposure of nationally televised debates. According to Michael Duval, President Ford's debate coordinator, Ford regarded the debates as necessary since Carter at the time was leading in the polls, there were indications of a general belief that Carter was more competent to be President, and Ford's campaign manager felt the need to counter Carter campaign claims that Ford relied on the trappings of the White House Rose Garden to enhance his image.

Associated Press's Walter Mears, a panelist at the vice presidential debates, felt that while the debates were useful, "It was a bad campaign. I think that there were a lot of things wrong with it . . . I think the debates focused it." Joseph Kraft, columnist and panelist at the third presidential debate, found the debates "not very good, and . . . not the best way to choose. Presidents. [Because the debates] put a premium on qualities that are not very presidential—quickness, a capacity to articulate something in a hurry, the appearance of being confident—very, very superficial qualities. . . . They don't demonstrate any capacity to think clearly, don't demonstrate any capacity for real depth or familiarity with the issues." Kraft conceded that "the debates were probably the best thing going in terms of giving the American people the best available view of the candidates in the flesh."

NBC's Newman agreed with Kraft, calling the debates "stuffy and stilted." Newman said the problem stemmed from candidates with "so much at stake. They won't take any chances. If one of them had been willing to take a chance, if one of them had so much as cracked a joke, the dividends could have been enormous. These men weren't trying to use TV well. They were trying to get elected President of the United States."

As a remedy, some suggested head-to-head confrontations as in the Lincoln-Douglas debates, a format that most commentators felt the candidates would never agree to. Max Frankel, associate editor of the New York Times, a questioner at the second debate, felt that in the current form "you really can't get down to brass tacks and there's too little time. . . . Not enough conversation or interchange and the sons-of-guns really didn't answer the questions."

From the networks' standpoint, improvements would come with greater control over the broadcasting of the debates and the selection of questioners. Under the League of Women Voters ground rules, the debates were not broadcast from studios. In addition, shots of the audience were not permitted, a prohibition that the candidates demanded in the name of impartiality, but which caused the networks to bristle at what they regarded as infringement of their rights. Broadcast journalists also charged that potential panelists had to be approved by the candidates, an allegation the league adamantly denied. Richard Salant, CBS News president, said that if CBS had been in charge of the debates, it would not have agreed to demands from the candidates to participate in the selection of panelists or prohibit certain camera angles. "We just have never played and will never play a game where the subjects of interviews can have any part in whose going to interview them," Salant declared. "That's pretty basic."

Newton Minow and Dean Burch, both former FCC chairmen, proposed that in future debates TV access be granted to minor party candidates. Besides providing time for the two major party candidates, the Minow-Burch proposal would allow time to candidates who qualified for three-fourths of the state ballots, and who received one-eighth of the popular vote in the last election, and for new candidates who qualified in three-fourths of the states.

Television and radio, in addition to serving as vehicles for the debates, figured in the campaign as purveyors of each candidate's image. Gerald Rafshoon of the Atlanta-based Rafshoon advertising agency, media adviser to Jimmy Carter, described his campaign strategy in these words: "We advertised to our strength. We advertised to states we had to take. . . . If you want to put it in advertising terms, [you advertise] where you have the best market distribution. We had to keep Ford running around the country. In other words, in the states where we figured we didn't have a chance, he had to win them. We could lose California. He had to win California. So we kept pressure on him, kept him spending money in states that were really marginal."

John Deardourff of Bailey, Deardourff & Eyre, the political consultants handling Ford's campaign, acknowledged their challenge: "We knew from the day that they turned over to us all of their polling that it was a long, uphill climb. At the time that we first got involved, the President was something like 34 percentage points behind. That signalled to us that there was
a hell of a problem. Yet it also seemed to us that if virtually everything went right, they were willing to pursue the course that we were outlining, and if the Carter campaign was not sensationally effective, then there was a reasonable chance."

Newsweek noted the theme of leadership. They stated that Carter "who had proved himself in the primaries would unite our country with strong leadership," and accused the Ford administration of "tired and worn-out" leadership. Early Ford ads stressed the President's accomplishments in his administration, the greatest of which was "the healing" of America after Watergate, and the President's expertise versus Carter's inexperience. Where Carter's spots showed him among the diverse ethnic groups of America, talking about the need for government to mirror the "competence, compassion and simple decency of its people," a Ford spot pictured the President presiding over a nation at peace.

The Carter campaign, by contrast, became a five-minute spot designed to introduce Carter to the nation as a family man of diverse abilities and a former successful governor of a prosperous state. A late Ford campaign tactic employed the man-in-the-street interview to emphasize negative Carter qualities. In the final weeks of the campaign, commercials using man-in-the-street interviews switched to the "upbeat" promotion of Ford with such homilies as "I like him because of his honesty. Jerry Ford reminds me of my father. I trust Jerry Ford."

Carter and Ford spent a total of $27 million on advertising in 1976—$12 million and $15 million, respectively. Carter's breakdown by media: television $8.2 million, direct mail $1 million, radio $1 million, print $300,000, collateral (including production) $1.5 million; Ford's: television $8.5 million, direct mail $3 million, radio $1 million, print $1 million, collateral (including production) $1.5 million.

Election night imposed marathon time and personnel demands on broadcasters. Because of the closeness of the election, a Carter victory was not predicted until after 3 a.m. Over 120 million viewers watched some part of the returns. NBC, anchored by John Chancellor and David Brinkley with assistance from Tom Brokaw and Catherine Mackin, won the 7-11 p.m. Nielsen ratings. Barbara Walters, Harry Reasoner and Howard K. Smith anchored ABC's news. Walter Cronkite anchored the CBS returns, assisted by Dan Rather, Lesley Stahl, Bill Moyers, Eric Severeid, Roger Mudd, Mike Wallace and Bruce Morton. With the election over, the broadcast industry, as BROADCASTING noted, pondered the "new uncertainties in the future of communications regulation" that the election of Jimmy Carter to the Presidency introduced.

One issue of broadcast journalism received attention and stirred controversy in 1976. Among them were Daniel Schorr's fight in Congress to protect his news sources, ABC's hiring of NBC's Barbara Walters for $1 million and the TV networks proposal of longer national newscasts.

Schorr, after obtaining a copy of a secret House report on U.S. intelligence activities, passed this information to the Village Voice. He then found himself the object of investigation by the House Ethics Committee and censure by CBS, which removed him from his intelligence beat, and then indefinitely suspended him.

CBS provided Schorr with legal counsel in support of his refusal to name the source. One House rep., Richard Salant, CBS News president, explained the limits of the CBS help: "In respect of his subsequent actions in arranging for publication of the report [after use of the material on the air], Schorr acted as an individual and . . . as a matter of individual conscience."

Despite CBS's quickness to put some space between itself and Schorr's actions, Schorr still viewed himself as a journalist on a quest: "I do not seek the legal contests which may lie ahead, but I am confident that, as they unfold, it will become clear that what is involved beyond specific details of my action is the public's continued right to know in the face of the secrecy backlash."

After interviewing more than 400 people and spending more than $150,000, the House Ethics Committee failed to uncover Schorr's source. After being subpoenaed by the House, Schorr refused to reveal his source. He placed himself in contempt of the House, but earned this praise from Salant: "Your appearance today was superb and an immense service to all your fellow journalists, to the Constitution and to the public's right to know. I am grateful."

Despite this praise and the Ethics Committee's eventual abandonment of its investigation, Schorr resigned from CBS News in late September. "Aware of the polarizing effects within CBS News of the controversy involving me," said Schorr, "I would doubt my ability to function effectively if reinstated. I believe that my reinstatement would be a source of tension within an organization whose future success I still care about."

Barbara Walters, with NBC for 12 years, signed with ABC in April for five years as co-anchor with Harry Reasoner on the ABC Evening News. Walters became not only a highly paid anchorperson, but the first woman to occupy such a position. Half of Walters's $1-million annual salary was for her co-anchor position; the other half for four prime-time specials to feature her each year.

Walters's spectacular salary fed rumors that ABC wanted to lengthen its evening news to 45 minutes, a move that producers would have triggered like expansions at NBC and CBS. While ABC considered "not whether, but when" to lengthen its news, ABC affiliates along with NBC's and CBS's opposed the move as a threat to lucrative programming now independently programed in the 7-7:30 p.m. period decreed off limits to the networks by the FCC prime-time access rule. The National Association of Independent Television Producers and Distributors urged the FCC to safeguard the 7-7:30 p.m. time. "The networks ought not to be encouraged to proceed on the assumption that a commission waiver is a mere technicality to be satisfied after they have formalized their plans to enlarge the network news by invading access time," the association said.

The plans for longer evening news on networks failed to materialize. ABC, instead, outlined other plans for "areas of possible expansion of the network's news service, including a one-hour prime-time news magazine program, a daily one-minute news headline report in prime time, and a new five-minute daytime news program during Monday to Friday."

The family-viewing provision that the National Association of Broadcasters adopted in its television code in 1975 came a cropper in court in 1976. NAB, the FCC and the television networks had been sued by the writers, directors and actors guilds and by producers. The litigants charged that the concept of reserving evening hours for presentation of programming suitable for families, as instigated by FCC Chairman Richard Willey, breached the no-censorship provision of the Communications Act and violated the First Amendment rights of writers and producers.

The networks continued to defend the family-viewing concept. To Arthur Taylor, president of CBS, the code provision had demonstrated its value by the "virtual elimination of violence in family viewing time . . . The goal of family viewing, put..."
posely drawn in general terms, has enabled contemporary themes to be aired in the early evening hours while restraining dialogue that family audiences would find tasteless. [The concept proved] that there are creative people who can produce entertaining and enlightening programs of quality that are also responsible.” Michael H. Franklin, the executive director of the Writers Guild of America West, took another view: “The family hour is in clear violation of the First Amendment, and we’re going to get it thrown out.”

After considerable court sparring and an attempt at compromise that failed, the court in November ruled that the networks, the NAB and the FCC had acted illegally by allowing “the NAB television code review board to act as a national board of censors for American television. The plaintiffs have evidenced a successful attempt by the FCC to pressure the networks and the NAB into adopting a programming policy that they did not wish to adopt.” David Rintels, head of the WGA, hailed the court decision as a mandate that “we as creators will be free from unwar-ranted government interference and arbitrary censorship, hopefully to bring you diverse programming.” John A. Schneider, president of the CBS/Broadcast Group, criticized the edict as one that “unfairly singled out the broadcasting industry for prohibitions not applied against other industries and professions [thereby setting] a dangerous precedent that threatens the American tradition of voluntary self-regulation. Voluntary maintenance of general industry standards is both good broadcasting and good citizenship, and . . . this cause is worth defending.”

The NAB decided both to review its code and to appeal the court’s decision. As seen by Robert Gordon of WCPO-TV Cincinnati, chairman of the NAB TV board, Judge Warren Ferguson’s decision “does not alleviate the fundamental problem that led to the family-viewing decision in the first place”—concern about excessive violence and sex on television. CBS and ABC planned appeals, seeing the ruling as a threat to industry self-regulation. However, NBC declined to appeal, calling Ferguson’s opinion a “clear prohibition against government interference with broadcast program content and scheduling.”

While the furor over family viewing raged, ABC-TV which had regularly finished in third place in the prime-time ratings, was beginning to move up. Change came under Fred Silverman, who had left CBS in 1975 to be the new president of ABC Entertainment

ABC-TV had made some gains in the fall of 1975, but after the 15th week, its 16.7 average prime-time rating was a dis-tant third to CBS-TV’s 19.3 and NBC-TV’s 18.3. However, with the second season, ABC-TV came up with strong offerings that included the Rich Man, Poor Man miniseries, a revamped Happy Days, Charlie’s Angels and the Winter Olympics. It meant that ABC-TV ran off a streak of 11 straight weekly ratings wins.

Frederick S. Pierce, president of ABC-TV, happily characterized the network as “hungry, aggressive, winning.”

ABC continued to dominate the ratings for the rest of the year, pushing CBS into second place and NBC into third. Competition for ratings for the new season in the fall of 1976 was especially fierce, with each network “front loading” to capture bigger than usual audiences. ABC started the season for its The Captain and Tennille Show, with such guest stars as Bob Hope, Redd Foxx and Jackie Gleason during the first few weeks, as well as 90-minute episodes of Happy Days and two-hour episodes of such programs as Starsky and Hutch, Streets of San Francisco, and Rich Man, Poor Man Book II the series that evolved from the mini-series. CBS relied on such big-grossing theatrical movies as “Chinatown” with Jack Nicholson and Faye Dunaway, “Play It Again Sam” with Woody Allen, and “Paper Moon” with Ryan O’Neal and his daughter, Tatum. NBC countered with a two-hour premiere episode of its World War II adventure series, Baa Baa Black Sheep, a 90-minute version of Little House on the Prairie, and a two-hour episode of the nine-hour mini-series, The Captains and the Kings.

New shows included Delvecchio (CBS), a drama about a big-city detective with a law degree, starring Judd Hirsch; Eight is Enough (ABC), a comedy/drama about a newspaperman with eight children, starring Dick Van Patten; Serpico (NBC), a drama about an idealistic undercover New York City policeman, starring David Birney; Alice (CBS), a comedy about a recently widowed mother who pursues a singing career and her independence by working as a waitress, starring Linda Lavin, Vic Tayback and Polly Holliday; The Tony Randall Show (ABC), a comedy about the home life of a Philadelphia judge; and Family (ABC), a drama about the Lawrence family in Beverly Hills, Calif., starring Sada Thompson, James Broderick, Kristy McNichol, and Meredith Baxter-Birney. Mary Hartman, Mary Hart-
man, starring Louise Lasser became a popular late-night show that satirized middle-class mores and was syndicated by Norman Lear’s T.A.T./Tandem productions.

All the networks planned lavish coverage of the nation’s bicentennial. As part of CBS-TV’s 16 hours of special pro-
gramming, at a cost of $1.5 million, the net-
work presented In Celebration of U.S., a show that interspersed live coverage of celebrations with “anniversary reflec-
tions” by public figures and guests includ-
ing Valerie Harper, Danny Kaye and Beat- lynn L. and Walter Cronkite anchored the day’s coverage of the program that ran from 8 a.m. to midnight. NBC-TV’s hour coverage, at a cost of also $1.5 million, was The Glorious Fourth, produced by NBC News and co-anchored by John Chan-
cello and David Brinkley. It included coverage of live events from 8 a.m. to noon and 11 a.m. to 6 p.m., a special edition of Meet the Press, three hours of entertain-
ment called Happy Birthday America, a Bob Hope special, and a late-night wrap up, The Best of the Fourth. ABC, at a cost of approximately $500,000, featured three hours of special news broadcasts anchored by Harry Reasoner, entitled ABC News Goes to The Great American Birthday Party. At three networks scheduled pickups from outer space of the Viking Spacecraft landing on Mars, of “Operation Sail” in which some 200 historic ships from 30 nations sailed into New York Har-
or, of the arrival of the Bicentennial Wagon Train at Valley Forge, Pa., of a speech by President Ford and a folk light festival in Washington.

By late 1976, 97% of the nation’s families owned TV sets and average daily viewing had increased to about six and a quarter hours.

Judge Warren Ferguson, who said the family-viewing concept was illegal and bounced the ball back to the FCC.
In 1976, NBC celebrated a special birthday of its own, 50 years of programing. It traced its roots back to Nov. 15, 1926, when Merlin H. (Deac) Aylesworth, the first president of NBC, opened a four-hour special inaugural program that included five orchestras, a brass band, Metropolitan Opera soloists, a light opera company, an oratorical society, and entertainers that included Will Rogers. The special show in 1926 was carried by 20 stations, 21 NBC charter affiliates plus four other stations, and was heard in approximately five million radio homes.

Fifty years later, in 1976, Julian Goodman, chairman and chief executive officer of NBC, reviewed the network role. "The networks," he said, "have traditionally been the ones to step up with the amount of money, at high risk, to make possible the programing that has established the large viewing audience in the U.S. for the stations. And I think those networks that have made those risks, which have paid for sports rights, far into the future, which have paid for motion pictures, valuable motion pictures, at high prices, running far into the future—I think the networks, have made those risks, deserve to make a profit. And I think the figures will show that over the years the networks' profits not only have been reasonable, and have fluctuated, but they have been very modest as a percentage of return on sales."

To celebrate its 50 years, NBC had developed a new "N" logo at a cost estimated to "well under $1 million" only to discover that the Nebraska Educational Television Network had been using the identical logo developed at a cost of "well under $100" for the previous six months. Later in the year NBC negotiated a settlement with NETV for the use of the logo.

In other negotiations, NBC reached an agreement with the Justice Department that ended, for that year, the four and a half years of antitrust litigation that began in April 1972, when the Justice Department filed suits against all the networks. The suits had charged that the networks had used their control over access to television's prime-time hours to restrain and monopolize prime-time television programing in violation of the antitrust laws. The provisions of the negotiated agreement, including one limiting the amount of programing NBC would be able to produce for its own use, would not become effective until the outcome of litigation against CBS and ABC.

NBC argued that "by taking the lead in entering into this new charter, NBC continues its effort to advance constructive relationships in the industry to the benefit of our program suppliers, the NBC Television Network, and most importantly the viewing public." NBC disagreed, calling the negotiated provisions "basically anti-competitive, inconsistent with FCC policies, and not in the interest of our affiliated stations or the public. ... ABC has no intention of entering into such a consent judgment." CBS concurred with FCC nominees Margita White, from the White House staff, and Joseph Fogarty, from Capitol Hill, as they faced questioners during their August confirmation hearings. White eventually filled the unexpired term of Charlotte Reid who had resigned in June. Fogarty succeeded Glen O. Robinson for a full seven-year term.

ABC, noting that the government's claims against the network were "without legal or factual basis."

As the result of another executive decision, NBC Radio decided, after two years and more than $10 million in losses, to terminate its News and Information Service by mid-1977.

The NAB, in a radio code action somewhat analogous to TV's family-viewing venture, urged radio broadcasters to screen records for offensive lyrics, particularly those concerned with sex and drugs.

