

**NAB convention advance:  
Getting ready for a really big show**

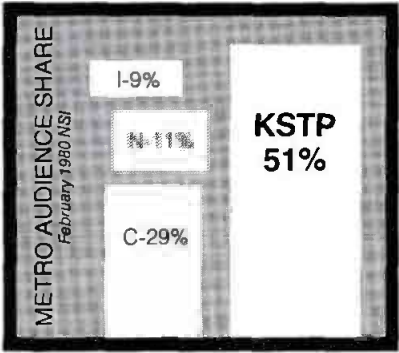
# Broadcasting Apr 7

The newswEEKly of broadcasting and allied arts

Our 49th Year 1980

**A 51% share!**

**Now you can  
stack KSTP-TV's  
10PM news up  
against all the other  
stations combined!\***



\*SOURCE: Feb. 1980 NSI comparing weeknight Metro averages. Subject to normal ratings qualifications.

The February ratings are in. And KSTP-TV is proud to announce that the 10PM Eyewitness News has scored the highest rating ever recorded for the time period in the enlarged Metro area. A 28 rating with a 51 SHARE. That means that



**KSTP-TV**  
Minneapolis, St. Paul

more people in the Twin Cities are watching KSTP-TV's Eyewitness News than all the other stations combined! Want to reach MOST people there do. Reach for KSTP-TV!

## #1 EYEWITNESS NEWS

Down to earth. Up to the minute.

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*The Audio Company*

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WVEC-TV doesn't come along everyday. That's why all of us at Corinthian are so excited. You might say, we've had our eyes on this one for a long time.

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KXTV-TV  
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KOTV  
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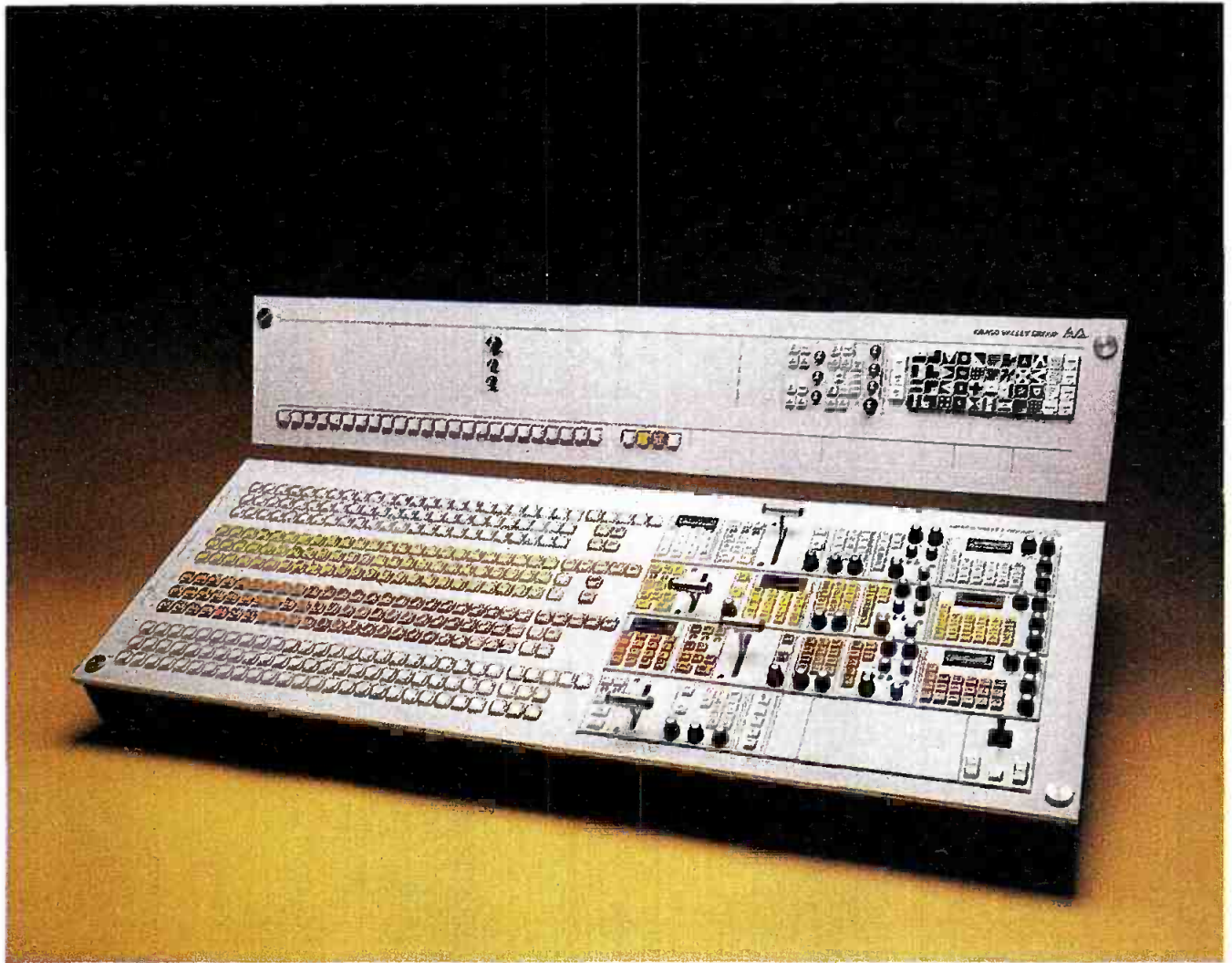
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Corinthian Broadcasting

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# Unmatched Power!

## The new GVG™ 300 Production Switcher and Four-Channel Mark II Digital Video Effects



### New-from-the-ground-up designs

The 300 switcher and MkII DVE are completely new in concept and design—not merely revisions of previous models. The 300 is a no-compromise switcher designed to complement the popular 1600 Series for the ultimate in production flexibility and power. The four-channel MkII DVE is a second generation unit with unique features providing an almost unlimited variety of effects.

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# The Week in Brief

**TOP OF THE WEEK**

**THE STRETCH RUN** □ Now neck-and-neck, ABC-TV and CBS-TV will stunt their ways to the April 20 end of the prime-time ratings season. **PAGE 29.**

**SUPPLY, NOT DEMAND** □ Canada succeeds in Buenos Aires with plan whereby American nations will set up five-year inventories of what they have and will need in AM spectrum. It's a change for the U.S. which has always made assignments on a basis of demand. **PAGE 30.**

**HEAT ON RCA** □ Spanish International Network and National Christian Network are among the disgruntled that lost out when Satcom III disappeared. **PAGE 33.**

**TECHNOLOGY**

**BRITANNIA RULES THE WAVES** □ A London convention on teletext and viewdata indicates that, in terms of full-service, England is clearly ahead. The U.S. was there, but mainly as an observer. **PAGE 33.**

**DIGITAL'S DECADE** □ The new technology will really take off in the 1980's, according to M/A COM's Bothwell. He also sees increased demand for satellite and related gear. **PAGE 42.**

**SPECIAL REPORT**

**THE PAY WAY** □ Over-the-air subscription television is scratching a place for itself in the video universe. This special report assesses its status and offers the views of the executives placing blue chips on it. **PAGE 46.**

**BUSINESS**

**TIME'S EXPANDED HORIZONS** □ While others were just testing the potential of the television marketplace, this company confidently and profitably forged ahead with its Video Group. The bottom line last year was \$68.5 million in operating profits from a division that includes American Television & Communications and Home Box Office. **PAGE 88.**

**LAW & REGULATION**

**PROMISE NOT ENOUGH** □ A group of advertisers goes to the Supreme Court to review a lower court's reinstatement of FTC Chairman Pertschuk in the children's advertising inquiry, even though he later voluntarily took himself out of the proceeding. **PAGE 82.**

**PROGRAMING**

**OLYMPICS FADEOUT** □ Carter gives NBC a graceful out by banning the export of goods and technology to Moscow and by forbidding the network to make further payments on its contract. **PAGE 88.**

**MEDIA**

**ARBITRON RECALL** □ The radio report for October-November 1979 in Orlando-Daytona Beach is taken back after it is found two listener diaries were kept by a local station programmer and his wife. **PAGE 92.**

**JOURNALISM**

**NEWSROOM PAYCHECKS** □ The wage scale for the talent there continues to escalate. The six-figure bracket has expanded beyond the anchors to sportscasters, weatherpersons and street reporters. **PAGE 100.**

**NAB '80**

**GETTING SET FOR LAS VEGAS** □ The NAB will smash records at its equipment show next week as 410 exhibitors prepare to show their wares. **PAGE 102.** A space-by-space report on the companies that will be there and what they have to offer. **PAGE 107.** To expedite planning, here's a rundown of the four-day agenda for Sight and Sound '80—the NAB's 38th annual convention. A calendar of related events and meetings. **PAGE 150.**

**PROFILE**

**THE MAN FROM MIT** □ The NAB's 1980 Engineering Achievement Award will be presented next week to James Parker, retired consultant to CBS-TV. The Las Vegas ceremony will be an appropriate epilogue to his 43 years of service to broadcasting on the domestic and international fronts. **PAGE 177.**

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**SOME DAY ALL TALK SHOWS  
MAY BE LIKE TONI'S.**

**BUT UNTIL THE OTHERS  
CATCH UP, YOU CAN  
HAVE THE ORIGINAL!**



# **THE TONI TENNILLE SHOW**

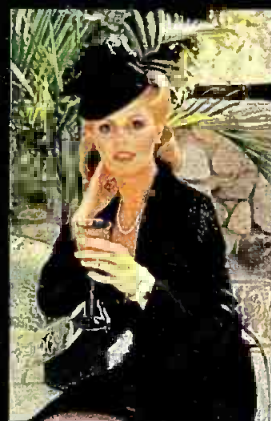
And what a show it is! A super-talented hostess at the peak of her career...believable, bright, enthusiastic—and caring.



An easy-to-watch format that keeps the show moving from song to comedy to lively conversations about exciting people—the kind of people everyone wants to know and know about!

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as well as loyal talk show viewers.

Already sold to all  
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and all the  
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Available in  
60 or 90-minute form.

## **MCA TV**

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## Credit crunch

Federal Reserve's latest round of credit restrictions has produced dramatic change in broadcast financing. Word from banks, brokers and others is that Fed has put teeth into jawboning against so-called "nonproductive" acquisitions that create no new businesses or jobs, thus drying up bank funds, especially for big and visible mergers. Bank loans being made are increasingly taking form of "cap and deferral" loans, which had been rare in broadcasting. These carry floating interest rate, say prime plus 2%, but "cap" repayment to yearly rate that can be financed from cash flow, say 13%. Difference is deferred to end of loan.

There's said to be increase in sellers' willingness to finance their own sales at interest rates well below market. Cable acquisition funds are also tight, but construction financing is considered "productive" by Fed and is therefore more available.

## Caribbean problems?

Although U.S. officials say conference of western hemisphere countries on use of AM band assured protection for U.S. stations (BROADCASTING, March 31), that protection may be iffy for some regionals in U.S. Two conference decisions are involved: One adopted 50 kw power limit for such stations; other set standard permitting interference among all stations up to 50% of time. Harold Kassens, consulting engineer who was member of U.S. delegation but did not attend conference, points out those standards would permit stations in Caribbean countries to cause interference in Southeast U.S.

At present, those countries, like U.S., are signatories to North American Regional Broadcasting Agreement, which limits regionals to 5 kw and interference to 10% of time. But signatories are free to abrogate that agreement. (Canada already has announced intention to do just that, but it has reached separate agreement with U.S. and Mexico to adhere to 10% standard.)

## Double tribute

With some \$11 million committed, National Association of Broadcasters Minority Investment Fund is driving to reach \$15-million goal in time for association's Las Vegas convention April 13-16. If it does, it will mean double tribute for Donald Thurston, Berkshire Broadcasting Co., North Adams, Mass., originator of project and recipient of

NAB's 1980 Distinguished Service Award. With matching funds and loans, \$15-million nest egg is designed to produce some \$37.5 million for new minority enterprises.

Robert W. Ferguson, senior VP, corporate affairs, Forward Communications Corp., Wausau, Wis., who is coordinator of fund, reports following major pledges: ABC, CBS, NBC, \$2.5 million each; Capital Cities, Westinghouse Broadcasting, \$1 million each; Hearst, \$150,000; Post-Newsweek Stations, \$125,000; John Blair & Co., and Harte-Hanks Communications, \$100,000 each; Gannett, \$85,000 for first year only; Forward, \$60,000; Belo Broadcasting, Dallas, and KPRC Inc., Houston, amounts not yet specified.

## Front runners

Principal candidates to head National Association of Broadcasters radio board seem to have stepped into place. Vice Chairman Ed Fritts, of Fritts Stations, Indianola, Miss., has yielded to requests of several radio board members and will run for chairmanship. Most likely to be elected vice chairman is Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C. Election will be held at next June's board meetings.

## AMST's stewardship

Association of Maximum Service Telecasters in past two years quietly has increased its station membership to 242. When Tom E. Paro assumed presidency two years ago upon retirement of Lester W. Lindow, membership was 200.

Paro went to AMST after 22 years at NBC, leaving NBC vice presidency in Washington to take over Washington-based association. At moment AMST is participant in 92 active dockets at FCC, of which 52 were developed in last year, while 26 others were closed out. Whenever short spacings, resulting from changed assignments, show up, AMST intercedes; 25 such proceedings, involving 75 stations in 30 states, now are in mill. A.D. Ring & Associates is engineering consultant and Covington & Burling, AMST's legal counsel.

## Sitting it out

Corporation for Public Broadcasting board now contains five lame ducks whose terms expired March 26. Four of those directors—Chairman Lillie Herndon, Vice Chairman Lucius Gregg, Diana Lady Dougan and Howard White—are said to be interested in reappointment. Other,

Donald Santarelli, has not been to meeting in months, and speculation is he'll be replaced. But White House has traditionally moved slowly on CPB board appointments.

## It travels well

Success of CBS-TV's *60 Minutes*, highest-rated program this season, isn't just U.S. phenomenon. Australian version on Nine Network, in its first year, has been ranking among top-five shows *Down Under*. Title and format are same; even time period is similar, 7:30-8:30 Sunday nights (Sydney time). About 25% of segments come from CBS News, with Viacom distributing; rest is Australian-produced. In-person advice in shaping show came from CBS's *60 Minutes* executive producer, Don Hewitt.

Internationally, Viacom distributes *60 Minutes* regularly to about 18 countries but in different ways. Japan and Canada, for example, take whole show; Holland buys segments.

## Exports up

Industry sources are estimating that 1979 was worth \$300-\$325 million to U.S. distributors selling programs and movies to foreign television. That's increase of at least 9% and possibly up to 18% over \$275 million figure estimated for 1978. Five countries are believed to have accounted for about 65% of trade, in dollar order: Canada, Japan, Australia, United Kingdom and Brazil.

## Back to school

NBC has arranged with Wharton School of University of Pennsylvania to conduct series of seminars for NBC senior management this spring. Executives from all divisions will participate, freshening up on such subjects as financial planning and controls, strategic and management planning, organization control and effective use of personnel.

## Party time

Win, lose or draw in ratings race (see page 29), CBS-TV officials justify joint celebration with affiliates at their May 4-8 annual meeting at Los Angeles's Century Plaza hotel. One new feature will be welcoming cocktail party Sunday evening (May 4). Party will have "state fair" theme, and partnership will be stressed throughout, emphasizing, "We did this together." But it won't be all fun. President James Rosenfield is scheduling "more business and less play than last year," with three full days of meetings before windup banquet Wednesday night.





**LAUGH  
SQUIRM SIGH  
GASP GULP  
CRINGE  
CHUCKLE HOWL  
SHUDDER  
TREMBLE  
SWEAT  
PANIC  
CHEER  
TINGLE SHIVER**

Metro-Goldwyn-Mayer presents Theatre 15.

A collection of 15 movies originally made for television.

The Comedy Company, High Risk, Lucan, Mask of Alexander Cross, Phantom of Hollywood and Woman of the Year to name a few. 15 movies that play to a variety of emotions. Movies that will make you laugh, squirm, sigh, gulp, cringe. Available for the first time in syndication.

THEATRE



MGM TELEVISION

Sold to the CBS O&O's  
in New York, Chicago,  
Philadelphia, St. Louis.

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# Business Briefly

TV ONLY

**Skaggs** □ Second-quarter campaign for drug stores begins in May in 40 markets including San Francisco and Seattle-Tacoma. Spots are placed in daytime. Agency: Alan Frank & Associates, Salt Lake City. Target: women, 25-54.

**B.F. Ascher** □ Twelve-week campaign for Soft 'n' Soothe creme begins in mid-May in 12 markets. Spots will run in daytime. Agency: Barickman Advertising, Kansas City, Mo. Target: adults, 18-34.

**Rexall Drugs** □ Eight-to-10-week campaign for drug store centers begins in June in Grand-Rapids, Mich., and Oklahoma City. Spots will run in day, fringe, prime and weekend times. Agency: Vinyard & Lee & Williams, St. Louis. Target: adults, 18 plus.

**Wayne Spray** □ Five-week campaign for power spray painter begins April 28 in Kansas City, Mo., Louisville, Ky.,

Oklahoma City, San Diego, Salt Lake City and Sacramento, Calif. Spots are placed in late news and late fringe times. Agency: Carmichael-Lynch, Minneapolis. Target: adults, 25-54.

**Sanna** □ Four-week campaign for Swiss Miss Dairy Case desserts begins April 14 in nine markets. Spots will run in day, late fringe and weekend times. Agency: Bozell & Jacobs, Los Angeles. Target: women, 25-49.

**Winchell's** □ Four-week campaign for doughnuts begins April 17 in about 20 markets including Kansas City, Mo. Spots will run during fringe times. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: men, 18-49; women, 18-49.

**Johns-Manville Corp.** □ Four-week campaign to promote roofing begins May 12 in about 24 markets including New York, Pittsburgh and Buffalo, N.Y. Spots will run during news/sports and prime

time. Agency: Broyles, Allebaugh & Davis, Englewood, Co. Target: men, 35 and over.

**Fuller O'Brien** □ Four-week campaign for house paint begins this week in 28 markets. Some spots will run in fringe times. Agency: Young & Rubicam, New York. Target: adults, 25-54.

**Paper Products** □ Four-week campaign for No Bugs M'Lady insecticide shelf paper begins in mid-April in eight markets including Nashville and Phoenix. Spots will run during day and fringe times. Agency: Boylehart, Lovett & Dean, Los Angeles. Target: women, 18-49.

**Porsche-Audi** □ Four-week campaign for Audi 5000 begins May 15 in 25 markets including Los Angeles, Denver, Portland, Ore., Dallas-Fort Worth, Miami and Atlanta. Spots will run in late fringe and news times. Agency: Doyle, Dane, Bernbach, New York. Target: men, 25-49.

**Fugi** □ Campaign for photo film begins May 5 and runs through late August in seven markets including Denver and Seattle-Tacoma. Spots are placed during day, fringe and prime. Agency: Manoff Geers Gross, New York. Target: adults, 18-49.

**Flowers Industries** □ Four-week campaign for Home Town bread and Nature's Own bread begins in April in five Southeastern markets. Agency: Tucker

Radio only

## MASLA MEANS BUSINESS

Ask Tom Chiusano  
WMET, Chicago

**JACK MASLA & COMPANY, INC.**  
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco

**Back into TV.** In its first use of television in three years, True Temper Corp., Cleveland, launched spot TV effort in 12 major markets last week to promote its line of home and garden tools. Initial flight is for eight weeks and on year-round basis. True Temper expects to



spend \$2 million on TV campaign. Commercials are 30 seconds and 26 seconds in length, with space for dealer identification. Vignettes in spot cover life of man who has owned True Temper tools for 34 years. Target: men, 18 and over. Agency is DKG Inc., New York.

THE HUMAN BRAIN WHICH WEIGHS ON THE AVERAGE  
THREE AND A QUARTER POUNDS AND CAN BE HELD  
IN TWO HANDS HAS A STORAGE  
CAPACITY OF MORE THAN TWO  
QUINTILLION BITS OF INFORMATION  
THAT'S TWO FOLLOWED BY E  
ZEROS. IT COULD STORE TWO

## Earl Nightingale delivers a captive audience for your station & advertisers

How do you attract over 20 million listeners and motivate them to advertising action?

You capture their active interest with the Nightingale network of fascinating broadcasts: two different, daily dynamic features that draw the most responsive audiences of all.

**NIGHTINGALE GIVES YOU DOUBLE-BARRELED POWER!** Day after day, year after year, millions of listeners look to Nightingale's **OUR CHANGING WORLD** for five fascinating minutes of creative inspiration . . . scores of advertisers rely on him for high market penetration!

Nightingale develops tremendous impact with his second daily series . . . **EARL NIGHTINGALE: 60 SECONDS.**

These 60-second spot carriers pull like a Percheron. Each message is pure Nightingale—stimulating and exhilarating. Designed and timed for motoring millions whose listening span is short but whose response is long.

No other features in radio today achieve such giant syndication and advertiser support.

The number of stations beaming Nightingale totals more than twice as many as two major U.S. radio networks combined.

**GET YOUR FREE CUSTOM SALES KITS.** We're ready to help you expand your audience—and your advertising revenues—with custom sales kits that showcase the two Nightingale features in print and sound. Nightingale sells spots for you as effectively as he captivates new listeners for your station.

Call us collect for your showcase kits. And please make a note to visit the Nightingale Hospitality Suite at the N.A.B. The welcome mat will be out.

**NIGHTINGALE-CONANT CORPORATION**  
3730 West Devon Avenue  
Chicago, IL 60659

**CALL COLLECT FOR  
YOUR SHOWCASE KITS: (312) 677-3100**



**BE OUR GUEST  
AT THE N.A.B.**

Nightingale Hospitality  
Suite 969  
Las Vegas Hilton

# There's an un trend today in

## To CBS.

The reason for it should interest you, even if you're already an affiliate of ours. It's that we have the right product. For now. For the 80s.

It's evident in our program audiences: seven of the top ten, against eight other networks measured in the latest research!

It's evident in the rush of new affiliates: 67 AM and FM in the last 9 months alone.

Here's the kind of programming that has audiences and affiliates coming to us.

(Would you rather be carrying it or competing with it?)



**Sports** We program the sports people get excited about.

The NFL has just teamed up with CBS Radio for four more years. That's 36 games a year, including Monday Night Football, AFC & NFC Playoffs, The Super Bowl.

And there's major league baseball. The All-Star Game, The American League & National League Championships, The World Series (which last year drew radio audiences of 47 million!<sup>2</sup>).

And more. Thoroughbred horse racing, including The Preakness and Belmont. Golf, as in The Masters. Tennis, as in the U.S. Open. College football, as in the Sun and Cotton Bowls.

And early and late, seven days a week, we field a team of top sportscasters to bring listeners all the sports news, people like Win Elliot, Jim Kelly, Brent Musburger and Pat Summerall.



**News** These are times that demand the best in world and national radio news. Stations as well as networks must cover everything from Iran to inflation—and cover it not only responsibly but immediately.

And in broadcast journalism, CBS News is in a class by itself.

Because of the expertise of its people. Because of its unique stature, nationwide.

# mistakable network radio.

Almost everywhere in the CBS Radio Network schedule there's something important from CBS News.

CBS NEWS ON THE HOUR,  
24 HOURS A DAY.

HARD-NEWS & INFORMATION FEATURES, with Reid Collins, Walter Cronkite, Marvin Kalb, Charles Kuralt, Charles Osgood, Dan Rather, Harry Reasoner, Morley Safer, Stephani Shelton, Mike Wallace and others. In morning drive time, hourly news and news features account for six of the largest audiences in all radio!<sup>1</sup>

CAMPAIGN 80. This year virtually the entire CBS News team has been mobilized to take listeners inside the process as the nation goes about electing a President—from primaries to the upcoming Conventions to Election Night itself.



INSTANT CBS NEWS WEEKEND REPORTS. Twenty special broadcasts over a single weekend when a news story breaks that needs perspective, that's too big and too complex to handle in the hourlies alone.

## Features & Specials



Bob (Captain Kangaroo) Keeshan is now on CBS Radio every week day with a program of great interest to parents and youngsters: The Subject Is Young People. It's one of a dozen daily features on lots of interesting subjects.

Then there's College Bowl once a week. And Face The Nation. The Mystery Theater five nights a week. Weekend specials like Your Taxes with Ray Brady. The Movies with Lee Jordan. Exploring America with Charles Kuralt. And right now, we have something new coming up: weekend music specials! Details to be announced shortly.



That's about as much of the story as we can fit in. We've left out other good stuff, but you get the idea.

CBS Radio has built a lineup of programs and personalities so compelling that it delivers a special sound.

And a competitive edge.

With the large number of radio stations vying for attention in every market, that's a valuable thing to have.

Sources: <sup>1</sup>RADAR 20, Spring/Fall '79, Adults 18+. Vol. 3;  
<sup>2</sup>ORC, Nov. '79, General Public Caravan Survey.  
Audience figures are estimates subject to qualifications supplied on request.

**CBS RADIO NETWORK**   
**The Competitive Edge**

AT THE NAB: SUITE #29-102  
NORTH TOWER, LAS VEGAS HILTON.

Wayne & Co., Atlanta. Target: women, 25-54.

**Switzer** □ Three-week campaign for licorice runs in May, June and July in six markets including New York, and Philadelphia. Spots will run in day and early fringe times. Agency: Krupnick & Associates, St. Louis, Mo. Target: women, 25-54; children, 2-11.

**Sherwin-Williams** □ Three-week campaign for paint begins April 14 in 111 markets including Dallas-Fort Worth, Philadelphia, New Orleans and Seattle-Tacoma. Spots will run in fringe times. Agency: Doyle, Dane & Bernbach, New York. Target: adults, 25-49.

**Carey** □ Two-week campaign for table salt begins April 28 in Denver, Phoenix, Omaha, Wichita, Kan., and Minneapolis. Spots are placed in fringe, news, prime and day times. Agency: Fletcher/Mayo/Associates, St. Joseph, Mo. Target: women, 25-54.

**Tenneco** □ Two-week campaign for Sun Giant raisins begins May 21 in 10 markets. Spots are placed in early fringe times. Agency: Bozell & Jacobs, New York. Target: adults, 25-49.

**Konica** □ Two-week campaign for

cameras begins May 12 in 12 markets. Spots will be placed in fringe, news and sports times. Agency: Air Power Media Corp., New York. Target: men, 25-54; adults, 25-54.

**Leath/Maxwell** □ One-week campaign for furniture begins April 9 in 12 markets in Georgia and the Carolinas. Spots will run in day, fringe and prime times. Agency: William Cook Advertising, Jacksonville, Fla. Target: women, 25-54.

**Burmah Castrol** □ Eight-week campaign for motor oil begins this week in about 15 markets including Washington, Cleveland, New Orleans, Jacksonville, Fla., Los Angeles, San Francisco and Sacramento, Calif. Agency: Scali, McCabe, Sloves, Chicago. Target: men, 18-34.

**Charm Glow** □ Five-week campaign for grills begins May 5 in more than 20 markets including New York, Tampa, Fla., Columbus, Ohio, and Louisville, Ky. Spots will run in morning and afternoon drive times. Agency: Creamer, Inc., Chicago. Target: men, 25-54.

**Nursery Marketing Council** □ Four-week network and spot campaign begin April 19 in about 50 spot markets

including New Haven, Conn., Chicago and San Francisco. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: adults, 25-54.

**California State Council of Carpenters** □ Two-week campaign for labor union begins this week in more than 15 California markets. Spots will run in morning and afternoon drive times. Agency: Sims & Associates, Escondido, Calif. Target: men, 25 plus.

RADIO ONLY

## Advantage

**On target.** Entex Industries, Los Angeles, decided to reverse its approach in advertising its Loc Blocs, (plastic building block set) during pre-Christmas season late last year and directed its appeal to mothers. Instead of advertising to children, Entex, at suggestion of Katz American Television, bought two 60-second spots per week for six weeks on *Bob Braun Show*, daytime talk/entertainment series, in Indianapolis, Columbus and Dayton, Ohio; Cincinnati, Louisville and Lexington, Ky, and Charleston/Huntington, W. Va. Strategy paid off as advertiser reported surge in sales. Result: Entex has scheduled in second six-week campaign to start April 28 and third flight to begin Aug. 18 and run through end of December using Braun program in same seven markets.

**On the road.** Network TV campaign for General Tire & Rubber Co., Akron, Ohio, breaks April 15 for five weeks to promote tires and servicing. Agency, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., created 30-second spot scheduled to run in early news times over CBS and NBC. Using theme, "For tires and service, think General", commercial features classic 1936 DeSoto alongside 1980 automobile. Credits: Selby L. Cooke, VP-creative supervisor; Jere Chamberlain, producer; James G. Aldrich, VP-account supervisor.

## Rep/Report

KMJM(FM) St. Louis: To Major Market Radio from HR Stone.

KXJB-TV Valley City, N.D.: To Avery-Knodel Television from Katz Continental.

WTLC(FM) Indianapolis: To Bernard Howard & Co. from HR/Stone.

WFTL(AM)-WEWZ(FM) Fort Lauderdale, Fla.: To Buckley Radio Sales from HR/Stone.

WDTV(TV) Weston, W. Va.: To Avery-Knodel Television from HR Television.

# DELTA DASH.<sup>®</sup> SAME DAY DELIVERY ON SMALL PACKAGES.



*Delta is an airline run by professionals. Like Customer Services Agent Terry L. Theiss.*

Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. And DASH serves over 80 cities in

the United States plus San Juan.

Packages (up to 50 lbs.) are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

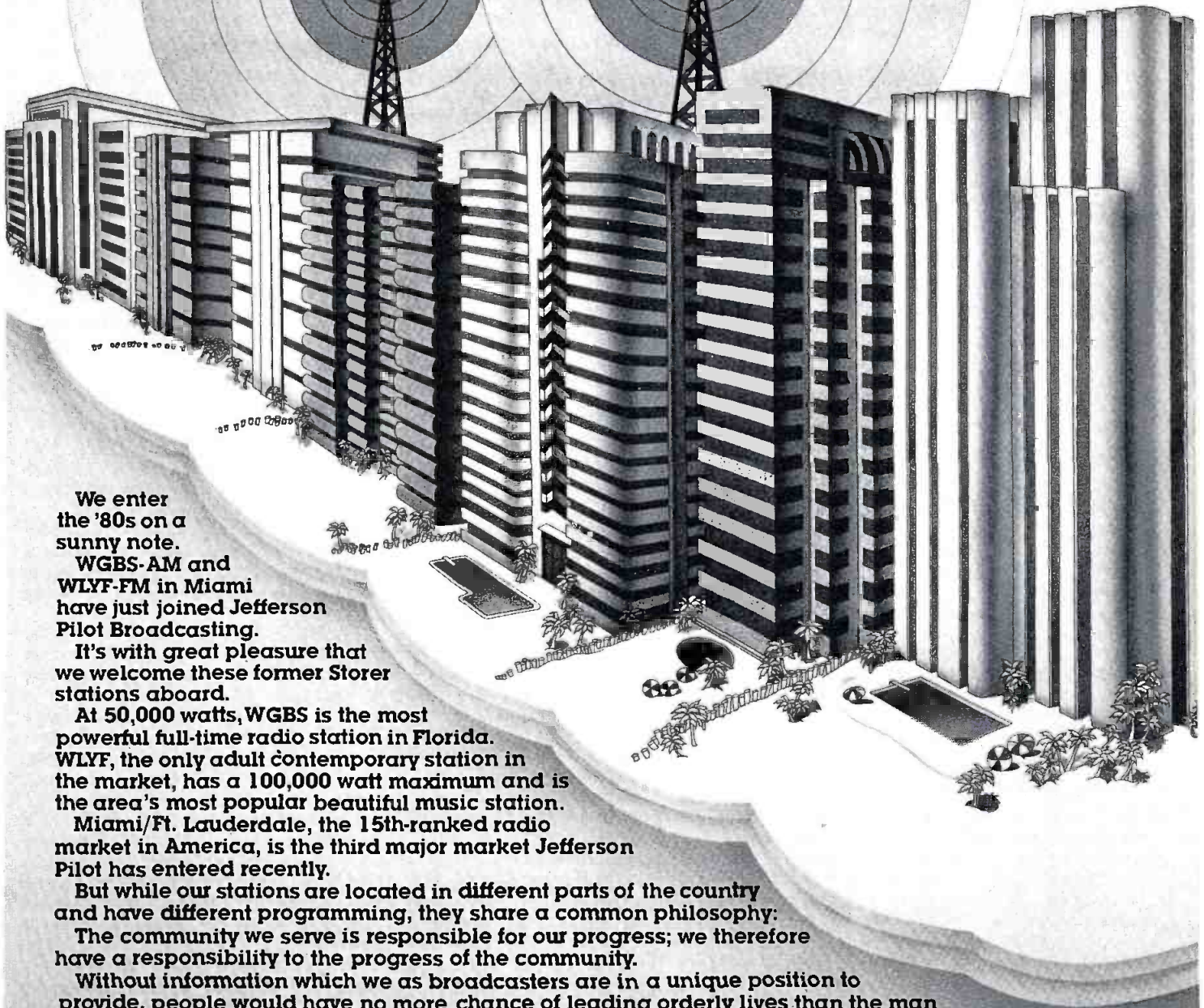
The airport-to-airport rate between any two of Delta's domestic cities is \$40 (\$25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery is available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6393.)

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# JEFFERSON PILOT BROADCASTING IS MAKING WAVES OVER MIAMI.



We enter the '80s on a sunny note.

WGBS-AM and WLYF-FM in Miami have just joined Jefferson Pilot Broadcasting.

It's with great pleasure that we welcome these former Storer stations aboard.

At 50,000 watts, WGBS is the most powerful full-time radio station in Florida. WLYF, the only adult contemporary station in the market, has a 100,000 watt maximum and is the area's most popular beautiful music station.

Miami/Ft. Lauderdale, the 15th-ranked radio market in America, is the third major market Jefferson Pilot has entered recently.

But while our stations are located in different parts of the country and have different programming, they share a common philosophy:

The community we serve is responsible for our progress; we therefore have a responsibility to the progress of the community.

Without information which we as broadcasters are in a unique position to provide, people would have no more chance of leading orderly lives than the man in the moon over Miami.

## Jefferson Pilot Broadcasting

Charlotte: WBT, WBCY, WBTB, Jeffersonics, Jefferson Productions, Jefferson Data Systems. Richmond: WWBT. Atlanta: WQXI, WQXI-FM. Denver: KIMN, KYGO. Miami: WGBS, WLYF. Greensboro: WBIG. Wilmington: WWIL, WHSL.

# Monday Memo®

A broadcast advertising commentary from Al Sanno, vice-president-director of network programming, BBDO, New York

## The games advertisers can play on television

Now that the game-show marketplace has been set in turmoil, is game-show merchandising a risky business?

There is no denying that the game-show marketplace is not as stable as it was a few months ago. ABC has announced that the *\$20,000 Pyramid* will be dropped from its daytime schedule in July. NBC will cancel three of its six Monday-Friday morning game shows in favor of the *David Letterman* show. Anticipated August changes and the addition of a midday news show could further reduce the number of NBC game shows to one.

In addition, producer Chuck Barris is halting production of all six of his syndicated game shows.

While the effect of these schedule changes will tighten the game-show marketplace in daytime, the void created by the Barris programs should be filled by strip game shows and new entries into the prime-access area.

All this activity does not diminish the value of game-show merchandising to an advertiser. Every time a contestant carries away a prize from a game show, an advertiser is also on the winning end. While the contestant's correct answer earns him a new suitcase, camera or vacation, the advertiser who supplies the product gains:

- An inexpensive way to maintain brand awareness and reinforce an ongoing advertising campaign.

- A seven-to-10-second visual logo, or actual product shot of his brand, broadcast on the game show along with 20-25 words of copy.

- High frequency at low cost. Advertisers can purchase as many as 20 game-show participations at the same cost as one 30-second daytime spot.

Game-show merchandising offers its best value when advertisers use it to reinforce an existing advertising campaign.

Producers are sensitive to the needs of the advertisers who contribute to the ready cache of prizes for game-show contestants. Game-show producers will attempt product exclusivity and try not to award competitive brands as prizes within the same show, but too many prize mentions in addition to regular program commercials can precipitate clutter, and the advertiser can be lost among the other products.

Advertisers who market "soft" gift products like food, cosmetics and miscellaneous household goods have to be careful for another reason. They may be bumped from a show in favor of "hard" gifts that retail for \$50 or more like cars, furniture or jewelry.

Game-show producers would obviously



Al Sanno, vice president and director of network programming for BBDO, originally joined the agency in 1951 but left in 1953 to join McCann Erickson. He also held a vice presidency at Clyne Maxon before returning to BBDO in 1967 as vice president and account supervisor. Sanno was named group supervisor of BBDO's network programming department in 1973 and became associate director in 1978. He was named BBDO's director of network programming in October 1979.

rather award hard gifts as prizes and, therefore, give them placement preference. Soft products are generally accepted on a first-come, first-served basis. And often an accompanying prize such as cutlery will be awarded with a soft product to make it more enticing. However, prize-to-product association prevails. Products that are given away as consolation prizes could be negatively perceived by viewers.

Both primary areas in which game-show merchandising spots can be purchased—daytime network and syndication—offer advantages. Network game shows offer:

- Lower cost and better C-P-M's than syndicated shows.

- More stabilized pricing.

- National broadcast.

- Higher frequency within this particular daypart.

Syndicated game shows offer:

- Higher-rated programs than daytime shows.