The code, which stated that "broadcasters are responsible for making good faith determinations on the acceptability of lyrics under radio code standards," encouraged broadcasters to be vigilant.

The FCC, recognizing the increasing prominence of FM radio, reduced the time that FM stations could duplicate the programing of AM adjuncts. Beginning May 1, 1977, an FM station was to be limited to 25% of the average week of a co-located, commonly owned AM station if either was in a community of over 100,000 population. In communities of between 25,000 and 100,000, FM's were to be limited to 50% of AM duplication.

Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee, proposed a copyright revision bill that the National Cable Television Association supported but that the NAB opposed. The bill that passed Congress in late September, the first revision of copyright law in 67 years, included the following major provisions for cable: The bill required cable systems to obtain a compulsory license requiring them to pay prescribed semiannual royalties based on a percentage of subscriber receipts for distant broadcast signals; established a five-member royalty tribunal to review cable and other rates, and prohibited cable systems from substituting their own commercials on imported broadcast signals. Broadcasters still argued that pay cable and deregulation of the cable industry constituted threats to free TV.

Broadcasters, looking ahead to 1977, saw a new configuration of the FCC with Benjamin Hooks's resignation (effective January 1977) to direct the National Association for the Advancement of Colored People and the appointment to the commission of Margita White, a Republican, and Joseph Fogarty, a Democrat. Also on the horizon for broadcasters was the prospect of revision of the Communications Act, as promised in 1976 by Representative Lionel Van Deerlin (D-Calif.), the new chairman of the House Communications Subcommittee. The biggest unanswered question was what would happen to federal regulation when the new Carrier administration came to power.

Stay Tuned

1. What radio format did Jimmy Carter employ early in his presidency as part of his effort to eliminate presidential isolation?
2. Where was the first two-way cable system used and what was the name of the company that developed that service?
3. What hostage seizure in Washington, renewed speculation about the cause-and-effect relationship between broadcast coverage and terrorist activity?
4. Name the two appointments to FCC in 1977.
5. What programing series in 1977 drew record ratings for ABC-TV and strengthened its hold on prime-time leadership?

The answers next week in "1977."
As compiled by BROADCASTING Aug. 17 through Aug. 21 and based on filings, authorizations and other FCC actions.


New Stations

AM applications

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<th>Station</th>
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<th>Cost</th>
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FM applications

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TV applications

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AM actions

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<th>ERP</th>
<th>Cost</th>
<th>Format</th>
<th>Status</th>
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<tr>
<td>WMJS(AM)</td>
<td>Huntsville, Ala.</td>
<td>Perez, Edward</td>
<td>950 kHz</td>
<td>500</td>
<td>$150,000</td>
<td>Variety</td>
<td>First-quarter operating cost: $17,300; first-year revenue: $131,400.</td>
</tr>
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FM actions

<table>
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<tr>
<th>Station</th>
<th>City</th>
<th>Owner</th>
<th>Frequency</th>
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<th>Cost</th>
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<tr>
<td>K27FM</td>
<td>Oklahoma City</td>
<td>Perez, Edward</td>
<td>1070 kHz</td>
<td>500</td>
<td>$7,500</td>
<td>Variety</td>
<td>First-quarter operating cost: $17,300; first-year revenue: $131,400.</td>
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TV actions

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<th>Frequency</th>
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<tr>
<td>K27FN</td>
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<td>$7,500</td>
<td>Variety</td>
<td>First-quarter operating cost: $17,300; first-year revenue: $131,400.</td>
</tr>
</tbody>
</table>

For the Record®

Broadcasting Aug 31 1981
FM actions
- Marana, Ariz.—Saguaro Broadcasting Co. granted 98.3 mhz, 3 kw, HAAT: 144 ft. Address: Box 498, Bill Williams. Estimated construction costs: $71,000; first-quarter operating cost: $21,500; first-quarter revenue: $14,850. Format: C/W. Principals: Steven R. Libberton (50%), Thomas J. Curley and wife, Deborah A. (25% each). Russell is technical director at KOLD-TV Tucson. Ariz. Thomas Curley is project test engineer at Hughes Aircraft, Tucson. They have no other broadcast interests. Action July 28.

- Hudson Falls, N.Y.—Premier Broadcasting Corp. granted 101.7 mhz, 3 kw, HAAT: 248 ft. Address: 74 oak Street. Hudson Falls 12839. Estimated construction costs: $140,000; first-quarter operating costs: $30,000. Format: Top 40 country. Principals: Carlton R. Reis, Robert G. Jennings and Lewis Roth (one-third each). Reis is in South Glens Falls, N.Y., consulting engineer. Jennings is Hudson Falls radio program producer. Roth is Glens Falls attorney. They are also applicants for new AM at South Glens Falls. Action July 28.


Ownership Changes

Applications
- KWHY-TV Los Angeles Ch. 2; 2,570 kw vis., 257 kw aur., ant. 2,590 ft.—Seeks assignment of license from Coast Television Broadcasting to choose station in Los Angeles for $5.3 million. Seller is principally owned by three brothers, Wiley D., Robert W., and Hugh R. Bunn and Frederick D. Custer, who have no other broadcast interests. Harris is president and principal owner of Harriscove Broadcast Corp., Los Angeles-based group of two AM's, one FM and five TV's. Select TV is Marina del Rey, Calif.-based subscription television service. Lionel Shan is president. Select TV, which has supplied pay programing to station, exercised option to buy. Filed Aug. 12.

- KBLF (AM)-KSNR (FM) Red Bluff, Calif. (AM: 1400 khz, 1 kw; FM: 95.9 mhz, 3 kw; HAAT: 250 ft., 1080 ft.)—Seeks assignment of license from Communications By Design Inc. to Wireless Associates for $385,000 (BROADCASTING, July 13). Station is owned by David Caldwell and wife, Katheryn, who have no other broadcast interests. Buyer is principally owned by Gary Katz, vice president and general manager of KATA (AM) Ares and KFM (FM) Eureka, both California. Katz also is 50.1% owner and managing general partner of KAGO-AM-FM Kalama Falls, Ore. Filed Aug. 11.

- WSTL (AM) Eminence, Ky. (1600 khz, 500 w-d)—Seeks transfer of control of Radio 1600 Inc. from Radio Michigan Inc. (100% before; none after) to Primary Media Ltd. (none before; 100% after). Consideration: $74,000 plus unpaid balance on bank note of $103,529.61. Principals: Seller is group of 10 stockholders who own WSTL (AM) Portage, Mich. WKTN (FM) Kenton, Ohio, and WIVQ (FM) Peru, Ill. Robert D. MacVay is president. Buyer is owned by Richard D. Garlick (66.6%) and 13 others. Garlick is station manager at WSTL and has no other broadcast interests. Filed Aug. 14.


- WYYY (AM) Kalamazoo, Mich. (1470 khz, 500 w-d)—Seeks transfer of control of Circle Corp. from Nancy A. Williams and Michael O. Day (100% before; none after) to Walter Isbert (none before; 100% after). Consideration: $20,400. Principals: Sellers are transferring their 51% interest to Isbert, and Larry Kronenberger will increase his interest in station to 49%. Isbert also owns 51% of WGRJ (AM) South Haven, Mich. Filed Aug. 14.

- WDRU (FM) Drew, Miss. (FM: 95.3 mhz, 3 kw, ant. 295 ft.)—Seeks assignment of license from Triangle Broadcasting Inc. to Galilei Broadcasting Inc. for $150,000. Seller: Group of 11 stockholders. George Wolter is president and 22.2% owner. None have other broadcast interests. Buyer: Paul L. Galilei (51%) and wife, Patricia B. (49%). Paul is station manager at WROX (AM) Clarksdale, Miss., where Patricia is office manager. They have no other broadcast interests. Filed Aug. 17.

- WXXX (AM) Harleysville, Miss. (1310 khz, 1 kw)—Seeks assignment of license from Trinity Broadcasting Inc. to Macon Broadcasting Inc. for $105,000. Seller: Charles D. Saunders (100%), who has no other broadcast interests. Buyer is subsidiary of Cathodic Engineering Equipment Co., which is wholly-owned by Joseph F. Taum Jr. He is president of engineering and manufacturing firm and has no other broadcast interests. Filed Aug. 14.

- WBBG (AM)-WWWM (FM) Cleveland, Ohio (AM: 1260 khz, 5 kw-U; FM: 105.7 mhz, 27 kw, ant. 1000 ft.)—Seeks assignment of license from Embresica Communications Corp. to Robinson-Communications Inc. for $6.2 million (BROADCASTING, Aug. 3). Seller is owner of WBBG (AM), Thomas and James Embresica, and Joseph Restifo, who have no other broadcast interests. Buyer is owned by Larry J.B. Robinson, executive with New York-based W.R. Grace & Co., who has no other broadcast interests. Filed Aug. 14.

- Wurd (FM) Georgetown, Ohio (97.7 mhz, 1.6 kw, ant. 390 ft.)—Seeks license of assignment from Brown County Radio Inc. to Jaco Broadcasting Group Inc. for $48,000 (BROADCASTING, July 27). Seller is principally owned by Jerry E. Kiefer, who has a bough, subject to FCC approval, WELE (AM) South Dayton Beach, Fla. (BROADCASTING, May 18). Buyer is principally owned by Terry Jacobs. Jacobs owns WTSJ (AM) Cincinnati; WVOJ (AM) Toledo, Ohio, and WOTW (AM) Towson, Md. Filed Aug. 12.

- KGLC (AM)-KORS (FM) Miami, Okla. (AM: 910 khz, 1 kw-U; FM: 100.9 mhz, 3 kw, ant. 265 ft.)—Seeks assignment of license from Oklahoma City Broadcasting Inc. to Duke Broadcasting Inc. for $700,000 (BROADCASTING, Aug. 24). Seller is owned by Jeryl Smith and wife, DeAnn (44.1% each), Ken Lingen (6.8%), David Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. Earlier deal to sell stations to Oklahoma City Broadcasting fell through. Buyer is owned by Larry Duke (51%) and Tim Eatman (49%). Duke owns KIIN (FM) Joneboro, Ark. Eatman is former general manager of KARM (AM) Little Rock, Ark. Filed Aug. 14.

- KMMW (FM) Muskogee, Okla. (FM: 106.9 mhz, 97 kw, ant. 125 ft.)—Seeks license of assignment of K Triple M Corp. to KMMR Radio Inc. for $1,225,000 (BROADCASTING, Aug. 22). Seller: Deniel E. Wolff (70.6%) and mother, Insetta M. Wolff (29.4%), who have no other broadcast interests. Buyer is subsidiary of Hicks Communications Inc., which is principally owned by R. Steven Hicks and Thomas D. Hicks, brothers. Hicks is Dallas-based group owner of two AM's and two FM's. Filed Aug. 17.

- KOPY (AM)-KXMS (FM) Alice, Tex. (AM: 1070 khz, 1 kw-U; FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of M S Broadcasting Inc. from Don M. Magee (100% before; none after) to Earle Fletcher and others (none before; 100% after). Consideration: $371,000 (BROADCASTING, July 13). Principals: Seller owns 89% of stock and has no other broadcast interests. Buyers are group of six stockholders. Earle Fletcher is president and 55% owner. He owns 89.96% of KCLE (AM) CBearne, Tex. Filed Aug. 12.

- KACO (AM) Bryan, Tex. (1510 khz, 500 w-d)—Seeks license of assignment from Brazos Media Inc. to The First One Broadcast Group Inc. for $374,000. Seller: Tom Spellman and wife, E. Jean, and A. Boyd Kelley and wife, Joan (25% each). Tom Spellman owns 51% of CP for new AM at Winters, Tex.; 33.5% of applicant for new AM at Plano. Boyd Kelley owns 51% of KDWT (AM) Siamford, Tex., and 30% of KKDA-AM FM Grand Prairie, Tex. They are also principals in new...
Facilities Changes

AM applications

- KCMO(AM) Palom Springs, Calif.—Seeks modification of CP (BP-790133AB, as mod.) to make changes in ant. sys.; change TL; power to 2.5 kW-N and 10 kW-D; change from non-DA to DA; change N frequency; and change height of tower. Aug. Ann. 14.

- WBBR(AM) Bradenton, Fla.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D to 5 kw; and increase ERP. Aug. Ann. 14.

- WDEC(AM) Decorah, Iowa.—Seeks CP to change frequency from 1200 kHz. increase N power to 1 kw; change TL; go from share time operation to separate U operation; make changes in ant. sys. Aug. Ann. 14.


FM applications

- WSKR(AM) Altoona, Iowa.—Seeks CP to change TL; specify SL/RC to be determined, increase ERP 100 kw. HAAT 100 ft.; change ant. type.; and make changes in ant. sys. Ann. Aug. 12.


- KSTC-FM Sterling, Colo.—Seeks CP to install aux. ant. to be operated on ERP: 1.8 kw (H&V); HAAT: 424 ft. (H&V) and change TPO (for aux. purposes only). Aug. Ann. 12.

- WQYI(AM) Beach, Fla.—Seeks CP to change TL; change HAAT: 300 ft.; change type trans.; and make changes in ant. sys. Ann. Aug. 12.

- WFTZ(AM) Hinesville, Ga.—Seeks mod. of CP (BP-10, 665) to change type trans.; change ant.; decrease ERP: 1.25 kw; change HAAT: 363 ft. (H&V) and change TPO. Ann. Aug. 12.

- WWH(IFM) Muncie, Ind.—Seeks CP to increase ERP to 126.75 kw; HAAT: 904.75 ft. Ann. Aug. 10.

- WETL(AM) South Bend, Ind.—Seeks CP to change TL; increase ERP: 3 kw; HAAT: 300 ft. and make changes in ant. sys. Ann. Aug. 12.

- WOS-T(AM) Showhegan, Me.—Seeks modification of CP (BP-790070AF) to make changes in ant. sys.; change ant. type; increase HAAT: 2.430 ft. (H&V) and change TPO. Ann. Aug. 12.

- WSHL-FM Easton, Mass.—Seeks modification of CP (BP-790067AF) to make changes in ant. sys.; change TL; change SL; change type trans. and change TPO. Ann. Aug. 12.

- WAWM(AM) Maynard, Mass.—Seeks modification of CP (BPED-82047AB) to make changes in ant. sys.; change ant. type; increase ERP: 0.136 kw and change TPO. Ann. Aug. 12.

- WOKM(AM) New Albany, Miss.—Seeks CP to change TL; increase ERP: 100 kw; HAAT: 604.3 ft. change transmit and make changes in ant. sys. Ann. Aug. 10.

- WLXOL(AM) New York.—Seeks CP to install aux. on main tower, to be operated on ERP: 3.18 kw (H&V); HAAT: 173 ft. (H&V) and change TPO (for aux. purposes only). Aug. Ann. 12.


- WMUB(AM) Ohio.—Seeks modification of CP (BPED-790026AA) to make changes in ant. sys.; change ant. type.; decrease ERP: 30.0 kw (H&V) and change TPO. Ann. Aug. 12.

- WAIM-Anderson, S.C.—Seeks CP to install aux. on main tower, to be operated on ERP 60 kw (H&V); HAAT: 473 ft. (H&V) and change TPO for aux. purposes. Ann. Aug. 12.


- WKT(AM) North Charleston, S.C.—Seeks modification of CP (BPBH-800501AE) to make changes in ant. sys.; change TL; increase ERP: 100 kw (H&V). Decrease HAAT: 547 ft. (H&V) and change TPO. Ann. Aug. 12.

- KNTU(AM) Denton, Tex.—Seeks modification of CP (BPED-2244, as mod.) to make changes in ant. sys.; change TL; change SL; change ant. type.; decrease ERP: 6.7 kw (H&V); increase HAAT: 309 ft. (H&V) and change TPO. Ann. Aug. 12.

- KQFE(AM) Houston—Seeks CP to make changes in ant. sys.; change ant. type.; decrease ERP: 100 kw (H&V); increase HAAT: 970 ft. (H&V) and change TPO. Ann. Aug. 12.

TV application

- WJMB-TV Indianapolis—Seeks CP to change ERP to 211120 kw; 211.3 kw; aur.; change type trans. Ann. Aug. 12.

AM actions

- WAAAY(AM) Huntsville, Ala.—Granted CP to make changes in ant. sys. (modify D pattern). Action Aug. 6.

- WCKC(AM) Auburn, Ky.—Granted construction permit to increase power to 5 kw. Action Aug. 6.

- WRTT(AM) Vernon, Conn.—Granted modification of CP (BP-790373, as mod.) to make changes in ant. sys.; change TL; change ant. type.; increase ERP: 0.2 kw (H&V). Action Aug. 6.


- KLWL(AM) Many, La.—Granted CP to change hours of operation to full daytimer; change frequency from 1400 to 810 kHz; change SL & SL; and make changes in ant. sys. Action July 30.

- WHT(AM) Heath, Ohio—Granted CP to increase power to 1 kw. Action July 17.

- WCTA(AM) Alamo, Tenn.—Granted modification of CP (BP-21, 270, as mod.) to change TL & loc. SL. Action Aug. 6.

- KLAT(AM) Houston, Tex.—Granted CP to change hours of operation to U by adding N service with 1 kw, DA-2; specify SL and RC to 101 North Milby Plaza, Houston, and make changes in ant. sys. Action July 14.

- KVNU(AM) Logan, Utah—Granted CP to make changes in ant. sys.; change TL; change directional pattern. Action July 17.

- KSOS(AM) Salt Lake City—Granted CP to change
D power to 5 kw. Action April 8.

KOMO(AM) Seattle, Wash.—Granted CP to operate No. 2(N) tower as D only auxiliary non-directional ant. (for aux. purposes only). Action July 20.

KQV(AM) Rapid City, S.D.—Granted construction permit to change hours of operation to U by adding 1 kw; increase power from 250 to 51 kw; install DA-I and make changes in ant. syst. Action Aug. 7.