- More game shows and, therefore, more diversity.

- More flexibility from syndicated game-show brokers, who have more leeway to respond to client requests than day network brokers.

However, game-show audiences are generally older and more downscale than those of other daytime fare. Advertisers

should be alert to the type of audience they are approaching in a given game show.

Obviously, the advertiser who becomes a game-show merchandiser contributes the product itself.

Advertisers are notified of a winner's name in advance of a game show's air date. Within 30-45 days after the program's actual broadcast, the advertiser must ship the prize to the winner. The advertiser is responsible for all shipping costs. In addition, advertisers should be prepared to pay a media fee, most of which goes to the game show's producer. Daytime game-show merchandisers pay an average of \$500 every time their product is awarded as a prize. This fee is fixed by each network with audience size and composition having little bearing on pricing.

For syndicated game shows, costs are more negotiable than daytime and vary widely according to the number of markets in which the show airs. In general, prices range between \$500 and \$2,500 for each product/prize mention on a syndicated program. Media fees are adjusted for products with a retail value of \$250 or more.

Game-show merchandising spots can be purchased directly from the networks and syndicated producers by advertisers or their agencies. Better negotiators, however, are game-show brokers who are more in touch with, and better attuned to, the game-show marketplace. These brokers charge an average fee of \$40 per daytime spot placed. This is in addition to the fee paid to the show's producer.

Since game-show participations are sold on a calendar-year basis, advertisers should build as much advance planning as possible into game-show merchandising efforts.

Typically, a minimum lead time of three months is necessary to place a product on a syndicated game show. More time may be necessary to lock a product into a daytime show, especially if the product is a "soft" gift item worth under \$50 retail. Given the current stripping situation, even greater lead time may be necessary as shows tape further in advance.

The availability of open game-show slots seems to correspond to the same seasonal patterns as regular commercial time. It is easier to place a brand on a game show during the first and third quarters than it is during the second and fourth quarters.

To know whether game-show merchandising makes media sense, each brand must be examined separately. For the advertiser who knows the rules, however, game-show merchandising can offer some smart plays as a supplement to the over-all media mix.



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# Where Things Stand

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

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□

**AM allocations.** FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments in proceeding, however, were negative; most supported maintaining clear channels (BROADCASTING, July 16, 1979). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing from 10 khz to 9 khz to create more radio channels, and U.S. submitted that proposal at Region 2 (western hemisphere) conference which ended March 28 in Buenos Aires. However, the conference was unable to reach a consensus on the issue, and postponed decision until its second session in November 1981 (BROADCASTING, March 24, 31).

□

**AM stereo.** Year and half ago, FCC instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—by Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding were filed last year (BROADCASTING, May 28, 1979), and FCC may deal with issue at meeting this week. Rumor has it that FCC staff may recommend approval of as many as three systems, rather than one (BROADCASTING, March 31).

□

**Antitrust/networks.** Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some are not effective unless other two networks also agree to them. ABC and CBS, however, continue to fight suit.

□

**Antitrust/TV code.** Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late last year; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). Meanwhile, U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (BROADCASTING, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions, in response to Greene's motion. Greene now has to decide on basis of record. There is possibility of another oral argument.

□

**Automatic transmission systems.** FCC has

allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

□

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

□

**Cable deregulation.** FCC is embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated-exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (BROADCASTING, May 7, 1979). National Telecommunications and Information Administration has proposed idea of retransmission consent as means of introducing marketplace factor into distant signal equation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (BROADCASTING, Sept. 24, 1979). Congressional Research Service, on other hand, has published study, requested by Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, which concluded that only Congress can authorize retransmission consent (BROADCASTING, Dec. 3, 1979). NTIA continues to assert FCC has such authority (BROADCASTING, Feb. 4). FCC is aiming for May/June date to release report and order in proceeding. Representative Robert Kastenmeier (D-Wis.), in letter to FCC Chairman Charles Ferris, asked for halt in FCC proceedings until Copyright Royalty Tribunal has concluded its review of copyright payment rates. Ferris gave Kastenmeier, chairman of Judiciary Subcommittee with copyright authority, firm "no" (BROADCASTING, March 31).

□

**Carter use of broadcasting.** President has held 55 televised press conferences since

assuming office, but last July he abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences, radio call-in shows and possibly other formats (BROADCASTING, Aug. 27, 1979). He did call-in show on National Public Radio last Oct. 9 (BROADCASTING, Oct. 15, 1979).

□

**Closed captioning.** ABC, NBC and Public Broadcasting Service are participating in captioning project for benefit of hearing impaired, which began March 15 (BROADCASTING, March 24). ABC and NBC are captioning five hours a week (in prime time) and PBS more than 10 hours. Sears, Roebuck & Co. is manufacturing and distributing decoding equipment for home sets. Adapter for set costs \$250, while 19-inch color set with adapter built in sells for about \$500. CBS declined to participate, saying it is more interested in proceeding with its work on teletext process (BROADCASTING, Oct. 1, 1979).

□

**Communications Act.** House Communications Subcommittee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions, but bill, with additional amendments, is expected to go back to subcommittee for further mark-up this month. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.) (BROADCASTING, Dec. 24, 1979), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) (BROADCASTING, Nov. 12, 1979.) Both bills have been redrafted and comments on each have been received. Staffs have been working on compromise language for one bill, and mark-up is expected this month.

□

**Comsat.** Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of programing via satellite direct to homes equipped with small-diameter rooftop antennas (BROADCASTING, Aug. 6, 1979). Comsat planners hope to have system operational by 1983 and details ready for filing at FCC this month. FCC meanwhile, has been conducting inquiry on Comsat's corporate structure. Broadcasters filing comments agreed that Comsat was established by Congress as common carrier service and that any venture into satellite-to-home broadcasting could not be authorized under its present charter. On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee plans future hearings to determine if legislation in this area is necessary.

□

**Crossownership (newspaper-broadcast).** Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreements, seven have been freed from divestiture order because of changed circumstances in market (entry of competition) and only one has won reversal of divestiture order in appeals court.

# SOLD OUT



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UPI Audio created a weekday special feature on the 1980 election campaign (183 programs in all) ... with coverage by such top reporters as Pye Chamberlayne and Gene Gibbons. All affiliates receive this "Campaign Notebook" as part of the regular UPI Audio package ... *at no additional cost!* And, many of them are selling these programs at very healthy prices.

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than cover his costs for the entire UPI Audio package by selling only 9 hourly newscasts per week at his regular rate card rates. Everything else ... all the other hourly newscasts, sportscasts, business reports and features are his at zero cost. Whatever he sells them for is pure profit!

If you're still not a UPI Audio affiliate ... find out what else you've been missing. Call your UPI Regional Executive or Ted Feurey, General Manager, UPI Audio Network, at (212) 682-0400.

\*Name on request.

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Company

Of three remaining cases, one has given up fight and decided to sell its television station in compliance with order (BROADCASTING, Jan. 7), and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3).

□  
**Crossownership (television broadcasting-cable television).** FCC amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC's Cable Television Bureau is preparing draft notice. FCC hopes to consider issue this month.

□  
**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission voted in February to increase equal-employment requirements of stations, effective April 1, 1980. Stations with five to 10 employees are required to have 50% parity over-all with available workforce, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC also voted to take look at employment practices of three commercial networks, to see if, or how, minorities and women are employed in decision-making jobs. FCC has met with networks and is planning additional meetings to work out what commission needs.

□  
**Family viewing.** Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). Appeals court ruled

that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing on ground that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (BROADCASTING, Dec. 24, 1979).

□  
**Federal Trade Commission.** FTC concluded legislative phase of inquiry examining proposals to limit or ban television advertising aimed at children. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. Entire matter may be dropped, however, if legislation approved by full Senate becomes law (BROADCASTING, Feb. 11). Both House and Senate versions of FTC authorization bill impose tough restrictions on commission, shearing its power in number of areas. Unlike House version, however, Senate version contains no one-house veto provision, which would allow Congress to override FTC actions without presidential approval. House-Senate conferees have been trying to work out compromise language. Continuing resolution approved by Congress last month gives commission funds to operate through April 30.

□  
**FM Allocations.** FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3).

□  
**FM quadrasonic.** National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed later that year (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early last year, and final comments have been received (BROADCASTING, Jan. 15, 1979).

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

□  
**License renewal forms.** FCC Broadcast Bureau Chief Richard Shiben has plans for rulemaking to study possibility of short-form renewal applications. Form would have fewer than half-dozen questions, and AM, FM and TV licensees would be required to complete it. Minimum sample of 5%, however, would have to submit longer form or go through field audit (BROADCASTING, Feb. 18). Broadcast Bureau has draft of proposal and hopes to get it before commission in early May.

□  
**Minority ownership.** Carter administration announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979). But National Telecommunications and Information Administration's Henry Geller later conceded ideas could be improved on and said NTIA would submit revised proposal to FCC (BROADCASTING, Jan. 14). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations, for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

□  
**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision

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siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979).

□

**Network inquiry.** FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry promise most hope of new competition. Staff believes that although commission has jurisdiction to regulate networks, network/affiliate relationship is "clearly an efficient method of economic organization," and further attempts to regulate it would be pointless (BROADCASTING, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcasting—were released in February. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies pose "severe" barrier to development of more networks (BROADCASTING, Feb. 11).

□

**Network standings.** Prime-time TV ratings averages, Sept. 17-March 30: CBS 19.5, ABC 19.5, NBC 17.7.

□

**Noncommercial broadcasting rules.** FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership applicable now only to commercial licensees. Comments on all have been received (BROADCASTING, Jan. 28); replies are due May 2.

□

**Operator licensing.** FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits may now perform routine technical chores at radio stations (BROADCASTING, Jan. 1, 1979). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979. FCC will issue further notice of inquiry and proposed rulemaking this spring, addressing operator license restructuring and continuing examination requirement.

□

**Pay cable, pay TV.** U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming

(BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979). As industry, pay cable reaches more than 5 million subscribers (BROADCASTING, May 28, 1979).

□

**Performer royalties.** Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation last fall (BROADCASTING, Nov. 19 and Dec. 3, 1979).

□

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

□

**Radio deregulation.** In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace current FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments have been filed, replies are due June 25 (BROADCASTING, March 31).

□

**Shield legislation.** Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M.A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29, 1979). After *Stanford Daily* decision,

House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9, 1979). It underwent hearings last spring in House (BROADCASTING, May 28, 1979). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources of story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26, 1979). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23, 1979).

□

**UHF.** FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated in December 1978, with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979).

□

**VHF drop-ins.** This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Staff is currently completing studies that may lead to report and order.

□

**WARC.** President Carter will send to Senate for ratification later this year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva last December. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted that will increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. had to take footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and it reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

# Datebook

■ indicates new or revised listing

## This week

**April 7-9**—*Arkansas Cable Television Association* annual convention. Camelot Inn, Little Rock.

**April 7-11**—Audio production workshop sponsored by *Portable Channel Inc.*, 1255 University Avenue, Rochester, N.Y. Information: (716) 244-1259.

**April 8**—*Television Bureau of Advertising* regional sales seminar, Hilton Plaza Inn, Kansas City, Mo.

**April 8-12**—*Satellite 80*, international satellite conference and exposition. Palais des Expositions, Nice, France.

**April 9**—*New England Cable Television Association* spring meeting. Sheraton-Wayfarer, Bedford, N.H.

**April 9-11**—*American Forces Radio and Television Service* worldwide joint workshop. Sportsmans Lodge, Los Angeles.

**April 9-12**—*Alpha Epsilon Rho, National Honorary Broadcasting Society* national convention. Imperial Palace hotel, Las Vegas. Speakers include Don Hewitt, *60 Minutes*; Charles Osgood, CBS News, and Gordon Jump, *WKRP in Cincinnati*.

**April 10**—Research workshop of *Association of National Advertisers*, Plaza hotel, New York.

**April 10-11**—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Marriott hotel, New Orleans.

**April 10-13**—*Broadcast Education Association* annual convention. Convention Center, Las Vegas.

**April 11**—*Information Industries Association* Infor-

mation Policy Discussion Group breakfast, 7:30 a.m. Speaker: Joel R. Aiper, assistant general manager-operations, Comsat, on "Developments in Satellite Communications in the 80's." Rayburn House Office Building, room B-338, Washington. Information: IIA, (202) 544-1969.

**April 11**—*Radio-Television News Directors Association* region 6 workshop in conjunction with annual Broadcast News Conference, William Allen White School of Journalism, University of Kansas, Lawrence. Information: Steve Murphy, WOWT-TV Omaha.

**April 11-12**—*Maryland-Delaware Cable Television Association* spring meeting. Gateway West, Ocean City, Md.

**April 11-12**—*National Federation of Local Cable Programers* central states region spring conference. Old Capitol, Frankfort, Ky.

**April 11-12**—*Society of Professional Journalists, Sigma Delta Chi* Region 5 conference. Stouffer's Louisville Inn, Louisville, Ky.

**April 11-12**—*Society of Professional Journalists, Sigma Delta Chi* Region 6 conference. Downtowner, Green Bay, Wis.

**April 11-12**—*Society of Professional Journalists, Sigma Delta Chi* Region 7 conference. Airport Hilton Inn, Des Moines, Iowa.

**April 11-12**—*Society of Professional Journalists, Sigma Delta Chi* Region 11 conference. The Pointe Resort, Phoenix.

**April 12**—*California Associated Press Television-Radio Association* 33d annual convention and awards presentation. Hilton hotel, Fresno.

## Also in April

**April 13**—*Association of Maximum Service Telecasters* annual membership meeting. Las Vegas Convention Center.

■ **April 13**—*Arbitron Radio Advisory Council* meeting. Las Vegas Hilton.

**April 13-15**—*Illinois-Indiana Cable TV Association* annual convention. Ramada Inn Convention Center, Champaign, Ill.

**April 13-16**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center.

■ **April 14**—*Daytime Broadcasters Association* meeting. Room 20, 2 p.m., Las Vegas Convention Center.

**April 15**—Pioneer breakfast sponsored by *Broadcast Pioneers* during National Association of Broadcasters convention. Las Vegas Convention Center.

**April 15**—*Radio Advertising Bureau* sales success clinic. Sheraton Inn International Airport, New Orleans.

■ **April 15**—*Arbitron Television Advisory Council* meeting. MGM Grand hotel, Las Vegas.

**April 15-18**—*Electronic Industries Association* spring conference. Shoreham hotel, Washington.

**April 16-17**—*Alabama Cable Television Association* annual Citizen of the Year award meeting. Downtowner Inn, Montgomery. Information: Otto Miller, Box 555, Tuscaloosa, Ala. 35402; (205) 758-2157.

**April 16-20**—*International Television Association* 12th annual conference. Aladdin hotel, Las Vegas.

**April 17**—*Radio Advertising Bureau* sales success clinic. Le Baron hotel, Dallas.

**April 18-20**—*Carolinas UPI Broadcasters* annual meeting. Ramada Inn, Wrightsville Beach, N.C. Information: Bill Adler (704) 334-4691.

**April 18-24**—*MIP TV* international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

**April 18-20**—*Society of Professional Journalists, Sigma Delta Chi* Region 8 conference. Quality Inn, Arlington, Tex.

■ **April 18-20**—*Alabama Associated Press Broad-*

*casters Association* annual meeting and awards presentation. Downtowner Inn, Montgomery.

**April 19**—*Radio-Television News Directors* region 1 workshop. Ridpath hotel, Spokane, Wash. Information: Dean Meil, KHQ(AM) Spokane.

**April 19**—Twenty-sixth annual program of legal aspects of the entertainment industry on "The New Video Technologies and the Revolution in Home Entertainment," sponsored by Beverly Hills Bar Association and University of Southern California Law Center. Bovard Auditorium, USC, Los Angeles. Information: Entertainment Law Institute, Law Center, Room 105, USC, Los Angeles 90007; (213) 741-2582.

**April 20-24**—*American Institute of Aeronautics and Astronautics* eighth communications satellite systems conference. Orlando Hyatt House, Orlando, Fla.

**April 22**—*International Radio and Television Society* newsmaker luncheon. Speaker: Elton H. Rule, president, ABC Inc. Waldorf-Astoria, New York.

**April 22**—*Radio Advertising Bureau* sales success clinic. Sheraton Tara, Boston.

■ **April 22**—*Advertising Research Foundation* annual business meeting. Warwick hotel, New York.

**April 23**—*Radio Advertising Bureau* sales success clinic. White Plains hotel, New York.

**April 23-25**—*Indiana Broadcasters Association* spring conference. Marriott Inn, Clarksville.

**April 24**—*Radio Advertising Bureau* sales success clinic. Baltimore Hilton, Baltimore.

**April 25**—Sixth annual Communications Career Day, Department of Mass Communications, *Eastern Kentucky University*, Richmond, Ky. Keynote speaker: Drew Van Bergen, president, National Press Club. Information: Jim Harris, (606) 622-3435.

**April 25-26**—*Oklahoma Associated Press Broadcasters* annual convention. Holidome, Oklahoma City.

**April 25-26**—*Broadcasters Promotion Association* board meeting. Queen Elizabeth hotel, Montreal.

**April 25-26**—*Radio-Television News Directors Association* region 6 workshop in cooperation with AP Broadcasters and Nebraska Broadcast News Association. Omaha. Information: Steve Murphy, WOWT-TV Omaha.

**April 25-27**—*Indiana Associated Press Broadcasters* annual convention. FOI workshop and awards ceremonies. Essex hotel, Indianapolis.

**April 25-30**—*Pennsylvania Association of Broadcasters* spring convention. Cancun Caribe hotel, Cancun, Mexico.

**April 26**—Third annual Great Lakes radio conference. Central Michigan University, Mount Pleasant, Mich. Information: Alpha Epsilon Rho, 340 Moore Hall, CMU, Mount Pleasant, Mich. 48859; (517) 774-3851.

**April 28**—*UPI New England's* 24th annual Tom Phillips New England Broadcasting Awards banquet and presentation. Marriott hotel, Newton, Mass.

**April 28-29**—*Society of Cable Television Engineers* meeting and workshop. Sheraton Inn, Memphis.

**April 29-30**—*American Association of Advertising Agencies* advanced media seminar. Water Tower Hyatt, Chicago.

**April 30**—Peabody Awards luncheon sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

## May

■ **May 2**—*Florida Association of Broadcasters* 22d annual Broadcasting Day. University of Florida, Gainesville.

**May 2-3**—*Society of Professional Journalists, Sigma Delta Chi* Region 1 conference. Americana Rochester hotel, Rochester, N.Y.

**May 2-4**—*Illinois News Broadcasters Association* spring convention. Holiday Inn-Illinois Beach Resort, Waukegan.

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## Major Meetings

**April 13-16**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

**April 18-24**—*MIP TV* international program market. Cannes, France.

**May 4-8**—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 12-15**—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 18-20**—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 18-21**—*National Cable Television Association* annual convention. Convention Center, Dallas. Future conventions: Los Angeles, May 29-June 1, 1981; Las Vegas, May 25-28, 1982; New Orleans, May 1-4, 1983; San Francisco, May 22-25, 1984; Atlanta, April 28-May 1, 1985.

**June 1-4**—*Public Broadcasting Service* annual meeting. Washington Hilton.

**June 3-7**—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

**June 5-7**—*Associated Press Broadcasters* convention. Fairmont hotel, Denver.

**June 7-11**—*American Advertising Federation*, annual convention. Fairmont hotel, Dallas.

**June 11-15**—*Broadcasters Promotion Association* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

**Aug. 24-27**—*National Association of Broad-*

*casters* radio programming conference. Hyatt Regency, New Orleans.

**Sept. 14-17**—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

**Sept. 20-23**—Eighth *International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

**Oct. 26-30**—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas.

**Nov. 10-12**—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 16-18, 1981, Hyatt Regency, New Orleans.

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

**Dec. 3-5**—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas.

**Jan. 18-21, 1981**—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles.

**Jan. 25-28, 1981**—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals*. Sheraton Washington hotel, Washington.

**March 13-18, 1981**—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

**May 3-7, 1981**—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

**May 30-April 4, 1981**—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriast. 21, CH-3030, Berne, Switzerland.

**May 2-4**—Regional meeting cosponsored by *Radio-Television News Directors Association*, region 12 and *Pennsylvania AP Broadcasters Association*. Host Inn, Harrisburg, Pa.

**May 3**—1980 Midwest Acoustics Conference on microphone techniques for recording and broadcasting sponsored by *Audio Engineering Society, Chicago Chapter of Acoustical Society of America, Chicago Section of Institute of Electrical and Electronics Engineers, Chicago Acoustical and Audio Group and IIT Research Institute*. Hermann Hall, Illinois Institute of Technology, Chicago. Information: Tony Tutins, (312) 455-3600.

**May 2-3**—Annual convention, *National Translator Association*. Hotel Utah, Salt Lake City.

**May 3**—*Iowa Broadcast News Association* annual convention. Starlight Village Convention Center, Fort Dodge. Speakers: Steve Bell, ABC-TV anchor; Curtis Beckmann, Radio-Television News Directors Association president.

■ **May 3**—*Georgia Associated Press Broadcasters Association* annual meeting and awards banquet. Peachtree Plaza hotel, Atlanta.

■ **May 4**—*Iowa Associated Press Broadcasters* annual convention and awards luncheon. Starlight Village Convention Center, Fort Dodge.

**May 4-8**—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 4-9**—Second annual World Communication Conference sponsored by *Ohio University*, Athens, Ohio.

**May 6-9**—*Audio Engineering Society* convention. Los Angeles Hilton.

**May 7-10**—*Concert Music Broadcasters Association*

meeting. Executive House, Chicago. Information: Hal Rosenberg (714) 239-9091 or John Major (312) 751-7110 or (212) 797-1320.

**May 8-10**—*Kentucky Broadcasters Association* spring convention. Executive Inn West, Louisville.

**May 8-10**—*New Mexico Broadcasters Association* annual convention. Airport Marina hotel, Albuquerque.

**May 9**—*American Advertising Federation* "Best in the West" awards ceremonies. St. Francis hotel, San Francisco.

**May 9-11**—*Society of Professional Journalists, Sigma Delta Chi* Region 10 conference, in conjunction with 48th annual SDX Distinguished Service in Journalism Awards ceremonies. Park Hilton hotel, Seattle.

**May 10**—*Radio-Television News Directors Association* region 8 workshop. Bowling Green University, Bowling Green, Ohio. Information: Lou Prato, WDTN-TV Dayton, (513) 293-2101.

**May 10**—Northeast regional meeting, *National Federation of Local Cable Programers*. Boston Film and Video Foundation. Information: Roni Lipton, (617) 227-9105.

**May 12-15**—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 12-30**—*International Telecommunications Union* 35th session of the Administrative Council. Geneva.

**May 12-14**—International invitational conference on "World Communications: Decisions for the Eighties," sponsored by *Annenberg School of Communications*, University of Pennsylvania, Philadelphia. Information: World Communications Conference, Annenberg School, U. of Pa., Philadelphia 19104.

**May 12-14**—Fourth annual National Indian Media

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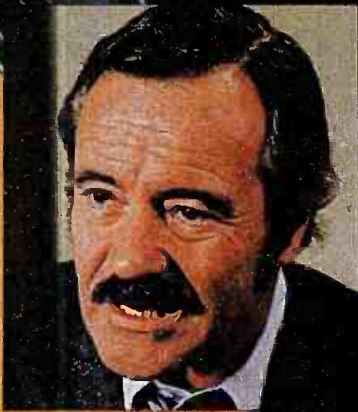
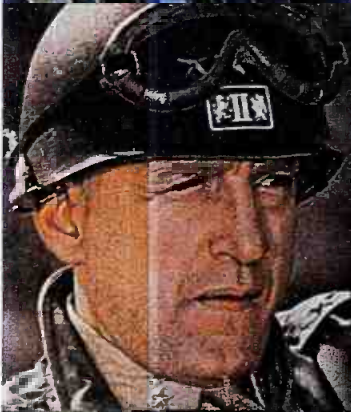
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**May 12-16**—Religious Communications Congress. Opryland hotel, Nashville. Information: Wilmer C. Fields, RCC/1980, 460 James Robertson Parkway, Nashville 37219; (615) 244-2355.

**May 13**—*Television Bureau of Advertising* regional sales seminar, O'Hare Hilton, Chicago.

**May 14**—*National Sisters Communications Service* conference on liberation media. Opryland hotel, Nashville. Information: NSCS, 1962 South Shenandoah, Los Angeles 90034.

**May 14-17**—*American Association of Advertising Agencies* annual meeting. The Greenbriar, White Sulphur Springs, W.Va.

**May 18-20**—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 18-21**—*National Cable Television Association* annual convention. Convention Center, Dallas.

■ **May 19**—*Arbitron Radio Advisory Council* meeting. Granada Royale hotel, El Paso.

**May 20-23**—*Public Radio in Mid-America* spring meeting. Howard Johnson Downtown, Madison, Wis. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

## Errata

In the March 31 story on **radio deregulation comments, National Radio Broadcasters Association's** comments were incorrectly summarized. Article read: "NRBA called for 7% of nonentertainment programming throughout the week, and PSA's amounting to an additional 1%." What NRBA did propose was that FCC establish **nonentertainment guidelines of 6% of schedule for FM stations and 8% for AM stations**. However, guidelines should automatically be adjusted to decrease in proportion to decreases in the quantity of commercials broadcast below a base of 18 commercial minutes per hour, NRBA said. Time devoted to PSA's would be credited to nonentertainment quotas.

## Open Mike

### The realities

EDITOR: Obviously, the daytime broadcasters haven't yet got the message. Adoption of a 9 khz plan, or any other reasonable plan to allow daytimers to operate full time, has nothing whatever to do with science—only politics. If the most recent action in Buenos Aires hasn't convinced us of that, nothing will.

Allowing most daytimers access to full-time operation has everything to do with who wields the most political power and nothing whatever to do with the laws of physics. As long as men interpret the data of science for their own purposes, such decisions will always be political and unrelated to engineering. Daytimers who want action and relief from antiquated regulations need political clout. Conducting more "scientific studies" is a convenient put-off as it has been over the last five decades. My congratulations to the National Association of Broadcasters and the National Radio Broadcasters Association for effectively, but unsurprisingly, throwing their latest monkey wrench into the works.—*Robert Greenlee, general manager, KADE(AM)-KBCO(FM) Boulder, Colo.*

### Viewer's choice

EDITOR: Your March 17 article on the legal struggle between ABC and HBO over the rights to show "Force 10 from Navarone" was interesting, but from the point of view of an HBO customer, ABC didn't "win" much.

Having already seen it, uncut, uncensored and uninterrupted by commercials on HBO, I wouldn't waste my time watching it (or any movie) on network TV. I

would think that any discriminating, intelligent viewer who could afford HBO would prefer to watch a nominally hour-and-a-half movie intact, to watching the same movie, censored and stretched to two-and-a-half-to-three hours by commercial interruptions. HBO thus "won," simply by telecasting it first.

Perhaps I am oversimplifying, but it seems that the only "winners" in this litigation were the two sets of lawyers.—*Robert E. Ruckman, Arlington, Va.*

### Ad absurdum

EDITOR: My husband, Don O'Keefe, is art director of our local ABC-TV affiliate [WOKR-TV] and drew the enclosed cartoon to reflect the increasing battle for news rat-



"Now that the competition's gone back to a half-hour news, I think we should cut to a 15-minute newscast... Then they'll go to a seven-and-a-half-minute program, and we'll change to a news brief... Then they'll go to no news at all... That way we'll assure our number one position."

ings, especially in our market.—*Marta E. O'Keefe, Rochester, N.Y.*

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# CENTURY



# Broadcasting Apr 7

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TOP OF THE WEEK

## CBS and ABC pulling out all the stops

**With scent of an upset in the wind, networks will stunt their ways to the wire; it's a tie now**

ABC-TV and CBS-TV are going down to the wire neck-and-neck.

With just two weeks left before the unofficial end of the 1979-80 television season, the race between the two front-runners has become the tightest in recent memory and perhaps the closest since CBS and NBC-TV battled it out a decade ago.

For the week ending March 30, CBS pulled a decisive 1.8-rating-point victory and tied ABC in the 28-week, three-way competition. Season-to-date averages for the three networks were: ABC 19.5; CBS 19.5; NBC 17.7.

The season is set to end April 20, and all three networks have commenced a programming battle involving some of each's most tested audience drawing programs.

"It all comes down to winning the season," said television consultant Michael Dann, last week. "There is an instinct and a competitive spirit among the networks to win the season. It has existed since the time William S. Paley took Jack Benny from NBC."

Program stunting more reminiscent of September or a rating sweeps month abounds throughout the ABC and CBS schedules running through April 20. Each network has scheduled specials or blockbuster feature films on traditionally weak evenings.

Last night, ABC began a three-week Sunday movie blitz with "The 10 Commandments." On April 13, it will air "Patton" and on April 20, "The Sting."

Tonight (April 7), the ABC schedule highlights a popular Clint Eastwood film, "High Plains Drifter," to be followed next Monday (April 14) by an hour-long Olivia Newton-John special and the broadcast of the Academy Awards ceremonies. On Friday, April 18, ABC will air a special one-hour *The Best of That's Incredible*. CBS has loaded its traditionally weak Tuesday and Wednesday nights as well. On Tuesday, April 8, it will air the much-touted made-for television film, "Kenny Rogers as The Gambler," followed Wednesday

night by a one-hour Peanuts special, "A Boy Named Charlie Brown," and a two-hour made-for-television film, "Nurse," starring Michael Learned.

On Tuesday and Wednesday of next week (April 15-16), CBS will air the two-part "Guyana Tragedy: The Story of Jim Jones." Another special, *The Body Human: The Body Beautiful* will also air on April 16.

And, finally, CBS will cap the season Sunday, April 20, with a special two-hour episode of its hit series, *The Dukes of Hazzard*.

NBC-TV, meanwhile, intends not to go out with a whimper. Beginning today (April 7) it's rearranging its schedule through April 19. NBC's strategy includes a replay of the Jane Fonda/Jon Voigt film,

of the season will be measured in tenths of rating points and CBS Entertainment President Robert Daly conceded last week that "I don't think I'm going to do it." Especially as a result of ABC's decision last week to go with "The Sting" the final night, Daly said that he was fully prepared to lose the season but only in terms of the raw numbers (see box).

Such a narrow resolution of the television contest is not likely to be manifested in a significant financial advantage for either ABC or CBS. According to Anthony M. Hoffman, broadcasting analyst with Bache Halsey Stuart Shields, the underlying importance of the close ratings race is "more an ego and moral thing" than a financial contest. With the eventual victor necessarily winning by a very small



**All over but the shouting?** "I think we've won," said CBS Entertainment President Robert Daly last week. "Under any measurement that any affiliate or any advertiser or anybody who understands this business would be able to quantify, I think we have accomplished what we wanted to accomplish." With that statement, three weeks before the season's unofficial end, Daly said it was all over. His counterpart at ABC, Entertainment President Anthony Thomopoulos, wasn't yet in a mood to concede. Indeed, he wasn't in a mood to comment at all, and declined to respond to CBS's unilateral declaration of victory.

In his statement to BROADCASTING, Daly conceded that "I'd lie to you if I said I didn't want to finish one-tenth ahead, but if I finish one-tenth behind or two-tenths, it's still all over. As far as I'm concerned, CBS has pulled a major upset."

Program consultant Mike Dann, advised of Daly's stand, called it "a new definition of victory. I don't think Nixon felt that way when Kennedy won," and "there is no way that William S. Paley will take satisfaction in being a close second."

"Coming Home," on Sunday, April 13, as well as time-period shifts and/or longer-than-usual episodes for *Sanford*, *Misadventures of Sheriff Lobo*, *Rockford Files*, *Little House on the Prairie* and *Different Strokes* among others. *United States*, for example, will have two episodes instead of one Tuesday, April 8; the same treatment goes for *Hello Larry* on the following day. Several specials will be repeated, such as two two-hour *BJ and the Bear* presentations. *The Dobermans* comedy-drama hour is scheduled Friday, April 11; there's *NBC Sneak Preview ... the Oscar Race* April 12 and the Bruce Jenner "amateur sports fun" special Friday, April 18. Today "The Oldest Living Graduate," a play starring Henry Fonda, is set to air live.

Observers say that in all likelihood, the spread between ABC and CBS at the end

margin, Hoffman suggests that the advantages accruing to the winner this season will be largely "intangible benefits." The example he uses is that the number-one network usually releases its schedule first, and "everyone has to react to you."

Kidder Peabody's R. Joseph Fuchs generally agrees with these analyses, saying "if the narrow focus is the price at which you price your flights" a 0.2 ratings margin isn't going to make that much of a difference. But he goes on to suggest that 0.2 figure might yield a discernible difference if it's perceived as representing "a forward momentum" on the part of the winner. Advertisers might think they could buy bargains for the coming season.

"It doesn't mean anything in sales," said Daly of the season outcome.

ABC figures its season-to-date ratings

on a 29-week season because last September it held its premier week before the others. By its count, ABC has a 19.6 rating so far, compared to CBS's 19.4 and NBC's 17.6.

In the week ended March 30, CBS won Monday, Friday, Saturday and Sunday; ABC took Tuesday, Wednesday and Thursday, and NBC was left empty-handed.

Among the week's most popular shows, CBS dominated, taking four of the top-five and seven of the top 10. The veteran *M\*A\*S\*H* and the premiere of *Flo*, a spin-off of the highly successful *Alice*, were tied for first place, each giving CBS a 30.3/43 on Monday. *Flo*, scheduled in the enviable position right after *M\*A\*S\*H*, managed to keep the audience it inherited.

CBS's *60 Minutes* was the next highest rated with a 29.1/47, followed by ABC's *That's Incredible* (28.6/41); CBS's *Dukes of Hazzard* (26.4/45) and *Dallas* (25.8/46); ABC's *Three's Company* (25.5/38); CBS's *Alice* (25.4/39) and *Jeffersons* (24.2/38), with NBC's *CHiPs* (24.0/37) rounding out the top 10.

While CBS had great success with the premiere of *Flo*, another Monday premiere, this one preceding *M\*A\*S\*H*, flopped. CBS's *Stockard Channing Show* couldn't attract more than a 15.3/22 against ABC's *That's Incredible*. NBC's usual power with *Little House on the Prairie* (16.3/23) also caved in against the relatively new ABC competition.

Although *Prairie* might have been at a

disadvantage as a rerun, that didn't stop replays of *Dukes of Hazzard* and *Dallas* from grabbing mid-40's shares for CBS.

With the exception of *Channing*, new CBS fare performed generally well, with *Flo* by far the leader. *Palmerstown U.S.A.* brought a 19.1/30, winning its time period as did *Tim Conway Show* (17.2/31) and *Hagen* (21.0/41).

ABC's new fare brought good and bad news. *That's Incredible* is a hit and *The Associates*, having returned to the ABC schedule, managed a 19.0/30. *When the Whistle Blows*, however, earned only a 15.4/27 and on Sunday, *Galactica 1980*, a meager 13.1/21. There's likely extreme disappointment in Sunday's *Tenspeed and Brown Shoe*, which continues to slip (12.9/20) despite the hoopla and big ratings surrounding it earlier in the season.

NBC's *Sanford* (18.0/32) did manage to make it above the 30-share mark of acceptability but elsewhere there were big problems. *The Big Show* earned a 14.7/23, followed by *United States*' 10.6/19. *From Here to Eternity* brought a 12.0/21; *Here's Boomer* a 12.9/22; *Pink Lady and Jeff* a 10.4/18, and *Me and Maxx*, while stronger than previous weeks, only a 15.3/27. *CHiPs*, in its new Sunday at 8 p.m. slot, proved a high spot for NBC as it continued its winning ways.

While NBC in recent weeks has been claiming an improved picture, the week ended March 30 was a setback. Of the bottom 10 among the week's 66 prime-time shows, NBC had six, ABC three and CBS

one. Of the bottom 20, NBC had 12 to ABC's six and CBS's two.

The week's two documentary specials landed deepest in the basement. An NBC *White Paper*, "We're Moving Up: the Hispanic Migration" earned a dismal 7.4/13. an *ABC News Closeup*, "This Shattered Land," brought an 8.3/16.

## The last act in Buenos Aires: U.S. must draw up five-year plan for AM allocations

**Failure to win 9 khz approval is followed by Canadian success in pushing 'a priori' scheme for locking in spectrum use by 1981**

The U.S., which throughout the history of AM broadcasting has made assignments on a demand basis, will for a five-year period beginning Jan. 1, 1983, make them largely according to a predetermined plan. And the FCC is being called upon to develop the plan that would reflect those future requirements by May 31, 1981.

That is an unexpected—even startling—result of the first session of the conference of 21 countries of the International

## InBrief

FCC this week will be **asked to choose between conflicting recommendations** of Broadcast Bureau and Office of Science and Technology on **how to proceed with development of AM stereo**. Broadcast Bureau is urging commission to authorize production of five different systems that have been proposed, and let marketplace make choice among them. OST, in separate item, says commission should authorize only one—and has made recommendation as to which it should be. Industry sources have expressed concern that throwing decision to marketplace would kill AM stereo in its crib (BROADCASTING, March 31). Some commission officials and nose-counters on outside think OST's view will prevail.

Landmark's **WTAR-TV Norfolk, Va., will be swapped for Scripps-Howard's WMC-TV Memphis**, under agreement announced Friday by newspaper multiple owners, subject to FCC approval and conditioned upon tax certificate clearance. Landmark is under FCC mandate to dispose of its ch. 3, CBS-affiliated outlet. Differential of \$4.25 million will be paid Scripps-Howard in light of exchange of its ch. 5, NBC affiliate in 33d ADI for WTAR-TV in 46th.