KQV(AM) Yakima, Wash.—Granted CP to change hours of operation to U by adding 500 kw; increase power to 5 kw; install DA-N; change city of license to Walla Walla; change T&BL; and make changes in ant. syst. Action Aug. 7.

FM actions

KLHT(AM) San Francisco—Granted CP to increase ERP to 347 kw (H&V); change type trans.; decrease HAAT to 593 ft (H&V) and change TPO. Action Aug. 5.

KGBA-FM Holyville, Calif.—Granted modification of CP (BPII-119, as mod.) to make changes in ant. syst.; change TL; change SL; change type trans.; change ERP to 3.0 kw (H&V) and change TPO. Action July 13.

WLPL(FM) Baltimore—Granted CP to make changes in ant. syst.; change type trans.; change ERP to 10 kw (H&V); increase HAAT to 560 ft (H&V); change SL and RC and change TPO. Action July 29.

WSHL(FM) Wash.—Granted modification of CP (BFPD-7960070AP) to make changes in ant. syst.; change TL; change SL; change type trans.; and change TPO. Action Aug. 5.

WOKI(FM) Dover, N.H.—Granted construction permit to increase HAAT to 500 ft; make changes in ant. syst. Action Aug. 5.

KRMQ(FM) Provo, Utah—Granted modification of CP (BPFI-11937, as mod.) to change type trans.; change ERP to 47.0 kw (H&V); increase HAAT to 2788 ft (H&V) and change TPO. Action Aug. 5.

WWTC(FM) Randolph Center, Vt.—Granted CP to increase ERP to 300 kw; HAAT: 2038 ft. Action Aug. 5.

WATG-FM Gate City, Va.—Granted CP to change name to radio station WKN; change TL; change SL; decrease HAAT to 475 ft; and make changes in ant. syst. Action Aug. 5.

TV action

WXOW-TV La Crosse, Wis.—Granted CP to operate to ERP: 400 kw (M), 227 kw (H), aur. 22.7 kw and change trans. Action July 22.

In Contest

Designated for hearing


Donald Broadcasting Corp. proposed assigning 97.3 mhz to Redding, Calif. to operate to ERP: 30 kw; HAAT: 234 ft; and make changes in ant. syst. Action Aug. 5.

Walland Group proposed assigning 97.3 mhz to Redding as its third FM assignment, comments due by Oct. 13, reply comments due Nov. 2 (BC Doc. 81-514). Action Aug. 5.

Augusta, Ga.—Proposed assignment of 98.3 mhz to Augusta as its fifth FM assignment, comments due by Oct. 13, reply comments due Nov. 2 (BC Doc. 81-514). Action Aug. 5.

Hilo, Hawaii—In response to proposal by Hawaii Broadcasting Co. for postion on ch. 64 to operate to ERP: 30 kw; HAAT: 156 ft; and make changes in ant. syst. Action Aug. 5.

Petrosky, Mich.—In response to proposal by MacDonald Broadcasting Co. for postion substituting 96.3 mhz for 96.7 mhz at Petrosky; comments due Oct. 13, reply comments due Nov. 2 (BC Doc. 81-506). Action Aug. 5.


Greenfield and Springfield, both Missouri.—In response to proposal by John A. Watkins to ressign 92.5 mhz from Greenfield, to Springfield; comments due by Oct. 13, reply comments due Nov. 2 (BC Doc. 81-503). Action Aug. 5.

Sidney, Neb.—In response to proposal by KSID Radio Inc.; proposed substituting 98.7 mhz for 98.5 mhz at Sidney; comments due by Oct. 20, reply comments due Nov. 2 (BC Doc. 81-573). Action Aug. 11.

Las Vegas, Nev.—Donaldson's R. E. Crants proposed assigning 103.3 mhz to Las Vegas as its eighth FM assignment; comments due Oct. 20, reply comments due Nov. 9 (BC Doc. 81-568). Action Aug. 11.

Sparks, Nev.—Assigned 92.1 mhz as Sparks as its second FM assignment; effective Oct. 13 (BC Doc. 81-82). Action Aug. 4.

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Cable

The following cable service registrations have been reported:

- Cable TV of Pointe Coupee Inc. for New Roads and Pointe Coupee Parish, both Louisiana (LA0213, 214) new signal.
- TM Cablevision of Riverside County Inc. for Snowcreek and Palm Springs Oasis, both California (CA0676, 677) new signal.
- Pembroke Cable Corp. of Halifax and La Crosse, both Virginia (VA0264, 265) new signal.
- American Television and Communications Corp. for Kaukauna, Little Chute and Menasha, all Wisconsin (WI0261, 262, 263) new signal.
- Berry-Dacuri TV Line Inc. for Hartleton and Millmont, both Pennsylvania (PA1999, 1999) new signal.
- Pembroke Cable Corp. for Mecklenburg, VA (VA0260) new signal.
- Derry-Dacuri TV Line Inc. for Swengal, Pa. (PA0200) new signal.
- Teleprompter Corp. for Woodbine, N.J. (NJ0466) new signal.
- Centel Cable Co. for Addison and Vernon Hills, both Illinois (IL0467) new signal.
- New Berlin Cablevision for New Berlin, Wis. (WI0260) new signal.
- Capital Cable Inc. for Rollingwood, Austin, Sunset Valley, West Lake Hills, all Texas (TX0767, 780, 781, 782) new signal.
- Teleprompter Corp. for Aledo, Ill. (IL0463) new signal.
- Zystra Communications Corp. for Luverne, Minn. (MN0205) new signal.
- Teleprompter of Irving Inc. for Irving, Tex. (TX0273) new signal.
- Garden State Cable Corp. for Buena and Shiloh, both New Jersey (NJ0467, 468) new signal.
- Hudson Cablevision Corp. for Litchfield, N.H. (NH0092) new signal.
- Essex Nineteen Eighty-Two Operating for Lake City, Mich. (MI0047) new signal.
- Clinton Cablevision for Le Claire and Princeton, both Iowa (IA0160, 159) new signal.
- Johnny Wilcox for Crab Orchard, Ky. (KY0523) new signal.
- Sammons Communications of New York Inc., for Johnstown, Mayfield (town) and Mayfield (village) all New York (NY0993, 935, 936) new signal.
- Telecable Broadcasting of America Inc. for East Cleveland, Ohio (OH0889) new signal.

Earth Stations

- Midcontinent Broadcasting Co. for Sioux Falls, S.D. (7m; S-A; E3315).
- Pasadena CATV Inc. for Pasadena, Tex. (7m; S-A; E3316).
- Cylix Communications Network Inc. for Providence, R.I. (4.6m; S-A; E3404).
- Armstrong Communications Inc. for Oxford, Pa. (5m; AF; E3403).
- Multimedia Cablevision of Oak Forest Inc. for Oak Forest, Ill. (6.1m; Harris; E3417).
- The West State Telecable Inc. for Douglas, Kan. (4.6m; S-A; E3418).
- Marengo Communications Inc. for Marengo, III. (4.6m; S-A; E3419).
- Western Illinois Cablevision for Farmington, III. (4.6m; S-A; E3420).
- Eastern Iowa Cablevision for Manchester, Iowa (4.6m; S-A; E3422).
- Hi-Net Communications Inc. for Athens, Tex. (5m; AFC; E3423).
- Hi-Net Communications Inc. for New Britain, Conn. (5m; AFC; E3424).
- Hi-Net Communications Inc. for New Britain, Conn. (5m; AFC; E3425).
- Cylix Communications Network Inc. for Elgin, Ill. (4.6m; S-A; E3426).
- GTE Satellite Corp. for Sacramento, Calif. (10m; Andrew; E3428).
- Cablevision of Kent for Rockford, Mich. (5m; Microdyne; E3430).
- H & R Management for Houston, Tex. (4.5m; Prodelin; E3431).
- GTE Satellite Corp. for Marina Del Rey, Calif. (10m; Andrew; E3429).
- Micellion Media Inc. for Dixon, Ill. (unknown; E3430).
- American Satellite Co. for Garland, Tex. (5m; S-A; E3432).
- American Satellite Co. for Scott AFB, Ill. (10m; S-A; E3433).
- American Satellite Co. for Macdill, Fla. (10m; S-A; E3434).
- Ipswich Cable TV Service for Ipswich, S.D. (4.6m; S-A; E3435).
- Satellite Business Systems for Santa Ana, Calif. (5.5m; Hughes; E3438).
- Valentine Cable TV Service for Valentine, Neb. (4.6m; S-A; E3439).
- Miller Cable TV Service for Miller, S.D. (4.6m; S-A; E3440).
- Ainsworth Cable TV Service for Ainsworth, Neb. (4.6m; S-A; E3441).
- Winner Cable TV Service for Winner, S.D. (4.6m; S-A; E3442).
- Western Union Telegraph Co. for Sky Valley, Calif. (11m; S-A; E3443).
- Brigham Young University for Provo, Utah (10m; Collins; E3475).
- RCA American Communications Inc. for Offutt AFB, Neb. (11m; Radio Mechanical Structures; KF24).
- Santa Fe Cablevision Co. for Santa Fe, N.M. (4.5m; Andrew; K130).
- Lancing Cable Television Co. for Vernal, Utah (4.5m; Andrew; K153).
- American Cablevision Corp. for Cleveland, Tex. (5m; S-A; E3419).
- Community Cablevision of Odessa for Odessa, Tex. (4.5m; Andrew; K162).
- West Texas CATV Associates for Seminole, Tex. (6m; USTC; K169).
- West Texas CATV Associates for Seagraves, Tex. (6m; USTC; K170).
- Southwest Cable Corp. for Espanola, N.M. (4.5m; Prodelin; K176).
- Horizon Communications Corp. for Broken Bow, Neb. (4.5m; Andrew; K177).
- Nation Wide Cablevision Inc. for Analectores, Wash. (5m; S-A; K188).
- General Electric Cablevision Corp. for Cressey, Calif. (5m; S-A; K190).
- Perry Cablevision for Perry, Okla. (5m; S-A; K196).
- Channel 7 Entertainment Inc. for St. Louis (4.5m; Andrew; K137).
- TV Cable of Seymour Inc. for Seymour, Tex. (6m; RF Systems; K150).

Other

- FCC proposes allocating the 38.6-40.40 ghz band to TV auxiliary broadcast stations on secondary basis for electronic newsgathering equipment or similar TV auxiliary pickup equipment. This band is presently allocated to Fixed and Mobile Services on shared, co-equal primary basis for stations authorized in heroic-to-point Microwave and Private Operational Fixed Microwave Services Comment date-September 18. Reply Comment date-October 19. Gen. Doc. 81-415.
- Request for revision of Parts 2 and 9 of Rules to permit inland assignment of frequencies in 420-450 MHz band for non-government radio location. Radiolocation is use of radio waves to determine position for purposes other than those of navigation (e.g., oil exploration). Comment date-September 21. Reply comment date-October 21. Gen. Doc. 80-135.
- FCC has adopted further notice of inquiry in order to receive more comments on problem of radio frequency interference. Number of complaints have been received about RFI to home electronic entertainment equipment. Comment date-premier 30. Reply comment date-November 16. Gen. Doc. 78-369.

Call Letters

<table>
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<tr>
<th>Applications</th>
<th>Call</th>
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<td>WIXR</td>
<td>East Coast Communications, Mount Pleasant, S.C.</td>
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<td>KSOU</td>
<td>Valley FM Radio, Weed, Calif.</td>
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<tr>
<td>WMKR</td>
<td>Radio San Augustin Inc., St. Augustine, Fla.</td>
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<td>WWSU</td>
<td>Western Illinois University, Macomb, Ill.</td>
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<td>WCKS</td>
<td>Greater Media Radio, Media, Pa.</td>
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<td>WQAP</td>
<td>Saginaw Communications Inc., Saginaw, Mich.</td>
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<td>WAKY-TV</td>
<td>Arecio Video Corp., Arecio, Puerto Rico</td>
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<td>KHOT</td>
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<td>KECC-TV</td>
<td>KECC-TV El Centro, Calif.</td>
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Grants

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<td>WAB</td>
<td>Bryant Radio Co., Mount Julliet, Tenn.</td>
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<td>WEHU</td>
<td>Erin Broadcasting Inc., Sun Prairie, Wis.</td>
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<td>KEHD</td>
<td>Daniel J. Healy, Garberville, Calif.</td>
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<td>KMCV Comox, Tex.</td>
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HELP WANTED MANAGEMENT

Station manager for group owned Class B FM in beautiful vacation area of California. Must have extensive sales background. Reply to Radio Management Associates, 1050 Hancock St, Quincy, MA 02169.

Excellent Sales Manager with longevity in prior jobs documented with proven success for top sheet No. 1 FM rock station. Must carry heavy list and understand bottom line. This is a permanent opportunity that will pay the price for a true professional. All candidates will be thoroughly checked. Number one salesperson that is now highest bidder at their station okay! Compensation package proves we want a winner. Letter and resume Box H-237.


General Manager for radio stations on East Coast, 5,000 Watt day, 1,000 Watt night Class C; compa- rable Combined revenues approximately $900,000. Qualifications must include college degree, 10 years radio sales and management experience. Licensee prefers individual with good sales and management organization which also owns newspapers and TV stations. Good salary plus incentive bonuses. Send resume to Box H-153.

Wanted: Station Manager—5000 Watt AM non-directorial with construction permit for 100,000 Watt FM Opportunity to buy in plus percentage of profit. Golden opportunity for the right person. St. Ignace, Michigan. Call nights 517-321-1753.

Selling Sales Manager for exciting East Texas AM/FM moving into new studios. You will build sales staff and billing. Base plus generous commission and over- ride. Send resume and references to Jim Wallace, KGRL Radio, Box 1400, Henderson, Texas 75652.

Major West Coast AM with Contemporary Christian Format needs a Sales Manager with outstanding track record. Send resume and reference to Jim Wallace, KGRL Radio, Box 1400, Henderson, Texas 75652.

Manager/Student Radio Station New position opportunity with newly established student oriented FM radio station located at West Virginia University. Responsibilities include planning, developing policy, managing operations, programming, and personnel, working with volunteer student personnel, and developing and managing. Applicants must possess a Bachelor's Degree in a communications field. Effective experience in a radio station management position including planning, policy and program development, budget control, and personnel management. Thorough knowledge of FCC rules and regulations applicable to program- ming, licensing, owning, and management of related areas. Salary $17,000+ depending upon qualifications. Forward resume by September 18, 1981 to: Jack F. Pancake, Station Manager, WVU Broadcasting Office of Personnel, West Virginia University, Morgan- town, WV 26506, An Equal Opportunity/Affirmative Action Employer M/F.

Intelligent articulate and aggressive sales manager wanted by growing N.E. group. Must have had previous management experience, looking for future with will- ing to make commitment, Excellent benefits and com- pensation package. Call Turner Porter, WIGY, 207- 443-5542 (EOE).

Sales Manager to help make the best better. Pacific Northwest small market group stations offer super pay, growth and benefits to experienced professional. Must be sharp, train and lead. We've got it all... salaries, sales tools, pro staff... all we need is you. Send resume, track record, sales philosophy, to Box H-209. EOE.


General Sales Manager a shirt sleeve executive, will carry a small but profitable line. Lead and develop sales force of five. First years earning is assured in ex- cess of $45 thousand, reply to Box H-186.

HELP WANTED SALES

Radio Salesperson Number one station in market, number six ranked AOR in America... has an opening for a winner in sales. A $300,000 list, and the right person will assume the entire list. Don't call, put in writing, include your goals for the next five years. Tell me all I need to know about you... include a copy of your 1979 & 1980 W-2. Write to: Dennis C. Lemon, General Sales Manager, 101-C Waters Building, Grand Rapids, MI 49503.

One of the Country's leading AOR stations, located in the heart of Florida. Great opportunity to work in top market. We're looking for experienced salespeople. Candidates must have working knowledge of co-op, be retail sales oriented and have a track record. Send resumes to General Sales Manager, Joe Davidman, at WSHE, 3000 SW 60th Ave., Fort Lauderdale, FL 33314.

Miami/Fl. Lauderdale, Schulke II — Experience, good judgment and a positive attitude are required. ARS and Agency selling O.K. but not necessary. May contact Diane Rosenhain, G.S.M. at 305-485-4111, and letter and resumes preferred. E.O.E. and confidentiality assured. WJWF, PO. Box 3333, Ft. Lauderdale, FL 33310.

Successful sales person, with opportunity for ad- vancement to Sales Manager, West Texas Full time AM-100,000 FM. Group operation with many benefits for career person with proven track record in sales. Resume to Galen Gilbert, 325 North Shiloh Road, Az. 50, Garland, TX 75042.

Top sales person going back to school after ten years at WRCG. Need experienced replacement with production abilities. Active account list. Also sales-an- noncier person needed. Send resume to Darrel Burns, KGRL, Box 1044, Sylva, NC 28779.

No Growth Limits—Multimillion dollar sales organization in beautiful NJ medium market offers a chance for a highly-charged pro to make substantial income representing top Arbitron-rated AM/FM com- bo. If you can prove to us you're a strong closer who doesn't need handholding, we'll offer an excellent sal- ary/ incentive plan. EOE. Box H-203.

Successful Sales Pro wanted for number one rated AM/FM station in beautiful Oregon. We need an ag- gressive career broadcaster to join us in our growing group. Top bucks. Benefits, list and sales tools. Our team is setting new sales records in spite of the econ- omy! Winners only then send complete into Box H-199. EOE.

If you want to earn money we want to talk to you. Two related broadcast stations in West Virginia are seeking for straight sales/salesnews combo positions at small mid- western station. Good earning potential, established territory available. Reply Box H-196.

The Best. That's what we're looking for and willing to pay to get. A Sales Executive with a proven track record in agency and broadcast sales wanted. Must be ready to join the radio leaders in a fast growing market and a faster growing group. Send resume to James C. Scott, General Sales Manager, KCEO/KZKZ, 5096 Ellsoon, NE Albuquerque, NM, 87108. No calls please.

Experienced Radio Sales executive for Central Florida growing small to medium market. Challenging position. Send resume to WMIC, Radio, PO. Box 597, Ocala, Florida 32678.

Sales Person—Pittsburgh radio station is looking for an account executive with two years experience in sales. EOE. Resumes To: Box H-216.

HELP WANTED ANNOUNCERS


Experienced Morning personality needed to join CHR team at top FM in Midwest. Box H-149.

Versatile announcer for community involved local radio station. We want a person looking for a stable, long term position. Announce, production, news, sports, the more variety you can do the better! Contact Jeff Hancock, WCBK AM/FM, 317-342-3394. Box 1577, Merivilla, Indiana 46151, EOE.

AM-FM Stereo Station needs morning announcer. Beautiful New Mexico community Cool summers, mild winters. Adult community. Send resume to: Darrel Burns, KRSN, Los Alamos, NM 87544.

Afternoon drive jock for N.W. Ohio Country leader. Must know country and be "up" in delivery. Tape/ resume to Jerry Wells, PO. 419-422-4545. EOE M/F.

Radio Announcer/Technician with emphasis as News/Information Producer. To work at WGTD—FM/91, Gateway Technical Institute's Radio Station. Among other things, this person will develop and pro- duce news/information programs, news modules, features, documentaries, in addition to radio staff an- nouncing duties. Position includes evening minimum. Qualified candidates will have a Bachelor's Degree in Radio Broadcasting or the equivalent; two years full-time diversified radio experience with an emphasis in news and/or public affairs programming. Salary Range: $13,013 to $16,071 with merit increases to $19,129. For an application blank and a Posting Statement contact: Ken Niemeyer Personnel Office, 1001 Main Street, Racine, WI 53403 or call: (414) 636-7320. Gateway Technical Institute is an Equal Opportunity Educator and Employer operating under an Affirmative Action Plan.

Vermont's largest radio station is looking for a full- time announcer. Good pay and benefits in Vermont's largest city! If you can communicate with adults, send tape and resume to: Gary Wheelock, WVMT, PO. Box 12, Colchester, VT 05446. WVMT is an Equal Opportu- nity Employer.

Group Operation needs experienced announcer/pro- duction person for new small market Virginia sta- tion. Resume to Childress Group, Box 1044, Sydla, VA 26779. EOE.

D/J/News combo person wanted by country music stations WAFL AM/FM, Box 324, Milford, Delaware 19963. Send tape and resume.

Professional for full time air and production. Ex- perience helps, education a must. Starting salary $10, 000. Send tape and resume to WWMW. 21 Colony St. Meriden, CT 06450. EOE.

HELP WANTED TECHNICAL

Virginia, AM, FM seeks Chief Engineer, FM, Class B, AM, DA2, experience with directionalss mandatory. Plans under way to construct new AM tower site. Will execute policy of company maintenance. Clay Media is an equal opportunity employer and encourages minority and female applicants. Please forward salary requirements and resume to: Ms. L. J. Ludgate, Clay Media, Inc., PO. Box 5387, Charlottesville, Va. 22905.

Experienced qualified engineer for 100,000 watt FM SMC Automation, and AM. Delightful year round climate. Excellent salary. Benefits include retirement pension. Contact Bill Harrell, KVQX KOYE FM Laredo, Texas. 512-723-4359.

Classified Advertising
See last page of Classified Section for rates, closing dates, box numbers and other details.
Morning Anchor
Mature adult delivery with per-sonality. Heavy on experience and teamwork. Great salary and benefits to right person. Beautiful South Carolina outpost. Immediate opening. CV and resume—Nick, Director, WTMJ Radio, PO Box 31089, Charleston, SC 29407.

HELPED WANTED, PRODUCTION, OTHERS
Operations/Production Director—Needed for award winning public radio station in Texas. College degree and professional dedication required. Salary competitive, excellent benefits and working conditions in a beautiful location. Send non-returnable tape, letters, resume and references to Bill Gellerman, General Manager, AMFM, East Texas State University, Commerce, Texas 75428. ETSU is an Equal Opportu-nity/Affirmative Action Employer.

We offer stable, challenging, rewarding employment in a highly professional environment to outstanding people. WBBQ Communications Company operating WRAL, North Carolina News Network, Tobacco Radio Network and SN Spot Sales in Raleigh; WHTN-WKEE in in-Hun-tington; AM-6KSS in San Antonio and soon WRLN-WRXK in Richmond (FCC approval pending). Our formats include Top 40, AC, Country Oldies and Album Rock. We're looking for someone to fill a position in Promotions & Traffic. If you're committed to professionalism and goal achievement, tell me about your needs, interests and qualifications and I'll tell you more about us in a confiden-tial reply. Wally Volgi, Group Vice President, Capitol Broadcasting Company, BOX 17000, Raleigh, North Carolina 27619. We're an Equal Opportunity Employer.

PD-TOP MOR, requires strong experience in pro-gramming, music, management. Send resume, tape with air check and production to KOTA, Rapid City, SD 57719.

Programmer For Southeast. Must have medium-major market experience. Salary 25K+. Resume to Box H-140.

Radio Production Assis tant! East Coast commercial production studio seeks production specialist to record-ed & log radio programs. Position will in-clude editing, writing, research & office manage-ment. Send resume, salary requirements, and references to Box H-130.

Program Director, morning air shift, mass appeal contemporary, strong production, promotions, good at handle station. Send resume with air check and pro-du ction to Al Johnson, 15 River Lane, Lake Charles, LA 70605.

Information Specialist $20,000 (Negotiable) Na-tional radio network seeks broadcast publicist with excellent writing skills to do national promotions of network programs; develop & distribute related promo-tional materials to member stations; and handle national publicist's mail for any special offers or assigned series. Must have 4 years college or equivalent experience with at least 5 yrs. job related experience. National publicity exp. preferred. Send resumes and writing samples by 9/10/87 to: Person nel National Public Radio, 2025 M St, NW, Washington, DC 20036. AA/EEO.

Assistant Coordinator For On-Air Promotion $16,000. National radio network seeks creative, individual with excellent writing, organizational, and tape editing skills. Individual will assist with produc-tion of audio & video promotional spots. Requires 4 yrs. college. Send resume, along with one written piece that includes at least 1 yr. experience in audio & TV production, Previous public broadcasting experience preferred. Send resumes and writing samples by 9/1/87 to: Person nel National Public Radio, 2025 M St, NW Washington, DC 20036.

SITUATIONS WANTED MANAGEMENT


Turnaround Situation? 25 years of sales/s.m. both major/medium market experience. Seek similar size market. East. as G.M. Box H-204.


Experienced GM seeks position, expertise turn-around situation, sales, programming, excellent references, prefer urban contemporary or Black oriented formats, bottom line oriented. If your ratings and revenue is up, give me a call. Box G-122.

Here's A GM that loves to sell, hold expenses, in-crease profits. Have done 8 applications and renewals, put 2 stations on air. Can lead, motivate and make us both money. Former family man, prefers Northern climate. Box H-194.

Successful SM, GM and I've been good group. Let's discuss your situation. Will consider all 919- 622-2530.

SITUATIONS WANTED SALES
Experienced Sales Pro seeks position with progressive station, AM/FM. Must have good knowledge of jazz fusion, and wish to do part time air shift to compliment sale. Would prefer southeast. Peter Delitch-man. PO Box 4536, Winter Park, FL 32792. 305- 677-4952.

SITUATIONS WANTED ANOUNCERS
Experienced air personality seeks full time position. Strong background in sports, music and board work. 3 A. Radio & TV reply 524 Covendale Ave. Crestline. Ohio 44827.


Experienced AC/Top 40 Jock. I'm ready to move when you give the work. No offer overlooked, market size no problem. Kevin Hilley, Box 73, Denville, NJ 07831.

Top Market Jock wants to do mornings, but will con- sider all shifts, on a well run radio station. If this is your station, call Paul after 2 p.m. Central only! 312-624- 0876.

Beginning D.J. first job was for on air training. Willing to learn and develop to move to full time holder of a third phone and willing to relocate. Call of write to Robin Weeks, 904–893-2409. 3602 Alitsons Drive, Fallahases, FL 32006.


Midnight to dawn. First Phone, experienced, reliable country personality with the ability to keep you num-ber one overnight. 714–922-3833 after 12 noon POT.1.

Experienced, dependable announcer, license, major market background, voice, sales, public relations, prefer Midwest, Bill 812– 447-2835, after 1 P.M.

SITUATIONS WANTED ANNOUNCERS CONTINUED


Quality: Announcer with 6 years experience. Seeks position in Tri-state area. Other markets would be Philadelphia, Washington, D.C. and Atlanta. Call James Cameron 217-536-7772, Mon.-Fri. 4 p.m.-10 p.m.

Tele/Talk Host—Mature, skilled professional: assis- tive but sensitive and humorous. 7 years talk per- suerience; 20+ aks in philadelphia. New York CITY. major network; interviewer. Interested in dor- markets or major dollars. Box H-135.


SITUATIONS WANTED TECHNICAL

Experienced location recordist, conservatory gradu- ate, with 1st class license and a strong belief in public radio would like useful or temporary work in WCRS, David Satz, 682-17870 or 865-9593.

Available: Short-Term employment. 20 year pro- gram, new installations, rebuilding, spooling, maintaining programs. Shonty 217-249-5598.

Experienced AM-FM All Areas including sta- tions, applications, construction, proofs, rules. etc. Also, First. BSEE certified. Upstate, Midwest, Box H-201.

SITUATIONS WANTED NEWS

News Director/Reporter —apply in Top-30 area with radio, TV and newspaper experience. Contact Box H-91.

Outstanding Sportscaster: one of the best, but hid- den in a region to small market, so don't know if yet. Excellent PBP solid sports and interviews. 518-7610-037, Gary.


Need morning spots this week? Also all sale pro- duc, plus more. Versatile. 215-334-6906 or 912- 232-0730.

Excellent news reporter with strong delivery 6 years experience, want dependable operation, any market, ready immediately. Call Jim 614-436-8103.

Serious-minded newscaster eager to demonstrate communications skills. Contact Roger Dean, 312-477-5427 after 5 p.m. Any day of the week.


SITUATIONS WANTED PRODUCING: OTHERS

Soul Program, major market know how wants smaler position to join in. 630-912-3218.


TELEVISION

HELP WANTED SALES

NYC based video company with state of the art equipment seeking experienced video production salesperson. Good opportunity for serious-minded broadcast pro. Send resume and requirements to: Box H-201, EOE M/F.

Unique opportunity for AE ready to move up, or Local or National Manager who is still, Sunbelt HUF Indy is on the move! Need management help in both local and national accounts. With Swiftly growing market revenue. Floorlook opportunity with unlimited potential. EEO employer. Box H-195.

Account Executive—must have at least two years television sales experience. Send resume to Leroy Sylvan, Local/Regional Sales Manager WJCA-TV, 111 Dorrance Street, Providence, R.I. 02908. EEO Opportunity Employer.

KTCB-TV, the CBS affiliate in Austin, Tex. is looking for an experienced television sales person. Ability to generate new business dollars and to effectively service a major client/agency list are two of our re- quirements. Contact Gus Stewart, local sales manager KTCB-TV, PO. Box 2223, Austin, Tex. 78768. KTCB TV is an equal opportunity employer.

Opportunity for an aggressive, self-motivated salesperson to team up with a rapidly growing television production company Send complete resume to: Producer/Writer Network. Commons West Suite L-1-C. 836 Newton Yardley Road, Newton, Pa. 19040.

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Established and respected account executive needed to handle client accounts in the professional, growing organization. You'll have the best of both worlds by living in New England, and dealing with some of the best people in the business. Your new account list will consist of banks, corporations, local agencies and regional co- op, manufacturer's dollars. You must be experienced. You'll be given the credit to build the account. Contact Brad Worthen, Sales Manager, WNNV TV, Box 906, White River Jct., VT 05001. 802—285-3100.

General Sales Manager—Strong CBS affiliate in Southeast market looking for GSM to direct ex- pressed and successful sales staff. Candidates in successful local and national sales management ex- perience will be considered. Excellent opportunity with a Times Mirror subsidiary involved in national challenge and personal advancement. Equal oppor- tunity employer. (Reply Box H-220.

HELP WANTED TECHNICAL

TV & Video Engineers Needed. Chief Engineer: Assistant Chief Engineer, Studio Supervisor, Main- tenance Engineer. Top Salaries—Excellent Location. Phone Alan Kanish at 917—287-9635 and/or send your resume to Key Systems, New Bridge Center, Kingston, Penna. 18704.

Studio Maintenance Engineer for KMID-TV in Mid- land, Tex. 1st Phone and 1st year practical experience re- quired. Salary negotiable. Please mention this in- terest to: Valve Director, KXII-TV, 1111 W. 171st, Sherman, Texas 75090, 214—892-8123. EOE.

TV Engineering Supervisor—Major market CBS affiliate, WNAV-TV, Boston, has an immediate opening for the person who can supervise technicians in the in- stalling, maintaining and operating of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG digital back- ground and FCC General License are essential. Previ- ous supervisory experience preferred. For prompt con- sideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RGB General Inc., RGB General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer. M/F/PH/VE/HE.

Electronic Technician—Responsible for the main- tenance of all electronics or mechanical equipment. May be required to repair or maintain the physical facilities or station. This includes general plumbing, painting, carpentry, and set construction. May be required to perform other duties as assigned by the Lead Engineer. Must have a valid Massachusetts Telephone License. Experienced in the maintenance of complex electronics and electro-mechanical equipment. Able to lift and carry 10 lbs, a distance of 200 feet. Normal hearing and color vision with vision cor- rectable to 20/30. Must be able to operate a motor vehicle and be insurable. Send application, along with resume, to KIMO-TV, 2700 NE 15th, Westport, Anchorage, AK 99507. Attn: Chief Engineer.

Video Tape Editor: Primary job to edit weekly hour mini commercials. Documentory, as well. Will supervise editing facility and assist in other mini commercial editing. Knowledge of the video process is a plus. Must have mimic "news" editing experience and ability to edit for content. Background in journalism and production desired. Excellent opportunity for personal advancement. Samples of work required. Submit salary re- quirements, resume and cassette to: Wiley Hance Of- fice B WNEC, 184 Birton St., Buffalo, NY 14213. As soon as possible. No phone calls please. An Equal Op- porportunity Employer.

TV Technician: Immediate opening. Mipmac three years experience in TV broadcasting. Operating ex- perience with 2-inch and 1-inch video tape operation, camcorders, ENG and ENG facilities. Send resume to Mr. Myron Oliner, C.E., KBTN, 1089 Hancock St., Denver, CO. 80217. We are an equal opportunity employer.
HELP WANTED TECHNICAL CONTINUED

Studio/Transmitter Maintenance Wanted 3-5 years experience with State of the art equipment. ACR-25, VTR's, Picture Monitor, 4B and Grass Valley 300 with DVE. Experienced only must be self starters. We are a growing UHF Independent in San Francisco. Salary negotiable. Contact Chief Engineer, KTOO-TV, 2500 Marin St., San Francisco, CA 94124 E.O.E.


Assistant TV Maintenance Engineer: Associate degree (2 years) in electronics technology (for equivalent service school) including training in digital and microcomputer systems, and experience working as a part time student assistant for 1 year required. Will assist maintenance engineer in repairing all varieties of Televideo and minicam systems, and experience working with audio and monochrome cameras. U-matic and minicam video recorders, monitors, receivers of both broadcast and "small systems" varieties. Operation of television equipment required. Position available for application: September 11, 1981. Date of appointment: October 5, 1981. Salary minimum $5,352. Letter of application, transcripts of records, and resume should be sent to: Earl Derby, Chief Engineer, TV Services, C-101 Music and Speech Center, Kent State University, Kent, Ohio 44242. Kent State University is an Equal Opportunity/Affirmative Action Employer.

Chief Engineer: Responsible for installation and maintenance of non-commercial FM broadcast and closed circuit television facilities. Must have FCC 1st or 2nd class license and training and experience with audio and video equipment. Must be able to work with students and Broadcast Faculty. Competitive salary and benefits. Apply by September 21, 1981, to Dr. Earl Lammel, Chairman, Speech and Theatre Department, Westminster College, New Wilmington, Pennsylvania 16052 or call 412-945-8761. Position opens October 1, 1981.

Chief Engineer for growing UHF Independent in South Louisiana. Subsidize, resume and salary history to: Director of Engineering, KADN-TV, 1500 Eraste Landry Road, Lafayette, La. 70505. An equal opportunity employer. Phone: AC 318-237-1500.

Studio Engineer for Northeast Public TV station capable of installing, operating and maintaining Ampex AVR-2, ENG equipment and Fernace cameras used on 30 ft. unit. 1st Phone and 3 yrs. equipment maintenance experience. Resumes: Personnel, WGBY, 44 Hampden Street, Springfield, MA 01103 EOE.

Tapeworx, N.Y.C.-post-production facility is looking for a maintenance engineer who has a working knowledge of 3/4" tape editing, super 8 and 16 mm film and maintenance of Sony 3/4" VTR's and One Inch Type "C" VTR's. Responsibilities will include assisting in the construction and set up of new facilities which will be used for minicam editing, studio, and broadcast quality install, stage and maintenance after construction. Salary will be commensurate with experience. Send resumes to: Tapeworx, 18 East 50th Street, New York, N Y 10022.

TV Maintenance Engineer: Must have FCC first or General Class Radio Television license and several years of actual maintenance experience with state of the art television studio equipment and associated systems. Salary commensurate with experience. Contact: Chief Engineer, 2425 Sunnyside, Webster or Bemmis Wimmers, 305 - 377-0811 ext. 130. WOX-TV 8, 1111 Brickell Ave., Miami, Florida 33131. Equal Opportunity Employer.


HELP WANTED NEWS

News Director - Midwest NBC- TV affiliate seeks production oriented journalist to manage entire news operation, including weather and sports departments. Must have imagination and energy plus ability to deal effectively with news anchor. Salary open. EEO Station. Send resume to Box H-110.