**White House minority telecommunications conference**, which was to have been held on April 10 (BROADCASTING, March 31), **has been postponed** because date conflicts with schedules of President Carter and other principal participants. Conference, at which new administration initiatives to promote minority ownership of broadcast properties were to be discussed, is **now expected to be held in late May**.

FCC decision **disqualifying WADECO Inc. in its bid to supplant Belo Corp. as license of WFAA-TV Dallas**, was **affirmed** on Friday by divided panel of U.S. Court of Appeals in Washington. Commission, which renewed Belo's license in August 1978, at same time disqualified

WADECO, composed of area businessmen, on grounds it misrepresented financial backing and withheld information from commission (BROADCASTING, Aug. 28, 1978).

**CBS is opposed to FCC reimbursement of public participants** in commission proceedings. In filing last week, CBS said correspondence FCC receives from public, as well as public seminars and contacts with public interest groups should enable FCC and its staff to be "aware of viewpoints that for some reason are not brought to the commission's attention in its inquiries and rulemaking proceedings."

**John Blair & Co.** 1979 annual report notes earnings of its station rep operations, Blair Television and Blair Radio, were **"negatively affected by sagging industry-wide national and regional broadcast advertising business activity"** in year's last quarter. Blair rep businesses showed 1.2% pre-tax earnings growth for year, to \$7.1 million, on 9.2% revenue growth to \$31.1 million.

**Brian Moir**, telecommunications counsel to House Commerce Committee, who is being pushed by committee Chairman Harley O. Staggers (D-W. Va.) for James Quello's soon-to-expire FCC seat, was scheduled for interview with White House aides today (April 7).

**Karl Eller** has been holding talks with *Philadelphia Bulletin* owner William McLean III, on **possibility of acquiring paper for new Charter Media Co.**, Eller spokesman confirmed. Eller recently entered into agreement to head Charter Media as 50/50 joint venture with Charter Co. Both sides acknowledge Eller will bring to deal unspecified "other considerations" beyond "expertise" and \$12 million KIO(FM) San Francisco (BROADCASTING, March 31), with Charter kicking in units of subsidiary Chartcom Inc. that are reportedly worth \$80 million.

ABC last week won national journalism awards for radio and television reporting, announced by **Society of Professional Journalists, Sig-**

Telecommunication Union's Region 2—the western hemisphere—that concluded in Buenos Aires on March 28. The conference will continue with a second session in November 1981 in response to the region's call for a frequency assignment plan that will promote the growth of AM broadcasting.

What's more, the conference's decision to ask the countries of the region to submit five-year plans—adopted over vigorous U.S. objections—is seen by members of the U.S. delegation as part of an effort by Canada to obtain access to U.S. clear channels. And, in fact, Canadians say they are interested in "equitable" treatment of the clears. The U.S., with 10 times Canada's population, now has 25 clears, Canada six.

The conference's decision on the issue—taken in its last week—escaped general notice until FCC Commissioner Robert E. Lee, the chairman of the U.S. Region 2 delegation, and other delegation members last week held a news conference on the results of the conference. Even then, except for a brief reference by FCC engineer and delegation member Charles Breig to a five-year "a priori" plan, most attention focused on the U.S.'s failure to persuade the conference to reduce AM channel spacing from 10 khz to 9 (BROADCASTING, March 24, 31).

As for that matter, U.S. officials put a good face on the conference's resolution—urged on the member countries by Argentina and Canada—to postpone until the



Lee

second session a decision on the proposal that would open the door to several hundred more U.S. AM stations. The U.S. was even unable to win approval of language asserting that a majority of the countries favored the proposal. But Lee said he was confident of the ultimate outcome, and added that he will recommend to the commission that it begin promptly to prepare for the switch. (However, he is also concerned about the sensibilities of the other countries in the hemisphere. "I don't want them to say that, despite the resolution, the U.S. is going ahead," he said. But, he added, "if the second conference adopts 9 khz, we will not have lost

time.") And FCC Chairman Charles D. Ferris, who attended the press conference, said the commission "will back [Lee] completely," as soon as he recommends a course of action.

While the U.S. was having its troubles in Buenos Aires, its neighbor to the north was winning points—and big ones—at the U.S.'s expense.

It was Canada's proposal—introduced without advance notice at the end of the second week of the conference, when most of the basic work had been completed—that led to the conference's decision to call on member countries to submit five-year inventories. The decision requires countries to provide the a priori plans as an additional basis for developing an AM assignment plan at the second session. Member countries had already been asked to submit basic inventories of present stations and requirements through Dec. 31, 1982.

The U.S. opposed the Canadian proposal on the ground that it would lead to a blizzard of paper assignments, with governments filing assignments simply to protect themselves against the possibility of future need, however remote. U.S. officials said that had been the experience in Regions 1 and 3, where 11-year plans had been adopted. Such plans harm everyone, the U.S. argued.

(FCC staffers are also worried—"concerned" seems too mild a word—over the work that they say is involved in developing the five-year inventory. The commis-

ma Delta Chi. Both awards came for coverage of events in Iran, with correspondent **Bob Dyk** winning TV reporting award, and **ABC Radio News** winner for general coverage of year in Iran. Radio public service award in 48th annual competition went to **WJR(AM) Detroit** for series on credit life insurance business; **WTUC(FM) Indianapolis** took prize for radio editorializing for case history of police shooting; **KPIX(TV) San Francisco** won TV editorializing prize for broadcast on infant mortality, and **KXAS-TV Fort Worth** received prize for television public service for series on illegal immigrants.

□

A.C. Nielsen Co. has formed **Nielsen HomeVideo Index**, new service said to signal firm's **commitment to measuring new video forms**, among them, cable TV, pay cable, subscription TV, satellite networks and video recorders. It's internal restructuring at Nielsen which means expansion of programs already under way in these areas. Pay-cable reports already have been issued; and late this month, report on use of in-home recorders is to be released.

□

Eastman Radio has become first major national representative to become active in cable television with **formation of Eastman Cable TV Rep.**, with headquarters in New York and with plans to open other offices in Chicago, Los Angeles and Detroit this year ("Closed Circuit," March 17). **Carl Weinstein**, vice president and sales manager of Harrington, Righter & Parsons, New York, has been named president of new division.

□

FCC has **waived part of its clear-channel rules to permit WAZE(AM) to provide Dunedin, Fla., with its first local nighttime service.** Waiver was required since WAZE operates on 860 khz, only 10 khz from clear-channel frequency of WWL(AM) New Orleans, 870 khz, and commission rules prohibit interference by station operating within 30 khz of clear-channel station, calculated on basis of assumed power of 750 kw. Commission conditioned waiver on WWL ever being granted increase in power above its present 50 kw. Such increase has been ruled out, however, by decision of conference of western hemisphere countries to adopt 50 kw as nighttime ceiling.



**Harry M. (Chip) Shooshan III**, counsel and staff director of House Communications Subcommittee, will leave subcommittee staff to practice law in Washington. Exact date for Shooshan's departure has not been set, although it's expected to be some time this summer. Shooshan will complete 11 years of service on Capitol Hill where he has served subcommittee since it was created in 1975. Prior to that, he served as staff director of the Subcommittee on Communications and Power and as administrative assistant to its late chairman, Torbert H. Macdonald. No successor to Shooshan has been named.

□

**Bert Parks**, whose string of 24 years as Miss America Beauty Pageant MC ends with his replacement this year (BROADCASTING, Jan. 7), has been picked by Broadcast Pioneers to receive its **Pioneer in Broadcasting award.** Presentation will be made at Pioneers' annual National Association of Broadcasters convention breakfast April 15 at Las Vegas Hilton. Although best known for Miss America stints, Parks has been in broadcasting 48 years, was MC of such long-running network radio and TV shows as *Break the Bank*, *Stop the Music* and *Double or Nothing*. He broke into broadcasting in 1932 as announcer at WGST(AM) Atlanta, later was CBS staff announcer for six years.

□

Herbert Gilley, executive producer of WNBC-TV Boston's 6 p.m. news, was **fired in wake of April Fool's joke.** Station April 1 ran tongue-in-cheek bulletin that Great Blue Hill in nonvolcanic area of nearby Milton ski resort had erupted and was spitting flames and lava. Report included film clips of current eruption at Mount Helens, Wash., shots of burning homes and warnings from President Carter and Washington Governor Edward King. Police and state civil defense officials were deluged with calls. Station apologized on later newscasts. Gilley was said to have been dismissed "because of failure to exercise good news judgment" and for violation of station and FCC rules.

sion must determine station requirements in terms of location, power and antenna pattern, and decide on the procedures for making those determinations, in the 14 months allowed for the job.)

But the consensus favoring the Canadian proposal was overwhelming. Only one country—Chile—is said to have sided with the U.S. Canada had emerged as champion of the developing nations of the hemisphere; its spokesmen criticized the “first-come, first-served” concept identified with the U.S. and regarded by developing nations as a formula for benefiting the haves at the expense of the have-nots. An a priori plan provides, in effect, “guaranteed access.” The U.S. attempted to argue that its plan was not “first-come, first-served,” but a “dynamic one” that could be modified as needed to accommodate assignments.

The region will be free to revert to a “first-come, first-served” system after 1987, when assignments not yet used will be deleted. Some modification of each country’s plan would be possible during the five-year period. But changes would be permitted only if they did not result in interference to a station in another country—or with that country’s agreement, if it did.

According to Edward Ducharme, who headed the Canadian delegation, the five-year plan is needed to assure “equity in the sharing of resources in the form of opportunities for new stations.” Without such a plan, he said last week, the U.S. could “move faster” than Canada in occupying the AM spectrum. Most other countries in the hemisphere require the same kind of protection, he said.

The “equity” that concerns the Canadians extends to the U.S. clears. Ducharme said the U.S. “has the lion’s share” of those channels. And, it appears, the means for achieving “equity”—Ducharme rejected the term “equality”—are at hand.

Canada has passed the word that it will abrogate the North American Regional Broadcasting Agreement once the Region 2 plan being developed is adopted. And it is NARBA, signed in 1950 and ratified in 1960, that provides specific, and ample, protection for clear channels. The regional agreement will not recognize the concept of clear channels; it will provide protection for stations. And while the U.S. and Canada have agreed to negotiate border protection for stations now operating on clear channels, Ducharme said: “Both countries will look at opportunities for stations as they develop.” The look will be taken in the development of the countries’ respective five-year plans.

Ducharme dismissed as “too abrasive” the view of one U.S. delegate quoted to him: “With NARBA gone and a priori plan being developed, Canada can bargain with us for places on U.S. clears.” Said Ducharme: “It’s contrary to U.S.-Canadian relations to say Canada has a predatory feeling toward the U.S. clears. . . . It’s a case of looking at needs.” But he also said,

“Canada can make a good case that it didn’t do as well as it might have [in regard to clear channels] in the negotiations leading to the NARBA.”

In discussing the 9 khz channel-spacing issue, Lee said that the U.S.’s “major objective” was winning acceptance of the view that reduced channel spacing “was the way to go.” But he did not count the outcome a defeat. “We did not lose it; we did not win it.” And, as he did while in Buenos Aires, he predicted that the conference will ultimately adopt the reduced channel spacing. (“I am predicting we have effectively adopted 9 khz.”)

Even Canada, he noted, has proposed a 9 khz plan—but one that differs from the U.S.’s in that it is designed to place more of the assignments made available in major cities (BROADCASTING, March 24). Canadians say the proposal demonstrates Canada’s “open-mindedness” on the issue.

For his part, Ferris seemed equally upbeat. He said that the expectations eight months ago were that it would be “optimistic” even to assume the proposal could be placed on the agenda of the second session. Now, he said, the countries in the region have agreed to regard with “open minds” the possibility of a change in channel spacing.

The 1981 conference’s decision is expected to hinge in major part on the outcome of studies to be conducted between the two sessions. The ITU’s International Frequency Registration Board, aided by a panel of experts drawn from the U.S., Canada, Argentina, Ecuador, Peru, Uruguay and Cuba, will make parallel studies of the 9 khz and 10 khz systems. The panel of experts is expected to hold its first meeting in May or June.

Delegation members generally did attribute the U.S.’s failure on the issue to a late start in attempting to educate the other countries in the hemisphere to what the U.S. saw as the benefits of a plan already in force in Regions 1 and 3—Europe and Africa, and the Pacific and Asia. The U.S. first broached the subject at a preparatory meeting in January 1979, but did not begin to offer technical arguments until a subsequent preparatory meeting, in Sao Paulo, Brazil, three months ago. However, the reaction of the countries there was regarded by U.S. delegates as grounds for hope for success in Buenos Aires.

Lee and others on the delegation say a majority of the countries favored the 9 khz proposal. But it was never a large majority, and ultimately it was a majority of no more than one, if that. And the U.S. decided it would be wise not to force the issue to a vote. The final decision, like most at such meetings, was by consensus.

For all of the frustrations, Lee, who in his 26 years on the commission has participated in a number of international conferences, said he was “proud” to have participated in the one in Buenos Aires because of the U.S.’s proposal to reduce channel spacing as a means of creating hundreds of new opportunities for station ownership.

“I couldn’t see any selfish motives on the part of the U.S.,” he said. “I couldn’t see who gets rich as a result of the switch.” The commission, he noted, was unanimous in its recommendation that the proposal be offered. “It was a decision motivated in large part by a desire to do something for people who had been locked out of the main stream of broadcasting—blacks, women, Hispanics, daytimers, too.”

## CBS loses again on music licenses

CBS’s 10-year-old legal battle to obtain “per-use” music licenses failed again last week.

A three-judge panel of the U.S. Second Circuit Court of Appeals in New York unanimously affirmed a lower court decision dismissing the CBS suit. The suit contended that the blanket licenses used by the major music-licensing organizations—specifically those of the American Society of Composers, Authors and Publishers and Broadcast Music Inc.—are per se antitrust-law violations.

The appeals court rejected one CBS argument after another in holding that the blanket licenses, at least as they relate to networks, do not violate antitrust laws.

The decision could have a bearing on another pending lawsuit, brought on behalf of TV stations by members of the All Industry Television Stations Music License Committee, headed by Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y. This suit, too, claims ASCAP and BMI blanket licenses violate antitrust laws, but it takes a somewhat different approach. A committee leader said Friday that the CBS deci-

sion “makes our case a little harder” but that he felt there were distinctions on which the stations might win where CBS lost.

CBS is expected to ask the Supreme Court to hear an appeal. If granted, it would be the case’s second Supreme Court appearance.

Last week’s decision was the fourth major ruling in the case, which CBS launched against ASCAP and BMI in December 1969. District Judge Morris Lasker dismissed CBS’s complaint in 1975 after a lengthy trial (BROADCASTING, Sept. 29, 1975). A three-judge Appeals Court panel, only one of whose members lived to take part in last week’s decision, reversed Judge Lasker two years later, holding—in exact opposition to last week’s panel—that the blanket licenses do violate antitrust laws (BROADCASTING, Aug. 15, 1977). A year ago, the Supreme Court on appeal held that the licenses are not a per se violation but returned the case to the Appeals Court to determine whether there is a violation under “the rule of reason” (BROADCASTING, April 23, 1979).



## Programers up the heat on RCA over transponders

**SIN pushes for FCC action while religious network hopeful goes to commission in effort to get on primary cable bird; NCN also offers proposal for new user consortium**

Ever since RCA Americom lost its Satcom III satellite last December, the carrier has come under increasing pressure from disgruntled cable programers who are demanding transponders on Satcom I, the satellite that will serve as the primary cable satellite (Cable Net One) until a replacement for Satcom III is launched.

Spanish International Network has had a complaint at the FCC against the manner in which RCA assigned its transponders pending since May 1979, but in recent weeks SIN has begun to lean a little harder on RCA. And last week, the National Christian Network joined SIN, Eastern Microwave and Ted Turner's Cable News Network in condemning RCA and setting forth claims for a transponder on the primary cable satellite.

In a letter to all seven FCC commissioners, SIN President Rene Anselmo said that "there is a scandal unfolding within the domestic satellite communications industry." He wrote that the facts show that "RCA Americom deliberately passed over SIN's firm written order for a transponder on its primary cable satellite in order to give transponders to [Home Box Office] and Southern Satellite, whose . . . orders were dated after the receipt of ours."

Anselmo suggested that contracts between RCA and Turner Broadcasting and RCA and HBO led RCA to favor HBO and Southern Satellite (which would carry Turner's Cable News Network) when awards were made on Satcom III. (Even though Satcom III is gone, SIN insists that its complaint isn't moot since its outcome could determine who gets on the Satcom III replacement satellite when it's launched next summer.)

While Anselmo addressed the commissioners, SIN's Washington attorney was busy on another front. Norman Leventhal was in Atlanta last Friday for a hearing on a friend-of-the-court brief SIN filed in Turner's suit against RCA Americom (BROADCASTING, March 3). The suit seeks to force RCA to grant Turner a Satcom I transponder on a permanent basis on the strength of the 1976 contract, guaranteeing it, it claims, two transponders on the primary cable satellite. Turner considers a spot on the number-one bird critical to the success of CNN. (In a consent order, RCA agreed to provide Turner with a trans-

ponder on Satcom I for six months in exchange for Turner's pledge to drop a \$35-million damages claim that was originally part of the suit.)

The thrust of the SIN brief and the issue that Leventhal was to argue is that Turner's claims against RCA "are within the primary jurisdiction of the FCC and not within the subject-matter jurisdiction of the court."

Leventhal, claiming that the contract bears heavily on SIN's complaint at the FCC, was to ask the court to vacate the consent order issued by RCA and Turner, refrain from issuing any rulings and require that the FCC become party to the suit.

While the SIN complaint is almost a year old, the one sent two weeks ago by the National Christian Network hasn't emerged from the mailroom of the FCC yet. NCN, an incipient, nonprofit religious programer based in Cocoa, Fla., lost its spot on the primary cable satellite when RCA lost Satcom III. Its complaint asks the FCC "to convince RCA that it must return to the very essence of the common carrier procedure of first-come, first-served" and allocate NCN a transponder on Satcom I.

The second part of NCN's dual filing requested two orbital slots for the creation of a new cable satellite system. The system, NCN said, would consist of two "Cablesat" satellites that would be owned and controlled by a nonprofit corporation, made up of the programers and customers that use the satellites.

Although the filing calls itself a formal request, it would probably be better characterized as a feeler. It doesn't specify what orbital slots it would like or what type of satellites it would launch. It does say, however, that "if the FCC will consider granting this formal request NCN will be prepared within 30 days of notification to demonstrate its viability for the procurement, launch and operation of its proposed Cablesat satellites along with a list of cable television programers who have expressed an interest in using the Cablesat facilities."

NCN makes clear that it has no intention of competing for orbital slots with other carriers. NCN said that it understands that orbital slots suitable for relaying signals to all 48 contiguous states are "at a premium" and that it therefore would have to operate its satellites at the extreme ends of the orbital arc. NCN plans call for covering the continental U.S. by using two satellites—"Cablesat East" and "Cablesat West"—in tandem. NCN said that such an arrangement with each bird reaching three-quarters of the country would not only be sufficient "but in harmony with the scheduling of cable television for East and West Coast feeds."

Ray Kassis, president of NCN, has no doubt that NCN's plans for a new cable satellite system are workable. He said they were born out of talks with a number of other programers and cable operators who have become increasingly disenchanted with RCA. Kassis said that all of RCA's customers, current and prospective, "are just fed up with the way RCA has been run as a satellite service. They boiched it."

Although NCN has no money to take on the expense of launching a satellite service, Kassis believes that once news of NCN's plans get out, NCN will have "\$50 million-\$60 million worth of orders waiting in line to put up a satellite that would really be a service."

In its filing, NCN doesn't fix all the blame for its misfortune on RCA. It also points the finger at AT&T. According to the filing, which Kassis said is based on information supplied to him by RCA, AT&T wrecked RCA's original plan to clear the two message traffic transponders on Satcom I to make room for two additional cable programers—the Cable News Network and NCN—by refusing to lease to RCA two protected transponders. (Protected service is needed for message traffic.) AT&T's refusal was, NCN said, an attempt by the telephone company to take the message traffic business from RCA. To save its message traffic business, NCN contends, RCA was forced to leave it on Satcom I where it could provide the necessary protected service.

## The curious assemble for Viewdata-80

**London conference draws 11,000 to hear about teletext-viewdata developments; British, French systems continue to lead world**

The Viewdata-80 convention held in London March 26-28 showed that the progress of teletext and viewdata continues to be a war between Britain and France, with most countries, including the United States, still in the position of also-running. The technical developments present showed how far the science of words on

the television screen had come in just the last year, in what was billed as the first-ever international convention on the subject. It boasted 52 exhibitors, 800 delegates and over 11,000 public visitors.

In terms of a full-fledged service, the British are clearly ahead. The over-the-air teletext service reaches nearly 30,000 sets, and the system is offered virtually nationwide. The by-wire viewdata, offered by the British post office, has 3,000 subscribers, with computer links in the largest cities.

Moreover, the British hope to maintain

their first-off-the mark advantage. David Mitchell, minister in the government's department of industry, in an opening speech, said that the government, industry, BPO and television networks must insure that "we do not, as has happened with some other inventions, allow our lead to be eroded and for others to profit from our inventions."

The French are fighting back with an impressive, although not yet operational, system that many observers believe offers greater sophistication and flexibility to keep pace with changing technology. The two do not compete in exactly the same areas, although their goals are similar. Just before the conference the French formed a new company, Intelmatique, which coordinates all their activities in viewdata and teletext. Among its biggest projects: setting up an entire viewdata system to replace printed telephone directories.

As outlined by Jean Paul Maury of the French telephone ministry, it will consist of small eight-inch-by-10-inch black and

telephone is presently used only once a day.

Other uses for these small screens were demonstrated by M. Termens of Intelmatique, using the wired viewdata system, Teletel. Using the Teletel system and the full keyboard provided with the screen, the user can do remote banking, ticket reservations, and sending and receiving of electronic mail. Unlike the British Prestel service, the French phone ministry will not be involved in providing the computers. Instead, each individual who wishes to provide information or a service on Teletel will purchase his own, which the ministry will connect into the network. This way the French hope this approach will avoid what they call the "monopoly" of the Prestel service, where the post office owns the computers and rents pages to users. Teletel will first be available in a Paris suburb for a test program involving 2,000 users for a period of 18 months. Authorities hope to launch the test later this year.

any pictures, since they are formed out of squares.) Information providers include both the *Miami Herald* (a Knight-Ridder paper) and the *New York Times*, both of which already purchase pages on the U.K. Prestel service.

Berkman said the system computer also will be directly linked to the Associated Press central computer. This, he said, will provide an instant updating of sports scores. The units are provided with both a full typewriter-style keyboard and a 10-digit remote control unit, similar to the ones provided with Prestel sets. This allows the relative popularity of the two to be tested.

But American broadcasters are more interested in teletext than viewdata, since the latter involves direct line contact rather than an over-the-air-service. Walter Ciciora of Zenith urged that a U.S. teletext standard be set to provide the minimum basic service. He said that with over 1,000 different transmitting stations in the U.S. over-the-air teletext was more difficult. Ciciora said that set manufacturers are like supertankers: it is difficult to get them to change course. He said the cost of teletext units must be low enough to encourage mass purchasing, so that production costs would be brought down, and added that demand for teletext sets would probably be highly cost elastic.

Ciciora also demonstrated the feasibility of various teletext standards for 525-line countries. European countries have all adopted 40 characters per line with 24 lines on the page. The Knight Ridder-AT&T experiment is using only 20 lines per page, a standard favored by some because it improves readability. Some Canadians prefer the 20 by 40 standard as well, because it allows more easily for accents in French-language teletext.

Ciciora demonstrated that even with the marginal conditions of some U.S. signals, the 24 by 40 standard, using certain techniques, can work in the U.S. system. But he admitted that the results were not always superior.

Another session dealt with what Americans are going to want from their teletext-viewdata systems. The session's chairman, Terry Easton of Technology Marketing and Analysis Corp., said that only 5% of the population want the information currently provided on viewdata services. He said that "television is an escape vehicle, not an information machine. It has to be fun to play with." He also said that performing various tasks (such as banking and purchasing) through viewdata will be an important part of the service, but very hard to sell.

Also in the session, Harry Hoyle of Quantam Science Corp. reported on a two-year study into television entertainment and information, and stressed that consumers are at present very dissatisfied with the television programming they receive, and will pay to receive better entertainment. Both Easton and Hoyle agreed that two-way cable systems would probably be the course for viewdata systems, rather than the phone links being planned for the European services.

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**Looking for the way.** In search of an answer to the important question of viewdata and teletext standards for the U.S., the Electronics Industries Association sent a 16-man team to London for Viewdata-80. They toured the British Prestel viewdata service as well as over-the-air teletext services offered by BBC and the Independent Broadcasting Authority. Eleven of that group then moved on to Rennes, France, to view the Antiope system. The fight over a standard seems to be coming down to 24 by 40 versus 20 by 40—the former allowing easier mixing with European services, while others believe only 20 lines can be easily viewed in the U.S.'s 525-line system. Sources indicate 24 by 40 is ahead, but they do not rule out a totally different standard for the U.S. The EIA delegation, all members of the association's teletext task force, included: James Bauer, CBS; Ted Rzeszewski, Matsushita Industrial Co.; Saburo Oniki, Sony; Bernard Lechner and Werner Wedam, RCA Labs; Greg Harper, a consultant to PBS; Neil Williams, Signetics; James Key, Control Data; Walter Ciciora, Zenith; William Leventer, Video Data Systems; Gary Rosch, FCC; Robert O'Connor and Bob Seidel, CBS; Tom Kohler, Philips Labs; Jacques Lesguard, ABC, and E.M. Tingley, EIA.

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white television screens to be given free to all of the 270,000 telephone subscribers in the Brittany region of France, at an estimated cost-per-set of \$100. Each will have a typewriter-style keyboard on which the user will type the name of the person and city requested. (All French telephone directories already are on computers for the use of directory assistance operators.)

Assuming the pilot program is successful, the French hope eventually to have more than 30 million terminals nationwide, more than double the current number of telephone subscribers.

The French decline to spell out the exact cost of their pilot program, which they hope to have in operation by 1982. However, they say that in a few years it will work out to less than the cost of printing new phone books and the cost of bringing directory assistance up to the staffing required by current demand. Because the computer data base would be updated instantly, authorities believe that fewer people will need to contact the operators.

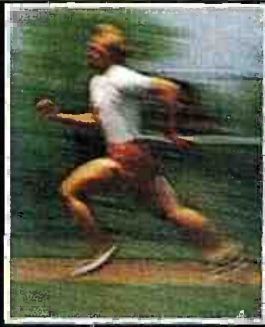
Maury said some time limit might have to be placed on users of the system to prevent overloading. But they plan no beefing up of the main circuits despite the increased use of the phone. French phone officials say that the average French

The British are not sitting back, however. The post office made a huge push for Prestel on the convention floor, and rented the adjoining 1,600-seat auditorium to give its own presentations on the Prestel system.

For Americans at the conference it was basically a case of looking at what everyone else had to offer, as no U.S. manufacturer had a stand and the presentations showed the U.S. clearly not leading the field.

The U.S. is not totally inactive however. CBS, Bonneville International and several public broadcasting stations have experiments under way. And AT&T, in connection with Knight-Ridder Newspapers, is preparing a market study test area for eight weeks in Florida to start this June involving 30 sets to be rotated among 160 households for a period of three weeks each.

A report on that test was given by Sam Berkman of AT&T. He said 10,000 pages of information would be provided, including news, sports information, weather, airline information and an entertainment guide. Slides of graphics on the system showed them to be as sophisticated as almost anything else at Viewdata 80. (Most teletext and viewdata graphics are hampered by the necessary block look of



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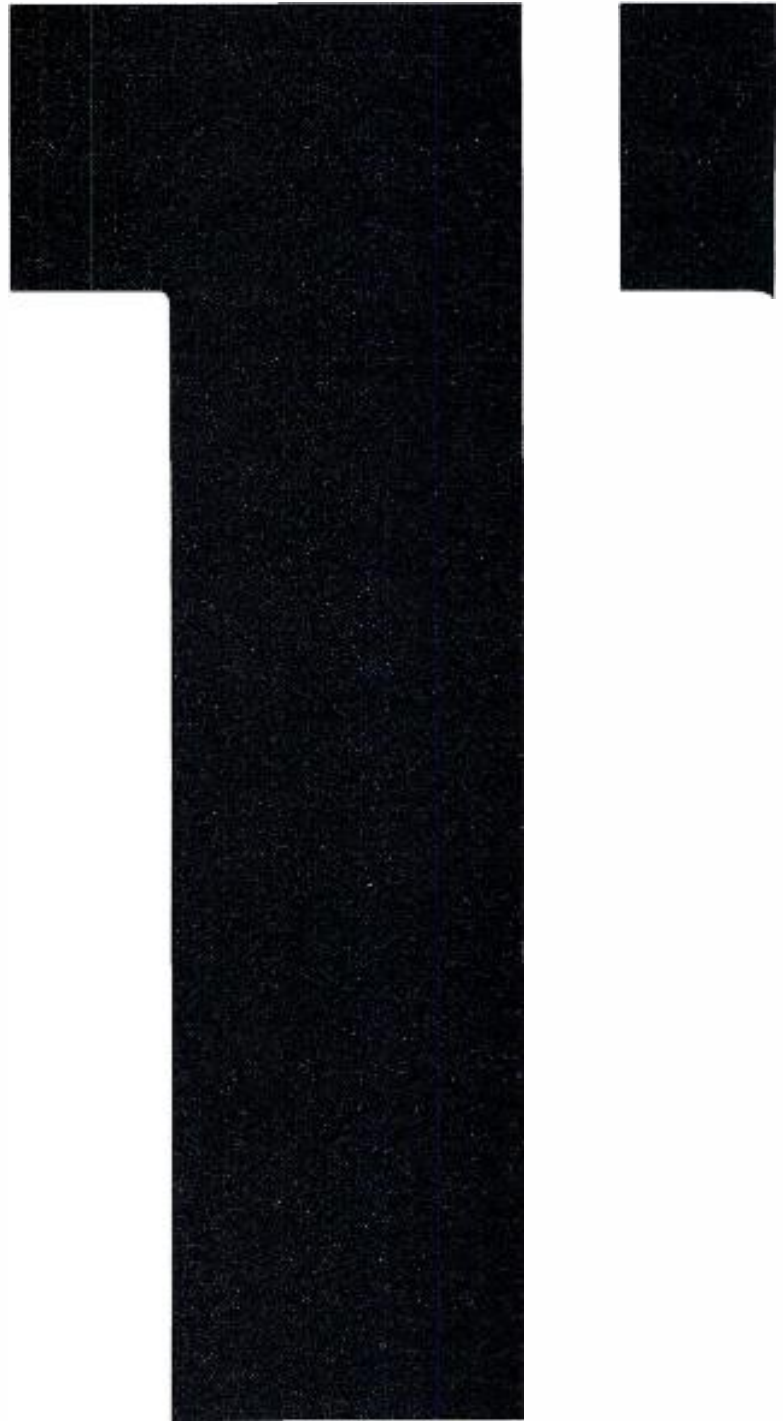
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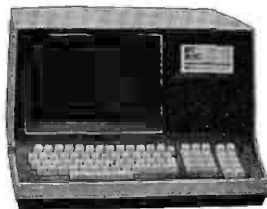
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# Direct satellite broadcasting: an up and coming medium, says FCC

**Network inquiry staff sees new delivery method becoming established in U.S. in this decade, but introduction will require FCC involvement in various phases of regulation**

Whatever the outcome of the policy decisions made in America regarding broadcast satellites, within a decade millions of people throughout the world will probably be receiving substantial television service directly from satellite transmitters.

Thus concludes a report released last week by the FCC's network inquiry staff. The report says that adequate technology is now at hand, "or soon will be to provide direct satellite broadcasting in the United States," and "considerations of law and policy may grow increasingly important in determining the structure of domestic regulatory policy."

The report, "Direct Broadcast Satellites: Legal and Policy Options," by David M. Rice, associate director, Communications Media Center of New York Law School, is one of several preliminary reports the network inquiry staff is releasing on prospects for additional over-the-air, advertiser-supported networks.

It was released along with a report on "Video Interconnection: Technology, Costs and Regulatory Policies," produced by the inquiry staff, which says that the FCC's land and satellite-based video interconnection policies are critical components of any changes in the structure of television broadcasting.

The report on direct broadcast satellite (DBS) service says that the technology is at hand to "permit the distribution of television programming directly to the public through a system of high-power satellites and small receiving antennas located at each home."

And it notes several recent developments that suggest the U.S. regulatory climate may be more receptive to DBS broadcasting than it was a year or two ago. It says the U.S. proposal at the World Administrative Radio Conference in Geneva last fall to double the 12 GHz band in Region 2 (the western hemisphere), and allocate the existing 500 MHz to the broadcasting satellite service, would "thus set aside exclusively for broadcasting satellites an amount of spectrum equal to that which such uses now must share with fixed satellites." (Most of the proposal was implemented by a general agreement of the U.S., Canada and other western hemisphere nations [BROADCASTING, Dec. 3, 1979].)

Another step that would help pave the way for DBS, the report says, is the FCC's

recent decision to end mandatory licensing of receive-only earth stations. "While the decision was adopted in the context of the fixed service and not broadcasting satellites, by its terms it appears to apply equally to earth stations designed to receive DBS," the report says.

The report notes that the FCC will have to address the implementation of DBS service when Comsat files its formal proposal to offer DBS service nationwide. As for an economic base for DBS, the report concludes that although Comsat's proposal contemplates a subscription-supported service, an advertiser-supported one or a "hybrid of both" is feasible.

The report notes that a regulatory scheme, whether similar to broadcast regulation or to common carrier regulation, would have to be adopted. However, the report states that "common carrier regulation might diminish the rewards from—and consequently the incentive to enter and innovate in—DBS operation if such regulation substantially reduced the profits DBS operators received or precluded them from integrating into related, profitable fields such as programming."

Therefore, "the commission may be able to fine-tune the balance of risks and benefits posed by the principal alternative DBS regulatory options by adopting some features of both the broadcasting and common carrier models," the report concludes. It states that the FCC has jurisdiction to regulate DBS under Titles I and II of the Communications Act.

The report says the FCC will be confronted with the legal, technical and policy decisions about the licensing, ownership and technical specifications of DBS receivers—the antennas and associated equipment for amplifying, converting and, perhaps, decoding the signals for viewing on home television receivers.

The report on video interconnection discusses the technology, structure, rates and FCC regulation of the video interconnection industry, which is responsible for network program delivery.

The report states that of the three interconnection systems currently used—postal distribution, terrestrial microwave delivery and satellite transmission—land-based interconnection via AT&T's nationwide system of 48,000 miles of microwave relays and terrestrial cable is the principal means of delivery of national network television programs. AT&T proposes the rates it charges the networks, and the FCC approves or rejects those rates.

Nonnetwork programming is received by mail, while cable television systems and multipoint distribution rely primarily on satellites for receiving programs, it says.

The report notes that as 1980 began, only 35 commercial television stations were equipped with satellite earth receivers. "Of those," the report says, "only three were network affiliates, the others being independent stations or members of one of the specialized networks."

The report was written while the FCC

was still considering whether to allow Western Union to share the Public Broadcasting Service's 149 satellite earth receivers. "If approval is granted," the report says, "nearly all commercial TV stations will have immediate access to the Westar satellite system via the PBS earth stations." The FCC gave its approval last month (BROADCASTING, March 17).

The costs of satellite transmission will be less than those of terrestrial microwave, the report notes, because costs of satellite interconnection are not based on the distance the signal travels. The three principal components of the satellite transmission distribution system are the uplink (transmitter), the satellite and the downlink (receiver). Unlike terrestrial microwave interconnection, satellite interconnection does not require repeater transmission stations every 30 miles.

The report notes that in deciding a regulatory base for video interconnection, the FCC must decide "who shall be permitted to enter the interconnection business, who may own its facilities, who may have access to these facilities, and what rates may be charged to users."

The report notes that the "dominant theme underlying the policies fashioned to date has been reliance on open entry and resultant marketplace competition to establish the video interconnection system."

However, the report advises that there are several points of tension between "reliance on marketplace forces and the substitution of a more detailed system of regulatory oversight." It says that "tensions appear to be increasing, and may force the commission to make harder choices between these alternative schemes of regulation in the next decade."

The report notes that the FCC's "inexact and unwieldy" rate-making principles and procedures [with respect to AT&T] "may hamper AT&T's ability to respond effectively to rapidly changing technological and competitive conditions; this, in turn, could result in the creation of inefficiencies in the production and distribution of video programming."

Moreover, the report states that the FCC's "increasingly liberal entry and rate policies have been predicated upon the existence of radio frequency capacity more than adequate to support the existing and proposed operations of all new entrants."

The increasing demand for satellite services, however, has forced the issue of satellite capacity before the FCC, and, the report notes, the commission "has indicated that it may be increasingly disposed to evaluate its video interconnection policies by asking whether they further the commission's policies of favoring greater diversity in television programming and competition in the broadcasting industry."

The report concludes that it is "unclear whether the commission will find its current video interconnection policies entirely compatible with its aspirations for the structure of television broadcasting. To the extent such tension exists the future regulatory climate for video interconnection remains uncertain."