Iowa TV station, competitive market, needs an assignment editor. Experience preferred, unless you come highly recommended. Knowledge of Iowa scene desirable. We are an Equal Opportunity Employer. Send letter and resume to Box H-120.

8 & 10 PM Anchor—Monday thru Friday in sunny Florida. No beginners, no readers. We need experienced working anchor person. Send resume and salary requirements. Top 60 market. Box H-157.

News Director, 125-140 size. In one of the west's fastest growing markets. Net affiliate wants experienced person to run expanding dept. EOE employer. Send resume and salary requirements to Box H-165.

Number 2 Medium market station in South looking for Co-Anchor to take us to number one... salary to $25,000. You will write and do some reporting. Resumes to Box H-167. An Equal Opportunity Employer.

Anchor-Producer-Reporter Requires several years experience. Work in professional atmosphere with state-of-the-art technology in the Black Hills. Mail resume, VTR with samples and resume to Mike Morgan, KOTA-TV, Rapid City, SD 57709.

Co-Anchor/Producer for Midwest network affiliate. Creative compensation package for talented veterans. Writing samples, tapes, first reply to Tom Mxdexon, WLPI-TV, PO. Box 18, Lafayette, Indiana 47902.

Hiring Staff for new newscast. All positions open for news, sports, weather. Experience preferred. Send resume and tape to: Box 6284, Nashville, TN 37205.

Weekend Anchor. You are still looking for a bright energetic person to anchor and report at our Cor- itian-owned. CBS affiliate. Rush audition tape and resume to: Anchor, KORT-TV, PO Box 8, Tulsa, OK 74101. Equal Opportunity Employer.

Anchor/Producer for Midwest network affiliate. Creative compensation package for talented veterans. Writing samples, tapes, first reply to Tom Mxdexon, WLPI-TV, PO. Box 18, Lafayette, Indiana 47902.

Hiring Staff for new newscast. All positions open for news, sports, weather. Experience preferred. Send resume and tape to: Box 6284, Nashville, TN 37205.

Weekend Anchor/Reporter Minimum two years experience in commercial TV as a reporter or anchor. Send resume and audition tape to Bob Totten, News Director, KSEE, Box 2700, Topexa, Kansas 66061 Equal Opportunity Employer.

If You Can Produce a visually pleasing jour- nalistically sound news cast then you may have a great future with this medium group. You'll work with a new staff of 50 dedicated journalists. Send resume and letter of news philosophy immediately to Box H-218, EOE. (No Exp Req)

Sports Anchor—For a Southwest network affiliate station, Excellent facilities, all ENG, large news opera- tion. Apply immediately on air experience. Send resume to Box H-185, EOE.


Shenandoah Valley (VA) NBC news operation seeking a报 production ex- perience. Salary to $40,000. EOE. 

Director of Production Facilities: Responsible for the day-to-day production operations of a progressive 4-station public television network. Supervision and training of entire production staff including Producer/ Directors. Complete responsibility and control of all studio and remote productions. Prepare and control production budgets, survey and plan multi-camera remote shoots, work closely with purchasing in the purchase of state-of-the-art television equipment, and technically produce a variety of programming. A take- charge position. Requirements: An academic degree is desirable and experience as a Production/ Director or Production Manager at a TV production facilities. Salary: $24,000-$34,000. Send resume to: Box TV 2, Greensboro, N.C. 27420, EOE station.

Florida Production Center Location: Tampa. The largest film and tape production facility in the state of Florida has an exceptional opportunity at FPC's new Tampa facility for a creative professional with a strong track record in directing both film and tape commercial and programming related projects. Candidates should send: resume detailing work experience, sal- ary history references and a sample reel (with budget figures) to: L. D. DiGiusto, III, Vice President, Florida Production Center, 150 River- side Ave., Jacksonville, Florida 32202.

Producer, Searching for experienced Producer/ Writer. Write and produce children's programming and supervise small staff. Send resume, VTR cassette to: Director of News & Production, WPRI-TV, 50 South 9th Street, Mpls, MN 55402. Phone 612- 330-2560.

Commercial Director/Announcer/Copywriter: We're seeking a director with experience, talent and enthusiasm; someone skilled in location and studio tape production, in editing, and on-camera performance. Whatever it takes to produce a commercial from concept to completion you'll have the freedom to create. Southeast medium market. EOE. Box H-178.

Commercial Producer/Director—2 years minimum commercial production experience required with an imaginative and comprehensive knowledge of studio/location production and lighting. Must establish and maintain a good rapport with clients and have hands-on experience with Ikegami cameras, minicam editing, Chroma IV, location lighting. Quality-minded applicants may send resume and cassette to: Tom TenHofend, WKRC-TV, 1600 Highland, Cincinnati, Ohio 45219 by Sept 9, EOE.

Video Tape Editor: Primary job to edit weekly hour minicam newsy documentary. Will supervise editing facility and assist in other minicam editing. Knowledge of time code editing necessary. Should have minicam news editing experience and ability to edit for content background in journalism and TV production desirable. ENG camera experience desirable. Samples of work required. Submit salary require- ments, resume and cassette to Wylie Hance, Of- fice B, WNEF TV, 184 Bartol St., Buffalo, NY 14213. As soon as possible. No phone calls please. An Equal Opportunity Employer.

Production Photographer/Editor: ...through working knowledge of 3/4 inch and 1 inch shooting and editing and a must. Send resume and tape sample to Production Director, WKBW-TV, 7 Broadcast PL, Buffalo, NY 14202. An EOE.

TV Program Manager—College graduate with ex- panded background in news- photography, and production; and at least three years experience as supervisor or department head in television. Contact William E. Wuerch, WPRI-TV, 25 Calame, West Providence, R.I., 02914. No Phone Calls. An Equal Opportunity Employer.
HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Producer for PM Magazine: Person will be responsible for complete production and packaging of PM Magazine, pre-production, production, field production, and post-production of feature stories, development and production of local departments and tips, development and management of all office systems, budget, development, and control. Management, budget and organization skills are necessary. Producing and directing experience in the studio and the field is essential. Prior experience with PM Magazine is highly desirable. Send salary requirements and resume to Frank Watson, Station Manager, WINK-TV, RC, Box 1050, Fort Myers, Florida 33902. EEO.

New Full Staff GM: GM-PD-AE’s N.D. for Indi VHF in top 50. Resumes; salary requirements; no tapes. Box H-197.

TV Director for medium market network affiliated VHF with solid credentials as a newscast director. Must also have experience with commercial, public affairs, and promotion productions. If you are looking for a place to step in and direct all kinds of television right away, this is the situation for you. Send resume and samples to: Michael Meyer, Production Manager, WOTV, PO Box B, Grand Rapids, Michigan 49503 or call 616-459-4125. WOTV is an equal opportunity employer.

TV Producer-Director—California Public TV station now accepting applications for creative and experience director with strong background in all phases of production. Requires: Telecommunications graduate, or related field, and two years experience as Broadcast Producer-Director. Salary: $18,132 to $22,008 plus full benefits. Applications must be postmarked by September 28, 1981. Apply to: Winston W. Cart, Principal in Charge, California Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

Program Manager: Responsible for programming television station and related duties. Some college desirable but not required. Must have several years of experience in television programming and complete knowledge of FCC rules and requirements. Salary and other benefits open. Send resume and salary requirements to: EEO Office, KPLC-TV, PO Box 1488, Lake Charles, LA 70601. Equal Employment Opportunity Employer.

Producer/Director: 50’s Market CBS affiliate is accepting applications for the position of staff director. The applicant should have 2-4 years news and/or commercial production directing/TV experience in a competitive production facility. Send resume and cassette demo to: Steve Doan, Production Manager, KTHV, Arkansas 11th/PO. Box 269/Little Rock, Ark., 72203.

WOSU is recruiting for 3 TV Senior Producers. Must have a B.A. degree in Communications or a related field. Significant experience in producing, writing, and TV directing (preferably at a PBS station). Considerable knowledge of TV studio and EFP production procedures. Producing experience with budget management and supervision. Must have previous production experience in one of the following areas: Special Events, Sports, News, or News/Public Affairs. Send video tape and resume to: Debbie Eberle, Personnel Manager, WOSU-TV, The Ohio State University, 2400 Olen Tangley Road, Columbus, OH 43210.

SITUATIONS WANTED MANAGEMENT

Program Director/Station Manager: 20 Year TV Management Experience. FM/AM/TV, programming, operations, and management. Complete knowledge of FCC rules and regulations. Licensing is a specialty. 802-293-3383.

Local Account Executive: Responsible sales management position with progressive broadcast group. Medium-sized Midwestern market preferred. Experience covers 6+ years with same company in local/regional sales and national agencies. Box H-192.

Successful bottom line oriented manager. GM or GSM (Independent) or affiliate. Open to all offers. Call 919-822-2530.

SITUATIONS WANTED ANNOUNCERS


SITUATIONS WANTED TECHNICAL

First Phone broadcast production Engineer and Air Switcher, Box 2391, Wartminster, PA 19097.

SITUATIONS WANTED NEWS

Award-winning Anchorman in top seven market available by Fall season. 12 years experience from reporter to news director. Hard-hitting documentaries, crisp writing, solid delivery and strong on-air appearance to be your up-front anchor. Box H-171.

Professional Meteorologist, AMS Members, currently top 50 market, desires full-time number one weathercasting program. Box H-119.


Recent graduate seeks entry level news position. Fully trained—will relocate, Phone Nancy 212-933-2398.

Weekend sports anchor/reporter/producer looking for move to bigger market. Four years experience with top rated 50’s market station. I have done it all. Box H-208.

A responsible voice attached to a probing mind, achieving solid communication. And I throw a great party! Medium market anchor needs money and challenge. Box H-212.


Powerful Presence that makes people listen, understand and remember where they heard it. Street-wise hustler whose warm, mature credibility may also warrant anchoring. Box H-187.

Eager Energetic Enthusiast individual desires on-air position. PM and cable-TV reporter experience. Contact: Mitchell Rappazzo, 6B12 Bonnie Ridge Drive, Baltimore, Maryland 21209. 301-486-3611.

Sportscaster…available in September. Seven years experience in TV and radio, including play-by-play. Call John…317-448-1359.

Weathercaster: Professional yet personable, educated in science and humanities, good appearance, wants first position. All offers considered. Charles 804-323-2852.


Hard Working Female seeks TV news Reporter position in a small market. Has some radio experience. Will relocate. Tape and resume Sheryl 212-392-6449. (after 6 p.m.)

SITUATION WANTED PROGRAMMING, PRODUCTION, OTHERS

What Can I Do For You? Producer/Writer experienced with talk show and magazine news formats in number 2 market seeks work. Field producing/directing and videotape editing background in the bargain. Box H-208.

Production Specialist with experience in all phases of production for both national and local TV or film, prefers South Florida. 305-584-8829.

Creative, Enthusiastic person looking for work as cameraperson, production assistant, lighting, etc. Interesting experience. Will relocate (preferably east). Call Jeff collect 516-936-7715; 935-3363.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Producer/Host/Anchor, (Amateur Model). Female seeking similar position in medium market with a talk show, FM, Magazine or News format. Experienced, aggressive, witty personality. Will relocate. Call Linda 412-422-0595.

Five Years Experience all phases of production. Commercial, Industrial, Educational. Strong Director will relocate. Fredric Bracken, 815 Thornwood, Suite 6, Toledo, Ohio 43608. 419-382-5229.

Experienced TV Director with switching ability seeks position as Producer/Director or Director in a medium market. Former Radio News Director. Box H-181.

ALLIED FEIYDS

HELP WANTED SALES

Jingle salesperson, Southeast: Top SSS. Call Jim Scott 904-355-7736.

HELP WANTED TECHNICAL

Chief Engineer for newly equipped University telecommunications center. Facilities include 50 kw FM, UHF, 1TS, CCY, and production studio, EFP and recording studio. BS in related field and 3 years engineering experience required. Competitive salary plus university fringe benefits. Apply to: Joel L. Hartman, Bradley University Center for Learning Resources, Peoria, IL 61625, 309-676-7611 X235, An Affirmative Action/Equal Opportunity Employer.

Consulting firm has opening for experienced engineer proficient in radio-television allocations, antenna systems, project management. Send resume and salary requirements to: Lawrence Behl, Lawrence Behl Associates, Inc., PO. Box 8026, Greenville, North Carolina 27834.

Videotape Technician Independent. Production Company wants videotape production technicians to record, edit, and dub commercial/industrial programs. Send resume, salary requirement and references (no tapes) to Box H-164.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Growth Opportunity in Cablecasting. State-of-the-art facilities, system serving over 80,000 subscribers has an opportunity for Dynamic sell starter. The right person should have broadcast experience in news, public affairs and advertising sales. This is the spot for a person looking to do their own thing. It's a new position in an established North East cable television company. The position report to the senior management of the company Please submit your own resume and salary history to (no telephone calls): James E. Doucette, Cablevision Industries, Inc., 6 Wier Ave. PO Box 311, Liberty, New York 12754.

Audio Production East Coast R-TV production firm seeks radio production people to handle recording, editing, and final assembly of broadcast programs. Send resume, salary requirements, and references to Box H-164.

Wanted Admin Asst./Exec Scey for Pres. of newly formed cable TV Corp. in Hillsborough County, fla., in an earning stock market as relates to comm. industry. Type/Scrib/Dict. Bright, alert, mature. Salary open. Box H-207.

Audience Research Analyst—Leading national opinion research firm, specializing in surveys of viewer attitudes toward television news, has attained direct position available for research analyst. Responsibilities include questionnaire design, written analysis of results, and report direction. Position demands excellent writing skills and analytical ability. Salary commensurate with experience. Send resume and writing sample to Geoffrey Garin, HRA, 1724 Connecticut Avenue, NW, Washington, D.C. 20009.

Broadcasting Aug 31 1981 59
WANTED: Magazine Editor. Experienced journalist who is concerned about media issues to become editor of The Quill, 30,000-circulation monthly publication of The Society of Professional Journalists. Chicago-based editor will be responsible for total editorial product. Salary commensurate with experience. Send resume, recent work samples, references to: Search Committee, Quill, 840 N. Lake Shore Drive, Chicago, Ill. 60611. Application deadline: Sept. 11.

WANTED TO BUY EQUIPMENT


Christian Television Network non-profit Religious organization needs cameras, recorders, switchers, monitors, transmitters, microwaves, towers, trucks. Tax deductible receipt issued for any amount of contribution or will buy Contact Rev. Lee Foster 713-991-3053. PO. Box 772, Alvin, TX 77511.

Tax-exempt organization seeks donated equipment. A:CC, 4202 Euclid Avenue, Fort Wayne, Indiana 46806.

FOR SALE EQUIPMENT


3.5 KW FM McMartin 3.5K w/B9-10 exciter, 2.5 years old with spares on site. Call M. Cooper, 215-375-6855.

Broadcast Systems Inc. supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-497-4998; Carroll Ogle, 919-544-1484; Byron Finchler, 205-525-5467; Marvin Bustley, 214-867-8775; Bill Martin, 417-867-6254; Al Crocker. 805-929-4476; and Jim Spears, Chuck Balding, Cary Fitch, or Don Boras at 800-531-5322. We specialize in television quality equipment.

10KW FM Harris 104Hz (1976) w/TE-3, stereo, s/c and many spares, excellent condition. M. Cooper 215-375-6855.


10KW AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-375-6855.

10KW AM RCA 10D-1 w/Mosley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215-375-6855.

1KW AM Collins 20V-3 (1969), many spares, proof, on air M. Cooper 215-375-6855.


For Sale—CVS, 520 TBC Best Offer Call: 312-641-6030 Days.

Redar colorizer for sale. One Arvin TW1A Teletwearch 5 level colorizer. Call 515-289-1314.

Sparta/Bauer two 15 kW AM transmitters like new, can be used as a 25 kW AM with combiner or used as 10 kW AM. Both units available Sept. 15th. Many Spares. Will sell separately or together. New in 1972. Becso International, 5846 Club Oaks Dr., Dallas, TX 75248 214-660-3000.


10KW AM RCA BTA 10F many spares. exc. proof, on air. M. Cooper 215-375-6855.


Helicopter—Eye in the Sky at ½ the cost! 1981 Hughes 300C ENG Helicopter with LIVE Microwave capability, can be used in immediate Sale or Lease. Ni-CAD, INC., South Bend, IN 229-287-5905.

KADI's installation of the new Gates FM50K enables us to offer for sale choice transmitting equipment: CCA 20,000 DS with 10 DS Exciter and SG10 Stereo Generator. Overall: complete Gates RDC-10 Remote Control Unit. 3 inch Andrews Holistic, one section 280 feet, one section 40 feet; one Phelps Dodge FMCHP-B, 8 sections circular polarization FM antennas 96.3 MHz; Phelps Dodge FMCHP-2, 2 sections circular polarization; CCA Walchdog. Never Used: Electronic Research ISO Coupler, Model 425. 20 KW; two 25KW Bird Wattmeters. Never Used. All equipment very reasonably priced. Liberal terms available if you have good credit. KADI, 7530 Forsyth, St. Louis, MO 63105. 314-721-2323.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Linners, 1448-C West San Bruno, Fresno, CA 93711.

Hundreds Renewed again this year! Free sample. Write on station letterhead for: Contemporary Comedy, 5948-B Twining, Dallas, Texas 75227.

MISCELLANEOUS

Small Market radio station owner who has done it all for thirty-two years and loves radio would love to meet like-minded lady who is station owner; or Mang, SM, Salesperson or who would like to be anyone of the above. I'll buy plus FM equipment. Whoever survives will be wealthy widow or widower. Please hurry, I'm not getting any younger. Rush replies to Box 1086.


Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale. $200 each. complete with storage case and instruction. Ran as a leased promotion in 450 markets in the 70's. Vaults never sold before. Call Eli Jenkins, collect at 813-522-5889, Drawer 84, St. Petersburg, FL 33731.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite E-06, Chicago, IL 60610. 312-944-3700.

Promote Your Face, name, station, and phone number on 100's of glossy, inexpensive "Photo-Stamp" I send 18c postage for color brochure, Advancement, Box 6355B, Syracuse, N.Y. 13217.

RADIO PROGRAMMING


INSTRUCTION


CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135, 314-522-6235.
Situations Wanted Programing, Production, Others

**Triple Threat**
One of the nation's leading Radio/TV talk show hosts, currently employed, now available for major opportunity. Mature, witty, controversial, entertaining and contemporary. PLUS broad programing background with phenomenal track record and ratings success in top ten markets. Long on experience. Can lead your news/talk operation into a winning one. In person get together can be arranged Sept 13-16 NAB, or write Box H-180.

**TELEVISION**
Help Wanted Management

**BUSINESS MANAGER—FLORIDA SUNCOAST**
CBS affiliate seeks experienced person to supervise accounting/personnel departments. Should have a college degree in accounting with a general office management background. Will be responsible for credit, collections, building management and coordination of efficient workflow between departments. Contact General Manager, WTIV, P.O. Box 22013, Tampa, FL 33622. (813) 876-1313 Equal Opportunity Employer.

**OPERATIONS MANAGER**
This important position for a leading independent station in top 50 market is available to an experienced and dedicated individual. Administrative strength is a must. Position will report directly to General Manager. Reply Box H-214.

An Equal Opportunity Employer

**ENGINEERING MANAGEMENT**
A major West Coast (California) broadcast facility has an excellent opportunity for a take-charge professional with proven engineering management skills.
The ideal candidate must have a thorough knowledge of master control, studio, video tape, transmitter and E.N.G. microwave operation. Individual must have proved abilities to coordinate personnel, budget and interdepartmental interface.

Excellent salary and benefits package. For prompt consideration in strict confidence submit resume to:

Dept. EEM
P.O. Box 50234
Los Angeles, CA 90060

Equal Opportunity Employer.

Help Wanted Technical

**ENGINEERS/TECHNICIANS**
**OUR TIMING COULDN'T HAVE BEEN BETTER**
... and neither can yours
if you take advantage of our exciting opportunities:
HERITAGE COMMUNICATIONS INC. is fortunate that the communication fields we've chosen are among the most exciting and fastest growing in the nation, including display, specialty advertising and our major area of concentration, cable television. We're now the 20th largest cable TV operator nationally, with systems in more than 120 communities in 11 states.

Join us as we continue to expand during this crucial developmental period of the cable TV industry. We're currently seeking individuals with the following qualifications:

**MICROWAVE TECHNICIAN**
HARLINGEN, TEXAS
- Capable of installing and maintaining microwave receivers, antennas and associated equipment.
- Able to perform tower maintenance functions and service restoration duties.
- Has thorough knowledge of FCC and FAA rules and regulations and is able to maintain Heritage picture and sound quality standards.
- Has electronics knowledge and skill.
- First Class FCC License is desired.

**FIELD TECHNICIAN**
Vail, Colorado
- Capable of assuming the responsibilities of system trouble shooting and technical projects (including design of extensions, additions of channels and re-builds of plants).
- Must have 4 years CATV experience.
- Experienced in system trouble shooting, splicing, headend, balance or sweep.

**FIELD AUDIT SUPERVISOR**
HARLINGEN, TEXAS
- Capable of coordinating field audit activities with office records (including handling non-pay disconnects, audit verification and collection).
- Able to develop cases for criminal prosecution against illegal CATV users and persons making illegal connections.
- Must have supervisory experience and 5 years of CATV experience.
- Must have construction background.
- High degree of personal integrity and good driving record.
- Skill in compiling reports and working with computer data is helpful.

**CHIEF ENGINEERS/TECHNICIANS**
SOUTHERN CALIFORNIA AND COLLIERVILLE, TENNESSEE
- Able to take responsibility for the design and construction of new 54-channel 400 mhz plants (including headends, earth stations, system maintenance, liaison and coordinating utilities).
- Must be graduate of recognized technical school or individual with equivalent CATV experience.
- Strong technical and management skills.
- Strong theoretical knowledge of HRC systems.
- Organizational and supervisory ability.
- FCC License is required.

HERITAGE COMMUNICATIONS INC. offers competitive salaries, a comprehensive benefits package, plus ample opportunity for personal and professional growth. For confidential consideration, send your resume or contact the personnel department:

2195 Ingersoll
Des Moines, Iowa 50312
(515) 245-7579
An Equal Opportunity Employer

Broadcasting Aug 31 1981 61
HOST/ CORRESPONDENTS
A New Dimension in Public Affairs Television

WCBV-TV, the ABC affiliate in Boston, seeks three host/correspondents for the most ambitious series of local public affairs programs in the station's history.

The individuals we seek must possess a rare and extensive combination of personal qualities and professional experience: intelligence, drive, enthusiasm, and warmth coupled with journalistic background, the ability to write and produce, personal magnetism in front of the camera and behind it, maturity, and a strong sense of curiosity about the world around you.

If you believe that you meet these criteria and are prepared to commit yourselves fully to the creation of the finest local public affairs program in television today, then we would like to meet you. Send us a detailed resume and video cassette of your best work (no telephone calls please) to the Personnel Department, H881, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

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Help Wanted News Continued

Top 25 News Anchor
Sun belt West Coast network affiliate is searching for experienced, professional anchor talent to join expanding, quality news operation. We'll only consider "genuine" people interested in people and who can demonstrate same on tape.
An Equal Opportunity Employer M-F
Send resume and references to Box H-143.

---

EVENING ANCHOR
For highest rated station in top 150 markets. Want experienced, authoritative air personality. All inquiries confidential, E.O.E. Send resume and video cassette (tape returned) to: James A. Noe, KNOE-TV, PO. Box 4067, Monroe, Louisiana 71201.

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REPORTERS
We are expanding our news operation and are forming a special reporting unit. If you want to help us turn Nashville on its ear and you have the expertise in the following areas, we want to see your work:

Business/Economics
Consumer
Health
Legal
Features

We are also looking for producers and photographers.
Send tape & resume to Jim Cairo, ND, WNGE TV, 441 Murfreesboro Rd., Nashville, TN 37210, EOE.

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METEOROLOGIST
This is a rare opportunity for a rare individual. If you have a degree in Meteorology, an AMS Seal, and superior on-air presentation skills, we may have a job for you.

Our nine person weather services department is equipped with state of the art equipment, including Doppler Radar and computerized graphics.
Your application will be held in the strictest confidence. Send a resume and aircheck containing several recent weathercasts to:
Dennis Feltgen
KSTP-TV
3415 University Avenue
St. Paul, MN 55114

KSTP TELEVISION
Equal Opportunity Employer

---

TELEVISION NEWS ANCHOR
Aggressive news operation in competitive, sun belt, major market needs a talented anchorperson with solid reporting experience for weekday program. M/F. EOE. Send resume and tape to:
Box 1046
Drexel Hill, PA 19026
WEATHER PERSONALITY

We want a creative communicator with imagination, energy, and a winning personality. If you can relate the weather to the audience, get involved in community events, and become our communities' favorite weathercaster, you're the person we're looking for! Meteorology credentials are desirable but not required. We are the NBC affiliate in Madison, Wisconsin. The most attractive university community in the midwest. We have color weather radar, graphics computer, and a 24-hour weather service. Send resume and tape to Laurie Leonard, President, WMTV, 615 Forward Drive, Madison, Wisconsin 53711. EOE.

Situations Wanted News

TOP TEN ANCHORMAN
Available soon. Mature, dynamic, multiple-award winner looking for news operation committed to being market leader. In-depth reporting, solid writing, strong camera appearance. All replies considered. Box H-170.

Public Notice

NOTICE OF CALLING FOR BIDS
NOTICE IS HEREBY GIVEN TO WHOM IT MAY CONCERN that on Tuesday, September 22, 1981, at 10:00 a.m., at the Marathon Sub-Courthouse, Marathon, Monroe County, Florida, the Board of County Commissioners of Monroe County, Florida, will consider sealed bids for the following:

Bids will be accepted until 5:00 p.m. on September 21, 1981.

The specifications and all other bid information are on file with the Monroe County Translator Committee, 510 Fleming Street, Key West, Florida 33040. All bids must be accompanied by the bid bond, or certified checks in the amount of five percent (5%) of the bid price and shall be submitted in sealed envelopes marked on the outside PROPOSAL FOR FIVE TRANSLATOR TOWER SITES. Each proposal and bid bond shall remain in effect for 60 days after the opening of the bids to allow time for the owner's evaluation of all bids. All proposals must be delivered to the Clerk of the Board of County Commissioners, Monroe County, Florida, at the Monroe County Courthouse at Key West, Florida, no later than 5:00 p.m. on September 21, 1981.

Any successful Bidder awarded contract in accordance with this notice shall be required to post a performance bond and payment bond guaranteeing completion of the work under the specifications.

The Commission reserves the right to reject any and all bids, to waive irregularities and irregularities in any and all bids, or to reevaluate bids. An award, if made, will be to the most responsible and qualified Bidder as the Commission deems to be in the best interest of the County.

The Commission also reserves the right to separately accept or reject any item or items of a bid which the Commission deems to be in the best interest of the County.

DATED at Key West, Florida, this 14th day of August, 1981.
Consultants

TUNNEL RADIO AVAILABLE

Ratings Down? Profits Down? Is Your Music Right?
It takes a lot of work, planning and showmanship to make or keep your station a winner.

Call Collect Today!
L.I. Lancer, (803) 556-4363

Jones, Lancer & Associates
P.O. Drawer 30369, Chas., S.C. 29407

Radio Programming

LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

PAUL FREES
"His Voice Can Give Your Station Excitement!"
Charles H. Stern Agency, Inc.
9220 Sunset Boulevard, Los Angeles, California 90069. Telephone: 273-6990

Miscellaneous

SOUND EFFECTS
40 ALBUMS $7.98 EACH
WRITE FOR FREE CATALOGUE
P.O. BOX 1441, Bellingham, Wash. 98225

How to Buy Printing
A Guide for
Small Businesses and Professionals

$5.67 (Postpaid)
The Printers (Dept. 99)
1804 Osos Street
San Luis Obispo, CA 93401

Rent it!
We offer one of the largest broadcast equipment rental lists in America. Call or write for your copy of our rental equipment catalog. David Green, Broadcast Consultants Corporation, Box 590, Louisville, VA 20275. Phone: 703—777-8660.

AMERICAN RADIO JOB MARKET
6215 Don Gaspar
Las Vegas, Nevada 89108

For Sale Equipment

CLOSEOUT SPECIALS
Scully 10.5" Reel-To-Reel Equipment
(4) Model 255-2 Stereo Playback, 2-track, 7.5 IPS rack-mount, 600-ohm balanced output. Each $1,150.
(1) Model 260-2 stereo record/play, 2-track, 3.75/7.5 IPS, rack-mount, 600-ohm unbal. out. Each $1,595

Call Elaine Hayes (217) 224-9600

For Sale Stations

DISTRESS SALE
Class C FM—Low Dial AM. Top Forty AD—Southeast Sunbelt. All new equipment. As little as $600,000 down to qualified buyer.

Box H-151

Miscellaneous Continued

For Sale Stations Continued

CAROLINA AM-FM
Owner of small market combo wishes to retire. Long history of profits. Little competition. $600,000 with liberal terms.

Box H-183

SOUTHWEST

Box H-193

WALKER MEDIA & MANAGEMENT, INC.
William L. Walker
President
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
(202) 223-1553

Brokers-Consultants-Appraisers

Stations available in NY, CT and FL.
For Sale Stations Continued

R.A. MARSHALL & COMPANY
MEDIA INVESTMENT ANALYST & BROKER
EXECUTIVE SUITE 200 PROFESSIONAL BUILDING
HILTON HEAD ISLAND, SOUTH CAROLINA 29926
(803) 842-5251

August 31, 1981

To my friends in broadcasting:

We are opening an investment analysis and brokerage firm on Hilton Head Island September 1, 1981. We hope you will call us or visit our new offices when you want to discuss the current market for media businesses.

My goal in this new venture is to present media financial opportunities in a discriminate manner to selected, qualified investors. My fifteen year association with Blackburn & Co. and my participation in over $1.35 million of media sales has well equipped me to deal with the complex transactions in our industry.

Again, we invite you to visit or call us at our new offices located in the Executive Suite of the Professional Building on the Island. We would welcome the opportunity to work with you in a professional, confidential manner.

Cordially,
Robert A. Marshall
President

Stan Raymond & Associates
Broadcast Consultations & Brokers

Has stations available in Ga., Fla., N.C. & S.C.
Call or write now.
404-351-0555
1819 Peacreek Road, N.E.
Atlanta, Georgia 30309

North American

OFFERS:
Fla. large mkt. AM daytimer, excellent potential, absentee owned, $475,000 - terms.

Southeast small mkt., fulltime AM, needs owner-operator $285,000 with $65,000 down.

Midwest AM-FM, only stations in county, $340,000 gross, $750,000 with terms.

FREE IN-HOUSE LEGAL SERVICES AVAILABLE FOR BUYER & SELLER.

Stan Raymond & Associates
Broadcast Consultations & Brokers

Has stations available in Ga., Fla., N.C. & S.C.
Call or write now.
404-351-0555
1819 Peacreek Road, N.E.
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North American

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Southeast small mkt., fulltime AM, needs owner-operator $285,000 with $65,000 down.

Midwest AM-FM, only stations in county, $340,000 gross, $750,000 with terms.

FREE IN-HOUSE LEGAL SERVICES AVAILABLE FOR BUYER & SELLER.

North American

OFFERS:
Fla. large mkt. AM daytimer, excellent potential, absentee owned, $475,000 - terms.

Southeast small mkt., fulltime AM, needs owner-operator $285,000 with $65,000 down.

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For Sale Stations Continued

CHAPMAN ASSOCIATES®
media brokerage service

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<td>MW Major FM</td>
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To receive offerings within your areas of interest, or to sell, contact:
John Emery, MKtg, Mgr, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341.

Due to the holiday, Monday, Sept 7, the deadline for our Sept. 14th issue will be FRIDAY, SEPT. 4th.

BROADCASTING'S CLASSIFIED RATES

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

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarded and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. Situations Wanted: 75c per word. Situations Wanted: (personal ads) 90c per word, $5.00, weekly minimum. All other categories: 80c per word, $10.00, weekly minimum, Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations. Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $5, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
Media


Paul Miller, board member and one-time president of Gannett Co., Rochester, N.Y., becomes director emeritus in September when he reaches age of 75, mandatory retirement age for board members. Miller is also former AP president and chairman.

John Spinola, station manager, Group W's WBBT-WT Boston, named VP-general manager of co-owned WPDO-TV Charlotte, N.C., succeeding Robert Schuessler, who resigns. Schuessler has not announced future plans.

Raymond Coleman, general manager, WUFU(WM) Buffalo, N.Y., joins WAKQ(WA) Atlanta at same capacity.

Jim Hardy, general sales manager, Sandusky Newspapers's KRPF(FM) Denver, joins co-owned KWPM(FM) Tucson, Ariz., as general manager.

Bob Gage, Western regional sales director for agency marketing division, William B. Tanner Co., Memphis, joins KPRH(WA)-KPRF(FM) Paso Robles, Calif., as general manager.

William Adams, sales manager, KSTT(WA) Davenport, Iowa, and co-owned WXLW(FM) Moline, Ill., named general manager.


George Kaphem, sales manager, WKIZ-WM-FM Zion, Ill., named manager.

William Parris III, national program director, United Broadcasting, Bethesda, Md.-based station group, named VP-operations.

Bill Young, from KILT-AM-FM Houston, joins KUNY(WA) there as operations director.

Peter Schementi, director of planning and administration, CBS management information systems, New York, named VP of MIS, succeeding James Walsh who retires in September after 20 years with CBS.

Nelson Davis, manager, miniseries and novels, NBC, Entertainment, Los Angeles, named program policy manager, broadcast standards, West Coast, NBC.

Steven Georgeou, director of marketing, Citicorp Services, New York, joins Warner Amex Cable Communications there as director of marketing, Western division. Robert Holstein, account supervisor, Grey Advertising, New York, joins Warner Amex there as marketing manager for its metro systems where Warner has launched its Qube systems.

Advertising


Charles Hill, assistant media director and media group head, and Elizabeth Tully, assistant media director, Grey Advertising, New York, named VP's.

Jean Anwyl, VP of public relations, McKinney/MidAtlantic, Philadelphia advertising firm, named president.

Proctor Ritchie, freelance photographer, joins Associated Advertising, Wichita, Kan., as account service manager. Jeff Armstrong, graduate, University of Kansas, joins Associated as traffic manager.

Ronnie Kocses, from J. Walter Thompson, Miami, and Sharon Davis, media buyer, Milioli Valent Advertising, Honolulu, joins Kenneth C. Smith & Associates, La Jolla, Calif., as media buyers.

Michael Famn, associate creative director, Ruben Montgomery Associates, Indianapolis, joins Sie Associates, Cincinnati, as writer-producer.

Judy Castles-Scheels, retail creative director, Byer & Bowman Advertising, Columbus, Ohio, joins Tracy-Locke, Dallas, as copywriter.

Scott Meier, Minneapolis office manager, Blair Radio, named VP Margie Kane, account executive, Blair Radio, Philadelphia, named office manager.

Robert Hance III, general sales manager, WTVI(FW) Detroit, joins Eastman CableRep, New York, as VP-director of sales.

Bob Hesse, account executive, TeleRep, New York, and Martin Dugan, with Petry sales training program, New York, named account executives for Petry Television there.

Ruth Webb, account executive, Seltel, Atlanta, joins Avery-Knodel Television there in same capacity.

Fritz Mills, account executive, TeleRep, Chicago, joins Katz American Television there as account executive.

Gail DiFlorio, from WEPW(FM) Chicago, joins P/W Radio Representatives there as account executive.

Kathy Stonehour, account executive, WXYZ(FM) Detroit, joins Major Market Radio Sales there in same capacity.