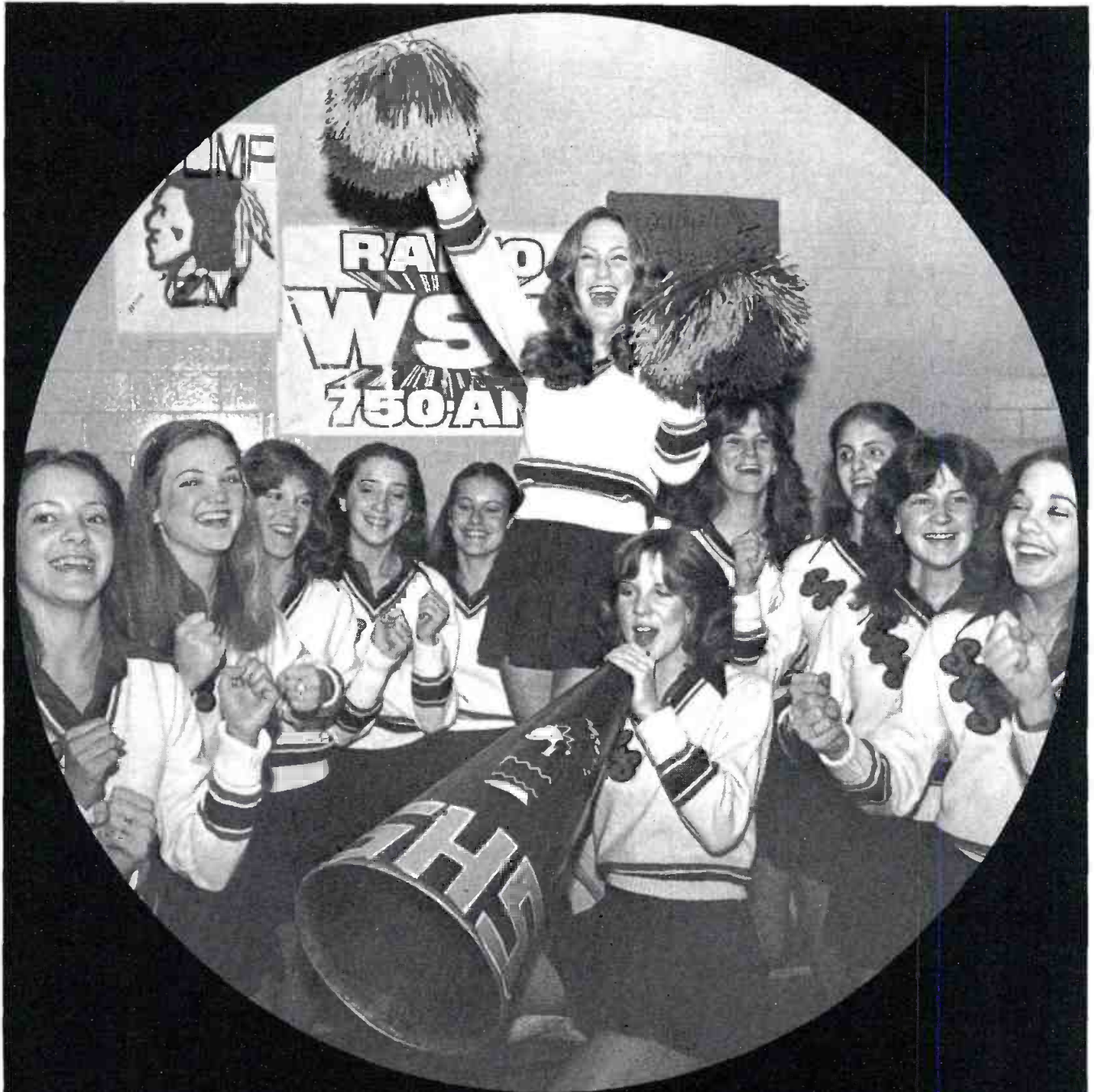
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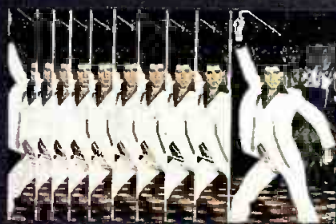
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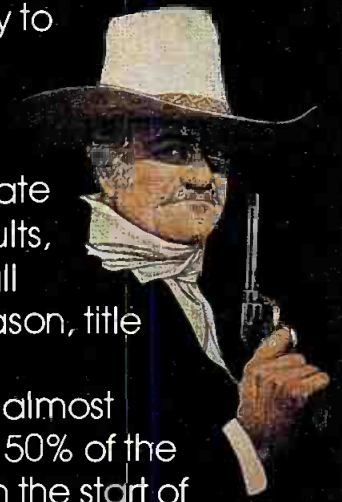
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## Digital's decade

**The new technology will really take off in the 80's, according to M/A-COM's Bothwell, along with satellites and related gear**

The telecommunications industry will thrive in the 1980's and, according to Joseph C. Bothwell, "the dynamically growing market" will be characterized by an increase in the use of digital technologies and the refinement and further application of the communication satellite.

If the industry evolves as Bothwell predicts, it would suit him fine. He is vice president of M/A-COM Inc., a Burlington, Mass.-based manufacturer of microwave and satellite equipment that would be in a good position to exploit a large segment of the market he forecasts.

Speaking before the New York Society

of Security Analysts, Bothwell said demand for satellite-related equipment will boom during the next several years. "One study," he said, "has indicated that 25,000 to 30,000 [earth stations] will be installed in the next few years. With the deregulation of receive-only terminals by the FCC, more and more emphasis will be placed on smaller, lower cost antennas as well as more sensitive receivers. As the cost of these products declines, the market will continue to expand until home reception of direct satellite transmissions becomes technically and economically feasible . . ."

Most of the demand for the earth stations will come from cable television, but Bothwell also sees broadcasters increasing their use of satellites, especially for electronic news gathering. "New sophisticated systems," he said, "are now being sold utilizing satellite transmission directly from the site of the news event."

Moreover, Bothwell said a large part of

the satellite business will come from public and private companies set up for the transmission of data, electronic mail, video conferencing and voice.

Regardless of what use the earth stations are put to, many will be needed. Bothwell cited one report that "estimated that the domestic satellite earth station market will grow at a rate of 35% per year from about \$60 million in 1978 to nearly \$200 million by 1982."

Another growing market for satellite equipment is countries that use satellites for international communications. But as Bothwell pointed out, the nature of that market will be different from that of the domestic market. Bothwell said that since most countries already have earth stations in place, the need is for "equipment to increase the capability of these earth terminals to carry the rapidly growing traffic and at the same time to conserve the precious resource of transponder capacity."

As an example, Bothwell cited Intelsat's recent decision to modify 200 earth stations of its international satellite network at a cost of \$500,000 per station to make them more efficient. Using time division multiple access and a technique known as digital speech interpolation, Intelsat will be able to transmit four phone calls using satellite capacity it presently needs to transmit one call, Bothwell said.

Transponder efficiency is just one reason why Bothwell believes satellite equipment of the 1980's will be digital. He cites three other reasons: the cost of digital equipment is continuing to decline, the use of digital techniques will reduce operation costs and the terrestrial interface equipment will be digital.

■ The third may be the most important. "The growth of the U.S. domestic satellite earth terminal market . . . goes hand in hand with the growth of data communications equipment which is expected to rise dramatically . . . The digital office is the office of the future," he said.

Bothwell also believes that broadcasters and cable operators are moving inexorably toward digital. He said their "transition from analog to digital equipment" provides new markets for manufacturers of sophisticated equipment—like M/A-COM. "We have already supplied a system called DATE [Digital Audio Over Television] to the PBS network," Bothwell said.

Bothwell added, "As more of the broadcast industry products become digital, digital signals will replace analog signals to provide higher quality transmission for both audio as well as video. Further, by the late 1980's the present CATV systems in many places will be interactive with home terminals tied to computers utilizing digital information processing and transmission."

Also, Bothwell said, if fiber optics is to have a chance of blossoming, "new types of high-speed digital equipment at either end of the cable" will have to be developed. Bothwell said fiber optics "do not lend themselves to the transmission of analog signals but are ideally suited for digital transmission."

## InSync

**On the other side of the globe.** Richard M. Neustadt, President Carter's assistant director of telecommunications, will address 1980 U.S./Southeast Asia Telecommunications Conference, scheduled for Mandarin hotel in Singapore, Dec. 3-5.

**Food for thought.** Study of television receiver noise figures conducted by J.B. O'Neal, on faculty of North Carolina State University, and commissioned by FCC as part of its look into receiver standards has been released. Among O'Neal's conclusions: Measurement of receiver noise figures is made under unrealistic operating conditions and performance of demodulator is never really measured with low-level signal. O'Neal proposes new measurement procedure that uses test signal similar to low-level signal.

**S-A sales.** Scientific-Atlanta announced \$3.6-million order from Cable Atlanta Inc. for broadband distribution equipment and satellite earth station to be used in construction of recently awarded Atlanta franchise. S-A said products are part of its new family of 400 mhz equipment that can accommodate 54 channels. S-A also said it will get over \$1 million from Exxon for 20 MARISAT shipboard terminals to be installed on Exxon's tanker fleet.

**CCO's latest.** Panasonic announced availability of new monochrome charge-coupled device (CCD) camera, calling it "follow-up of a state-of-the-art development" achieved by company's earlier BS-702 camera, which it claims was world's first CCD camera. New unit, designated BS-701, is 64 mm wide, 85 mm high, 149 mm long, weighs 660 grams, and consumes 3.2 w power. 512 x 383 element CCD image sensor has 280 TV lines horizontal, 350 vertical resolution, and is available separately.

**Added time.** Sony Consumer Products Co. has introduced \$125 automatic videocassette tape changer it says "provides earlier Betamax owners with the opportunity to upgrade their systems" to match recording times offered on a newer model. Unit boosts recording capacity to four and a half hours for Beta-I Mode, nine hours for Beta-II, using three L-750 tapes. Changer also allows for manual operation.

**Mixing it up.** Maldwyn Bowden International has introduced new stereo broadcast mixer, series 24A. MBI says unit has wide range of applications ranging from on-air console to master network switching desk. Despite its versatility, enhanced by modular design, cost of basic unit is around \$12,000.

**A grand award.** Radio Club of America will forward \$1,000 to School of Applied Technology of Florida Institute of Technology for use as two scholarships. Money was drawn from club's Captain W.G.H. Finch Scholarship Fund at recommendation of Finch, former chief executive of Hearst Radio and now director emeritus of club, after he visited school. Fund was established to assist needy engineering students. Who will receive scholarships at FIT hasn't yet been announced.



# GROWING OLD: A GROWING PROBLEM

BURLINGTON, Vermont—America is getting older. The number of retirement-age people gets bigger every year. And the problems that they face get tougher every year. The high cost of food, housing, hospital, medical and nursing-home care is taking a terrible toll. Poverty, despair and mental illness among the elderly are on the rise.

In three separate series, William H. Braun, staff reporter for The Burlington Free Press, a Gannett newspaper, investigated the growing problems of growing old in America—and described to the citizens of Vermont new ways to solve them.

These series showed how programs for the aging that stress preven-

tion can be more effective than those that stress treatment. They revealed how nursing homes can be wrong for many older people because they can make them feel unwanted and abandoned, unable to make their own choices. Many of these people simply surrender to despair. Better solutions can be home health services, adult day-care centers and congregate homes, in which a small number of older people live together and make their own choices and decisions in a more home-like atmosphere.

Each series built public awareness of increasing problems for the elderly. Each drew appropriate praise from professionals in the field.

After one series concentrated on exposing problems in Vermont's community-care homes—which house the aged, mentally ill and retarded people—some homes were closed and tighter inspection programs were begun. The state began allocating more funds to aid the elderly.

All the people of Gannett take special pride in concerned journalism and community commitment like

that expressed by Bill Braun and The Burlington Free Press.

It reflects the strong commitment to excellence, professionalism and independent community service that we all share.

At Gannett, we have a commitment to freedom in every business we're in, whether it's newspaper, TV, radio, outdoor advertising, magazine, film production or public opinion research. Freedom rings throughout Gannett in news coverage, in editorial opinion, in public service. From Burlington to Boise, Danville to Denver, Pensacola to Phoenix, each Gannett member serves its community in its own way.

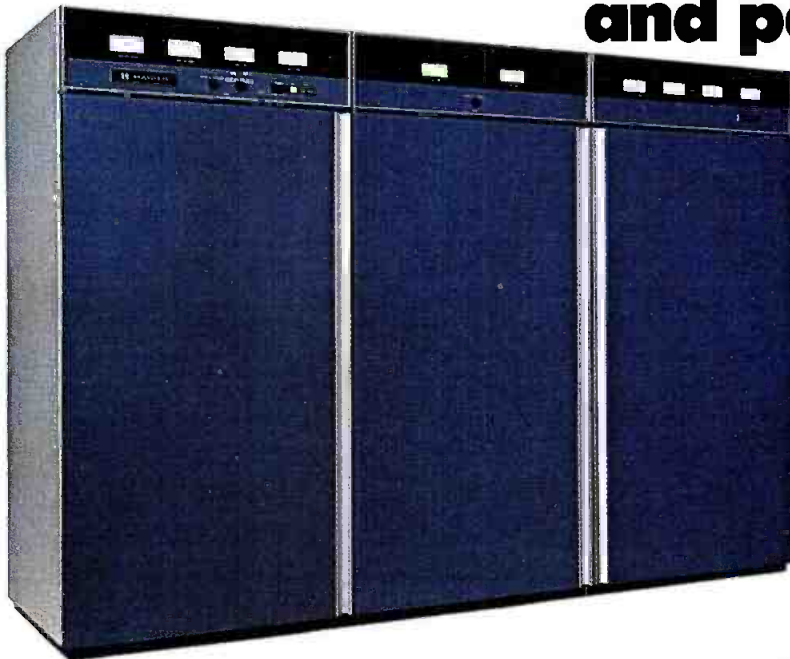


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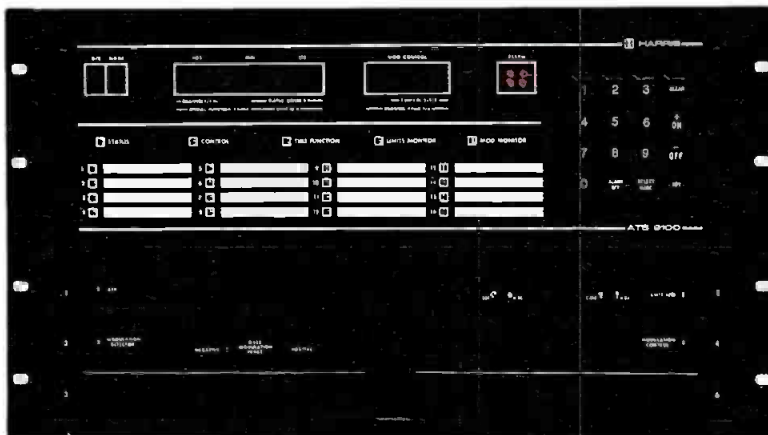


For example, the TV-50H VHF 50-kilowatt High Band color TV transmitter combines a solid-state driver with a three-tube design for field-proven dependability and reduced tuning requirements. Harris transmitters provide many other state-of-the-art features for proven superb color performance.

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**Harris' 9100 Facilities Control System leads the way to lower operating expense.**



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## STV: scratching out its place in the new-video universe

**As the medium begins to make its moves into the major markets, its hopes grow—but so do concerns that pay cable may leave it no room**

■ Over-the-air subscription television (STV) is delivered to approximately 400,000 homes by eight stations in the New York, Los Angeles, Detroit, Cincinnati, Phoenix, Boston and Miami-Fort Lauderdale markets, and is currently generating gross annual revenues of \$96 million.

■ By the end of this year, it is estimated that as many as 14 stations will be broadcasting the scrambled STV signals to one million U.S. households, and annual revenues will approach \$240 million.

■ By 1985, it is expected that more than 90 UHF stations will be broadcasting subscription services to some three million homes while generating annual revenues of \$720 million.

■ Profits in the STV business are generally held to run at 20%-25% of revenues, in contrast to the conventional television industry, which logged 17.6% profits in 1978, or cable television, which had 9% profits that year.

STV has become a significant factor in the business of entertaining and informing America. Three years after the first STV operation currently broadcasting went on the air, this segment of the television business is in the midst of a swell of interest and growth comparable, at least, with that of pay cable in the closing years of the last decade. Its more enthusiastic entrepreneurs contend that STV is on the threshold of an era of expansion comparable to that of television itself in the 1950's.

Fostered by an FCC committed to enlargement of the TV commercial marketplace and an audience receptive to new alternative video media, STV is growing on independent UHF stations that heretofore have survived in major television markets on minimal audience shares and barely adequate advertising revenues. But in a reversal of the thinking that built traditional broadcasting, STV thrives on smaller audiences and the absence of commercials.

Paying rates ranging between \$19 and \$23 monthly and one-time installation charges reaching, in some instances, as high as \$90, STV viewers are able to watch about 50 hours a week of uncut, uncensored and uninterrupted Hollywood and foreign films, sporting events and an occasional special program produced for another medium but made available to STV operations before broader release. As with pay cable in its earliest days, original programming for STV is still largely nonex-

istent. But STV operators see made-for-STV shows as a logical step that will be made as the subscriber base increases.

Its audience currently is the size of just over half of one national rating point and not a 10th the size of the pay-cable universe. But STV should not be seen as an industry existing independent of either commercial broadcasting or cable. Indeed, those businessmen pioneering the new medium tend to view STV as a segment of the entire pay-television world, which encompasses relative giants such as Time Inc.'s Home Box Office with its four million subscribers (70% of all pay-cable households and 66% of pay television's) to tiny GalaVision, a new Spanish-language pay-cable service offered by Spanish International Network, with 2,000 subscribers.

"It all comes down to programming," says Michael Marcovsky, president of Golden West STV, Los Angeles, in an explanation of STV's place in the ever-heightening competition for the home television set. "I'm not focusing on the means of distribution. The consumer doesn't really care how a show gets on the screen."

□

STV has been around almost as long as television. In 1950, WOR-TV briefly tested the Skiatron scrambling system. Telemeter, a pay-television system developed by a subsidiary of Paramount Pictures, made an attempt a year later over KTLA-TV Los Angeles which Paramount then owned. Zenith Corp. experimented with its Phonevision system in Chicago. RKO General's WHCT-TV Hartford, Conn., broadcast with the Zenith system from 1962 to 1969.

**Not yet.** Warner Cable's Qube experiment in Columbus, Ohio, has demonstrated what many believe is the future of cable and pay television—a system allowing for the per-program billing by suppliers. Los Angeles's SelecTV, using decoder boxes supplied by Clarion Corp. and developed by Sagall's Teleglobe, first attempted to use a per-program billing system but abandoned it last year. Ron Gunning explained why the system failed:

"It worked reasonably well, but it presupposed incredibly sophisticated technology. And I think the concept was about a year-and-a-half ahead of the technology. The technology was all there, but the same failure rate you might reasonably expect in most business occurring in the pay business was simply unacceptable to subscribers. It made a very, very difficult offer to describe to a potential subscriber when he called in."

As Gunning demonstrated, it took him little more than five seconds to describe how a subscriber could receive SelecTV with a flat-rate system. But the per-program system was far too complicated for such a simple explanation. Under the old system, a subscriber was assessed \$6 monthly rent on the box, and individual movies were priced at a rate between \$1.25 and \$3, up to a maximum monthly charge of \$20. So the most a subscriber could pay in one month was \$26. "What should be a simple sales message," said Gunning, "ends up being an incredibly complex situation."

But Gunning, as well as others, still believes that per-program charges will eventually become the industry norm. "Conceptually, it's the only way it should go," he said. "You shouldn't be charged for something you didn't watch."

The experimenters in the first two decades found no market to exploit. The commercial television system was undergoing rapid growth, and its free programming was reaching more and more people in more and more quantity. Not only that, the climate in Washington was hostile to subscription service. The widely accepted theory, encouraged by the commercial broadcasters, was that subscription TV posed the threat of outbidding free television for its programming to the inevitable deprivation of the public.

In 1968 the FCC adopted a series of rules that brought a halt to subscription TV venturing. Included were antisiphoning restrictions that protected commercial broadcasters against the loss of most movies and sports. It was not until the FCC began relaxing its rules late in the 1970's and the courts declared its antisiphoning rules illegal that interest in pay TV was revived.

In 1974, BTVision, a service of Blonder-Tongue Broadcasting Corp.'s WBTB-TV (ch. 68) Newark, N.J., began STV service to the New York area. It was never a success, and the station went dark. In 1977 the station was bought by Wometco Enterprises, subsidiary of the successful Wometco broadcast group, which changed its call letters to WTVG—and later to WWHT—and soon changed the STV service to Wometco Home Theater.

On April 1, 1977, National Subscription Television of California's ON-TV began operating on KBSC-TV (ch. 52) Corona, serving Los Angeles. A joint venture of equipment manufacturer Oak Industries and little-known Chartwell Communications Group (from which more would be heard later), ON-TV offered film-conscious Angelenos a mixture of current

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This heart-warming response resulted from "Operation Snow Desk," an extension of Contact 6, WITI-TV's trouble-shooter service broadcast each day on the 6 and 10 PM news.

Over 30,000 viewers last year asked Contact 6 for help, and all 30,000 were followed-up by personal contact, phone or letter.

WITI-TV's Tom Hooper heads the Contact 6 program with the aid of two assistants. Their energy and persistence not only turned a cold spell into a warm spell, but solved many other problems as well.

Some have led to investigations and issuance of charges by the State Attorney General's Office of Consumer Protection, others have led to action by the Milwaukee Common Council and even by the Wisconsin State Legislature.

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Hollywood movies and Los Angeles Dodgers baseball games for a \$29.95 installation charge, a \$25 decoder deposit and \$17 a month. At the commencement of the STV service, Chartwell's principal owner, Jerry Perenchio, estimated that ON-TV would have 50,000 subscribers by the end of 1977 and top out at about 200,000. Last month, ON-TV signed its 250,000th subscriber.

American Subscription Television's SelecTV joined the contest in 1978 on KWHY(TV) Los Angeles (ch. 22), making the number-two television market the first in the nation with two STV operations. (Los Angeles also has an active pay-cable service in Theta Cable's "Z" Channel, the first pay service in the city.)

Next came Universal Subscription Television on WQTV(TV) Boston (ch. 68) in January last year. Other STV operations have blossomed since then. Chartwell's ON-TV began in Detroit over WXON(TV) (ch. 20) last July under an arrangement whereby Chartwell and Oak stopped their joint-venture STV operations. Oak went on the air in September on KNXV-TV Phoenix (ch. 15). Oak's National Subscription TV switched on a WKID(TV) Fort Lauderdale, Fla. (ch. 51) on Jan. 11 of this year and on Feb. 1 Buford TV of Tyler, Tex., went on the air with its subscription service on WBTI(TV) Cincinnati (ch. 64).

Joining those pioneers within the year should be WSNL-TV Smithtown (Long Island), N.Y. (ch. 67), as a joint venture of Universal and Wometco; WCGV(TV) Milwaukee (ch. 24) with SelecTV; Lincoln Pay Television's KTSF-TV San Francisco (ch. 26) with STV Corp. of America programming, and, possibly, WSMW-TV Worcester, Mass. (ch. 27) and WWSG(TV) Philadelphia (ch. 57).

Stations granted STV authorization by



Golden West STV's Marcovsky

the FCC include: WSNL(TV) Chicago (ch. 44); KDNL-TV St. Louis (ch. 30); WCIU-TV Chicago (ch. 26); WEEG(TV) Cleveland (ch. 61); KNBN-TV Dallas (ch. 33); WNET(TV) Providence, R.I. (ch. 16); WGPR-TV Detroit (ch. 62); Golden West's KFHC-TV in Oklahoma City

## STV applications that have been granted:

(On-air stations are in bold face)

| City                         | Station        | Channel   | Licensee                     |
|------------------------------|----------------|-----------|------------------------------|
| Ann Arbor, Mich.             | WRHT           | 31        | Satellite TV Systems         |
| Baltimore                    | WNUV           | 54        | New Vision                   |
| <b>Boston</b>                | <b>WQTV</b>    | <b>68</b> | Boston Heritage Broadcasting |
| Chicago                      | WCIU-TV        | 26        | Weigel Broadcasting          |
| Chicago                      | WSNS           | 44        | Video 44                     |
| <b>Cincinnati</b>            | <b>WBTI</b>    | <b>64</b> | Buford Television of Ohio    |
| Cleveland                    | WEEG           | 61        | Cleveland Association        |
| <b>Corona, Calif.</b>        | <b>KBSC</b>    | <b>52</b> | Oak Broadcasting Systems     |
| Dallas                       | KNBN-TV        | 33        | National Business Network    |
| Detroit                      | WGPR-TV        | 62        | WGPR Inc.                    |
| <b>Detroit</b>               | <b>WXON</b>    | <b>20</b> | WXON-TV Inc.                 |
| <b>Fort Lauderdale, Fla.</b> | <b>WKID</b>    | <b>51</b> | CB TV Corp.                  |
| Linden, N.J.                 | WNJU-TV        | 47        | WNJU-TV Broadcasting         |
| <b>Los Angeles</b>           | <b>KWHY</b>    | <b>22</b> | Coast TV Broadcasting Corp.  |
| Milwaukee                    | WCGV           | 24        | B&F Broadcasting             |
| <b>Newark, N.J.</b>          | <b>WWHT</b>    | <b>68</b> | Wometco                      |
| Oklahoma City                | KFHC-TV        | 43        | Golden West Broadcasters     |
| Philadelphia                 | WWSG           | 57        | Radio Broadcasting           |
| <b>Phoenix</b>               | <b>KNXV-TV</b> | <b>15</b> | New Television               |
| Providence, R.I.             | WNET           | 16        | Channel 64 of New England    |
| Sacramento, Calif.           | KMUV-TV        | 31        | Sacramento Television        |
| San Francisco                | KTSF-TV        | 26        | Lincoln Television           |
| San Jose, Calif.             | KSTS           | 48        | National Group Television    |
| Smithtown, N.Y.              | WSNL-TV        | 67        | Suburban Broadcasting        |
| St. Louis, Mo.               | KDNL-TV        | 30        | Evans Broadcasting           |
| Vineland, N.J.               | WRBV           | 65        | Renaissance Broadcasting     |
| Worcester, Mass.             | WSMU-TV        | 27        | America Group Management     |

(ch. 43); KSTS(TV) San Jose, Calif.; Renaissance Broadcasting's CP in Vineland, N.J., (ch. 65); WRHT(TV) Ann Arbor, Mich. (ch. 31); WNUV(TV) in Baltimore (ch. 54); WNJU-TV in Linden, N.J. (ch. 47) and KMUV-TV in Sacramento (ch. 31).

There are 51 STV applications pending at the FCC, many of them competing.

□

At this point in its development, STV is growing in areas largely without competing pay media, and STV may not experience sudden major growth in areas already serviced by cable and pay cable. It is worth noting, for example, that San Diego, home of the nation's largest cable system, has no STV operator seeking authorization there. And New York, with cable a major factor in Manhattan, has limited STV penetration in the central city, according to Wometco's Richard Wolfson.

It is the competition between pay cable and STV that is the biggest question about the future of the over-the-air service. Traditional thinking has held that as cable wires the inner cities, STV penetration will go down. According to that line of reasoning, STV should experience a relatively rapid growth by offering inner-city viewers pay programming but lose out to cable in the long run. Some STV operators, such as Wolfson, believe that cable and STV are virtually exclusive of each other. But others see the two existing side by side, even if the wired nation becomes reality.

Wolfson's company is among the more diversified in the STV business. As well as operating its over-the-air pay service, Wometco is a major group broadcaster and cable multiple system operator. "I don't

think that STV can compete with cable because we're directly competitive. It's absolutely critical to the STV industry that the cable companies be required to carry the STV signals of local stations," he believes.

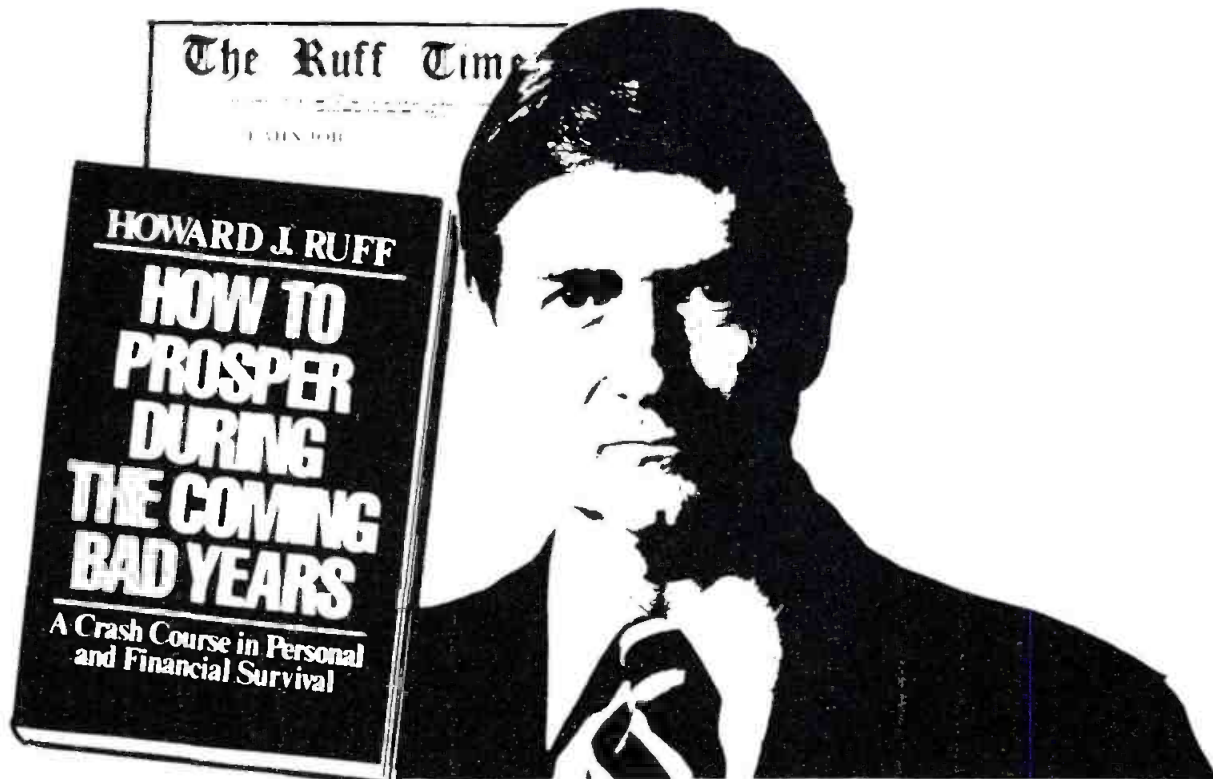
Wometco owns two cable systems within the coverage area of WWHT Newark, and they currently carry the station's subscription service. Under an FCC order, Wometco has sold its cable systems to Storer Broadcasting's cable subsidiary, but Wolfson hopes that the systems will continue carrying Wometco Home Theater STV operation when transfer of the systems is complete.

"In the major markets, the STV entrepreneur who has a sizable stake in the number of households served will continue to exist and prosper past the point where the whole city is wired," according to Rinaldo Brutoco, president of Universal, headquartered in San Francisco.

Opinions about the long-term future of STV vis-a-vis the competition with cable are as many as the voices making them.

Speaking on a far more futuristic plane than others, Marcovsky of Golden West, whose company has earmarked \$100 million for expansion into all forms of pay television, sees STV and pay cable coexisting in homes of the future. Marcovsky, currently constructing an STV operation in Oklahoma City, sees the over-the-air service as yet another element in the emerging home video universe.

He envisions, for example, a doubling of the television sets currently in American homes—proliferating about the house as have radios and phonographs. And



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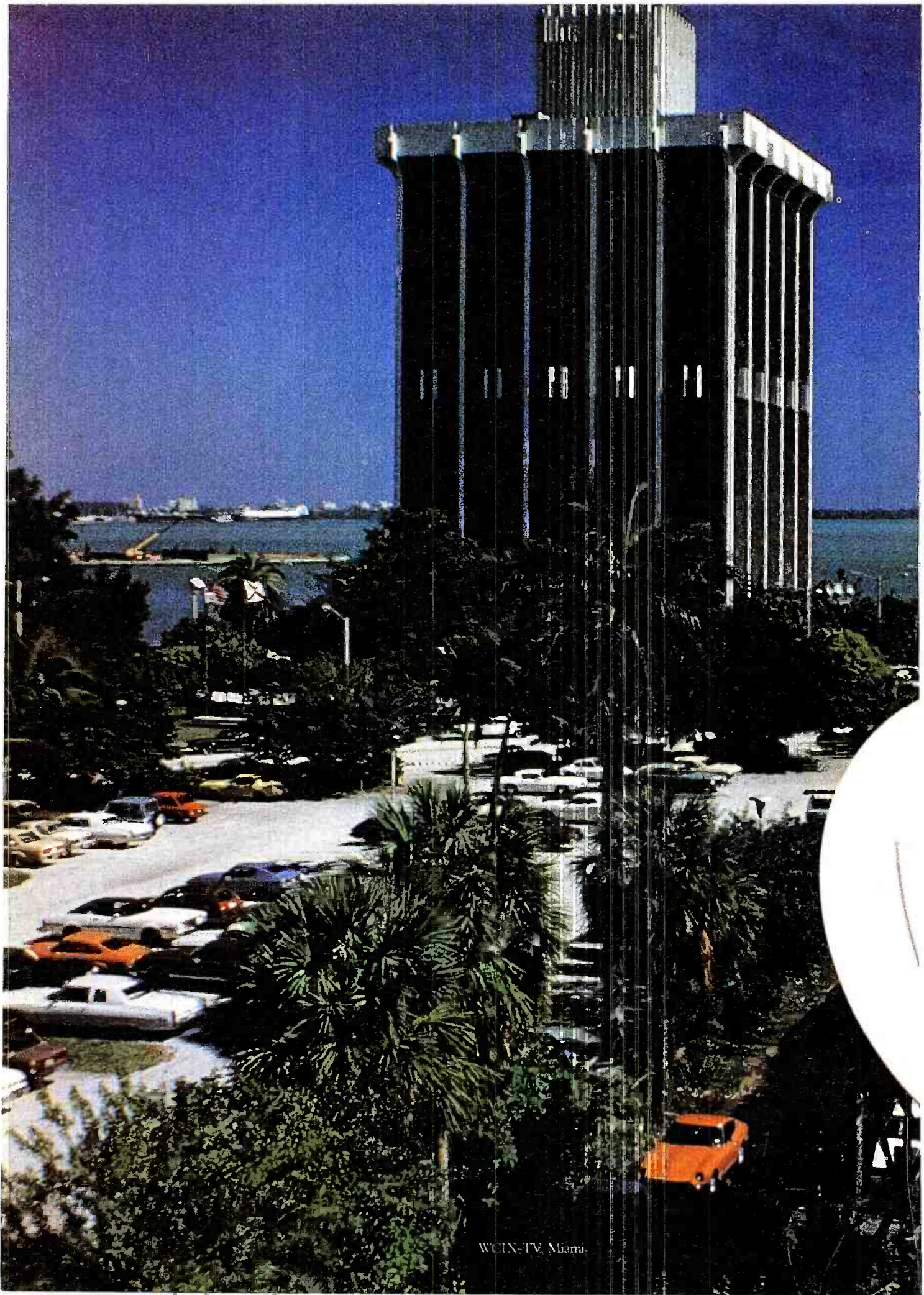
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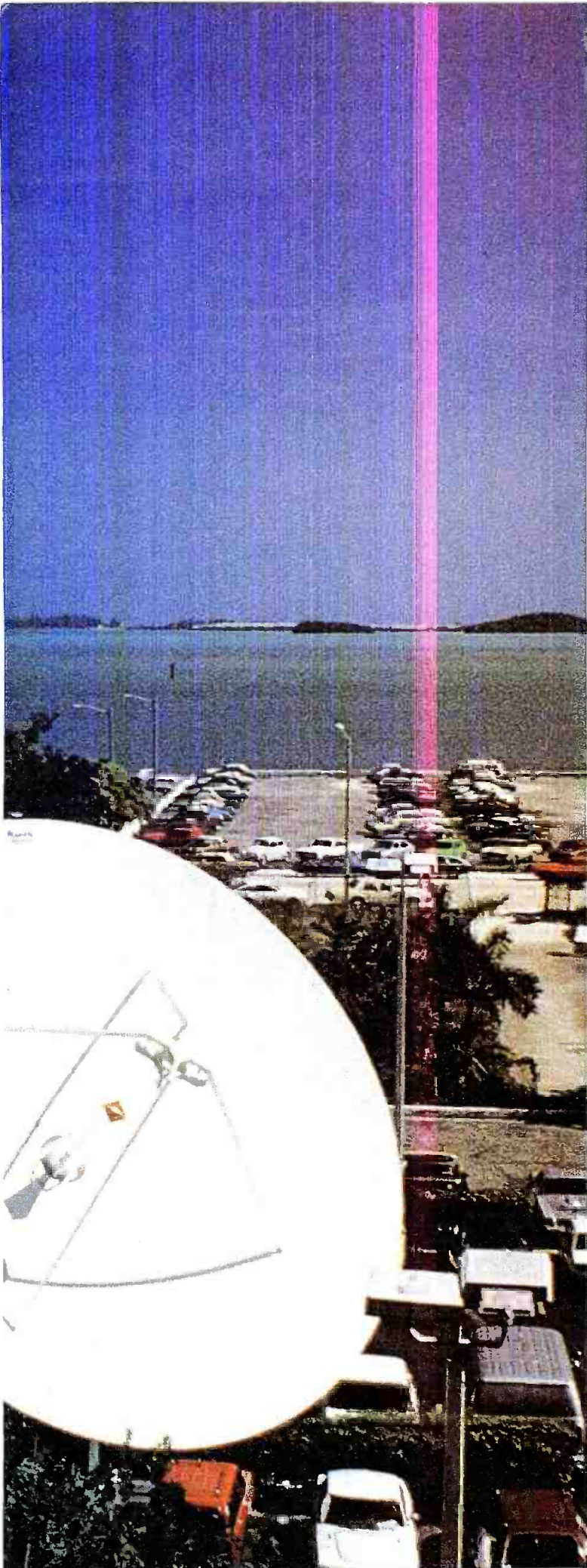
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Wometco's Wolfson

those different television sets will have different functions—a big-screen, full-service cable video center in the family room, a teletext or viewdata service in the kitchen or study, another wired set in the master bedroom with a disk player or cassette recorder attached.