James Ring, manager, daytime sales, NBC-TV New York, named director of Eastern sales.

B&B appointments. Named senior VP's, Benton & Bowles, New York: John Spencer, VP-management supervisor; Donald Weir, VP-account supervisor, who also assumes post of management supervisor; Norman Sherman and Richard Jennings, management supervisors; Peggy Bell Masterson, creative group head; Joseph Toto, VP-associate creative director, who also assumes post of creative group head, and Richard Kassof, VP-associate creative director, who also assumes post of creative group head. Named VP's, Benton & Bowles, New York: Richard S'Dao, and Joan Bonnette, account supervisors; Mark Abrams, account executive; Karen Gray, Susan Perry Ferguson, Neil McCarron, and Joey Reiman, creative supervisors.

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in a class by herself.

Sherle Barish. Executive recruiter. The best there is, because she's been doing it longer and better. Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers. Call her.

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527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672
Richard Charnack, regional sales manager, WXYV(FM) Fort Lauderdale, Fla., joins WZAM-FM Miami as regional sales manager and marketing services director. Jay Jenny, account executive, WGBJ(AM)-WLYF(FM) Miami, joins WZAM-FM in same capacity.

Joanne Bemko, recent graduate, University of Staeden, Green Bay, joins WPRV-TV Green Bay and co-owned WJMN-TV Escanaba, Wis., as assistant marketing director.

Bob Ferro, director of business affairs, NBC FM Group, based in New York, named account executive for NBC's WNYW(FM) there.

Raymond Heidenga, on sales staff of Wood-AM-FM Grand Rapids, Mich., named co-op advertising manager. Linda Moore, formerly with Genesis Promotions, Grand Rapids, joins wood sales staff.

Frank Marciane, account executive, WHTX(AM)-WWDJ(FM) Philadelphia, and Diane Abramson, Northeast regional sales manager, Allure Communications, Philadelphia-based TV syndication firm, join WPHT-Philadelphia as account executives.

Georgia Balog, from WXYZ(AM) Detroit, joins WORS-FM there as account executive.

Dennis Derbins, promotion manager, KBBM(TV) Beaumont, Tex., named account executive.

Ian Epstein, sales manager, KADX(AM) Denver, joins KOA(AM) there as sales manager.

Ralph Robinson, production manager, KEBF(FM) Oklahoma City, joins KTXG there as sales manager.


Charles Stauffer, assistant news director and Santa Barbara, Calif., bureau chief for KCOY-FM Santa Maria, Calif., named account executive.

Angle Sauer, media director and account executive, Caldwell-Van Riper Advertising, Evansville, Ind., and Mike Mgrave, account executive, WHKG(FM) Henderson, Ky., join WFIW-TV Evansville, Ind., as account executives.

Charlie Ross, former general manager of Boston University's carrier current station, WBUA(AM), joins WARA(AM) Attleboro, Mass., as account executive.

Tim Roesler, former account executive, KOTD(AM) Plattsburgh, N.Y., joins KGOR(FM) Omaha, in same capacity.

Programing


Sara Levinson, associate director of marketing services, Viacom cable division, New York, joins Group W Satellite Communications there as director of marketing support services. She will be responsible for advertising and promotion, conventions and exhibits, media buying and analysis, and program guides.

William Schickler, VP-finance, Golden West Television, Los Angeles, named VP-general manager.

Russell Stoneham, producer-director, Motown Productions, Los Angeles, named executive VP, responsible for Motown's television department, which will develop specials and movies for TV. Carol Caruso, production executive, Motown Productions, named VP of acquisitions and development. Chris Clark, freelance screenwriter, based in Los Angeles, joins Motown Productions as VP of internal creative development, responsible for development of original material and concepts.

Suzanne Costen, with Motown's creative department, named VP of music department.

James Dullaghan, VP-administration, Entertainment and Sports Programming Network, Bristol, Conn., named senior VP-production. Steven Bornstein, director of program planning and acquisition, ESPN, named director of programing.

Brian Owens, assistant professor, Huston-Tillotson College, Austin, Tex., joins Cable America, Encino, Calif.-based MSQ, as VP of program development.

Michele Brustin, director of current drama programs, NBC Entertainment, Los Angeles, named director of drama development. Carole Coates-West, manager, drama development, NBC Entertainment, Los Angeles, named manager of current drama programs.

Peter Greenberg, freelance producer-journalist based in Los Angeles, joins ABC Circle Films ABC's made-for-TV film production unit there, as producer. Ken Fouts, director, NBC Sports, based in New York, joins ABC Sports there, as staff director. Andrew Sauer, program attorney, contracts department, ABC-TV, New York, named assistant general attorney for ABC Video Enterprises there.

David Brenner, account executive, WBTB(TV) Atlanta and co-owned Cable News Network there, joins MCA TV, New York, in newly created post of director of advertiser sales for MCA's advertiser-supported programs.

Alan Zapakin, senior publicist, Showtime, New York, named manager of scheduling for programming department.

Allen Balch, former press secretary to U.S. Senator John Tower (R-Tex.), Washington, joins O'Connor Creative Services there as producer for its agri-business commentary by Senator Bob Dole (R-Kan.), and for The Senators, bipartisan forum of viewpoints from leading members of Senate. O'Connor is radio syndicator.

Carolyn Mohr, with Smeloff Teleproductions, Lincoln, Neb., television syndication firm, named director of operations.

Terri Johnson, producer manager, Satellite Program Network, Tulsa, Okla., named marketing representative for parent Satellite Syndicated Systems there.

Charlie Van, sales consultant, TM Productions, Dallas, joins Toby Arnold, syndication and production firm there as Southern sales manager.

Don Friedman, director of operations, KBBM(TV) Sacramento, Calif., joins Mizlou Television Network, New York, as director of sales development.

William Dunlap, account executive-writer, Hill & Knowlton, New York, joins Modern Satellite Network there as manager of programing and program publicity.
Frank Guida, freelance producer, based in New York, joins Progressive Radio Network there as producer for its Holiday Package Series.

Dave Roberts, director, Telemania Productions, Chicago, named production manager.

Dan McEnoch, videographer editor, Telemania, succeeds Roberts.

Joe McCoy, operations and program manager, WNVR(AM) Naugatuck, Conn., joins WBCS-FM New York as program director.

Mike Scott, program director, WNDE(AM) Indianapolis, joins WTVN(AM) Columbus, Ohio, in same capacity.


Larry Emsweller, executive news producer, WNGETV Nashville, joins Group W’s PM Magazine, San Francisco, as coordinating producer.

Chris Fitzgerald, assistant production manager, WXYT(AM) Lexington, Ky., named production manager, succeeding Mike Kanarek, named director of operations (See “Media”).

Jay Zollar, recent graduate, University of Minnesota, Minneapolis, joins WFRX-TV Green Bay, Wis., as production assistant.

Bill Green, news photographer, WWAY-TV Wilmington, N.C., named chief production photographer.

News and Public Affairs

Lou Adler, news director and morning news anchor, WCBS(AM) New York, joins WOR(AM) there (effective in November) in same capacity, succeeding Reg Latte, who hasn’t announced future plans.


Roan Conrad, manager, election news, NBC News, New York, named director of special political coverage. Nadine Stewart, NBC News correspondent based in New York, named to same post in NBC’s Pittsburgh bureau.

Ivan Ladizinsky, head of own television consulting firm, I.L. Productions, based in Los Angeles, joins ABC News there as West Coast producer for ABC News Nightline.


Barrie Fromme, morning news anchor, WDBM(AM) Waukegan, Ill., named news director.

Kim McBride, executive news producer, WANE-TV Fort Wayne, Ind., joins WREG-TV Memphis as news producer. Fran Curran, co-anchor, WFRF-TV Wheeling, W. Va., joins WREG-TV as general assignment reporter.


Enrique Martinez, Spanish broadcast coordinator, University of California’s extension program, based in Riverside, Calif., joins KESQ-TV Palm Springs, Calif., as producer-host of station’s public affairs program, Panorama Del Valle.

Lloyd de Vries, with National Public Radio, Washington, named backup news anchor and associate producer of NPR’s daily two-hour news and information program, Morning Edition.

Creigh Yarbrough, afternoon news anchor, WFXF-FM Greenfield, Ind., named news director and morning anchor.

Claudia Collins, reporter-weekend anchor, KSL(TV) Las Vegas, N.Y., joins noncommercial KLVT(TV) Las Vegas as reporter-producer for newly-formed documentary unit.

Sharon Seay, reporter, WDOD-AM-FM Chattanooga, joins WSB-AM-FM Atlanta as news anchor.

Debbie Kirby, weekend news anchor, WATE-TV Knoxville, Tenn., named co-anchor of weekday 11 p.m. newscasts. Bruce Whiteaker, assignment editor, WATE-TV, succeeds Kirby.

Bob Koop, news anchor-reporter, KTVX(TV) Salt Lake City, joins WWOR-TV Buffalo, N.Y., as anchor for 6 and 11 p.m. newscasts.

Russ Ewing, reporter, WMAG-TV Chicago, joins WLS-TV there as general assignment reporter.

Beau Bock, sports commentator, WQX-AM-FM Atlanta, joins WGAT-TV there in same capacity.

Judy Muller, news reporter-anchor, KMNH(AM) Denver, joins CBS News, New York, as reporter.

Tom Campbell, sports anchor, WAVE-TV Louisville, Ky., joins KMNH(AM) Denver as sports director.

Angela Shelley, reporter, WINS-TV Columbus, Ohio, joins KSTP-TV St. Paul-Minneapolis in same capacity.

Ed Crump, anchor-reporter, WMAD-AM Macon, Ga., and Tina Cosby, news intern, WAVE-TV Louisville, Ky., joins WTVF(TV) Chattanooga as reporte.

Steve Shapiro, weekend sports anchor, WDBJ-TV Roanoke, Va., joins WPIT-FV Durham, N.C., as sports reporter.

Ceci Rodgers, recent graduate, Northwestern University, Evanston, Ill., and Loren Taylor, news intern, WRAJ-TV Peoria, Ill., joins WQOW-TV Rockford, Ill., as reporters.

Carol Howard, former Santa Barbara, Calif., bureau chief (post held before Charles Stauffer, see “Advertising”), KCOC-TV Santa Barbara, Calif., joins ABC News there as West Coast producer for ABC News Nightline.

William T. Tanner, president, WTVN(AM) Columbus, Ohio, joins WTVN(AM) Columbus, Ohio, in same capacity.

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Books for Broadcasters

T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words; over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promotions! One idea alone of the hundreds offered can be worth many times the cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. $29.95

T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Simple radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preperation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. $7.95

T469 ALL-NEWS RADIO by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. $16.95

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Books for Broadcasters

Technology

James Allc, staff VP, business management and controls, RCA SelectaVision's videodisk division, based in New York, named group VP for RCA Corp. Robert Feinberg, group leader production testing, RCA Cablevision Systems, Van Nuys, Calif., named manager of customer service program.

John Merritt, general manager, Teleprompter's Chicago MDS operations, named national operations director of Teleprompter's MDS, based in New York.

Robert Weirather, VP-engineering, Broadcast Electronics, Quincy, Ill., joins Harris Corp. there as consultant on advanced developments for its broadcast products division.

John Holm, research manager and technical service and product maintenance manager for 3M's magnetic audio/video products division, St. Paul, Minn., named technical director.

Hank Wilks, national sales manager, Videomedia Inc., Sunnyvale, Calif.-based manufacturer and distributor of video systems and equipment, named general sales manager.

Bruce Graham, production coordinator, TPC Communications, Pittsburgh production company, joins Florida Production Center, Jacksonville, production firm, as chief engineer.

Gunnar Rieger, engineering operations supervisor, WLVT-TV Cambridge, Mass., named engineering manager.

Gordon (Skip) Morris, maintenance engineer, WMC-TV Memphis, joins WPTV-TV there as chief engineer.


Promotion and PR

Ted Faroone, publicity director, noncommercial WNYC-AM-FM-TV New York, joins WBEC-TV there as press representative.

Mark Lipsky, associate director of creative services, WPEH(AM)-WMGF(FM) Philadelphia, named promotion manager.

Rick Herrmann, assistant production manager and producer, KTRH(AM) Houston, joins KHOU-TV there as assistant promotion manager.

David Benton, from KMAK(AM) Fresno, Calif., joins KEGO(FM) there as promotion manager.

Paul Sansone, promotion director, KGB(AM) San Diego, joins KEXTRA(AM) Tijuana, Mexico, in same capacity.

Alan Erwin, executive assistant, public affairs department, Dow Chemical Co., Houston, joins Hill & Knowlton there as VP-office manager.

Jan Sneed, director of public relations, Benton & Bowles, New York, named VP.

Maria, Calif., and Jeff Glanola, writer, KGTV(FM) San Diego, join KEYT(FM) Santa Barbara, as general assignment reporters.

Ken Ostmo, news photographer-editor and producer, KGTV(FM) Tulsa, Okla., joins KXTV(FM) Oklahoma City, as news photographer-editor.

Nancy Pearl, director of media relations, Carl Terzian Associates, Los Angeles public relations firm, named VP-media relations, Alison Hold, assistant director of media, Carl Terzian, succeeds Pearl.

Harvey Farr, who formerly operated his own public relations firm, and Stephen Lawton, media relations representative for Lloyds Bank of California, join Harshe-Rotman & Druck, Los Angeles, as account executives.

Robert Schettino, director of communications, Cox Cable, San Diego, joins HomServ, El Cajon, Calif., cable consulting firm, as director of public relations.

Allied Fields

Maurice Talbot Jr., acting deputy chief of policy, Common Carrier Bureau, FCC, Washington, named acting associate general counsel. He will head regulatory review working group.

Don Fitzpatrick and Steve Meacham with Audience Research & Development, San Francisco media research and consulting firm, named VP of talent and executive search division and VP of research, respectively.

Irene Mastro, account executive, Nielsen Television Index, New York, named VP.


Mark Young, southeastern manager, Arbitron Television Station Sales, based in Atlanta, named division manager, Arbitron Eastern Television Station Sales, based in New York.

Deaths

Dennis Nellig, 62, former assistant VP of operations for Comsat and retired Air Force colonel, died of cancer Aug. 23 at his home in Arlington, Va. Nellig joined Comsat in 1964 and was project manager responsible for launch of Comsat's Early Bird satellite in 1965. He also was responsible for launching of many communications satellites from Intelsat system. He retired in 1978. He is survived by his wife, Camille, five sons, two daughters and five stepchildren.
Profile

**NBC’s Ray Timothy: keeping affiliate relations on the network forefront**

When Ray Timothy was named president of the NBC-TV network a few weeks ago, NBC affiliates expressed delight—for him, and for themselves. For him because they seem genuinely to like him. For themselves because the appointment carried the implicit assurance that their problems would continue to get the ear—and at an even higher level—of a man who has himself managed stations and therefore has some first-hand sense of the affiliate, as well as the network, side of things.

Ray Timothy had, in fact, 10 years’ grounding in sales and general management at four NBC-owned stations before he was put in charge of station relations for the network four years ago. For the past two years he has been responsible for sales and sales service as well as affiliate relations, and as president he’ll have still more to oversee, including operations and technical services and advertising and promotion. But affiliate relations, he says, will remain high priority: “You’ve got to have the affiliates’ interest at the top of your mind if you’re in the network business.”

Given the peculiar nature of the network business, in which a network and its affiliates are both partners and competitors, affiliate-relations people have a fine line to walk. Navigating it does not become less tricky when, as in NBC’s case in recent years, the network partner/competitor is running third in a three-network race. Mutual understanding of mutual problems helps, but there’s more to it than that.

“He’s bright and he’s honest and he knows television inside out,” says Fred Paxton of WPSD-TV Paducah, Ky., chairman of the NBC-TV affiliates board of delegates. “He also has a good sense of humor to go with it. When anybody is that nice, you might think he’s a patsy, but a patsy Ray Timothy is not. He can draw the line and say, ‘No sir. That’s not in the network’s best interests.’”

“Top-drawer,” “good, tough Irishman” and “straight shooter” are other descriptions offered by station people. Jack Harris, a long-time leader of NBC affiliates, calls Timothy “candid and decent and a person you can get an answer from—whether you like the answer or not. He’s a delight to deal with.” Harris also says: “He won’t lie to you. Give him a legitimate beef and he’ll say, ‘Maybe I can do something about it’ if he thinks he can, or ‘No, this is the way it’s going to be’ if he can’t. He won’t lie.”

Timothy himself seems both modest and honest in self-appraisal. Asked to account for his standing with stations, he put it this way:

“Look, if I have any reputation out there, it’s that I’m honest and straightforward, and that’s the way I am. That’s pretty easy, OK? And I worked at stations for a long time—outside of New York—so I have a real understanding of what their problems are.

“I mean, if you’re sitting in Cleveland and you get a wire from New York, it can get almost paranoid about it. I just happen to have a sense of that from my experience. Having been there, I think I have a better feel for it than I might otherwise have.”


He signed on as a tour guide with NBC and shepherded visitors through the studios until the Army intervened to give him two years in the military police at Fort Lewis, Wash. Out of uniform, he returned to NBC as a records clerk and later as coordinator in the scenic production department.

In the meantime, he had enrolled in night classes at Brooklyn Law School, figuring he needed something extra to compete with people holding graduate degrees. A law degree, he reasoned, would have the added advantage of being something to fall back on if things didn’t work out at NBC. He received the degree in 1961 and was admitted to the New York bar, but has never practiced. “I have a joke about that,” he says. “In New York, it’s not practice. It’s for keeps.”

In network TV sales, starting in 1960, he progressed over the next four years from assistant sales service representative to regional business manager of co-op sales and, finally, manager of co-op sales. Then he switched over to NBC Spot Sales, where he was an account executive for two years until sent to NBC’s WYKC-TV Cleveland as local sales manager. He got into sales management and eventually general management, he says, because “otherwise you’ll be selling forever, while the buyers get younger and your legs get older.”