Somewhere in the house, perhaps in a child's bedroom, one set will be equipped for STV, Marcovsky speculates. A locally programed service such as STV can offer programing with even more specialized appeal than pay-cable services.

"It may not be an antagonistic relationship, but a symbiotic one," Marcovsky says. It is not inconceivable, he adds, that local STV stations will show little league ball games, for example.

A useful model for the relationship between STV and pay cable may, in fact, be found in the current competitive stance of local independent television stations and networks and their affiliates. During prime-time hours affiliates offer virtually no locally programed shows while local independents have carved niches for them-

Universal's Brutoco



## Pending STV applications as of 3/1/80:

(Several markets have competing applicants for a frequency.)

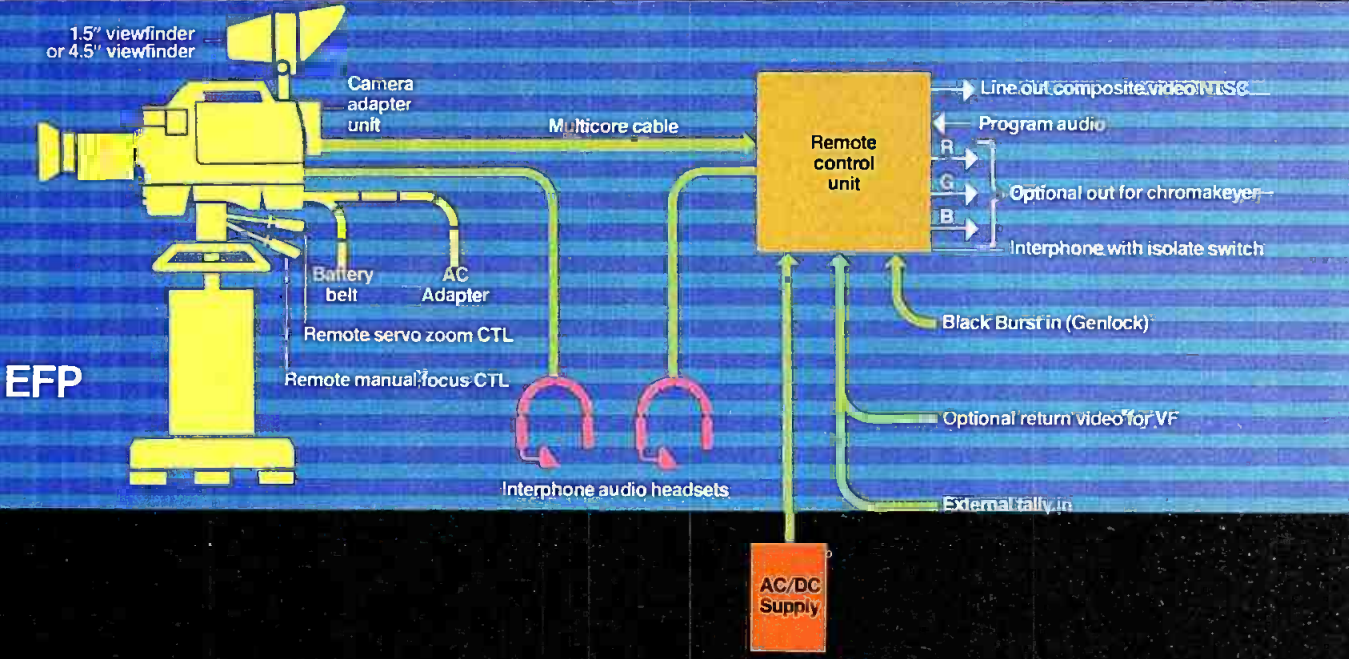
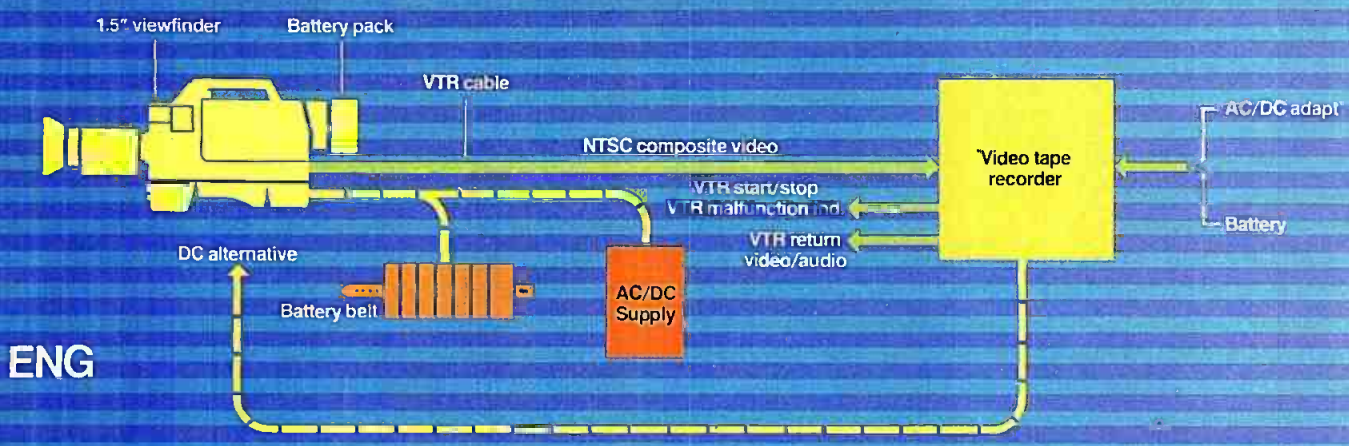
| City                 | Station     | Channel | Licensee  |
|----------------------|-------------|---------|---|
| Atlanta              | WATL-TV     | 36      | Briarcliff Communications Group   |
| Atlanta              | new station | 69      | Channel 69 of Georgia<br>Telechoice of Georgia<br>Broadcasting Corp. of Georgia<br>Supreme Broadcast Enterprise |
| Aurora, Ill.         | new station | 60      | Aurora Chicago Telecasters  |
| Baltimore            | new station | 24      | Bufof Television of Maryland  |
| Broomfield, Colo.    | new station | 14      | Rocky Mountain 14   |
| Dallas               | new station | 27      | Liberty STV   |
| Denver               | new station | 20      | American TV and Communica-<br>tions<br>Oak Television of Denver<br>Colorado Television<br>Channel 21 Inc.       |
| Fort Worth, Tex.     | new station | 21      | Channel 21 Inc.   |
| Fresno, Calif.       | KAIL        | 53      | Trans-America Broadcasting  |
| Gary, Ind.           | new station | 56      | GWXX-TV Inc.  |
| Grand Rapids, Mich.  | new station | 17      | APW Enterprises   |
| Greensboro, N.C.     | new station | 48      | Greensboro Telecasting  |
| Guasti, Calif.       | KBSA        | 46      | United Minority Broadcasting  |
| Houston              | KHTV        | 39      | Gaylord Broadcasting  |
| Houston              | KDOG-TV     | 26      | Crest Broadcasting  |
| Houston              | new station | 20      | Channel 20 Inc.<br>Channel 20 Houston Inc.  |
| Indianapolis         | new station | 59      | Channel 59 of Indiana<br>United Television Corp. of Indiana   |
| Joliet, Ill.         | new station | 66      | American Television & Com-<br>munications<br>Focus Broadcasting Co.<br>Channel 66 of Illinois                   |
| Kansas City, Mo.     | new station | 62      | Bufof Television of Missouri<br>SelecTV of Kansas City  |
| Miami                | new station | 33      | Miami STV   |
| Miami                | new station | 39      | Contemporary Television Broad-<br>casting   |
| Minneapolis          | new station | 29      | Bufof Television  |
| Minneapolis          | KTMA-TV     | 23      | Viking TV   |
| Mt. Clemens, Mich.   | new station | 38      | APW Enterprises<br>Macomb Broadcasting<br>Southeast Michigan Television   |
| New Orleans          | new station | 20      | Coastal Television<br>Crescent City Television  |
| Portland, Ore.       | new station | 24      | National Subscription Television<br>of Portland<br>Broadcast Associates   |
| San Antonio, Tex.    | new station | 29      | Tejas Broadcasting<br>United Television Broadcasting  |
| Salt Lake City       | new station | 14      | American Television of Utah   |
| San Francisco        | KTSF        | 26      | K&L Communications*   |
| Seattle              | new station | 22      | Seattle STV   |
| St. Louis            | new station | 24      | Mid-West St. Louis  |
| St. Petersburg, Fla. | new station | 38      | Home TV<br>Oak Television of Tampa Bay<br>Sun Coast 38  |
| Tampa, Fla.          | new station | 28      | Sun Coast Telechoice  |
| Vallejo, Calif.      | new station | 66      | Bay Area Telesystem   |
| Washington           | WDCA-TV     | 20      | Channel 20 Inc.**   |

\*K&L filed competing application when Lincoln Television filed for renewal of KTSF.

\*\*FCC approved transfer of control to Taft Broadcasting, but that is being appealed in court.

selves with movies, syndicated product (including off-network programs), sports or news programs. The pay-cable firms have become, in effect, national networks, leaving the door open for STV operators to

program to fit the needs of local audiences. There has already been a move in this direction in Los Angeles this spring where the major motion picture studios have released a score of current Academy







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Award-nominated films to ON, Select and Z for showing to the Los Angeles market—where most Academy of Motion Picture Arts and Sciences members live and vote for the Oscars. Most of the films will be released to other pay services later in the year.

Other types of programing with limited local appeal, such as hometown sports teams, symphonies, ballets or theater groups, could continue to air on STV stations and attract audiences despite the competition from the national pay-cable services. And if the day comes that STV programing is picked up by cable, the local cable operator can unscramble the signal at his headend, meaning STV operators would not be required to install and maintain decoder boxes as they must now. That, alone, say STV entrepreneurs, could reduce the cost of an STV subscription to a cable home by as much as half or more.

John P. Gwin, president of Oak Communications, is a former chairman of the National Cable Television Association and a former executive with the cable operations of Cox Broadcasting Corp. He is not so hopeful about the competition between STV and cable.

"We are not going into markets where cable is already entrenched. We're staying out," he says. "We feel the great opportunities for STV are in the major markets that are very difficult to cable. We feel we have a five-to-seven-to-10-year window, depending on the market, where we can operate.

"We are not nearly as capital intensive as cable, and it takes many years for cable to build a major market. By that time we hope to be generating tremendous amounts of cash. After the competition has developed, we hope to have our money back from the markets."

Gwin, too, sees the future relationship coming down to the difference in programing, again with STV providing a local pay service. He also sees STV subscription prices going down in the future.

Ron Gunning, president of American Subscription Television, who knows more



American Subscription's Gunning

about pay competition than most, looks at the 10% penetration of pay television in the Los Angeles market and still sees ample room for growth of all the competing services there. "If you really believe in the programing that you're providing—if you have product that people obviously enjoy—then you don't really worry about the competition," he says.

Gunning, using a commonly heard estimate that few markets can sustain more than 20% pay penetration, sees many of the prognostications of doom for STV at the hands of cable as less than realistic. "I don't necessarily subscribe to that—simply because no one's been around long enough with a history adequate to make that kind of judgment," he says. "It may very well be 50%. That being the case, SelecTV, ON and all the rest of us have a long way to go."

□

But how far is that?

According to Solomon Sagall, president of Teleglobe Pay-TV System Inc. and a pioneer developer of STV ("Profile," July 2, 1979), the entire pay-television universe is expected to be slightly in excess of 25 million homes, roughly one-third of the current television households in the country, by the end of this decade. Of those pay-television homes, one-third are likely to be STV subscribers—8.3 million homes. At an average yearly cost to each home of \$240, the STV industry will be generating revenues of just under \$2 billion, over a third of the revenues of commercial television in 1978.

Sagall also provided a breakdown of costs and expenditures for an average pay operator. Assuming a subscriber base of 100,000, an operator can expect an annual gross of \$24 million. Roughly one-third of his gross (\$8 million) is dedicated to programing. Operating 2,500 hours a year at an air-time cost of \$800 per hour, total expenditures by the STV operator to the transmitting station should total \$2 million.

Decoder boxes, currently averaging

about \$150 each to the operator, would cost \$3 million when amortized over five to seven years.

Another \$5 million can be allocated for general operating costs, including advertising and promotion personnel, overhead and other basic business expenses.

That leaves the STV operator with a total pretax income of \$6 million. "I have deliberately maximized the costs," said Sagall. "Other projections anticipate a pretax net of at least 25%. On that basis the break-even point should be at 35,000 subscribers."

Sagall's figures are estimates for a hypothetical system. In real life, however, costs will vary considerably, according to companies' business philosophies. Gunning, for example, reports that his firm tries to hold programing costs to about \$5 per subscriber per month, closer to one-fourth of total revenues. Air time, he says, runs his firm \$1 million yearly. And Bruto says that Universal has tried much harder than most to reduce its overhead, largely by using a central computer system that not only keeps track of Universal's Boston operations but also its three multi-point distribution service systems in New Orleans, Baltimore and Albuquerque, N.M. As a result, Universal maintains a central accounting and billing operation in San Francisco and has limited staffs in the markets in which it operates.

Sagall's estimate of a 35,000-subscriber break-even point generally holds true in the industry, but Wolfson points out that even with 75,000 subscribers in New Jersey and New York, his operation is "roughly at the break-even point but not yet showing a profit."

And in Los Angeles, ON required an exceptionally high 100,000 subscribers to reach the point at which revenues equalled expenditures. That was in large part due to what ON's competitors call a tremendous advertising and promotion effort that dwarfed those of other STV operations.

ON's promotional and advertising efforts, which have included full-color magazine and newspaper advertisements,

Oak's Gwin



Teleglobe's Sagall





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television commercials and direct-mail campaigns, have run the company at least \$2 million annually. Last year ON's advertising budget exceeded that figure and will go even higher in 1980.

"If you want to buy a lot of subscribers, you can do it," said one of ON's competitors. "But it's expensive. And there are times in the history of every nation's economy when cost becomes too dear a factor—1980 is such a time. Our goal is to bring it in for as low a cash cost as we can obtain and show a break-even point on a profit-and-loss basis early rather than late—certainly within 18 months. To do that, one has to sacrifice something. We chose to sacrifice big subscriber numbers for better cash numbers and better profit-and-loss numbers. Like any other business, STV ultimately has to be judged by how profitable it is for its shareholders."

The Wometco operation was far more selective in its marketing, but, as Wolfson admits, it made a "terrible mistake" in originally underpricing its service. At first, he explains, the service was offered for \$13 a month, which the company soon found was simply too low to be profitable. Prices inched their way up to the current \$19. "We still have a lot of subscribers at lower prices."

At this stage of its development, STV is in the business of acquiring and maintaining subscribers. That makes the Los Angeles ON service the industry leader and, naturally, the one by which all of the others are measured.

Certainly ON grew as it did as much as a



National Subscription's Wald

result of the people behind as what was on the screen. In Los Angeles it is a joint venture between Oak and Chartwell, but its principal mover has been Jerry Perenchio, a promoter extraordinaire whose business savvy and deal-making abilities are legend ("Profile," Aug. 6, 1979). His partners include Hollywood producers Norman Lear and Bud Yorkin. Andrew Wald, executive vice president of National Subscription Television, handles the day-to-day operations.

The Perenchio-Lear-Yorkin empire is quickly moving into basic and pay cable as well as STV, all in an attempt to "break the networks' oligarchy" over television, according to Wald.

Like the others, ON pays for its programs on a formula based on the number of subscribers. Typically, it pays 25 cents per subscriber per film for five airings—five cents an exhibition. That means ON pays \$12,500 for one airing of a feature film or \$72,500 for one movie. ON shows 40-50 films monthly, about 10 different titles in any given period. It charges \$19.

"To the family unit we represent the greatest entertainment value," says Wald. "We're clearly one of the best values in the United States today." Hyperbole aside, Wald notes, as do other STV programers, that the family is the economic backbone of the STV field. When movie theater tickets are selling for \$5 or more, the financial advantages of STV to consumers are obvious.

To television broadcasters, who for 30 years have been providing mass entertainment service free to consumers and paid for by advertisers, the economic structure of the pay television industry is naturally foreign.

"The STV business is a consumer marketing business," says Robert P. Buford of group broadcaster Buford Television Inc. "Operating a commercial television station is almost an industrial marketing business. When you operate a television station, you're marketing your product to, say, 50 large advertisers. STV's a consumer business; it's more closely

akin to cable as a consumer business than it is to television."

Buford's STV service operates over its owned station, WTBI(TV) Cincinnati.

"This business is confused by a lot of people with show business," says Gunning. "It isn't. We're like the telephone company or the gas company or the electric company. We're involved in getting a service into your house and maintaining it. It's a piece of hardware. A handful of people in our organization are in the show business end—they buy films and program them. All the rest of us are in the nuts-and-bolts business."

Wolfson, another broadcaster, also compared the STV business with commercial television. STV, he noted, is far more capital intensive than broadcasting. "In broadcasting, once you're on the air your operating expenses continue to rise, but your capital investment doesn't go up with the more viewers you add. Here, the more subscribers you have the more capital investment you have."

Does that mean that STV, like cable, may not be able to economically serve its entire potential audience? Does the capital investment ever outweigh the benefit of adding more subscribers?

No, according to Wolfson. "Since you pay for your product on a per-subscriber basis, you want to get as many subscribers as possible. You want as many individual subscribers as you possibly can. It's a mass medium."

Although it is a mass medium, it would be wrong to confuse it with broadcasting.



Buford's Buford

STV is not designed for reaching the largest conceivable audience. "Like anything else," said Brutoco, "this business is a business. The business of broadcasting grew so damn fast—it was such a unique medium—that you really couldn't do much wrong. You just sort of rode the crest of an enormous wave." STV, he said, "is not television in the way that broadcasters know about television broadcasting. I'm talking about communications and entertainment that happens to be delivered over a television set."

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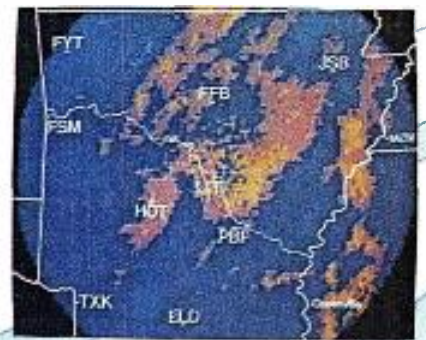
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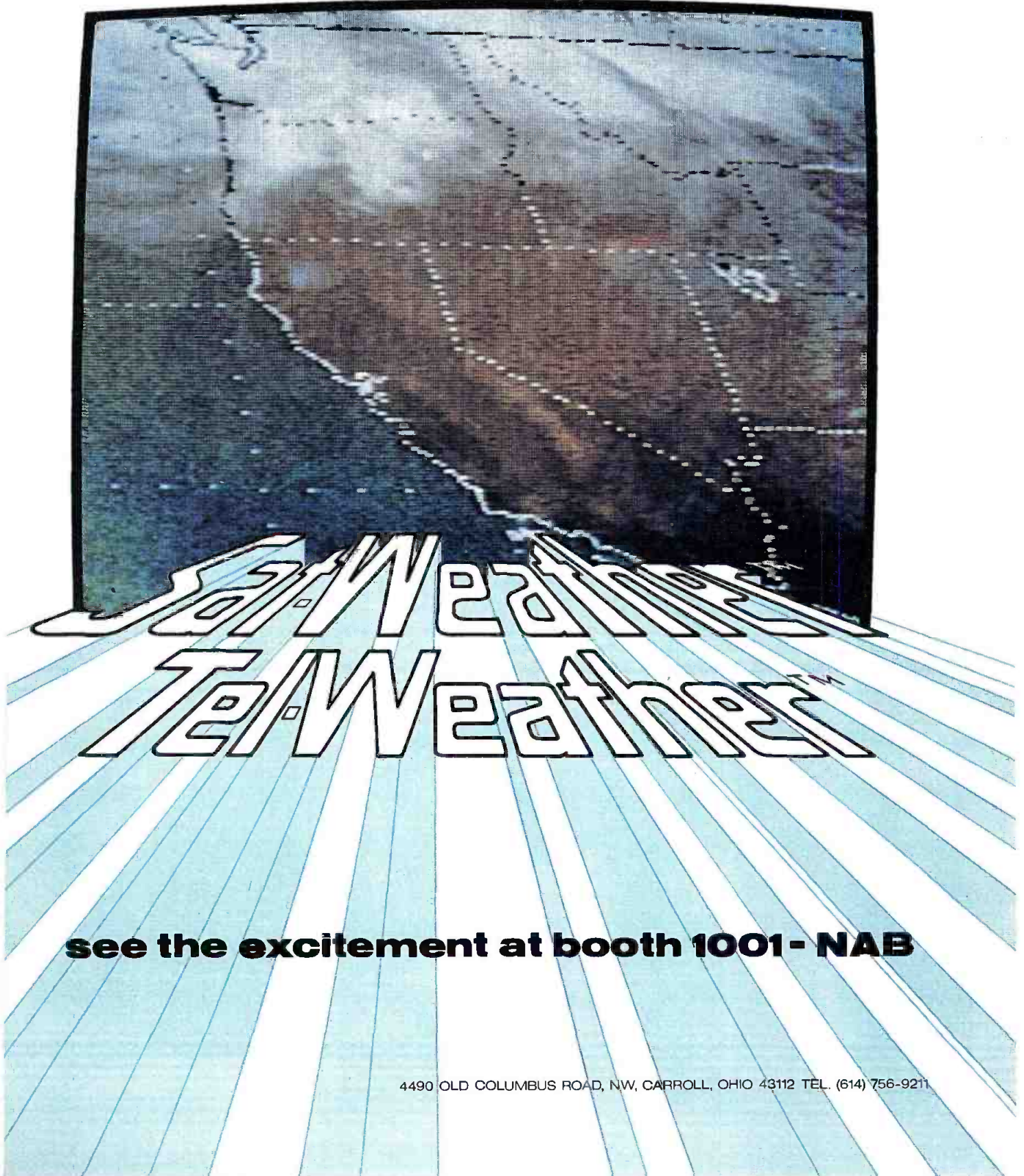
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## A matter of Time Inc.: the move to multimedia

**While many firms are just getting their feet wet in the potentials of the video marketplace, this firm confidently—and profitably—forges ahead in pay cable, system ownership and television production**

Last month, when Time Inc. released its 1979 annual report, with its line-of-business breakouts for the company's divisions, the big news was the jump the Video Group took in relative importance within the corporation.

Certainly, everyone knew beforehand that 1979 would show the first full-year contribution from Time's subsidiary, American Television & Communications, the second largest cable MSO. And, of course, Home Box Office, the Time unit that spearheaded the pay-cable industry, was known to have logged impressive growth. Still, with some of the best heads on Wall Street looking for video operating profits in the neighborhood of \$60 million-\$65 million, the \$68.5 million Time reported for the group graphically emphasized the importance television now holds for the company.

Video Group revenues in 1979 were \$299.3 million, and both revenues and profits for the group were more than double the year-earlier figures of \$136.9 million and \$24.9 million. That growth can be put further in perspective by considering that as recently as 1976, the then three-year-old Video Group was showing a loss of \$1.9 million. With a trace of understatement, Times Chairman Andrew Heiskell and President James R. Shepley said in their latest annual letter to shareholders that "video... is our fastest growing activity."

The video numbers are out of the company's total revenues of \$2.5 billion and operating profit of \$274.8 million. Net earnings for 1979 were \$143.9 million, \$5.15 a share. Video Group profits came within \$2 million of those of the company's magazine operations, and were 64% as large as total Publishing Group profits (books and magazines combined). Relative to Time's other major business line, forest products, video had profits 71.4% greater.

And the future looks anything but dim. Time Inc., as its officials steadfastly repeat, doesn't announce dollar projections. However, those in the financial community who study the company make 1980 video profits estimates about \$100 million.

To get an idea of where those funds would be coming from, consider the analysis made by John Reidy of Drexel Burnham Lambert. Starting with HBO, which now has four million subscribers, Reidy says he expects "another healthy gain" in subscribers for the division (1979 saw HBO double its base), ending the year with perhaps five million. Estimating a full-year average of 4.6 million, at \$8.25 per head per month, or \$100 per head per year, that's a pool of \$460 million. Figuring that HBO probably turns 55% of that sum over to the cable systems (HBO Chairman N. J. Nicholas Jr., confirms that a 45% retention figure is "not far off."), Reidy doesn't think it would be unusual to see HBO pull in gross revenues of \$200 million next year. Further assuming a margin in the 23%-25% range, Reidy estimates the unit's operating profits at \$48 million-\$50 million in 1980.

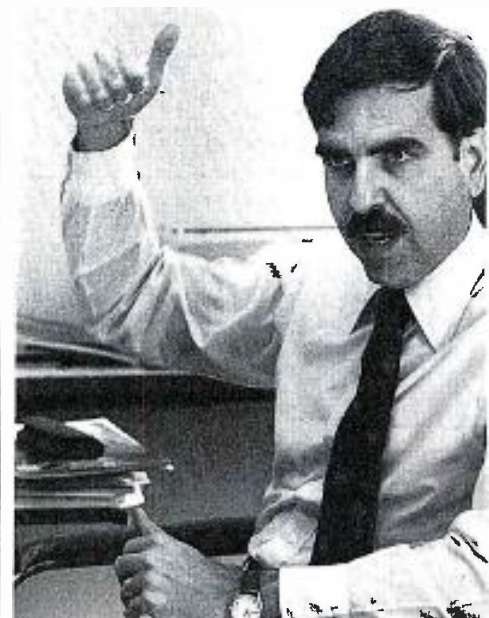
Similarly, in the case of ATC, which now has upwards of 1.1 million basic cable

subscribers, Reidy projects it might have two million by year-end, averaging 1.55 million over the 12 months. With basic cable rates in the neighborhood of \$8 a month, ATC would also clear \$100 per basic subscriber in a year, for about \$155 million. Add to that \$33 million from pay cable operations (a 600,000 average for subscribers, again at \$100 a year, of which ATC gets 55%) and Reidy's estimate of ATC's gross revenues hits \$188 million. He puts ATC's margin at 28%—"to be conservative." Yield: \$50 million in operating profit.

Throwing in several million in earnings from the single television station Time retained when it sold off its Broadcast Group in the early '70's, WOTV(TV) Grand Rapids, Mich., and some contribution from Time-Life Films, Reidy feels Time Video has "a good shot" at the \$100 million. The principal qualification Reidy attaches to his numbers is that they depend on "where the average falls" as far as the subscriber estimates are concerned. In other words, if all the new subscribers join in September, Time will get a lot less money than if they were to sign on this week. Still, without making any projections of their own, Time officials do concede that the \$100 million estimate could be "reasonable," if a little high.

In the face of those estimates, it's considered a very real possibility that the Video Group will end 1980 as the premiere profit center of Time Inc.

The impact of the video group has, at



Video Group VP Gerald Levin

Time Inc. Executive VP J. Richard Munro

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the same time, already been felt in the stock market. Indeed, some analysts maintain that the shares of Time Inc. have performed on the basis of the company's video operations since 1974.

"All our divisions are on a fast track," says Gerald M. Levin, group vice president-video, in talking about the constituent parts of the video wing he heads. As Levin describes it, he faces "the delightful challenge of seeing them make money now," while still building their operations so that the current high growth will continue over the next 10 years.

"In a five-year time frame, the group has come from a developmental phase, is now a significant present profit contributor but still contains the seeds for future growth," he says.

The financial or business orientation at the company that is evidenced in conversations with Video Group executives is the result, according to Levin, of "a conscious approach or attitude. On my part," he says, it reflects an emphasis on "business planning, understanding the P&L, the financial dynamic."

Levin distinguishes Time's approach to the new technologies from that of other companies entering the field. "We moved with vision and constancy," he maintains, "when no one was really applying the resources to it.

"Now that all the new businesses have everyone's attention, everyone is trying to figure out how to apply resources to them," producing an extremely competitive environment "with everyone describing their company as 'a communications company.'"

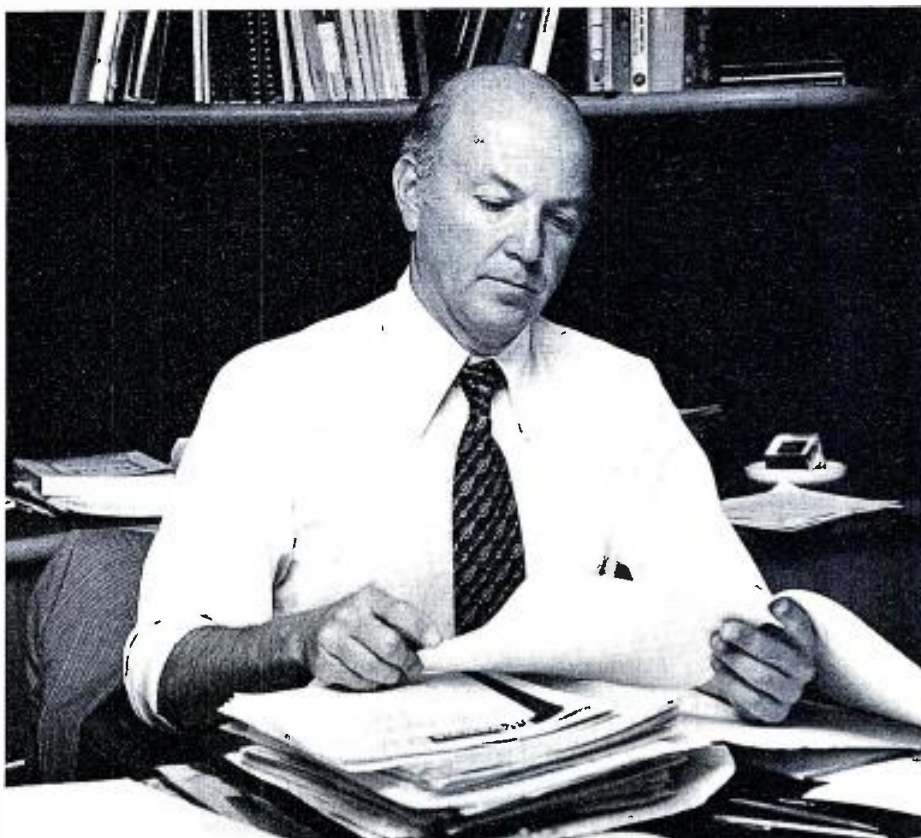
Time, Levin says, in contrast has already "gone through the painful process of making [its new businesses] work.

"Companies have to unhinge themselves from what was guiding them in the past, and take a fresh look at the future," Levin says, something he thinks Time did "with flexibility and adaptiveness."

Directing his attention to the three principal areas of the Video Group's activities, Levin says ATC, HBO and Time-Life Films each has its own separate method of doing business now and of planning for the future. Indeed, autonomy among the divisions is stressed at all levels of the organization, with officials of HBO and Time-Life Films each saying ATC is among their toughest customers.

Levin's descriptions of the three companies stress ATC's "high technology orientation," while he calls HBO "the master at pay-TV programming and marketing" and Time-Life Films "our new-breed motion picture company": an outfit that produces programming, acquires rights to others' product and distributes the combination in all media, "not to fill theaters or fill a network schedule, but to provide programming for the entire range of the video spectrum."

While it may be true that the separate divisions do their own planning and see the future in their own terms, a common ground among them is a confident belief in their own growth potential, and their intention to exploit that potential.



ATC Chairman and President Monroe Rifkin

ATC President Monroe Rifkin, for example, says he views cable "over the coming years as a lot more than what we're doing today." Coaxial cable is a medium superior to satellite transmission or telephone lines, in his estimation. In a 10-year time frame, Rifkin believes, such services as data transmission via a cable system are certainly not "blue sky. . . . Take that concept and marry it with hardware and it will have a dramatic impact on the home and family of the future," he says, adding, "I certainly intend to make sure ATC is at the forefront of that."

In franchising, Rifkin says ATC is engaged or about to be engaged in battles over franchises that would serve, in the aggregate, five million homes. Acknowledging the unpredictable nature of franchise awards, Rifkin simply says ATC "hopes to win our share," although making bids "doesn't mean we'll match any lunatic."

In the shorter term, Rifkin expects ATC to be the largest CATV operator, in terms of total subscribers, before the end of this year, although he declines to project a specific number. Similarly declining to project a figure for pay, Rifkin nevertheless notes that the company already is approaching the 600,000 total that was factored in the revenue projection given earlier. Pay, Rifkin admits, was originally viewed by the company as a "tool" to increase "lift" that was "ancillary to our business." Now, he says, it's a business in its own right.

Pay isn't offered on every ATC system, but on those of the roughly 90 ATC operations that carry pay programming, Rifkin puts the percentage of subscribers

that take it at 55%, against what he called a "normal" industry average of 35%-45%. He expects his pay figure to increase as ATC adds franchises in urban areas.

The two principal areas in which Rifkin sees ATC growing are, first, in franchises, plant and customers, and, on top of that, in further services for the same constituents.

Rifkin's thoughts on additional services include "horizontal packaging" among what he calls the "multilevels of pay" that are being introduced. For example, several pay sports services could be rolled together to offer subscribers a sports channel. "As the amount of programming increases," says Rifkin, "there will be many different kinds of opportunities" for CATV operators. Looking at the current state of affairs, he theorizes that many customers may not buy cable services because "they only want a little bit" of what is offered. "Maybe if we package and price differently," that attitude will change, Rifkin suggests.

One area that Rifkin doesn't identify as a high growth possibility for ATC is the STV field, in which the company nevertheless has made some applications. STV, he says, is "little more than a forerunner to cable or other broadband distribution." ATC isn't interested in STV "where there is sufficient cable penetration." Where Time is interested, it is more as an "interim profit opportunity," he says, looking to a day when ATC might try for a cable franchise in the area.

While ATC (as Time executives are fond of mentioning) is considered by many to be the "best managed" MSO,

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HBO's move to satellite distribution in 1975, providing a cost-efficient pay service, is widely credited with having substantially improved the total economics of the cable industry, and funded the push into urban markets.

That belief crops up in the thinking of Time officials, as is evidenced by HBO Chairman Nicholas's saying: "We hope [cable systems] think HBO is an essential, while they may wish to have other services to supplement it."

Still, as the competition among pay services heats up, several of the analysts who study the field caution that HBO's rate of growth will depend on its ability to project and maintain a unique "identity" for consumers. HBO's management, while citing surveys that indicate HBO has a unique identity where now operating, concede that establishing identity will be one of their principal tasks as cable moves into the larger urban markets.

That's factored into their two-part growth plan, as described by Nicholas. HBO is looking for growth to come first from the cable industry's general expansion into major markets (where pay penetration has proven to be significantly greater). Then, says Nicholas, HBO is looking to improve its appeal, and so lift subscriber levels above the average 43% to 46% of basic subscribers range that it has achieved.

A significant thrust of that effort will be the \$6-million national advertising campaign HBO starts this month. Nicholas says the cable industry has never devoted advertising dollars to a "coherent" nationwide advertising program, but he points to this campaign as evidence that it's now become cost-effective to do so. With the theme, "HBO people don't miss out," Nicholas calls it a "basic pitch," jokingly adding that it tells consumers "if you don't have this you have bad breath."

According to Nicholas and James O. Heyworth, president of HBO, achieving audience "satisfaction" has always been one of their primary goals. "The cash register," Nicholas says, "has to ring once a month," which shifts HBO's concern from gross ratings to making sure those



HBO Chairman N.J. Nicholas Jr.

who saw its programs one month want to come back for more. Their primary measurement technique is a regular monthly survey. One thing they've discovered is that HBO subscribers want the programming to be "convenient," and building convenience into the HBO schedule has thus become a principal objective.

Discussing the content of HBO programming, Nicholas says that feature film product affords the company little control, while nonfilm material gives HBO the greatest opportunity to innovate and "make mistakes." The ratio of film to home-grown product has been shifting over the last several years, and the company plans to put increasing amounts of money into nonfilm material. HBO spending in that area is now in the "tens of millions," a figure Nicholas expects to grow to the "hundreds of millions" by the mid-to-late 80's.

A sense of where the shift is taking place can be drawn from Nicholas's observation that the system has just arrived at the point where "it's making sense to channel low-end dollars into original programming," to take the money HBO has

been spending on cheaper films and use it to fuel program experimentation and innovation.

Heyworth goes on to point up a separate programming shift, one in the nature of the material HBO has been producing. Now they're moving away from "nightclub" style specials, to such things as dramatic programming, consumer informational product and documentary series.

One cloud hanging on the division's near horizon is the possibility of an imminent recession and the question of what it might mean to HBO. While Nicholas and Heyworth readily refer to the familiar "it's cheaper than the movies" and "movies did well in the Depression" arguments, both as readily admit they are somewhat nervous. "It is discretionary," Heyworth concedes, with Nicholas saying: "We don't think we're advantaged" by recession. Still, Nicholas thinks the question might best be phrased: to what extent is HBO recession-resistant?

He doesn't have a concrete answer. Indeed, one of the first things he has to say about HBO is that it is still an infant industry and "there's an awful lot we don't understand about the consumer, about the way the consumer uses pay television." But by the same token, Nicholas also believes "we went out of the hula-hoop stage four years ago," and he draws a certain amount of comfort and pride from the statistic that the longer a family has subscribed, the less likely it is to disconnect.

Time-Life Films, the third wing of Time Video's front line, has also mapped out an expansionist program that includes heavy participation in the new technologies. The unit intends to continue with its present activities, turning out audio-visual materials for educational and institutional markets, producing films and series for network and syndication broadcast, as well as its co-productions with the BBC that appear on PBS (The unit's president, Austin O. Furst Jr., was recently in England with a group of Time-Life Films staffers to tour production facilities) and it expects growth in these fields. But the most fertile fields for growth are seen as the Time-Life Satellite Network and consumer video products.

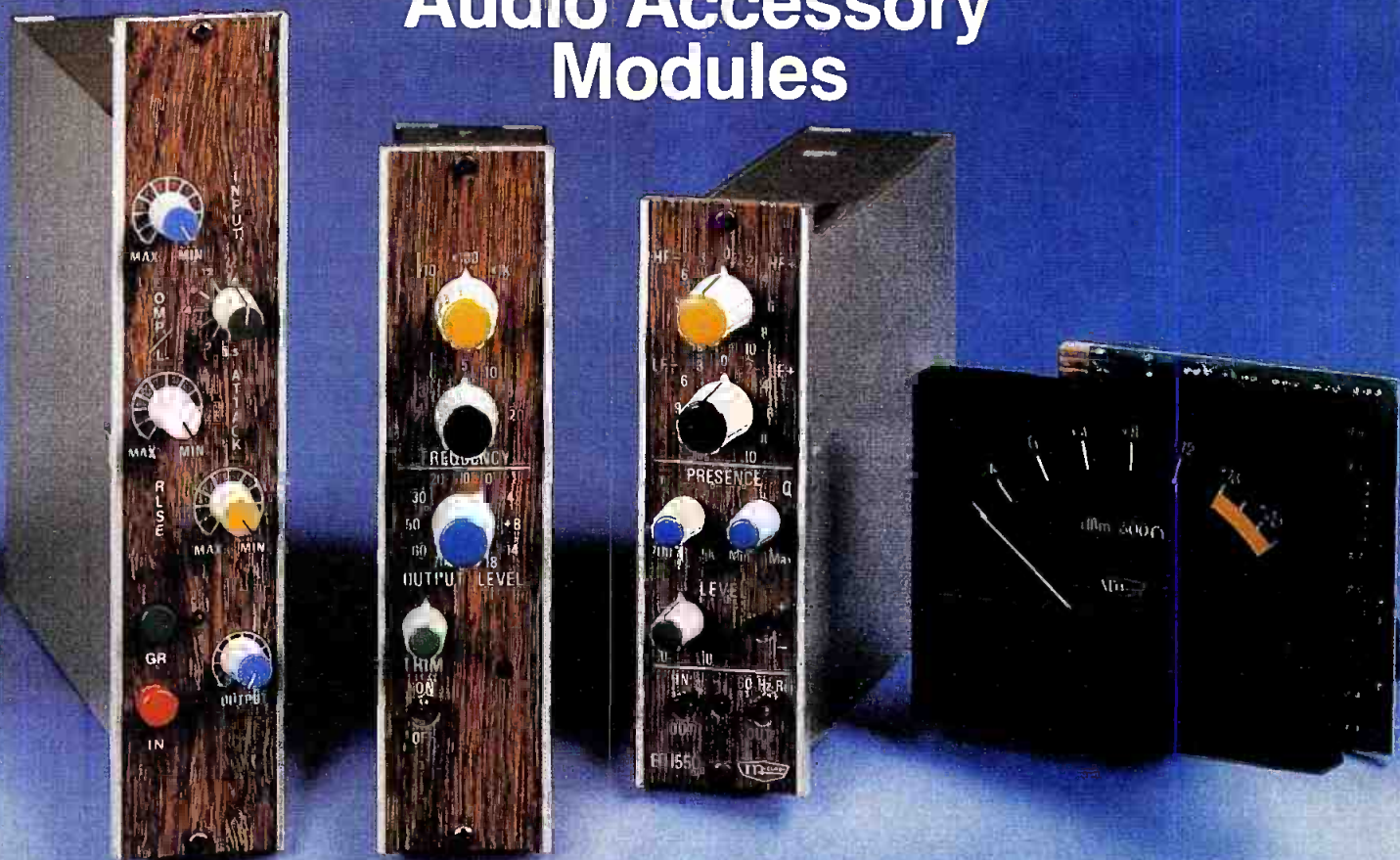
Time intends to start the network with a *BBC in America* channel, which is described as providing "popular BBC programs." Originally scheduled to begin operation on May 15, the network has been, delayed in its premiere by the loss of



HBO President James O. Heyworth



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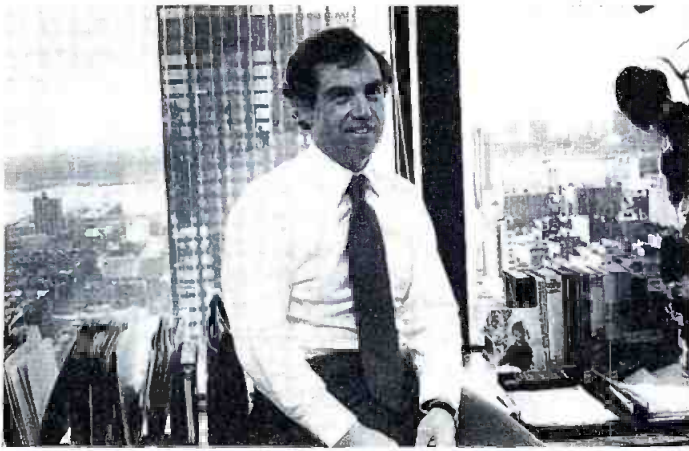
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Time-Life Films Senior VP E. Thayer Bigelow



Time-Life Multimedia Senior VP Bruce Barnet

RCA's Satcom III (see story, page 88).

E. Thayer Bigelow was promoted in February to senior vice president, corporate development, for Time-Life Films, from a previous post as vice president and general manager of the Time-Life Satellite Network. Asked to rank the planned offerings on a scale from *Benny Hill* to *Masterpiece Theater*, Bigelow said the programming would be a "middle ground with a slight skew to quality."

In contrast to HBO, *BBC in America* is not designed to be offered in a pay mode, but will be advertiser supported. The basic cost to CATV operators is set at nine cents a month per subscriber (with a slightly different charge if the channel is offered in a tiered service) and the price per commercial minute is around \$1,000. Time-Life Films says systems representing one million subscribers have already been signed to take *BBC in America*.

Executives throughout Time discount any suggestion that this new network is in competition with the established HBO. Bigelow said that will attract additional subscribers and that this new network will offer "something totally different" from HBO, and that it will be marketed differently as well. Still, industry analysts see offering the two services "as a classic business strategy."

Another major thrust of the films wing is into consumer video. In charge of that operation is Bruce Barnet, who at 33 has been appointed senior vice president in charge of Time-Life Multimedia (an institutional film and tape unit) and Time-Life Video, which now includes a Time-Life Video Club. Barnet's background is in direct marketing and retail sales, with 10 years experience in magazine circulation posts at Time.

"We're not in it for the short-term dollars" is a comment of Barnet that goes a long way to explaining the philosophy he's applying to the founding of Time's consumer video business.

"Satisfying the few hundred thousand who are buying now is not the issue," he says. To live up to its potential, Barnet believes consumer video "has to satisfy consumer needs on a programming and servicing standpoint."

The core of his push into the consumer market will be through mail-order opera-

tions ("it's our forte"), drawing on the extensive mailing lists of Time's book and magazine operations. At the same time, retailing possibilities are being studied. Barnet also feels there might be a significant market internationally; although there might be fewer video players abroad, he thinks the relative dearth of video alternatives overseas might lead to a "significantly higher propensity to purchase."

"Building the consumer franchise" for Time is what Barnet sees as his objective. Offering a broad-based selection of programming that's "priced to be encouraging" is how he intends to do it. Turning a profit is not an immediate concern: Barnet puts

profitability three to five years down the line, with "significant dollars" out beyond that mark. But, he says, that "has a lot to do with how much you're willing to put up to develop the consumer franchise. You can put less in, but you get less out." It's a way of building a business that's reminiscent of the HBO experience.

Time-Life Films has also begun to operate in the theatrical films area, a new departure, with 12 releases planned for the next three years. From an analyst's point of view, feeding Time theatrical features through its consumer video and then pay cable operations would be just one more way to keep certain expenditures circulat-

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ing under the same roof.

Tying these operations together is what Levin calls the Video Group's "charter" which is "to work with businesses that use the television set and to understand them on all sides." Nicholas projects a similar sense in remarking that "using different ways to get to the consumer" is "what the Video Group's all about."

Looking to the future, Levin says he sees home video coming into its own in the mid-'80's, contrasting that with HBO, which he would then call "a 1980 business." The business of 1990, in this scenario, would be viewdata and teletext.

That's not to suggest Levin expects HBO, or ATC for that matter, to reach any plateaus. Time-Life Films may be growing relatively faster in the near future, but he says that "trying to bring Time-Life Films up to speed" doesn't mean that the other units will be slowing down.

Adding a further layer of perspective, Time Inc. executive vice president J. Richard Munro sees the present development of the Video Group as a result of corporate decisions reaching back into the 1960's. The company has been characterized as having "stumbled" into its involvement with cable and related technologies. That critical view draws on Time's first having sold its broadcast group for the express purpose of financing a cable entry, and, when the cable industry "turned sour" in the early 1970's, turning the management of its systems over to then independent ATC. The culmination, of course, was the subsequent purchase of the lock, stock and barrel of ATC.

Munro's summary of the events is that "we did some smart things ... we did some things that confused some people ... and it would be less than honest to say it was all planned out." But he emphasizes his conviction that Time "had a good idea of the future," while probing and experimenting in video.

"There was an atmosphere here on the part of the company attuned to what was happening in video. If not, we would never have had the gumption to bring out HBO."

Munro had held Levin's present post before his move to Time Inc.'s number-three spot, from which he's widely expected to move into the top slot when Heiskell and Shepley fulfill their stated intentions to retire this year. It's from that high corporate vantage point that Munro now looks to the eventual molding of the data bases present in Time's print operations with the electronic delivery capacities of its video operations.

When one reflects that this is the company that jumped into cable early, that launched HBO before many people thought there was a market for it, and that is now laying the groundwork for a consumer video market it doesn't really expect to develop for several years, the fact that Time is not already gearing up for the viewdata business might seem contradictory. Yet, Munro says he believes a valid distinction can be made, while conceding "we might be too cautious." Taking the HBO example, he explains: "You could

envison that if there were television with no commercials, there was a value to it, and you had to say to yourself: 'That's got to fly.'" Considering viewdata, he believes that it now is "a little hard to personally say do I need all that." Time is going to take a shot at the field, Munro insists, but for now there remains "a timing question" about entry.

As Munro looks back on the development of the Video Group, he strikes a chord that's rarely heard in corporate suites, one that seems unselfconsciously humble. "I'm still somewhat amazed" he says, "having watched this thing ... its consumer acceptance. America seemed to be sitting out there waiting for pay television and cable." Munro sums up by say-

ing: "You know, we don't take ourselves all that seriously; I don't think any of us envisioned the impact HBO would have."

## Creditors willing to give Air Time room to breathe

**Stations and reps meet in effort to aid beleaguered media service**

Broadcast stations and national representatives appeared to be lining up last week in support of the efforts of financially troubled Air Time Inc. to stave off

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bankruptcy (BROADCASTING, March 31).

Rep officials took the position that for many years Air Time had been a leading and reliable media service and that the preferred approach is to set up some sort of arrangement that would give Air Time an opportunity to stay in business and pay off its debts. They reported that stations seem willing to continue running Air Time's commercial schedules.

At a meeting last Tuesday (April 1) of an informal creditors committee with Air Time, Jules Teitelbaum, an attorney specializing in corporate reorganization, was appointed counsel to the committee. Teitelbaum was instrumental recently in framing a plan that permitted another fiscally beleaguered media buying company, Media Corp. of America, to pay off its creditors without filing for bankruptcy.

Air Time has said that its liabilities amount to \$12.9 million and that it is owed \$7 million in trade receivables. It said it has sold subsidiaries that have brought in about \$1.3 million, will sell other units for another \$1.8 million, and is trimming its operating expenses sharply.

Teitelbaum said that an outside auditor will be brought in to examine Air Time's books and after consultation with the informal committee, a plan will be formulated.

Another meeting of the committee with Air Time is scheduled for today (April 7). The committee is headed by John Schnabel of WTAF-TV Philadelphia as chairman and Marvin Schrage of John Blair & Co. as co-chairman.

## TBS wants watchdog for buying services

**In light of recent financial problems of some firms, new organization urged to form ethics code and guidelines**

Time Buying Services Inc., New York, a major media buying organization, called last week for the establishment of an industry self-regulatory agency to govern the conduct of companies in the field.

No mention was made in the announcement of the specific financial problems of Air Time Inc. (see preceding story) or other media firms that have encountered fiscal difficulties. But Stephens Dietz and Rod Erickson, co-chairmen of TBS, said that a watchdog organization would "protect media companies and their clients from unsound business practices by others in the industry."

Erickson later said that he planned to communicate shortly with Vitt Media International, SFM Media Service Corp., New York, and several others to ascertain interest in holding an organizational meeting. He suggested that out of the meeting might come a committee to draw up a code of ethics setting up guidelines. He envisions an organization that would be "a very modest American Association of Advertising Agencies."

He stressed that the code should man-

date periodic audits by respected outside accounting firms and a policy of full disclosure to clients. Erickson hopes that such a self-regulatory organization could be incorporated before the end of the year.

TBS believes that a self-policing group would benefit all reputable buying companies and help dispel any lack of credibility that may exist toward services among some advertising and business executives because of financial problems revealed by some media firms.

But Stanley Moger, executive vice president of SFM, said the firm has no intention of meeting with other companies to create such an organization. He explained that media services are "such a divergent

bunch," operating in different spheres and having different methods of compensation. Moger said that SFM prefers to go its own way, adhering to its own fiscal policies.

Similarly, Sam B. Vitt, chairman of Vitt Media International, felt there is "no real need" for such an organization. He said it boils down to how a media company handles its billing and payment procedures.

At Vitt Media, for many of its accounts, clients pay advertising funds directly into escrow accounts at banks which pay the media upon authentication, he explained. For clients that do not maintain escrow accounts, he added, Vitt Media is careful not to commingle the funds paid to Vitt with other operations of the company.

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## ABC spends money to make money

**Company's annual report for '79 shows that despite growth of revenue and earnings for firm as a whole, broadcast division costs kept its gains small**

The high cost of success was graphically demonstrated by the annual report released by American Broadcasting Companies Inc. Against the previously reported 15.1% revenue and 17.5% earnings growth that the company as a whole enjoyed for 1979 (BROADCASTING, Feb. 25), the line-of-business breakdown in the annual report shows that the broadcasting operations of ABC posted only 3.4% pre-tax earnings growth last year, on a revenue rise of 15.8%. Broadcasting accounted for \$1.8 billion of the company's \$2 billion in sales, and \$321 million out of a total \$332 million of pre-tax operating earnings. Net income for ABC was \$159 million.

ABC's shareholders were reminded in the report that "competition among the networks has intensified during the past two years, particularly in the 1979-80 season, requiring increased expenditures for programming. Added to this are rising production costs and prices for rights to theatrical motion pictures and sporting events."

The company's balance sheet lists as a current asset, \$212 million in television program rights, production costs and advances that it expects to charge to operations in the current programming season and the subsequent one. This was up only \$4.76 million from the same line item the year earlier, but then that 1978 figure was

\$41 million higher than 1977's. The report also notes that \$39 million in working capital was used for the increase in non-current program rights (much of that sum is believed to be devoted to payments for the 1984 summer Olympics rights). Only \$1.8 million of working capital was used for that purpose in 1978.

A separate financial note shows that ABC has feature film contracts providing for additional payouts of \$505 million over the next five years, \$89 million of it in 1980 and \$112 million in 1981.

Operating expenses and cost of sales increased 15% in 1979 to \$1.3 billion, which the company attributed primarily to "higher costs for television entertainment programming, news programming including coverage of the crisis in Iran, sports programming and compensation of affiliated stations" as well as the costs related to several businesses acquired in 1979.

The modernization and expansion of ABC's broadcast facilities accounted for \$87.5 million of the company's total \$122 million in capital spending.

Cautionary mentions of costs in the coming year were to be found as well in the opening letter to shareholders from ABC Chairman Leonard H. Goldenson and President Elton Rule, which concluded on a note of confidence that 1980 would be "a worthy beginning to a still stronger decade." Particularly singled out were news costs for coverage of elections and the crises in Iran and Afghanistan, the cost of the winter Olympics, and capital spending that might again top \$100 million.

## Bottom Line

**\$86-million buyback.** Washington Post Co. has completed purchase of all shares of its class B common stock in compliance with authorization from its board in May 1975. Martin Cohen, vice president-finance of publishing and broadcasting (Post-Newsweek Stations) company, said it involved 6,054,000 shares, approximately 30% of shares when repurchase began, at average cost of \$14.24 per share. Cohen said company has no present plans to buy additional shares. Move reduced outstanding shares to 13,946,000. Washington Post Co., for year ended Dec. 31, 1979, had revenues of \$593,262,000, up from \$520,398,000 in 1978. However, income was \$29,468,000 (\$1.89 per share), down from \$49,720,000 (\$3.06 per share) in preceding year.

**Split scheduled.** Comcast Corp.'s directors have voted 3-for-2 stock split in form of 50% dividend, with certificates for additional shares to be distributed May 15 to shareholders of record May 2. New quarterly dividend of 3 cents per share was also approved, 12.5% boost over pre-split figure. Dividend is payable June 27 to shareholders of record June 2.

**Ready buyers.** Public offering of \$52 million convertible debentures by Oak Industries ("Bottom Line," March 24) sold out at price of \$85.85, to yield 13%, underwriters reported last week. Debentures are due April 1, 2000, according to Drexel Burham Lambert Inc., which led underwriting group. Debentures may be converted at any time before maturity to Oak common stock at \$50 per share. Stock closed last Wednesday at \$32. Net proceeds are to be used for working capital and capital financing.

**Calculating move.** Telmar Group Inc., announced its acquisition of Broadcast Computing Inc.'s calculator division. According to Telmar, all BCI customers and prospects are to be served directly through Telmar's media calculator division. BCI, it said, was first in field of hand-held media calculators for advertising, and now is largest supplier of such systems.

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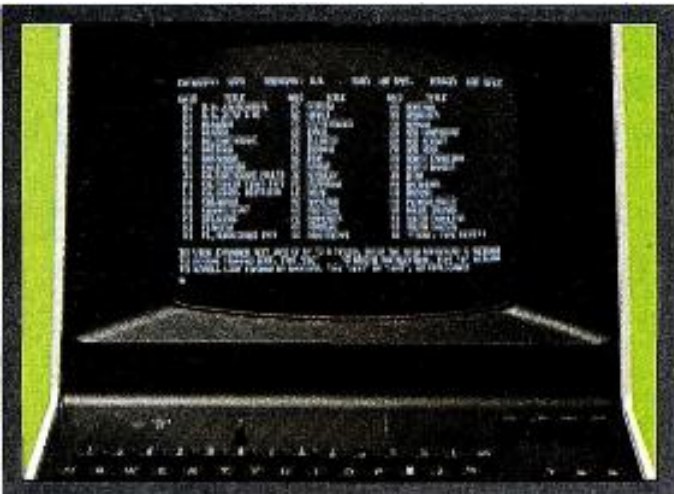
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## Not satisfied

**Advertising groups take issue of Pertschuk reinstatement in children's ad inquiry to Supreme Court; they want to make sure he doesn't change his mind and get back in the act**

A group of advertisers has petitioned the Supreme Court to review a lower court ruling that reinstated Federal Trade Commission Chairman Michael Pertschuk to the FTC's children's advertising inquiry. The request to the high court comes even though Pertschuk voluntarily withdrew from the case.

In asking for the review of an appeals court decision, the petitioners argued that Pertschuk's withdrawal does not make the case moot since he is free to return to the proceeding.

"Mere voluntary cessation of allegedly unlawful activity does not moot a cause of action where 'the defendant is free to return to his old ways,'" it was argued. "The chairman's statement announcing his withdrawal declares that his recusal was motivated exclusively by the political expediency of removing from congressional debate the 'diversionary issue' of his further participation in the rulemaking. He expresses no concern for the integrity of the administrative process.

"However, the congressional debate over the children's advertising rulemaking is necessarily a transitory occurrence. When the debate has been completed, Chairman Pertschuk will no longer have to consider the circumstances which motivated his withdrawal. Circumstances at that time might prompt him to resume participation, which in the absence of further review of the Court of Appeals' decision, he will be free to do."

Pertschuk withdrew from the controversial rulemaking on Jan. 7, just 11 days after the U.S. Court of Appeals in Washington overturned a November 1978 ruling by U.S. District Court Judge Gerhard Gesell which held that he had prejudged the case (BROADCASTING, Jan. 14).

The court case was originally brought by a group of advertisers who had charged that statements made by Pertschuk in a speech to an Action for Children's Television conference showed that he had prejudged certain issues and could not be impartial. Gesell agreed and ordered Pertschuk to remove himself from the inquiry.

But the appellate court, by a 2 to 1 vote, determined that Pertschuk's remarks, taken as a whole, represented discussion of the issue, which is not sufficient grounds for disqualification (BROADCASTING, Jan. 7). In addition, it held that simply because Pertschuk explored certain issues, he was

not bound to them forever, and was free to change his mind after considering facts in the case.

Pertschuk concluded, however, that his participation in the proceeding may not be in the best interest of the FTC or the case, and he withdrew.

The petition to the Supreme Court—filed by the Association of National Advertisers, the American Association of Advertising Agencies and the American Advertising Federation, along with Kellogg, as an intervenor—argued that the question of whether Pertschuk should be disqualified needs to be resolved "to safeguard the integrity of the administrative process together with the public appearance thereof and confidence therein." In addition, they said, the court should review the case because Pertschuk had violated their rights to a fair determination in the case, which is guaranteed by the U.S. Constitution.

It was also argued that the importance of the issues involved should not allow for a finding of mootness.

"The proper use of the Federal Trade Commission's rulemaking power is an issue of enormous importance to the American public and the American economy," the petition said. "Chairman Pertschuk's past abuse ought not to escape judicial review merely because he has voluntarily withdrawn temporarily from the children's advertising rulemaking."

Whether the children's advertising inquiry will go forward is still uncertain. The commission has not yet decided whether to take the recommendation of hearing judge Morton Needelman and designate three key issues for further hearings. But the Senate has included language in its version of the FTC's authorizing legislation that would stop the case dead in its tracks. A House-Senate conference committee is currently debating whether to include such a provision in a compromise bill.

## FCC sets limit on distress sale prices

**Commission says most they can be is 75% of fair market value**

The FCC has set a benchmark for determining distress sale prices for stations—no more than 75% of the average of separate appraisals of a facility's fair market value submitted by the buyer and the seller.

The commission arrived at the formula in approving seven distress sales involving 13 radio and TV stations ("In Brief," March 31; see "Changing Hands," page 94). All prices involved were at or minimally below the 75% mark.

The distress-sale policy, adopted by the commission as a means of fostering

minority ownership, allows a licensee who has been designated for a renewal or revocation hearing to sell a station at a reduced price to a minority buyer or group with significant minority interests.

When the commission faced the seven most recent distress-sale applications, said a spokesman, it decided it "had reviewed enough cases to determine what was needed" in the way of guidelines for setting prices. Previously, the FCC had OK'd two distress sales—WAEQ-TV Rhinelander, Wis., and WDAS-AM-FM Philadelphia—approving the prices for those deals under an ad-hoc policy.

Under the new guidelines, if the difference of the two parties' appraisals exceeds 5% of their average, then a third, independent appraisal will be secured by buyer and seller and the average of the three appraisals will be used to determine the ratio of the distress-sale price to fair market value.

The commission now has five distress sale applications pending: Patrick Henry's KGAZ-FM Alameda, Calif.; XLS Broadcasting Group's wxls-FM Willimantic, Conn.; KND Corp.'s WKND(AM) Windsor, Conn.; Sonderling Broadcasting Corp.'s WOL(AM) Washington and Faith Center Inc.'s KHOF-TV San Bernardino, Calif.

## Noncommercial editorializing suffers setback

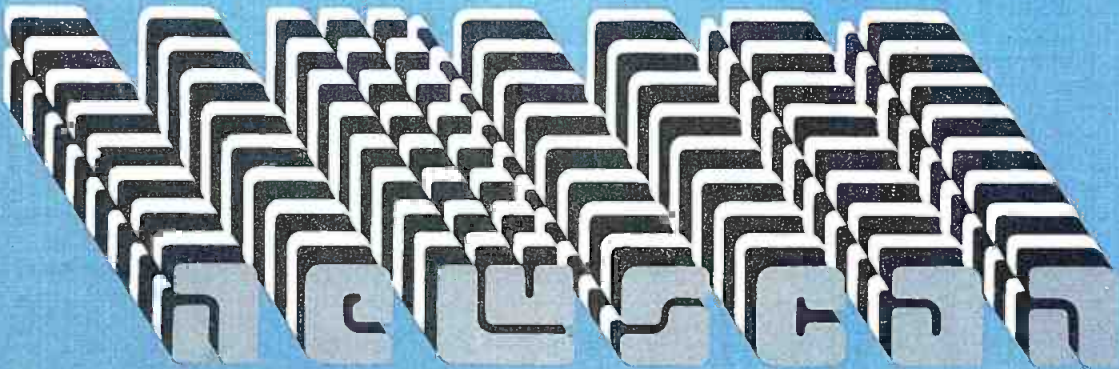
**Plaintiffs, government agree law is unconstitutional, but court rules case lacks adversarial controversy**

An effort by critics of the law that prohibits public broadcasters from endorsing or opposing political candidates or from editorializing has failed in a court test, but not because of legal defenses thrown up by the Justice Department or the FCC. Indeed, the Senate was forced to provide its own counsel to defend the case. The court simply dismissed the suit on the ground there was no controversy to be litigated.

The suit was filed in federal district court in Los Angeles by the League of Women Voters of California, Representative Henry Waxman (D-Calif.) and Pacifica Foundation, and led to a constitutional conflict when the Justice Department refused to defend the law. Justice said it agreed the statute was unconstitutional, a judgment with which the FCC agreed.

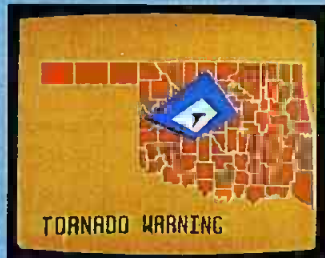
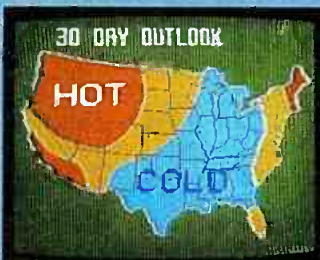
But the law, which was adopted in the Public Broadcasting Act of 1967 and which Congress refused President Carter's request, in 1978, even to narrow—a pro-

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**HOUSE DISTRICT 833**  
23 OF 34 PRECINCTS-68%

|           |      |     |
|-----------|------|-----|
| A SMITH   | 4320 | 63% |
| D JOHNSON | 1506 | 22% |
| E THOMAS  | 618  | 9%  |
| H DAVIS   | 412  | 6%  |



```

STORY NUMBER      1118A
AIR DATE          (mddy)  111879
STORY NAME        AAAA-HERTZ AUTO COSTS
REPORTER'S INITIALS  JAB
PHOTOGRAPHER'S INITIALS JEC
DATE OF EVENT     (mddy)  111879
TIME OF EVENT (mm)  1123
LOCATION OF EVENT   14748 NW 23
INSTRUCTIONS
-----
>GET SOT INTERVIEW WITH DAVID DRIVER,
  SPONSORING FOR RAY AUTO CLUB, AND
  RELATED VIEWS OF AUTO, DRIVERS, ETC.
>TO COVER REPUTER IMAGINATION AND MUCH
  OF INTERVIEW.
  FOLLOWUP ON BIKELE THEFTS WITH OCPD,
  FILE # OF STOLEN GOODS DIVISION, CAPTAIN
  JONES, EXT 3234.
    
```

| Ref   | Story                | Event DATE: 11-18-79 | Time           | Location | Rep  | Phn  | Stat | Cast | Seg  | Pos  |
|-------|----------------------|----------------------|----------------|----------|------|------|------|------|------|------|
| 1118A | AAA-HERTZ AUTO COSTS | 11:23                | 14748 NW 23    | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118B | TAT CUT              | 11:24                | STATE CAPITOL  | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118C | AAA-HERTZ AUTO COSTS | 11:25                | 14748 NW 23    | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118D | RECEIVED CAR         | 11:26                | 2648 NW BIRMAI | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118E | LEAD BOMB            | 11:27                | 1118           | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118F | OLEA MISTAKE         | 11:28                | MANAGER        | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118G | KILL FOR WIFE        | 11:29                | COUNTY CTHOUSE | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118H | FORTUNA TRAVEL       | 11:30                | 1118           | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118I | OLE FLOODING         | 11:31                | 1118           | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118J | BRIDGE OPEN          | 11:32                | 1118           | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118K | EDGEMONT BRIDGE      | 11:33                | 1118           | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118L | REHEWY BRIDGE        | 11:34                | 1118           | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |
| 1118M | ROCK CONCERT         | 11:35                | 1118           | 1118     | 1118 | 1118 | 1118 | 1118 | 1118 | 1118 |

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posed amendment would have permitted nongovernment-owned stations to editorialize—had its friends in Congress. There were also those who felt that the constitutional process was being bypassed.

Senator Robert C. Byrd (D-W.Va.), the majority leader in the Senate, said the Justice Department's refusal to do its normal duty placed the constitutional principle of separation of powers at risk. A President can veto a law or work for its repeal, Byrd said. But, he added, the Justice Department "may not declare that the law is unconstitutional, and then enlist the judiciary to invalidate the law by default."

The Senate in December adopted a resolution calling on its legal counsel to partici-

pate in the case as a friend of the court. That action was taken after the joint leadership consulted the office of legal counsel and Senators Ernest F. Hollings (D-S.C.) and Barry Goldwater (R-Ariz.), chairman and ranking minority member, respectively, of the Senate Communications Subcommittee. Goldwater earlier had written Attorney General Benjamin R. Civiletti, asking that Justice defend the law.

The Senate's legal counsel filed a motion urging the court to dismiss the suit—as the court ultimately did.

Judge Malcolm M. Lucas said the case was "not ripe" for decision. It would be "improper to attempt to make a constitu-

tional decision without having a concrete factual basis with which to work," he said. Such a basis, he added, does not exist in the case.

Lucas also cited the lack of conflict between the plaintiffs and the defendants. "Where it is clear that both sides desire the same result, the requisite adversariness is lacking and the action is not a case of controversy."

Nor did the judge overlook the unusual circumstances under which the case was presented to him. Lucas said the suit is "flavored" by the executive branch's silent prayer that the judiciary take an action the executive branch cannot. For that reason, he said, "it is even more important" that the court be presented with concrete facts to assure that the "clash" between the legislative and executive branches is resolved constitutionally.

The matter may not be fully resolved, however. Lawyers for the plaintiffs say an appeal to the Ninth Circuit Court of Appeals in San Francisco is likely. Another possibility is the kind of test case that would present the court with "concrete facts." The commission earlier this year filed with the court an affidavit from Broadcast Bureau Chief Richard Shiben asserting that, in the event a public broadcasting station violated the ban on editorializing or endorsing or opposing a candidate, the bureau would recommend a minor sanction. That would provide the basis for a court test without placing the station's license in jeopardy.

## Washington Watch

**Watching watchdogs.** Business groups and associations, meeting March 28 in Washington, decided to mark time on formation of formal coalition to cope with public-interest and consumer organizations. National Radio Broadcasters Association, organizer of closed session, emphasized that broadcasting was just one phase of American business beset by challenges and related problems. NRBA Executive Vice President Abe Voron also said concern is not with legitimate groups. He added: "It was the consensus of those at the meeting that there was not sufficient common ground for a formal committee to be effective; each felt it had unique problems and needed unique solutions." Participants did agree to maintain contact and bring into contact others that express interest in situation. Those at meeting, along with NRBA, included: Chamber of Commerce of the U.S., Edison Electric Institute, National Association of Home Builders, Reddy Communications (electric companies) and National Legal Foundation. Voron said after meeting that he subsequently received calls from 15 to 20 others interested in being involved in any further phase of liaison.

□

**No compromise yet.** Congress moved into Easter recess with major provisions in Federal Trade Commission authorizing legislation still to be worked out—and little time to do it. Several members of House-Senate conference committee met last week, but no agreement could be reached on compromise language. Senators are reportedly standing fast on position that bill include provision to revise standards by which FTC evaluates fairness in advertising. Temporary funding for FTC runs out April 30.

□

**No bills yet.** Predictions that House and Senate would move to mark up of Communications Act revisions before Easter recess fell by wayside last week as Congress left Washington for district work period. New language in House bill, which has already gone through subcommittee mark up, never materialized, while new Senate bill also failed to surface. No definite dates for introduction of bills on either side of Hill were offered.

□

**More latitude.** FCC has amended its rules to allow VHF translators to originate 30-seconds-per-hour fund raising solicitations to help defray operating costs and to permit all TV and FM translators to originate emergency warnings. Such rules are already in effect governing UHF television and FM translators. Rulemaking proceeding resulting in changes was begun Aug. 8, 1978, at request of National Translator Association.

□

**FM plans.** FCC has begun inquiry looking to streamline and update procedures by which FM channels are assigned. One proposal is abandonment of population guidelines in table of assignments cases. FCC also proposed improvement in processing assignment applications by decreasing steps leading toward issuance of notice of proposed rulemaking.

□

**Facilities funding.** Association for Public Broadcasting last week testified before Senate appropriations subcommittee in support of full authorized level of funding for Public Telecommunications Facilities Program. PTFP, grants program administered by National Telecommunications and Information Administration, is budgeted by administration at \$23.7 million for fiscal year 1981, while it is authorized at \$40 million. With low funding over years, APB said, along with newly eligible applications for planning and need to assist stations maintain service to public, full authorization will be needed.

□

**Conference call.** Senator Barry Goldwater (R-Ariz.) has called on President Carter to convene international conference on communications and information before end of next year. One reason for conference, Goldwater said, is to find proper balance between privacy protection and free interchange of ideas.

## Public sector argues with HEW over further EEO regulation

**Noncommercial stations don't need another layer of oversight, argue CPB, NPR and APB in comments opposing proposed rulemaking**

Public broadcasters last week registered strong objections to new equal employment opportunity regulations proposed by the Department of Health, Education and Welfare, claiming that adequate EEO requirements are already in place at the FCC, and additional rules would create undue hardships for stations.

Comments filed by the Corporation for Public Broadcasting, National Public Radio and the Association for Public Broadcasting came in response to a notice of proposed rulemaking published in the *Federal Register* last December by HEW.

Under the HEW proposal, full utilization of minorities and women would occur when the percentage of a station's full-time staff equals the percentage of those groups in the local workforce with the " requisite skills." This is contrary to the FCC's guidelines, which measure utilization in terms of the over-all percentage of minorities and women in the local workforce regardless of skill.

NPR argued that HEW should abandon

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**isi** AT NAB: (L-R) Tom Harmon, Craig Birkmaier, Rich Hajdu, Dave Stanley, Frank Petrone. Seated: Bob Bachus, Dale Buzan.

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its proposal and follow the lead of the FCC. "The FCC rules are clear, simple and enforceable," NPR said. "Rather than requiring two separate, often divergent, sets of regulations, HEW, by adopting and enforcing the commission's rules, would encourage the employment of more minorities and women by setting a timetable for achieving 100% parity based upon the total local workforce rather than only on that portion of it possessing the 'requisite skills.'"

The congressional intent of the 1978 Public Telecommunications Financing Act, NPR added, was to charge HEW with the responsibility of enforcing EEO regulations, not establishing new ones. "In adopting the FCC's rules, HEW could rely upon the FCC's expertise to determine what is appropriate within the broadcast industry. HEW would thereby be relieved of the need to experiment in order to discover industry norms," NPR said.

Another objection it raised dealt with a provision that would require CPB to provide stations with assistance in making determinations about their utilization of minorities. "We are concerned that CPB would be unable to make these determinations for each public broadcasting service area," it noted. "The recipient would be required to make this analysis as best it could. Because the cost of properly performing such an analysis would be great and because the resources of many public radio stations are minimal, we can predict that many such analyses probably would be so grossly approximate and/or inaccurate as to be meaningless."