From Cleveland he went to WRC-TV Washington as general sales manager, then back to WYKC-TV as station manager. After that it was vice president and general manager. After that it was vice president and general manager at KNBC(TV) Los Angeles for three years and then at WNBC-TV New York for 16 months, before being moved into NBC-TV headquarters as executive vice president, affiliate relations. Two years later he was given additional responsibilities, along with affiliate relations, and his title was shortened to executive vice president.

Both as executive vice president and now as president, Timothy is used to a fairly long workday. It starts a little after 8 a.m. and ends anywhere from 6:30 p.m. on. He spends a lot of time traveling. "One year," he says, "almost a third of my workdays were spent on the road." Last year was "not quite so heavy," but this year, with the new job, he expects to get back to the earlier level.

"I don’t mind that a bit," he says. "I don’t care for airports, but once I get to where I’m going, it’s terrific. I think you get a hell of a perspective by getting out of these narrow confines. You can get back in touch with things. That’s why I love the affiliate part: You get different perspectives in different parts of the country, big markets, little markets—just a better feel for what’s going on."
News organizations in Buffalo, N.Y., were turned down last week by Supreme Court in their request for stay of trial judge's order closing pretrial hearings in sensational murder trial. Judge William J. Flynn Jr. said he had ordered closed-door sessions in proceeding involving Army Private Joseph Christopher, Buffalo man accused of killing several blacks, to assure defendant's right to fair trial. Buffalo Evening News, WKBW-TV and WIVB-TV, both Buffalo, had asked Justice Thurgood Marshall to halt pretrial sessions which are now in their second week, until they could appeal to New York court of appeals. Marshall referred case to full court, and eight justices, apparently acting by phone, rejected media's request. Only one justice — William Brennan — said he would have granted it. Decision, which seemed setback for media, came one year after court, in case involving Richmond Newspapers Inc., held that media and public have First Amendment right to attend trials (Broadcasting, July 7, 1980). However, high court did not rule on merits of matter, and Buffalo media will resume fight today, in New York court of appeals, where they will seek reversal of Flynn's order.

FCC released last week second cut-off list for low-power television (LPTV) stations and translators since it imposed partial freeze on processing applications for two services last April. All applications on new list, as on first, fall under one of three exemptions to freeze. Under exemption for new-station applications, proposed facility must be located in areas served by fewer than two full-service stations. Total of 119 applications are on list: 59 for LPTV stations, 51 for translators and nine for changes to existing translators. Competing applications and petitions to deny any of applications on list must be submitted to FCC prior to close of business Oct. 8. Deadline for first post-freeze cut-off list, released early this month, is Sept. 4.

Broadcast Advertisers Reports, which monitors commercial activity on TV networks and stations, said Friday it would extend its monitoring to four major cable TV satellite networks, effective Jan. 1. Move was not unexpected, though BAR had indicated earlier it would do additional tests in fourth quarter of this year ("Closed Circuit," June 1). Officials said Friday that tests already made had proved sufficient. Cable networks to be monitored: Cable News Network, Entertainment and Sports Programming Network, USA Network and Superstation WPIX, Atlanta. BAR said it would produce weekly, monthly and quarterly reports showing advertisers, extent of activity and estimates of expenditures.

By next January, all three network-owned TV stations in New York will have at least two hours of late-afternoon/early-evening news. Expansion, already successful with WNBC-TV's Live at Five, continues Nov. 30 with launch of WABC-TV's tentatively titled News on 7 (4:30-6 p.m.) and in January 1982 with wcmv-TV's new-hour-long Five O'Clock Report.

Motion Picture Association of America has asked National Association of Broadcasters to agree to set of proposals for amending cable copyright laws. Proposals include full liability for distant signal carriage, no liability for local signal carriage and exemption from fees for cable systems with fewer than 3,000 subscribers unless systems are owned by multiple operator with 25,000 subscribers or more. NAB executive committee, meeting in Washington last Monday and Tuesday, tabled proposals for further study. Edward O. Fritts, NAB joint board chairman, said proposals are not acceptable to NAB because they contain no must-carry rules or distant signal carriage limitations. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, which has held hearings on three cable copyright bills and performed royalties bill, plans markup on all four Oct. 14-15.

ABC News's Nightline presented Ted Koppel interview with Sirhan Sirhan, convicted assassin of Robert Kennedy, las Thursday (Aug. 27) but circumstances were unusual. Sirhan forbade TV camera during interview earlier in week a California's Soledad state prison. ABC relied on still photo graphs for Nightline. Sirhan also had no tape recorder, but Koppel brought one anyway and convinced Sirhan to let it run. Nevertheless, Sirhan allowed his actual voice to be broadcast for only small portion of interview. For most part, Dr. M.T Mehdi, president of America-Arab Relations Committee, wa voice viewers heard reading Sirhan's's part from transcript.

Television users of future satellites continue to multiply George Milne of TSI Ltd., Skiatook, Okla.-based company that leases its Westar III transponder to Satellite Syndicate Systems, told Broadcasting last week that TSI has purchased one transponder on Westar V and two on Westar VI and is in final stages of negotiations to lease 72 mhz, C-band transponder, capable of transmitting two television channels, or Spacenet I from Southern Pacific Communications. Milne said transponders would be used primarily for transmission of cable programming. TSI has already begun discussions with programmer about developing unique format, he said. Hughes Television Network may also lease spot on Spacenet I. HTN's Bill Page said last week that discussions with SP are continuing, but no to expect announcement of deal, if indeed one is made, before middle of September. Bonneville Satellite Co. announced earlier it had put down $640,000 to lease two-and-a-half transponders on Spacenet I (two 36 mhz, C-band transponders and one half of 72 mhz, Ku-band transponder) and one spot on Spacenet II (36 mhz, C-band transponder). Bonneville's Bruce Hough said at least one of Spacenet I spots would be used to deliver cable service. Meanwhile, Group W Satellite Communications became third tenant of Hughes Communications Galaxy I. Group W announced it had purchased four transponders on satellite, joining Time Inc., which purchased six, and Turner Broadcasting System, which signed up for two. (Eight of 24 transponders were made available to select cable programers by Hughes early this year; six transpondens on bird are being reserved for back-up.) Group W has not released specific plans for use of Galaxy spots. Galaxy I is scheduled for launch in May 1983. Spacenet I and Spacenet II are set for launch in first and fourth quarters of 1984, respectively. Westar V is to be launched in September 1982 and, Milne said, Wester VI will blast off in fall of 1983. Western Union received permission last week from FCC to begin construction of Westar VI.

Alascom Inc., subsidiary of Pacific Power & Light Co., has purchased entire capacity of Satcom V, 24-transponder satellite set for launch in October 1982. Deal, valued at $180 million includes agreement by which RCA will operate satellite during its eight-and-a-half year life. Alascom now leases 14 transponders from RCA on Satcom II with which it links largest state with lower 48 for variety of voice, data and video customers, including three major television networks. The Alascom
Satellite, as satellite is being renamed, will orbit at 143 degrees west, longitude that cuts through eastern Alaska. It will be licensed jointly to RCA and Alascom.

Affiliated Broadcasting, subsidiary of Boston Globe Co., has signed letter of intent to sell WSAI-AM-FM Cincinnati for about $5 million to Detroit-based Booth American Co., group owner of five AM's and seven FM's. Asking price was reportedly $8,250,000. Broker: Ted Hepburn Co.

ABC-TV's 1981 pro football schedule of 16 Monday-night games and four prime-time football specials will be closed-captioned for hearing-impaired, ABC announced last week. As in ABC coverage of Sugar Bowl last January, closed-captioning will cover scoreboard information, including current score, down to be played, number of yards needed, times and timeouts remaining, change of possession, score by quarters and penalties. Captions will be prepared at National Captioning Institute at Falls Church, Va., and fed to ABC-TV network.

Cable television penetration in July reached 27.3% or 21,930,490 of U.S. TV homes (including Hawaii, excluding Alaska). A.C. Nielsen Co. estimated last week. That represented gain of almost 3% or 636,490 homes since May, when Nielsen put penetration at 21,294,000 or 26.5% of TV homes.

When RKO Radio's new network, RKO 2, bows Sept. 1 with 5 a.m. newscast, there will be 56 charter affiliates, exceeding original goal of 50 for start of satellite service. Among stations signed are: WORC(AM) Detroit; WSGD(AM) New Orleans; WAYS(AM) Charlotte, N.C.; WSNJ(AM) Philadelphia; KING-AM-FM Seattle and RKO-owned WOR(AM) New York; WRKO(AM) Boston and KHJ(AM) Los Angeles. Charter advertisers include Ford Motor Co. (auto, truck and corporate divisions); Lincoln-Mercury, Goodyear Tire & Rubber Co., General Mills, Dow Jones and Sears.

CBS Radio said it has acquired exclusive national radio rights to National Collegiate Athletic Association basketball for next two seasons, with 1981-82 schedule embracing four key games in February, conference playoffs in March and, also in March, 15 national tournaments including championship final March 29 in New Orleans Superdome. Rights were acquired from Jim Host & Associates, Lexington, Ky., which will co-produce coverage with CBS Radio. Games were on NBC Radio last season.

Efforts to gain congressional consideration of antipiracy legislation protecting pay-TV signals have been revived during August recess. Representatives of Motion Picture Association of America, National Association of MDS Service Companies, and several pay TV operators have drafted proposals for bill that would set civil and criminal penalties for unauthorized reception of pay TV signals. Civil penalties include statutory damages between $250 and $10,000, criminal penalties would be $25,000 or up to one year's imprisonment for first offense and $50,000 or up to two years imprisonment for repeated violation. Similar bill was introduced in 96th Congress by former Representative Richard Preyer (D-N.J.) and backers of new bill have been working on it some months (Broadcasting, Aug. 6). New efforts to advance it stem from recent victories in U.S. Court of Appeals which has ruled twice that manufacture of decoders violates Section 605 of Communications Act. Program suppliers and pay TV operators now "want to put teeth" in Section 605, said Rich Brown, Washington attorney who represents Society for Private and Commercial Earth Stations (SPACE), group of manufacturers, distributors and users of stand-alone earth stations. Brown said SPACE could support antipiracy legislation if it did not apply to interception of signals for personal consumption. John Giles, MPAA spokesman, said proposed bill is aimed primarily at commercial users but would also apply to personal consumption. Likely sponsor is Representative Henry Waxman (D-Calif.) who supported Preyer's efforts last year. His chief communications aide, Bruce Wolpe, has been involved in efforts to draft new bill but refused to comment until Waxman has returned from recess and had chance to evaluate it.

CBS Radio last week named key executives for "young-adult-oriented" Radiorno network to be launched next spring (Broadcasting, June 20). All come from CBS fold: Robert P. Kipperman, VP, Eastern sales, CBS-TV, named VP and general manager, Larry Cooper, news director, KCBS(AM) San Francisco, named news director, Lily half-er-Stoth, announcer, national sales, CBS Radio network, named director of sales; David P. West, manager, central region, affiliate relations, CBS Radio network, named director of affiliate relations, and Leslie J. Corn, director of programming, CBS Radio network, named director of programming.

Warner Amex Cable Communications, New York, announced it had signed final agreements with five Chicago suburban communities that had chosen it earlier this year to negotiate cable franchises. Company said construction will begin immediately on $50-mile, 54-channel, 400 mhz cable system, along with institutional network, to serve more than 51,000 homes in communities of Palatine, Rolling Meadows, Elk Grove Village, Buffalo Grove and Hoffman Estates in northwest Cook County.

Katz Television told its represented stations last week that FCC repeal of prime-time access rule is clear possibility, though repeal is contrary to broadcasting's localism concept, would be financially damaging to stations and would rob local/regional advertisers of access to prime-time programing. Katz also warned that almost $600 million in spot revenue accrues to stations from the prime access half-hour," Frank J. McCann, president of rep firm, told stations. Moreover, he said, "there can be no doubt that PTAR has succeeded in stimulating local control and production of prime-time programing." McCann suggested stations "may want to write and call your senators and representatives to alert them to this issue."

Advertisers "have every right and responsibility to choose what sort of programing is most appropriate for the propagation of their products," but they should base their choices on their own decisions and not be "forced or pressured by individuals or groups trying to suppress entertainment or choke off the expression of ideas," James Rosenfield, CBS-TV president, said Thursday in speech to Memphis Advertising Federation. He said "a very loud and well organized, tiny minority is doing a very good job of emphasizing [television's] weakest points." He also noted that Rev. Donald Wildmon, chairman of Coalition for Better TV, had agreed to let outside researchers evaluate coalition's surveys but had failed to follow through (Broadcasting, Aug. 24). "He sure knows his techniques reflect his own personal biases," Rosenfield said. "I predicted his threats of boycott were empty. I am also certain that his threats of intimidation will no longer be acknowledged by thinking advertisers."

James W. Blackburn Jr., 34, has succeeded his father as chairman and president of Blackburn & Co., media broker headquartered in Washington. Senior Blackburn, 74, died Aug. 20 (Broadcasting, Aug. 24). Management team of nine, headed by Jack V. Harvey and Joseph M. Sirick, senior executives, will continue in present positions. Richard F. Blackburn, 32, second son, continues as vice president of company of which all stock is held by Blackburn family.
Those greenback covered walls

The battle over college football television rights, if it comes to that, could be a lot more exciting—and a lot gorier—than any game likely to be played on any football field this year.

The stakes are high and the contestants formidable. On one side is the National Collegiate Athletic Association, historically the warden of college sports and of football TV rights in particular. On the other side is the College Football Association, a group of 61 schools, most of them football powerhouses, that are also members of the NCAA but feel that the NCAA shortchanges them in its TV dealings.

The NCAA and the CFA are at cross-purposes on a number of issues, but the one that threatens open warfare is television. The NCAA has approved a $264-million deal that splits football TV rights between ABC and CBS for the next four years. The CFA has made a $180-million deal with NBC for the same four years, and a majority of its members have tentatively ratified the plan, 33 voting yes, 20 no, 5 abstaining and 3 not being counted for technical reasons.

CFA leaders gave their members until Sept. 10 to think about it and change their votes if they want to. It would seem that the NCAA has more to defend and, therefore, more to lose, but damage could be great on both sides. An NCAA lawsuit or expulsion from the NCAA, or both, seem likely consequences if the CFA-NBC deal is approved. Expulsions could lead to collapse or at least a weakening of entire NCAA conferences, depending upon how the conference members voted, and expulsion, of course, could keep schools out of participation in NCAA events involving other sports. Rejection of the CFA-NBC pact, on the other hand, would leave NCAA more or less supreme but undoubtedly weakened in the in-fighting and still susceptible to further challenges. As for television, one or more of the networks stands to be hurt no matter which way the vote goes.

The guess here is that more than the immediate contracts with commercial television networks are on the minds of college football authorities. Everyone in sports has dreams of even larger revenues eventually to be derived from video distribution systems of the future. Sides are being chosen for a long haul.

It may be a classic no-win situation. On Sept. 10 we’ll know whether the game will be scrubbed or will begin in earnest, to continue, no doubt, into overtime. In pro ball it would be called sudden death.

Easy does it

Last Monday’s issue of this publication contained a report of Playboy magazine’s entry into cable programing in competition with the previously announced pay cable offerings of Penthouse magazine. This week’s issue, as will be noted on page 40, reports the beginning of a crusade by the New York-based Morality in Media against what the organization perceives to be indecencies on cable channels. More is certain to be heard from both developments.

It should be noted that the Morality in Media campaign is prompted by cable programing that is already observable by any subscriber in Manhattan. For years, Midnight Blue, a sleazy attraction for certifiable voyeurs, has been playing on New York access channels. The Ugly George Show has more recently corrupted the access principle with its peculiar prurience.

The expansion of sexually oriented programing, even with glossier fare, is certain to intensify the fervor of reform. If the Jesuit-led Morality in Media picks up public support for its crusade against cable, can the fundamentalist-led Coalition for Better Television be far behind? The jiggly television that the coalition targeted in its threatened boycott of cable advertisers is tame stuff alongside any Playboy or Penthouse centerfold.

There is obviously a market for eroticism on cable television. The trick will be to serve that market without offending everybody else. The confinement of sexually explicit programing to pay cable channels erects at least a modest barrier between it and cable subscribers who don’t want that kind of material in the house.

It will be better for all concerned if diverse interests can be satisfied without a First Amendment showdown.

Memory lane

The so-called golden age of television was revisited, briefly, last week in a rerun of “Marty,” one of the few 18-karat works in a period that is much overrated, especially by critics who are too young to remember it. Viewed 28 years after its first broadcast on a Sunday night in 1953, “Marty” stands up as a slight but touching drama, the equivalent of a good one-act play. Indeed it is more a creature of the theater than of the newer media, as was most of the drama seen on television back in “Marty’s” time.

In the season of “Marty’s” first appearance, live drama on television was profuse. The Goodyear Playhouse, where “Marty” was staged, alternated with the Philco Playhouse on NBC Sundays. Other regulars, according to the “Network TV Showsheets” that Broadcasting published at the time, included Studio One on CBS Mondays, Robert Montgomery Presents on NBC Sundays, Armstrong Circle Theater on NBC Tuesdays, Kraft Television Theater on NBC Wednesdays, Lux Video Theater on CBS Thursdays and the Schlitz Playhouse of Stars on CBS Fridays. For Broadway actors, writers and directors it could be a golden age of steady work. But for every “Marty” there were a hundred forgettable productions.

The Public Broadcasting Service will show several selections from the early fifties theater on television. Last week’s presentation of the most acclaimed example of the genre reminds us that the fifties were simpler times.

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Al uses the second compact frame synchronizer from NEC on a roll-around rack to synchronize WKBD’s Independent Network News feed nightly. “We pick it up from the Western Union satellite to our earth station eight miles out. From there it comes into our station where we run it through the FS-16, tape it, and delay it for 45 minutes before rolling on air at 10:00 P.M.

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Pictured: WKBD-TV Director of Engineering Al Martin.

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