NPR also objected to a proposal that would require the reporting of either salary information by job title or educational information. Making salary information public could be detrimental to staff morale, it argued, and evaluating an employer's EEO performance on the basis of its employees' levels of formal education would be misleading and unfair.

The Association for Public Broadcasting expressed similar concerns. It argued, for example, that public TV stations are already subject to regulatory oversight by a number of federal agencies, including the FCC, the Equal Employment Opportunity Commission, the Commerce Department and the Labor Department. In addition, it said, there are state and local laws to which public broadcasters are subject.

"Given these multiple layers of regulation to which public broadcasters are already subject, the department should not impose new or additional record keeping, reporting, documentation or statistical requirements. Rather, it should use existing reporting requirements and forms to review the performance of public broadcasters."

Another objection raised was the role that would be assigned to CPB in making determinations of compliance with the EEO laws—a role, APB claimed, that was inconsistent with the 1978 act and the intent of Congress in enacting it. "Nothing in the legislative history indicates that CPB was to determine, even initially, whether grant applicants or recipients were in com-

pliance with equal employment laws," APB argued. "Yet the department's proposal would appear in places to require CPB to make such determinations."

The organization concluded that public TV stations share HEW's concern about equal employment practices, but the nature of the proposed regulations "are predicated upon an erroneous perspective regarding the employment record of the public broadcasting industry."

Without good reason, it added, and without any apparent coordination to establish a uniform federal policy, HEW has proposed an entirely new system of employment standards and statistical analysis. "This is an enormous and unnecessary burden that will serve to bog down and

perhaps hinder, not advance, the interests of equal employment opportunities," it said.

CPB voiced some of the same worries, and expressed doubt that it would be able to assess station compliance under HEW's formula. "CPB is not a federal agency with expertise or long experience in equal employment opportunity issues and standards, and, although the corporation is ready to assume its assigned role under the act, it cannot be expected to make the conclusive type of determination suggested by the regulation as proposed."

Another potential problem, CPB said, is that its only proper role is to refer complaints of discrimination to HEW, rather than investigate the charges.

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## One more nail in NBC Olympics coffin

**Carter orders halt in shipment of equipment to Moscow and bans further payments of contract**

President Carter has given NBC a graceful exit from the obligations it has yet to fulfill in connection with its contract to provide television coverage of the Olympic Games in Moscow this summer. He ordered a halt to the export of all U.S. goods and technology, including broadcasting equipment, and prohibited NBC from making further payments on its contract.

The President's order was in accordance with his opposition to the holding of the games in Moscow—and his determination that American athletes will not compete—as a result of the Soviet Union's invasion of Afghanistan.

But it was also issued in response to the request of some companies that had said they were unable to comply with an earlier presidential request for a voluntary ban without risking court suits charging breach of contract.

For NBC, the order means that \$26 million of the \$87 million it had agreed to pay for the television rights to the games will remain in NBC's treasury. On the equipment side, sources have put hardware value ticketed for Moscow at \$4 million. More than half of the 45 tons involved was shipped in October; the remainder was to have been sent this spring. An NBC spokesman said the company is "hopeful" the equipment now in Moscow eventually will be returned.

NBC issued only a brief statement in connection with the President's order, which was implemented by the secretary of commerce: "NBC has repeatedly said that it would be guided by the policies and regulations of the United States. NBC will take appropriate action to comply with the President's order..."

Despite the order and NBC's compliance, the network has yet to acknowledge that it will not cover the Olympics. As before, a spokesman only said that the network is watching the situation "closely."

## Loss of Satcom III means postponement of Time-Life venture

**Faced with move to Comstar II, HBO sibling is shelved indefinitely**

Another casualty of the Satcom III disappearance emerged last week in a pair of announcements from Time-Life Films. The launch of the Time-Life Satellite Network, promised as an innovative addition

to advertiser-supported cable programming, has been delayed for an unspecified period. In fact, the Time Inc. division said it could be as much as 90 days before it even schedules a new date for the network's premiere.

A separate Time Inc. subsidiary, Home Box Office, already has four transponders on RCA's Satcom I. Had Satcom III successfully gone into orbit, HBO would have gained an additional transponder on the primary cable service satellite, for a total of five on one satellite. Time-Life would have used one under a cost-sharing arrangement with HBO.

Now, RCA is making arrangements to provide the additional service promised various customers by leasing space on the Comstar II satellite (BROADCASTING, Feb. 25). However, to receive signals from two satellites, a CATV operator would have to

have two receive antennas, and most don't. According to Time-Life, the four HBO transponders on Satcom I are already spoken for by HBO's pay services. Thus, the immediate option facing Time-Life is to inaugurate its new network via a satellite that most CATV systems cannot yet "see."

According to a Time-Life spokesman, using the Comstar arrangement hasn't yet been ruled out; it's one of the options that will be examined over the next three months. Another possibility would be subleasing time on someone else's Satcom I transponder. But for now, the one million cable subscribers served by the systems that had signed to carry the Time-Life Satellite Network will have to wait. The initial offering, a "BBC in America" channel, was to have presented popular British programming to American audiences.

## PlayBack

**New consultant.** "Gold Plus," 24-hour automated music format, is being offered by Far West Communications, new radio consulting firm created by Paul Ward, formerly vice president and general manager of Audio Stimulation, Los Angeles. Based on gold records from late 60's through late 70's and including current and recurrent songs, "Gold Plus" is targeted to 25-44-year-old audience and will have debut this month on WCAV(AM) Brockton, Mass. Ward, who plans to consult client stations on programming and research, stressed quality audio in recording "Gold Plus" library, using noise reduction and master copies, studio dubs and European pressings of records whenever possible. He also will consult Audio Stimulation, which distributes "Gold Plus," on marketing of its programs, *Wolfman Jack* and *Charlie Tuna*.

□

**Classical gas.** "Classical Radio Works!" is theme of Concert Music Broadcasters Association's annual meeting, to convene May 7-10 at Chicago's Executive House. Conference, open to commercial radio broadcasters only, will feature series of discussions, opening Wednesday with programming, continuing Thursday and Friday with promotion, research, and sales, and ending Saturday with forum on variety of topics, including satellite technology, EEO and competition with public radio. Hal Rosenberg, of KFSD(FM) San Diego, and John K. Major, of WFMT-AM-FM Chicago, are president and executive vice president of CMB. There are currently more than 50 U.S. radio stations broadcasting at least 20 hours of classical music per week.

□

**People's choice.** Radio syndicator Drake-Chenault Enterprises is adding new twist to its year-old countdown show, *Weekly Top 30*. Beginning April 19, show will ask listeners to send in entry listing their three favorite records and radio stations on which favorites were heard. Poll will be tabulated for special airing weekend of July 4. Voters and stations will be eligible for expense-paid trip to Hollywood, too.

□

**Testing, testing.** Public Affairs Broadcast Group, Los Angeles, is experimentally distributing its weekly programming via UPI Audio's satellite system. Company, which services 371 radio stations with programming prerecorded on disks, is trying to determine whether stations want undated feature material via satellite service and whether sound quality of satellite broadcasts will equal that produced by disks. Mark Bragg, president of PABG, says fidelity at stations with receiving dishes is superior to that produced by disks, but inferior at stations still receiving UPI Audio over land lines.

□

**First fives.** The top five records in **contemporary radio** airplay, as reported by BROADCASTING's *Playlist*: (1) *Call Me* by Blondie on Chrysalis; (2) *Another Brick In the Wall* by Pink Floyd on Columbia; (3) *Ride Like the Wind* by Christopher Cross on Warner Bros.; (4) *Fire Lake* by Bob Seger on Capitol; (5) *Working My Way Back To You* by the Spinners on Atlantic. The top five in **country radio** airplay: (1) *Like We Never Said Goodbye* by Crystal Gayle on Columbia; (2) *Lesson In Leavin'* by Dottie West on United Artists; (3) *Sugar Daddy* by the Bellamy Brothers on Warner/Curb; (4) *Beneath Still Waters* by Emmylou Harris on Warner Bros.; (5) *Gone Too Far* by Eddie Rabbitt on Elektra.



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## Arbitron recalling Orlando book over diary irregularities

**Employee of station and his wife are suspected of filing out questionnaire; new report coming**

Arbitron Radio announced last week it had recalled its October-November 1979 ADI report for Orlando-Daytona, Fla., because it had found that two listener diaries in the survey were kept by a local station programmer and his wife.

The programmer was identified by several sources as Charles Gregory Odom, music coordinator of WHLY(FM) Leesburg, Fla. He and William Kirk, general manager of WHLY, were reportedly dismissed by Robert Herpe, WHLY owner, as a result of the incident. Herpe said he himself had taken over as general manager, and that John Russell, general sales manager, had been moved up to station manager.

Anthony Kelsey, Arbitron attorney, said the ratings firm was considering filing criminal or civil charges against Odom and his wife. He said the diaries they kept were marked to show virtually all of their listening was to WHLY, and that they had twice denied to Arbitron that they had any connection with media.

WBJW(FM) Orlando first raised questions about the November report when advance ratings showed WHLY had become the number-one contemporary station with a 9 share of audience to WBJW's 8.5, according to Kelsey. Eventually, two suspect diaries were found—suspect because they showed such a preponderance of listening to one station—and Arbitron, while not divulging the names, gave the initials, ages and home town of the two diary keepers to the station involved, WHLY, and asked whether either matched those of any WHLY employee. "The station found an exact match with the music director and

**Getting closer.** Only 226 more stations to go before there are 10,000 on the air. As of the end of February, the FCC had licensed 9,774 stations: 4,558 AM's, 3,168 FM's, 1,035 educational FM's, 229 commercial UHF's, 162 educational UHF's, 517 commercial VHF's and 105 educational VHF's. At the current processing rate, an FCC spokesman posed that it could be only two or three years before total on-air stations reach the 10,000 mark.

his wife," Kelsey said.

WBJW at one point sued Arbitron to block issuance of the November report, but subsequently dropped the suit, according to Kelsey. He also said that even before the report was published, Arbitron itself had called the two diary keepers because the Arbitron computer automatically challenges diaries showing such high levels of listening. He said the diary keepers gave plausible answers and insisted they were not associated with any station. On WBJW's continued protest, Kelsey said, the diary keepers were checked again—and again gave plausible answers.

A new report for the Orlando-Daytona market will be issued this week with results of the two diaries deleted. With the change, Arbitron sources said, WBJW and WHLY will be in a virtual tie.

## Field busy searching for new president, more media properties

Field Enterprises is looking for a new president and chief executive. It's also looking, as it has been, for two more TV stations and perhaps for expansion into radio station and cable ownership.

Charles B. Stauffaehar, current presi-

dent and chief executive, plans to retire in the fall, and the search for his successor is being conducted both inside and outside the company, Field authorities say.

Field sources say that Chairman Marshall Field and other top officials hope to make Field Enterprises "more of a pure communications company" than a holding company for assorted enterprises, which currently include coal mining and real estate as well as TV station and newspaper ownership. Through Field Communications, which owns five UHF stations, the top priority is said to be adding the two more TV stations permitted by FCC rules. Expansion into other electronic media and acquisition of additional newspapers are also reported under consideration.

## AERho annual meeting set for Las Vegas

Alpha Epsilon Rho, the national honorary broadcasting society, will again be first to bat in Las Vegas next week.

Its 38th annual convention, April 9-12, will be keyed to the theme, "Futures 80." It will "bring together students and professionals to create a brighter future for broadcasting," according to AER national president, Tom Matheson, general manager, CBS-FM National Sales, San Francisco.

Opening keynote speaker Wednesday evening will be Don Hewitt, executive producer of CBS-TV's *60 Minutes*.

Thursday's agenda includes panels on opportunities in nonbroadcast television, broadcast sales, a luncheon address by Charles Osgood, CBS News correspondent, and a discussion of sex and violence on television by Geoffrey Cowan, author of a book on that subject, "See No Evil."

Friday's breakfast meeting will include a discussion of how a network is packaged and sold with the focus on CBS-TV's national "Looking Good" campaign. Participants: Steve Sohmer, vice president, CBS-TV; Vincent C. Manze, WCBS-TV New York; Tom Hebel, WBBM-TV Chicago, and Michael Smith, KLAS-TV Las Vegas.

The last panel Thursday afternoon will be "FM Radio: No Longer a Poor Second Sister." Speakers will include Martin Greenberg, president, ABC-Owned FM radio stations; J. Robert Cole, vice president, CBS-Owned FM Stations, and Walter R. Sabo, executive vice president, NBC FM Radio.

Saturday's meetings will be devoted mostly to career and how-to sessions. However, a morning panel discussion will discuss "The Latest in Broadcast Legislation and Regulation."

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"We were the first network station in the country to change to CP on the same tower as our old antenna," says Frederick Lass, Chief Engineer of Station WAST-TV, Albany, New York. "This unique situation has provided the first quantitative measure of CP performance.

"We have been televising with our new Harris TAC-6H circularly polarized antenna for quite a few months now, and have had plenty of time to gather and analyze results," continues Mr. Lass. "A comparison of ARB November 1978 to November 1979 showed average prime time homes up 23.4%! During this time CBS showed an increase of 9.9%—so our stronger signal was responsible for a ratings increase of 13.5%—and maybe more.

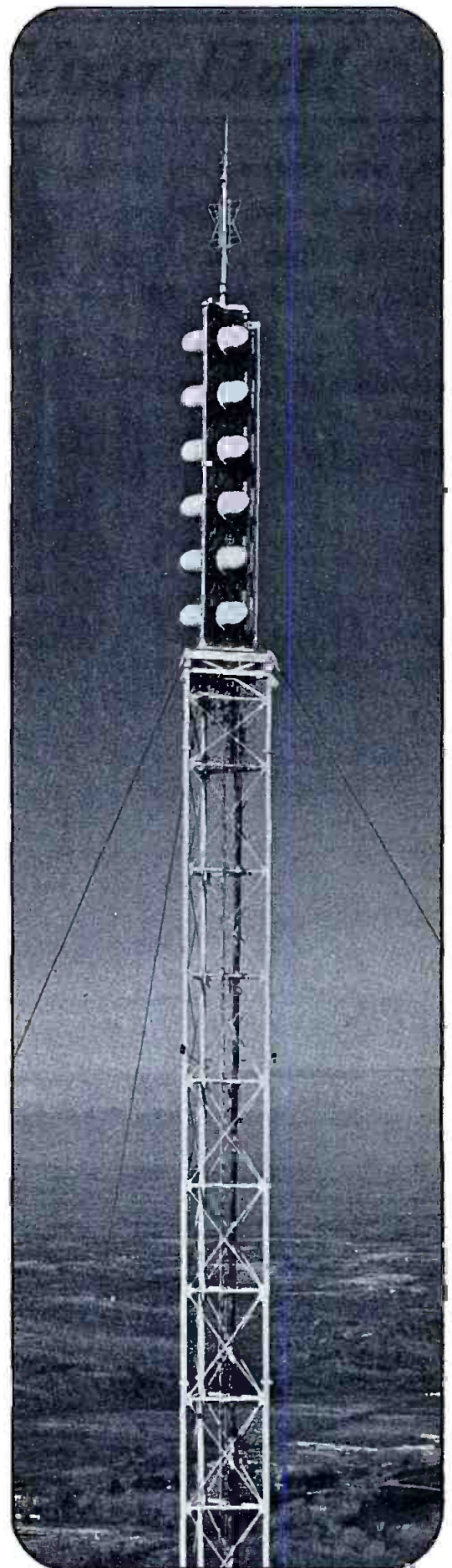
"Also, an overwhelming majority of viewers surveyed have reported improved reception," says Mr. Lass. "Needless to say, we are very happy with what CP has done for us."

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

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# Changing Hands

## PROPOSED

■ **KHFI-FM Austin, Tex.:** Sold by Mid-Texas Broadcasting Inc. to Central Texas Broadcasting for \$1.5 million. Seller is owned by LIN Broadcasting Corp., New York-based publicly traded group owner of four AM's, four FM's and four TV's. LIN's acquisition of KHFI-FM and KTVV(TV) Austin last May was approved by FCC on condition that it divest itself of one of them within year (BROADCASTING, May 7, 1979). Donald A. Pels is chairman and president of LIN. Buyer is owned by Robert L. Clarke and D. Kent Anderson (32.5% each), Richard E. Oppenheimer and Harvin C. Moore Jr. (10% each), Joe F. Lynch, Paul W. Pique and Investment Management Enterprises (5% each). Clarke is Houston attorney. Anderson is principal owner of Houston investment brokerage firm. Oppenheimer is president, director and one-third owner of KIXL(AM) Austin. Moore is 50% owner of Houston real estate and water supply companies. He is also one-third owner of Houston oil field supply company. Lynch is president

and director of Houston mortgage company. Pique is president of Houston gas and oil production company and owns Beaumont, Tex., oil field equipment rental company. Clarke and Anderson each own 20% of KIVA-TV Farmington and 16.66% of KYKN(FM) Grants, both New Mexico; 33% of KIXL(AM) Austin and 25% of KBFM(FM) Edinburg, Tex. Investment Management Enterprises is Houston real estate development firm owned equally by Martin Perlman, Noel Graubert and Harris Weingarten, who have no other broadcast interests. KHFI-FM is on 98.3 mhz with 1.3 kw and antenna 420 feet above average terrain.

■ **WRAN(AM) Dover, N.J.:** Sold by Community Broadcasting of New Jersey to M&S Broadcasting Group for \$900,000. Seller is owned principally by Richard E. Bailey who has no other broadcast interests. Buyer is owned by Robert F. X. Sillerman and Bruce Morrow (50% each). They are partners in New York radio syndication company and own 50% each of WALL-AM-FM Middletown, N.Y. WRAN is

on 1510 khz with 10 kw day and 500 w night.

■ **WHOA(AM) San Juan, P.R.:** Sold by Carmina Mendez to Angel O. Roman (55.4%) and son, Pedro Roman-Collazo (44.6%), for \$770,000. Mendez owns 20% of WSTV-TV Fajardo, P.R. Buyers own WVOZ(AM)-WOLA(FM) Carolina, WBOZ(AM) San German and WGIT(FM) Hormigueros, all Puerto Rico. WHOA is on 870 khz with 5 kw full time.

■ **KROX(AM) Crookston, Minn.:** Sold by Crookston Broadcasting Co. to Black Cat Broadcasting Inc. for \$620,000. Seller is owned equally by Jerome A. Dahlberg and William J. Kiewal who have no other broadcast interests. Buyer is owned by R.D. Hanna, William Schwartzkops and Edward Tricker (one third each). Hanna owns station brokerage firm in Dallas. Schwartzkops is executive vice president of Commonwealth Electric Co., Lincoln, Neb. Tricker is Lincoln attorney. Hanna and Schwartzkops each owns 20% of KERV(AM)-KPFM(FM) Kerrville, Tex. Tricker has no other broadcast interests. KROX is on 1260 khz with 1 kw day, 500 w night with directional antenna. Broker: R.D. Hanna Co.

## APPROVED

■ **WAPI-TV Birmingham, Ala., KTVI(TV) St. Louis, WSYR-TV Syracuse and satellite WSYE-TV Elmira, both New York, and WTPA(TV) Harrisburg, Pa.:** Sold by Newhouse Broadcasting Co. to The Times Mirror Co. for \$82 million. Seller is Syracuse, N.Y.-based newspaper publisher owned by family of late Samuel I. Newhouse. It retains ownership of WAPI-AM-FM Birmingham, Ala., WSYR-AM-FM Syracuse, N.Y., and WTPA-FM Harrisburg (BROADCASTING, March 31). E.R. Vadeboncoeur is president of broadcast division. Buyer is Los Angeles-based publicly traded newspaper publisher-broadcaster that will now own seven TV's, maximum number permitted. Franklin D. Murphy is chairman and chief executive officer. Robert F. Erburu is president. WAPI-TV is NBC affiliate on ch. 13 with 302 kw visual, 24 kw aural and antenna 1,130 feet above average terrain. KTVI is ABC affiliate on ch. 2 with 100 kw visual, 20 kw aural and antenna 1,049 feet above average terrain. WSYR-TV is NBC affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 1,000 feet above average terrain. WSYE-TV is NBC affiliate on ch. 18 with 113 kw visual, 22.3 kw aural and antenna 1,050 feet above average terrain. WTPA is ABC affiliate on ch. 27 with 1,000 kw visual, 100 kw aural and antenna 1,120 feet above average terrain.

■ **KLBK-TV Lubbock and KTXS-TV Sweetwater-Abilene, both Texas:** Sold by Grayson Enterprises Inc. to Prima Inc. ("In Brief," March 31) for \$11.1 million ("distress sale" condition—75% of market value). Seller is owned by Ellis Carp, Theodore Shanbaum and Lee Optical and Associated Companies Retirement Pension Plan Trust (33-1/3% each). They own KLBK-AM-FM Lubbock which has been sold, subject to FCC approval, to Southern

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New Address

4/7/80

Minnesota Broadcasting Co. (BROADCASTING, July 31, 1978). They also own KCCN(AM) Honolulu, and KMOM-TV Monahans and KWAB(TV) Big Spring, both Texas. FCC also granted assignment of licenses of last two to Permian Basin Television Corp. (see below). Buyer is owned by John Robert E. Lee (30%), Robert L. Dudley and Daniel H. Neviasser (24.5% each), Larry Reed (11%), and Wayne Embry (10%). Lee is assistant director of athletics at University of Wisconsin. Dudley is president of Meeker Television Co., New York television representative firm. He also owns 50% of USTV Network Inc., syndication and production company. Neviasser is Madison, Wis., real estate developer. Reed is assistant basketball coach at University of Wisconsin. Embry is 50% owner of three McDonald's restaurants in Milwaukee. Dudley, only principal with other broadcast interests, owns 15% of both WSME(AM) Sanford, Me., and WBNP(AM) Newburyport, Mass. His brother, Richard D. Dudley, is president of Forward station group, Wausau, Wis. KLBK-TV is CBS affiliate on channel 13 with 251 kw visual, 60 kw aural and antenna 880 feet above average terrain. KTXS-TV is primary ABC affiliate (secondary CBS) on channel 12 with 257 kw visual, 25.7 kw aural and antenna 1,400 feet above average terrain.

■ KMOM-TV Monahans and satellite, KWAB(TV) Big Spring, both Texas: Sold by Grayson Enterprises Inc. to Permian Basin Television Corp. for \$3 million ("distress sale" condition—75% of market value). (See KLBK-TV Lubbock and KTXS-TV Sweetwater-Abilene, both Texas, above.) Buyer is owned by John B. Tupper and Richard F. Shively (22.84% each), Ernest J. Orono (12.56%), John Salazar and Raymond G. Sanchez (10% each), Albert J. Montano and Siegfried G. Montano Jr. (6.28% each), Charlene Armigo Knipfing and Martin I. Mondlick (3.32% each) and Mucio Yslas Jr. and wife, Tina J. (2.56% jointly). Tupper is 30% owner of New York media brokerage firm. Shively is president and 90% owner of RJN Broadcasting Inc., licensee of WLFJ-TV Lafayette, Ind., and 17% of KNOP-TV North Platte, Neb. Orono is owner of G.O. Realty Co., real estate development company in Albuquerque, N.M. Salazar and Sanchez are Albuquerque attorneys. Albert Montano is general manager of Libertyville, Ill., medical equipment research company. Brother Siegfried is 50% owner of Albuquerque accounting firm. Knipfing is chairman of juvenile parole board, Albuquerque. Mondlick is Albuquerque realtor. Mucio Yslas Jr. is dean of students, New Mexico Highlands University, Las Vegas, N.M. Tina Yslas is Albuquerque banker. KMOM-TV is primary ABC affiliate (secondary CBS) on channel 9 with 240 kw visual, 45.7 kw aural and antenna 1,270 feet above average terrain. KWAB(TV) is on channel 4 with 12.9 kw visual 1.5 kw aural and antenna 380 feet above average terrain.

■ KSBA-TV Guasti (Los Angeles), Calif.: Sold by Broadcasting Service of America

## Intermedia

**Taft's new headquarters.** Taft Broadcasting Co. has moved its corporate, broadcast group and amusement park group offices to 1718 Young Street, Cincinnati 45210. Telephone remains same: (513) 721-1414.

**Another in N.Y.** Adams-Russell announced award of Yorktown, N.Y., cable franchise to its subsidiary, Westchester Cable TV. Company already holds adjacent franchises in Mount Kisco and Bedford, both New York. According to Adams-Russell president, William Henchy, Yorktown's 9,000 homes will be provided "variety of CATV services" inside one year.

**Six in Dallas.** By time deadline passed last Monday afternoon, Public Utilities Department of Dallas had received cable franchise proposals from six major MSO's—Warner Amex Communications, United Cable, Storer Cable, Sammons Communications, Cox Cable and Vista Cablevision, subsidiary of American Television & Communications. Franchise area comprises 376,000 homes and it is expected to cost around \$75 million to wire.

**In deep water.** Radio Caroline, pirate radio ship that broadcast pop music from international waters off southeast coast of England since 1964, has sunk in gale. Crew of four was rescued; ship's tape and record collection was lost.

to Hispanic Broadcasters Inc. for \$1.8 million ("distress sale" condition—approximately 49% of fair market value). FCC grant of sale is contingent on satisfactory distribution of proceeds to creditors and fulfillment of financial qualifications by proposed buyer. Seller is owned by Berean Bible Ministries Inc., nonprofit religious corporation. W. Kenneth Conolly is president. Buyer is owned equally by United Minority Broadcasters Inc., and Interamerican Broadcasting Co. United

Minority is owned by Richard Hernandez and Max F. Vigil (20% each), Frederick Aguirre and Francisco Firmat (12.5% each), Manuel Esqueda and David C. Hernandez (10% each), Armando C. Hernandez and wife Mirta (10% jointly) and Cecilia D. Hernandez (5%). Richard Hernandez is administrator of Orange Coast College, Santa Ana, Calif. Vigil is Tustin, Calif., CPA. Aguirre and Firmat are Fullerton, Calif., attorneys. Esqueda is Santa Ana financial consultant. David

Feb. 29, 1980

## Storer Broadcasting Company

has completed the sale of the assets of radio station

WHN

New York, N.Y.

to

## Mutual Broadcasting System, Inc.

The undersigned initiated this transaction and represented the seller in negotiations.

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Yes, we've listened to hundreds of news directors, station managers and engineers in stations across the country and you said, "Make an ENG truck that's tough and dependable, so that we can get to the story quickly and operate effectively while on the story - whether it's for 15 minutes or 15 days."

So, together with the knowledge of station engineers and Compact's user-oriented experience, we've designed 2 Compact Video ENG mobile units newspeople can depend on.

Our new ENG vans are ruggedly designed as workhorses to handle rough driving with a minimum of vehicle damage and there's room for 4 people!

We Have Added These Features and Options:

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And, you can order a basic unit with options tailored for your needs or one that's completely equipped with microwave, cameras and recorders.

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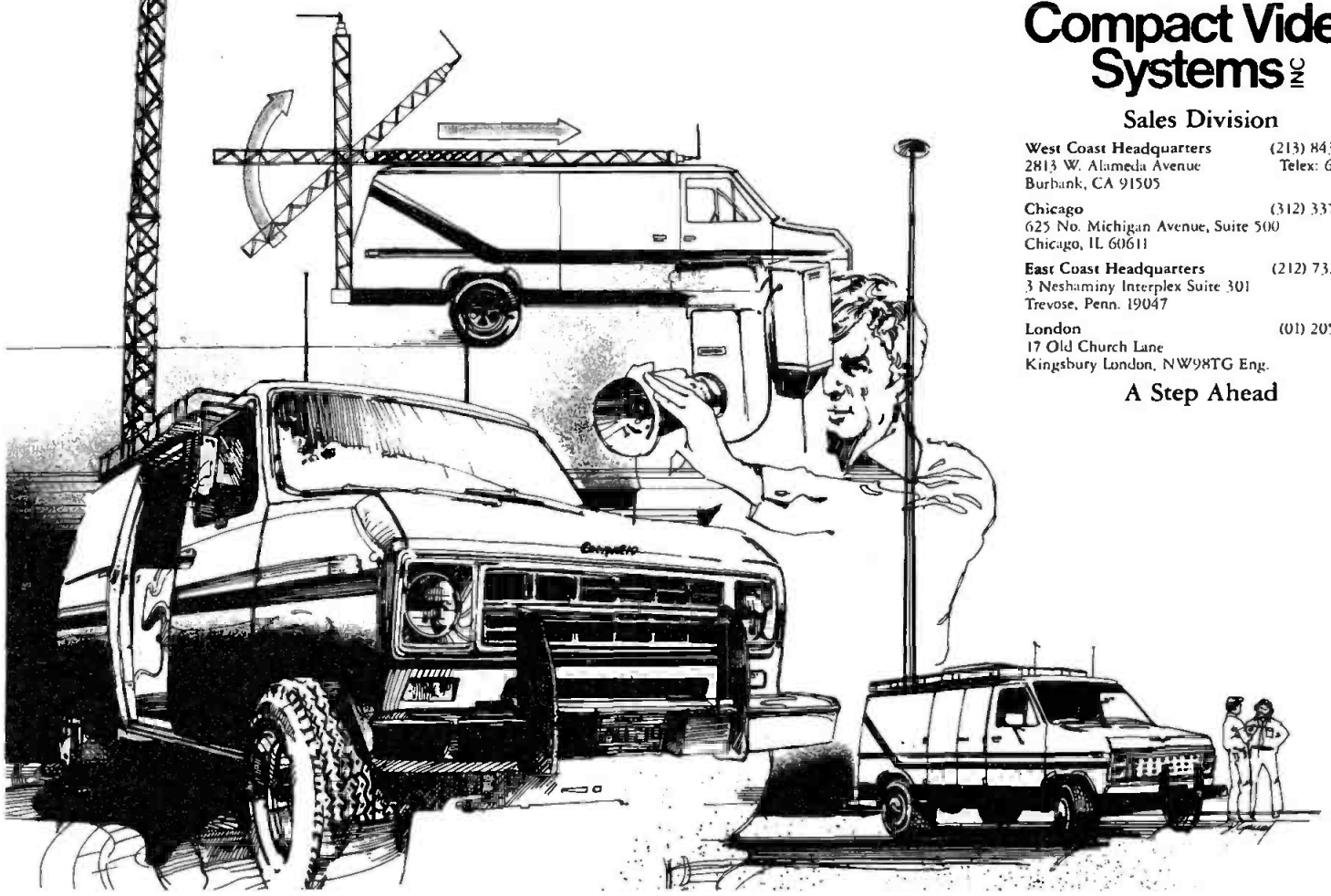
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**A Step Ahead**

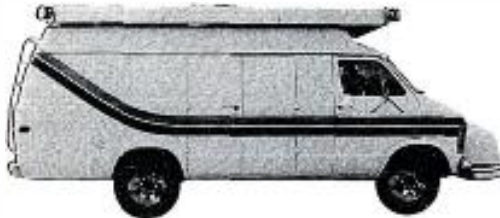




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Robert E. Seidenglanz, President,  
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"At COMPACT VIDEO we have designed, and are manufacturing an extraordinary new line of mobile location production vehicles. Our concept is to make available professionals a high quality mobile unit which will respond to your production demands and return a profit on your investment."



Compact Video Systems, Inc.'s production facility has, for nine years, provided facilities for hundreds of top network specials, major TV series, and remotes all over the world. With a COMPACT 20 you can efficiently produce high quality sports, drama, news, outdoor segments of musical specials and commercials day in and day out with complete dependability. Prudent television executives must plan for high utility vs. investment in rolling stock and

provide flexibility for changing production requirements. Shooting two camera production units with six camera mobile units doesn't make business sense in today's economy.

"And the COMPACT 20 is designed to grow with you. You have the option of expanding the system or graduating to a larger unit while still employing the COMPACT 20 when and where required. Your success is critical to our future. We'll build your 40' unit when you decide it makes good sense."



"Our COMPACT 20 contains up to four broadcast cameras, up to two one-inch format VTR's, an integrated system of switcher, audio, monitoring intercommunications terminal equipment with various complements and options\* to meet a user's requirements."

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### A Step Ahead

\*Forward mounted generator may also be located inside the vehicle.



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Easily and simply, the earth transmitting station five meter collapsible dish antenna unfolds. Align with the satellite, test for transmission, and you're on the air, the ultimate in on-location video production!

The 42 foot fifth wheel trailer functions as a fully self-contained Uplink Earth Station, that can even transmit directly to the hundreds of five meter as well as 4.5 and 10 meter receive-only stations.

In keeping with our "a step ahead" philosophy, COMPACT redesigned the exclusive Scientific-Atlanta five meter dish to fold down for easy transportation. And we didn't stop there. COMPACT invented space-age stabilizing legs to secure the dish and achieve correct alignment and a stable signal. The legs use the trailer weight as part of a ground mounting system designed to operate in wind loads up to 60 MPH. The entire system has been designed to be set up by one-man.

Carefully engineered mechanically and electrically for the professional user, the *COMPACT 42* is rugged, dependable and comfortable. It's built with air-ride suspension to protect the delicate electronics and people inside.

The *COMPACT 42* is made to order for the special needs of broadcasters, telephone communications services, satellite transmission services, aero-space contractors, military service, and the data communications industry.

Other standard and optional features the high technology *COMPACT 42* include:

- Ability to transmit on the standard link frequency band of 6 GHz, and receive on the 4 GHz band.
- A short-hop microwave transmission capability.
- VHF/UHF communications.
- A specially built super silent 60 kw power generator.
- A separate fuel tank for the generator with capacity for 48 hours of continuous use.
- A four ton air-conditioner/dehumidifier.
- A 21 foot equipment enclosure houses the electronic console leaving plenty of space to meet individual needs.
- A 7 foot by 7½ foot area for optional electronic or non-technical usage.
- Provisions for full redundancy and monitoring.

## Compact Video Systems INC Sales Division

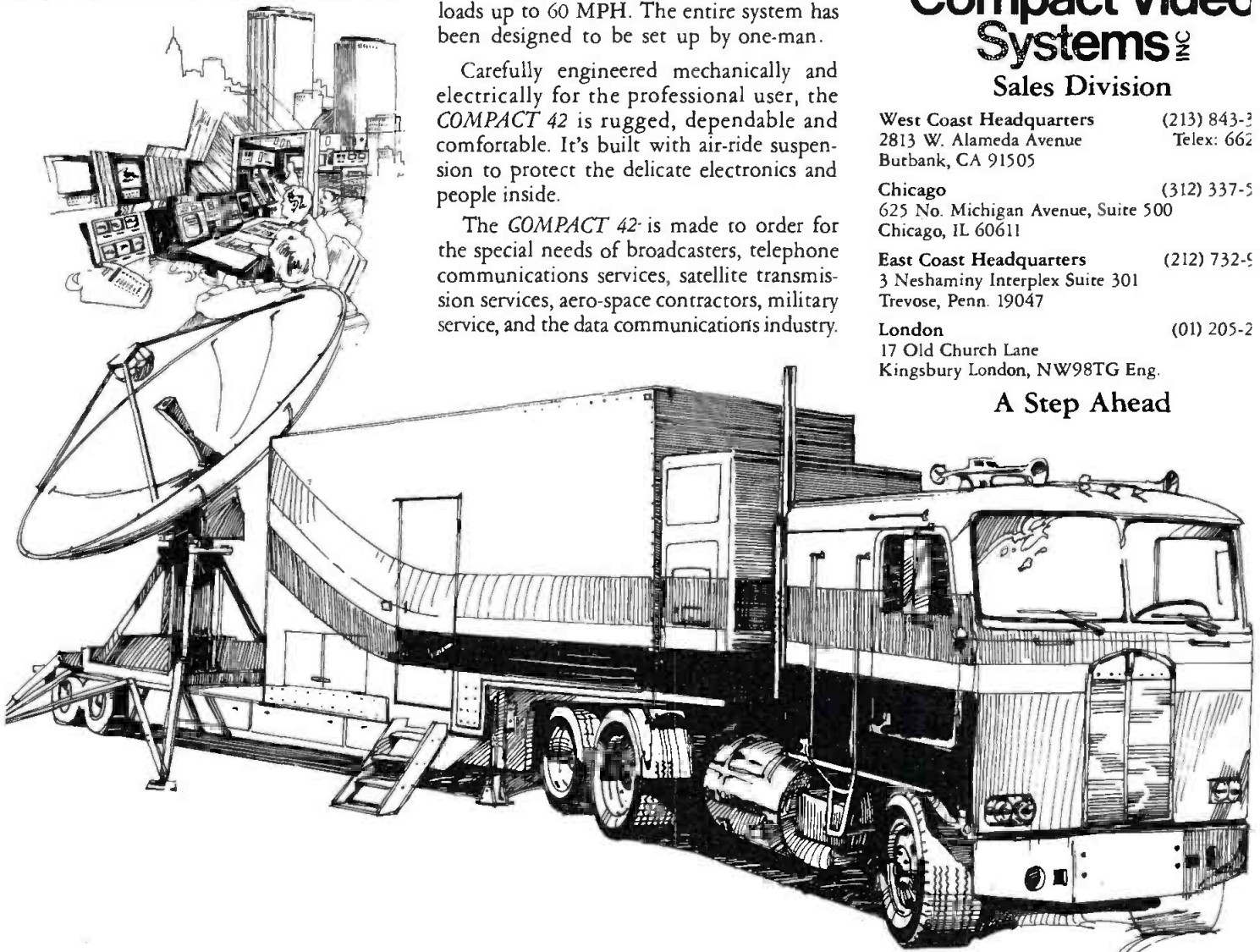
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**A Step Ahead**



Hernandez is faculty member of Loma Linda (Calif.) University School of Dentistry. Armando Hernandez is Anaheim, Calif., physician. Mirta is housewife. Cecilia Hernandez is Anaheim travel agent. They have no other broadcast interests. Interamerican Broadcasting is wholly owned by The East Los Angeles Community Union, community development corporation comprising 15 associate members. George Solis is chairman. David C. Lizarraga is president. Actual composition of assignee is still uncertain—two buying parties are still negotiating final corporate structure. KBSA-TV is on ch. 46 with 219 kw visual, 22.4 kw aural and antenna 2,878 feet above average terrain.

■ **KBOS(FM) Tulare, Calif.:** Sold by Pappas Electronics, to KBOS Inc. for \$1.1 million. Seller is owned by Mike Pappas who has no other broadcast interests. Buyer is owned by John T. McCarthy, veteran broadcaster who owns KMAK(AM) Fresno, Calif. He also has part interest in Fresno cable system. KBOS is on 94.9 mhz with 770 w and antenna 2,650 feet above average terrain.

■ **WVAN-AM-FM Altoona, Pa.:** Sold by Blair County Broadcasters to Phylde Communications Inc. ("In Brief," March 31) for \$913,000 ("distress sale" condition—74.9% of market value), including \$120,000 for agreement not to compete.

Seller is principally owned by Denny J. Bixler of Altoona and Randolph Burdsall of St. Petersburg, Fla., neither of whom has other broadcast interests. Buyer is owned by James Drayton, Dean Schomburg and Bernard Seabrooks. Drayton is New York bank manager. Schomburg (Warren Dean) is announcer at WMCA(AM) New York. Seabrooks is former producer of CBS News, New York. WVAN is on 1430 khz with 5 kw day and 1 kw night. WVAN-FM is on 100.1 mhz with 360 w and antenna 345 feet below average terrain.

■ **WKYO(AM)-WIDL(FM) Caro, Mich.:** Sold by Robert F. Benkelman to Eugene Bardo (51%) and John Lawrence (49%) ("In Brief," March 31) for \$566,850 ("distress sale" condition). Benkelman has no other broadcast interests. Lawrence owns Caro insurance agency. Bardo, American Indian, is chief engineer at stations. WKYO is on 1360 khz with 1 kw full time. WIDL is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WIRZ-AM-FM Johnstown, N.Y.:** Sold by Street Broadcasting Corp. to P&L Broadcasting Inc. ("In Brief," March 31) for \$519,000 ("distress sale" condition—70% of market value). Seller is owned by Richard Street, who has no other broadcast interests. Buyer is owned by Norman Pinkard of Clifton, N.Y., deputy commissioner of New York State Department of

Commerce, and Beverly Littles of Albany, N.Y., business consultant. They have also purchased, subject to FCC approval, WGVA(AM) Geneva, N.Y. (BROADCASTING, May 28, 1979). WIRZ(AM) is 1 kw daytimer on 930 khz. WIRZ-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other approved station sale: WUEZ(AM) Salem, Va. (see "For the Record" page 151.)

#### CABLE

■ **Cable Systems serving Amory, Booneville, Columbia, New Albany, Oxford, Charleston, Shelby, Sumner, and Tutwiler, all Mississippi:** Sold by Booneville Broadcasting Co. to Heritage Communications for approximately \$7 million. Seller is owned by E.O. Roden (60%) and R.J. Bonds and Emmet W. Carr (20% each). Roden is 48% owner of WTUP(AM) Tupelo, Miss., which FCC granted "distress sale" relief on March 27 (see "For the Record," page 151). Bonds and Carr each own 20% of WBIP(AM) Booneville, Miss. Buyer is Des Moines, Iowa-based publicly traded multiple system operator with 40 cable systems serving 70 cities, with combined subscriber list of 85,000. It also owns KSIB(AM)-KTR(FM) Creston, Iowa. James Hoak is president, chief executive officer and 7.5% owner. Mississippi systems have combined subscriber list of 12,000, passing 20,000 homes with 328 miles of plant.

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David D. Croll, Partner  
Richard H. Churchill, Jr., Associate

Park City Communications, Inc.  
\$2,000,000  
Senior Secured Fixed Rate Notes  
due 1988  
\$750,000  
Subordinated Notes due 1988  
\$250,000  
Convertible Preferred Stock  
*The undersigned acted as financial advisor and leader to the company in this transaction.*  
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BENI Broadcasting of Rochester, Inc.  
has acquired the assets of WHEC-TV utilizing  
\$24,500,000  
Senior Notes due 1989  
\$1,950,000  
Subordinated Notes due 1987  
\$2,000,000  
Common Stock  
*The undersigned acted as financial advisor to the company and Regan Henry and as equity investor to the company in this transaction.*  
**TA Associates**  
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(617) 725-2300

Greater Media, Inc.  
\$12,000,000  
10 1/2% Senior Notes due 1994  
*The undersigned acted as financial advisor to the company in this transaction.*  
**TA Associates**  
111 Devonshire Street, Boston  
(617) 725-2300

Sconnix Group Broadcasting, Inc.  
\$3,500,000  
Senior Secured Notes due 1988  
*The undersigned acted as financial advisor to the company in this transaction.*  
**TA Associates**  
111 Devonshire Street, Boston  
(617) 725-2300

Metroplex Communications, Inc.  
has acquired  
WWOK-AM, Miami  
utilizing  
\$1,500,000  
11 1/2% Senior Notes due 1992  
*The undersigned acted as financial advisor to the company in this transaction.*  
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111 Devonshire Street, Boston  
(617) 725-2300

WTVY, INC.  
\$5,000,000  
11% Senior Notes due 1994  
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## News talent commanding ever-higher pay scales

**Prices go up in hot markets; anchors aren't the only ones making six figures—some street reporters, weathercasters and sportscasters can make more than hundred thousand annually**

Bruce Northcott, a consultant with Frank Magid Associates, the Iowa-based research firm, tells people that the salary structure governing the broadcasting industry has just one built-in constant: "The only rule," Northcott says, "is that there is no rule."

Others, however, believe that Northcott's analysis might be slightly off the mark: There are indeed rules, they say; it's just that no one follows them.

Undoubtedly, the most notable example of how the rules can be stretched—or perhaps rewritten—came with the salary reportedly to be paid Dan Rather when he succeeds Walter Cronkite as anchor on the *CBS Evening News*. Industry sources put Rather's salary at between \$1.6 million and \$2 million a year, thereby eclipsing Barbara Walters's reported \$1 million-a-year contract.

But while the Rather deal made national news, a lot of smaller deals being worked out at stations nationwide could, collectively, have as great an impact; it will be some time, analysts believe, before others in the industry will reach Rather's level, but the salary ranges of on-air talent in various markets could increase significantly as stations look to lure top people to their news departments.

There is a general reluctance within the industry to reveal individual salaries, but it is nonetheless possible to put together a picture of where the top money is being paid—and where it isn't.

On the network level, ABC and CBS are known to pay higher premiums to their anchors, although reporters for all three networks are equally compensated. At NBC, the top anchor salary is said to be approximately \$650,000-\$700,000, while the competition is willing to go somewhat higher. This fact, analysts believe, will mean that an NBC-Roger Mudd deal, should Mudd decide to leave CBS, will probably result in a new salary ceiling for NBC. ABC, they add, is also probably looking to add Mudd to its roster, and undoubtedly with a lucrative contract offer.

Top-of-the-line network reporters can now command \$250,000-\$300,000, although there are few in that category. As

for the majority of network reporters, the salary levels generally fall within the \$60,000-\$100,000 range.

Network owned-and-operated stations are the highest paying on the local level, and New York, Chicago and Los Angeles remain in a league by themselves.

According to one top consultant, salaries for key anchors in those cities have escalated approximately 40% over the last two years, with people such as Roger Grimsby of WABC-TV New York now up in the \$350,000 range, plus benefits.

The costs of weather and sports people in those cities are also climbing to new heights, and one agent puts New York's top sportscaster, Warner Wolf of WABC-TV, in the \$400,000 range. Storm Field, WABC-TV's meteorologist, is said to be commanding \$300,000, while his father, Frank Field of WNBC-TV New York, is believed to be doing even better, with a salary that matches any anchor in that city.

Albert Primo, a Connecticut-based consultant, who works with stations in the development of news shows as well as talent scouting, believes that although an anchor is the key to a news operation, in many markets the weather person has become increasingly more valuable. The meteorologist is now having more of an impact on the telecast than the sports anchor, Primo says, but management is more aware than ever of the importance of all the spots.

Previously, Primo says, the attitude of management was that a person ought to think himself lucky to have a job. But that has changed. "It is an accurate reflection of the times to say that even in the smallest markets, news, weather and sports talent is having an impact," Primo says. "This is understood by management, and they're paying a higher amount than ever before, and treating them with respect and care."

The larger salaries have filtered down through the ranks, where the biggest

changes are taking place. The big deals used to be found exclusively on the network level and in the top markets, but surprisingly large salaries are now likely to turn up almost anywhere.

In Albuquerque, N.M., the 77th market, for example, one anchor was pirated away by a local competitor who upped his salary from \$40,000 to \$80,000. This would put him on a par with top salaries in a market such as Denver, which is 21st in size.

But there are peculiarities on the other side of the fence, as well. Tampa, Fla., for example, ranked 17th, is likely to pay only \$20,000-\$40,000 for top people, and talent in Houston and Miami, with 12 and 15 market rankings, respectively, are paid considerably less than talent in comparably sized markets.

Although it is difficult to generalize about salaries, there are some barometers that show what an average anchor is likely to make.

According to a study done by Vernon Stone, research chairman of the Radio-Television News Directors Association, the average salary for a top anchor in markets 1-10 is approximately \$87,000; for markets 11-50, \$35,000; 51-100, \$23,000; 101-150, \$19,000, and 151 and below, \$17,000.

The figures for the top 10 markets may seem low, particularly with the large salaries paid in New York, Chicago and Los Angeles. But figured in are independents, which pay less than network-affiliated stations. In addition, the numbers for the top 10 markets are hard to gauge, as there is a reluctance in those markets to divulge salary figures, which may mean a higher average than reported.

In Washington, for example, the number-eight market, one top anchor reportedly makes approximately \$275,000, with a number of anchors reportedly in the \$150,000 range.

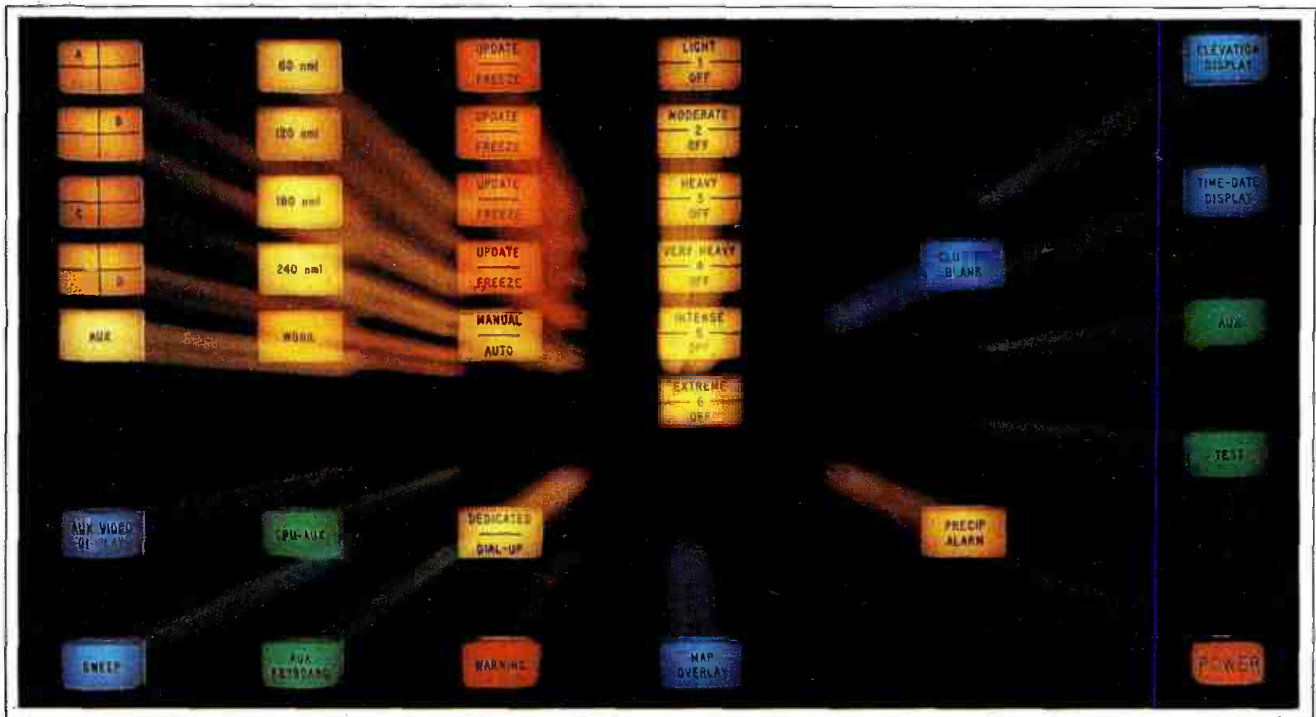
Street reporters make considerably less

## News Beat

**Bar guide.** American Bar Association has prepared handbook designed to take some of mystery out of covering courts. "Law and the Courts" explains procedures common to most civil and criminal cases and outlines steps cases take as they move through judicial system. Glossary—defining terms from "abstract of record" (complete history of case, as found in record, in abbreviated form) to "writ of error coram nobis" (common-law writ whose purpose is to correct judgment in court in which it was rendered, on ground of error of fact) is included. Handbook is available from circulation department, ABA, 1155 E. 60th Street, Chicago 60637, order billing No. 157, for 50 cents.

**Censorship concerns.** Freedom of information committee of Society of Professional Journalists, Sigma Delta Chi, last week urged Senate Intelligence Committee to write legislation that would curtail censorship power of Central Intelligence Agency over its former employees. Group said it understood concern of CIA to prevent disclosure of sensitive information, but it felt curbs were too far-reaching. Curbs included provision that allows CIA to review any information involving agency that government has not previously made public, which, it was argued, could block effective criticism of CIA by former employees.

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than anchors, although there are instances of big salaries. In New York, WABC-TV's John Johnson is reportedly making \$125,000, and at WRC-TV Washington, one reporter is said to be in the \$80,000-\$100,000 range.

With the salaries growing in large-and mid-sized markets, there is not as big a rush to join a network news operation as there once was.

Ed Bewley, a consultant with The Media Associates, in Dallas, says that as the quality of local news has increased, a lot of people have decided to stay in local news, rather than set their sights on the networks. And as the quality of news people has escalated, Bewley adds, the big salaries

have begun to filter down to the middle-size markets.

A sample of markets nationwide reveals that, for top anchors, salaries are getting very attractive. In Atlanta, analysts say the range for top anchors is \$75,000-\$100,000; in Phoenix (33d market), \$45,000-\$75,000; in Des Moines, Iowa (53), \$50,000-\$60,000; and in Fort Wayne, Ind. (98), \$35,000-\$45,000.

Unlike the major cities, however, the salaries for sports and weather people in smaller markets are substantially less than the top anchors' salaries.

A typical scale, for a market approximately 50th in size, has the top anchor making close to \$50,000, plus a sizable

bonus. A co-anchor may be in the \$30,000-\$35,000 range; both weather and sports are in the \$25,000-\$30,000 range.

Most analysts agree that, over-all, salaries in the industry have risen faster than the rate of inflation, and they defend the unusually large salaries, such as Rather's, saying that leading figures in other professions make comparable money.

They also say that as long as the industry stays healthy, there won't be a top limit on salaries. Northcott, for one, sees a tremendous demand for talent all over the country, with stations generally willing to pay top dollar for top people. "As the stakes get higher, obviously the salaries will have to get higher too," he says.

NAB '80



## 'The lid came off'

NAB exhibit will smash records

**Number of firms and amount of floor space leap beyond last year's cramped Dallas show; new firms and old ones with new products send demand skyrocketing**

Because of the tight fit at last year's Dallas convention and the advent of scores of new companies, the totals for this year's National Association of Broadcasters equipment exhibition have bounded past all the old records.

There will be 410 exhibitors in the Las Vegas convention center when the show opens Sunday morning, April 13. That number compares with the 330 in Dallas and the 293 the year before when the show was held in the same Las Vegas venue. The exhibits themselves will cover nearly 200,000 square feet, far exceeding last year's total of 147,000.

According to Ed Gayou, the independent contractor who has assembled the NAB convention for the last 25 years, the sudden growth in exhibit space was due, in part, to the space limitations of the Dallas

show. Gayou said that since exhibit space had to be limited at that event there was "pent-up need" for space that carried over into 1980. This year there were no restrictions, Gayou said, and "the lid came off."

Many of the 80 additional exhibitors have never been at an NAB convention before. Most of them are purveyors of goods and services that are themselves relatively new to the broadcasting industry.

There will be, for instance, several computer firms with names like Computer Management Systems, Information Processing Systems, Matrix Systems and Patrick Computer Systems that offer software and hardware for a host of computerized services.

This year's convention will also be noted as the one that received the full attention of the satellite earth station suppliers. A parking lot outside the convention hall will be filled with dish antennas aimed at various satellites across the southern horizon.

Scientific-Atlanta will demonstrate its new seven-meter earth station, "designed

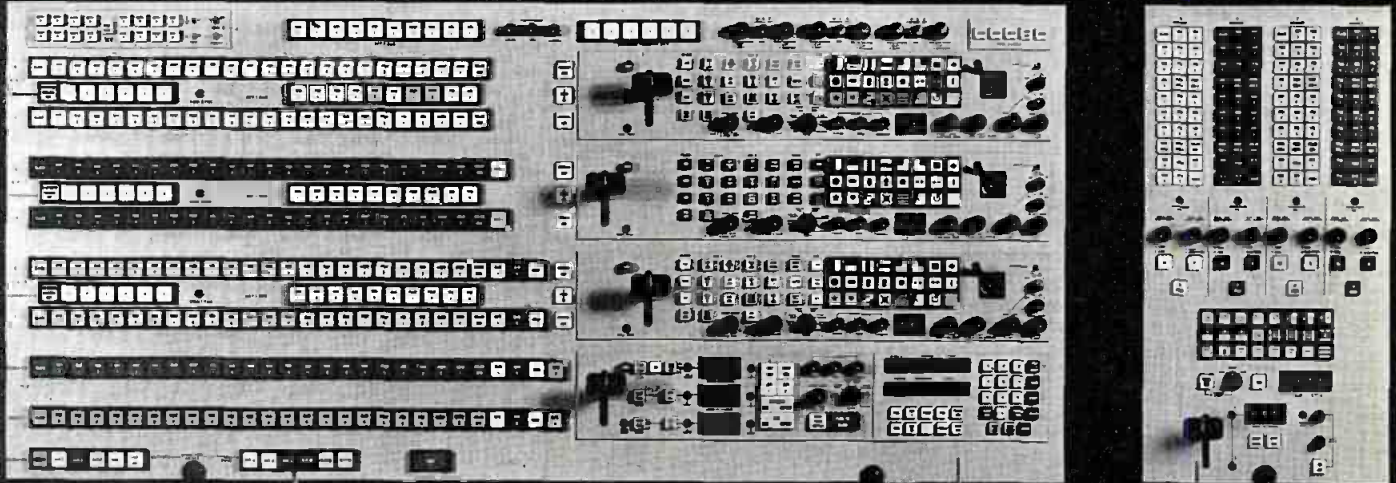
specifically for the broadcaster." It will have a programable, motorized mount that allows the operator to point the earth station antenna at any satellite merely by pushing buttons, instead of mechanically adjusting linkages.

Harris will have a comparable earth station with a slightly larger—28 feet—dish. It can be pre-programmed to zero in on any satellite within, the company claims, 72 seconds. Compact Video will be there with a truck-mounted portable unit equipped with a five-meter dish and a 3,000-watt uplink amplifier. Gardiner Communications, Fort Worth Tower, Microdyne, Anixter Mark and California Microwave will also be displaying satellite antennas and other such station gear.

Like satellites, fiber optics is another new-breed technology that has spawned an increasing number of exhibitors. This year, for example, Valtec Corp. will be on hand for the first time to present its VS-100 fiber-optic, base-band video-link transmitter and receiver. The unit is capable of transmitting high quality video and

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1980-the year Vital doubled its sales-personnel-plant facilities.

a multiplexed audio signal over fiber cable, which Valtec also manufactures, over a distance of up to two miles without any repeaters. Also included among the newcomers are a number of companies that don't seem to fit any category. Sperry Marine Systems plans to offer two low-cost weather radar systems and Bankers Trust of New York will offer a financial advisory service tailored to the communications industry.

Although plenty of new companies have staked out space on the exhibit floor, much of 50,000 additional square feet devoted to the exhibition this year will be taken by established companies that have

spread out. And most of them can be counted on to have new or improved items.

Competition in the one-inch videotape marketplace will heat up; RCA and Hitachi have both announced they will be moving in with new type-C formatted units. RCA will introduce the TR-800 to go along with its lower cost, Sony-built TH-200. And to enhance the marketability of both machines, it will also introduce the AE-800 time-code editing system that can simultaneously interface with both machines as well as with the TR-600, RCA's two-inch quadruplex recorder. Hitachi will have its new HR-200 on hand. That and its sister, the portable HR-100,

will be Hitachi's challenger for the one-inch dollars.

Although it has been available since last October, the TT-7000 type-C, one-inch recorder developed by NEC and 3M will be shown for the first time at NAB. It now includes the 3M-developed automatic track following that should make it more attractive to buyers.

As always, there will be plenty of cameras of all sizes for every application. Most lines will feature updated versions of cameras shown at previous shows. But there will be some new equipment. Ikegami will show for the first time a hand-held camera, the EC-35. A spokesman for the company said the self-contained camera has a two-thirds-inch diode gun and built-in microprocessor, and is intended for use primarily as a production camera. Ikegami will show also the TKC-970, a film chain camera.

Commercial Electronics will have among its offerings the Model 340 ENG/EFP camera, essentially the old Model 310, but with microprocessor controls. Sharp Electronics will also offer a new camera for the electronic newsgatherers. It will introduce the XC-700, priced at \$20,000. NEC America, meanwhile, will offer the ENG users the MNC-80 camera series, which may be controlled remotely by fiber optics cable.

Among the new studio cameras will be Thomson-CSF Laboratories' TTV 1525, featuring automatic set-up iris and white balance and multiplex triax cable.

Although not as prominent as last year, new transmitters will get their share of the spotlight in Las Vegas. RCA's line of VHF transmitters will be rounded out with the introduction of the TTG-50H, a 50 kw high-band transmitter that, like others in the line, is all solid state except for the final aural and visual tubes.

Canadian General Electric will enter the United States market with a complete line of VHF low-band and high-band transmitters. That line includes models with power ratings of 250 w, three kw, six kw (low-band only), five kw (high-band only), 16 kw and 30 kw. The six kw and 16 kw high-band units will be exhibited at the convention.

On the radio end of the transmitter market, a new 30 kw FM transmitter will be displayed by Broadcast Electronics, previously known as a maker of audio consoles and tape cartridges. Harris will feature the FM-100K, a 100 w FM transmitter, which it says is ideally suited for class D educational stations.

Although no new UHF transmitters are expected to show up at the convention, NEC says it will show a UHF exciter that generates a stereo audio signal "as a demonstration of stereo potential."

The digital revolution will continue at this year's show with Quantel apparently one of its leaders. That company will become the seller of the world's smallest frame synchronizer with a rack-mounted unit just one-and-three-quarters inches high. Quantel will also be pushing its DPE

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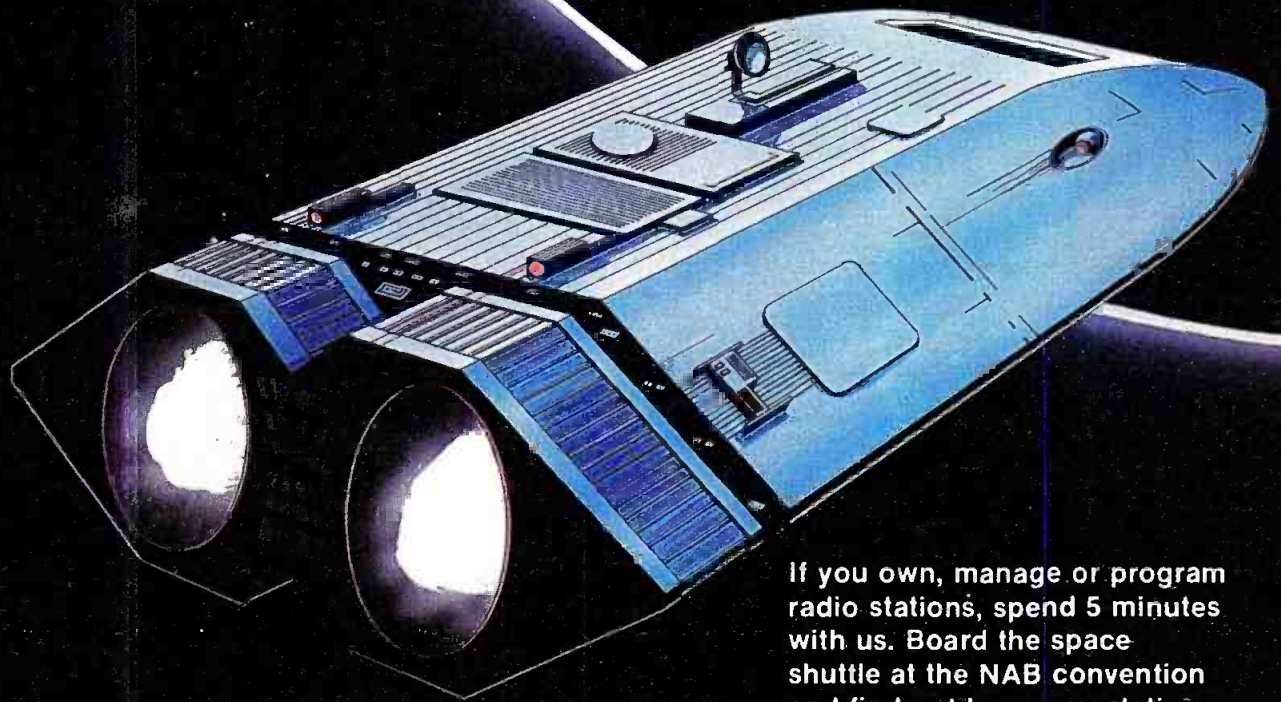
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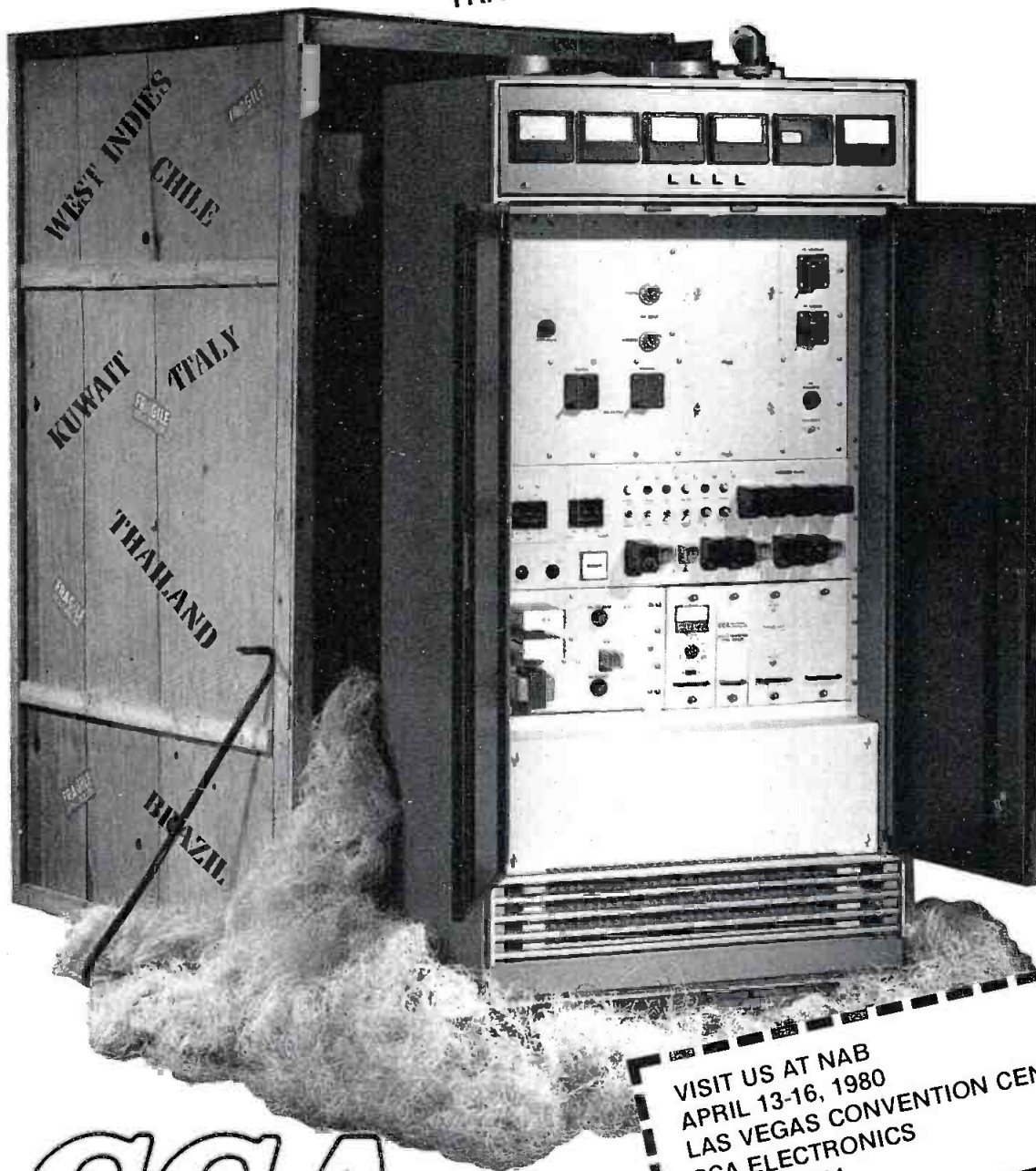
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5000-Plus effects generator that ABC used at the winter Olympics and that is capable of handling five video signals. Rumor also has it that Quantel will be showing a device that can electronically rotate a television picture 360 degrees.

NEC America also has a new digital effects generator that a spokesman says can handle two signals in its basic form or modified to handle as many channels as the customer requires.

Over-all, indications are that this year's show will be relatively quiet, but nobody is discounting the possibility that something big might break. Companies like Ampex and Sony are keeping a tight lid on what they'll have on the exhibit floor, and there is some talk of a one-tube ENG camera that may prove the impetus for a whole new generation of ENG cameras.

## Booth buys

The following companies will display their products and services in the convention center. New products are indicated by an asterisk. Other companies with only hospitality suites are listed beginning on page 146.

### Accurate Sound 214

Audio equipment. **Staff:** Ron Newdoll, Greg Wintrop, Irwin Dieal, Don O'Bella.

### Achro-Video International 1840

### Acrodyne 1105

5 kw UHF transmitter\*, 6 kw VHF transmitter, 1 kw and 100 w UHF translators. **Staff:** Marshall Smith, John Parke, Nat Ostroff, Dan Traynor, Ray Kiesel, Glen Hicks, Bill O'Neil, Brian Minot, Bob Newhook.

### Adcom Communications 1915

### Adda 1515

Electronic still processing systems, digital frame synchronizers, video compressor. **Staff:** William Hendershot, Jesse Blount, Hal Jones, Dick Strauss, Janet Peterson, Duane Tuttle, Sheila Holmes, Marty Frange, Joe Hanf, Mike Maldonado, Mike Tallent, Ron Long, Phil Girlinghouse, Sue Brempeles, Calvin Hoe.

### ADM Technology 1404

Audio consoles for radio, TV and production, associated components. **Staff:** Bob Bloom, Murray Shields, John Juhasz, Larry Mandziuk, Dan Kageff.

### Advanced Music Systems 1841

Digital audio processor, stereo digital delay, profanity delays, disk mastering. **Staff:** Ian Dunn, Ian Southern, Stewart Nevison.

### AEG-Telefunken 1403

Solid state FM transmitters, Pamtel AM transmitter\*, VHF and UHF studio links, portable audio mixer, program channel (digital and analog in mono and stereo), studio accessories. **Staff:** Harry Schmidt, Lal Basu, Thomas Walther, D. Ritchie, Fred Ziff, J. Graaff, H. Leutenegger, Dr. Rath, Mr. Hirt, Hugh Allan Jr.

### A.F. Associates 1119

Turnkey system design and installation, remanufactured quad VTR's, television blanking analyzer, international standards conversion\*. **Staff:** Arnold Ferolito, Louis Siracusano, Bill Ebell, Marty Irwin, Tom Canavan, Bud Pearson, Don James, Jim McGrath, Irv Pannaman, Ed Markline, Bob Butcher, Frank Buckwisch, Joe Puccio, Andre Macaluso, George Durso.

### Agfa-Geraert 1223

Audio and video tape. **Staff:** M. Curry, D. Rubenstein, R. Kleine, R. Kuhn, A. De Puzo, W. Bremer, L. Cummings, W. Landow.

### Allen Avionics 1633

Video delay lines and filters. **Staff:** Lester Jacobson, Al Remondino, John Sessoms.

### Allied Tower 109

AM, FM, TV and microwave towers. **Staff:** Jerry Bennett, Bud Duvall, Max Bowen, J.C. Smith.

### Allsop Automatic 1814

Videocassette recorder cleaner\*, cassette deck cleaner. **Staff:** Jim Allsop, Ron Morgan.

### Amber Electro Design 327

Audio test and measurement equipment. **Staff:** Wayne Jones.

### Amco Engineering 409

Modular cabinets and consoles, control desks. **Staff:** Floyd Johnson, Fran Willett, Chuck Mathias, Ed Houlihan.

### American Data 803

Video production systems, modular audio/video distribution switching systems, microprocessor-based automation systems for video production, master control, distribution and machine control\*, video, pulse and audio distribution amps. **Staff:** R.P. Roscher, Joe Ryan, Ed Miller, Bob Ridge, Jim Gardner, Bob Munzner, Dwight Wilcox, Don Cadora, Keith Emmons, Janet Fowler.

### American Quotation Systems 144

Communications equipment and services using FM SCA subchannels for transmission of data signals. **Staff:** Dean Robinson, Roger Ries, Joe Goggin, Corinne Matos, Dave Peterson.

### American Sign & Indicator 1900

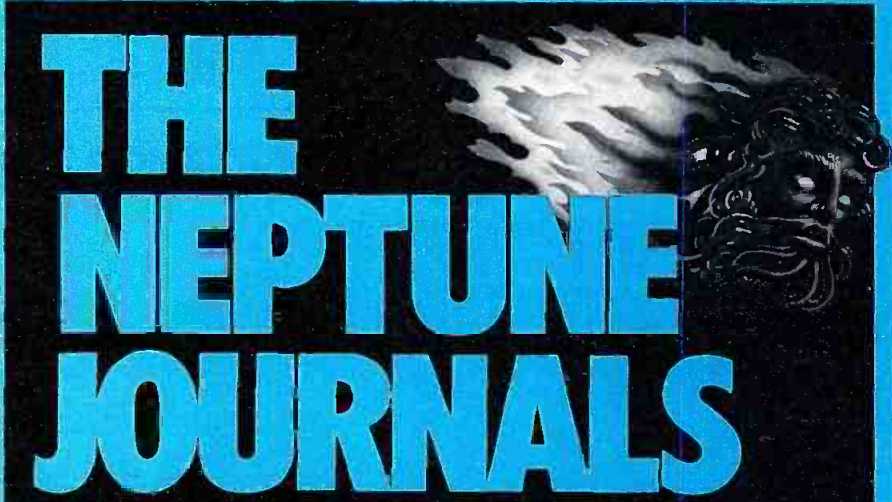
Indoor and outdoor electronic advertising signs and displays. **Staff:** Edmond Bruneau, John Kane.

### Ampex Electronic 805

Diode Gun Plumbicon television camera tubes, triode gun tubes. **Staff:** Kipp Rabbitt, Tony Seaton, Ralph Johnson, John Burrell, Ted Marchner, Stan Lovitz, Bob Carlin, John Kropp, Mike Roumeliotis, Jack Cagle, Joe Carroll, John Geiger, Herb Joly, Art Nehr, Jeff Brooke-Stewart.

### Ampex 702


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ing systems, broadcast cameras, audio recorders, digital video production system, professional audio and video tape. **Staff:** Donald Kleffman, Russ Ide, Roger Watson, Mark Sanders, Charles Steinberg, Perry Vartanian, Joch Diermann, Lee Cochran, Paul Baba, Tom Nielson, Frank Nault, Al Slater, Paul Hansil, Mike D'Amore.

**Ampro/Scully 102**

Ampro cartridge recorders/reproducers, AC and Microtouch consoles, Scully 280 and 250 series reel-to-reel recorders/reproducers. **Staff:** R.A. Meyer, Tom Creighton, Rich Potter, Mike Sirkis, Ray Teabo, Bill Hicks, John Cyr.

**Amtron 1830**

Color monitors. **Staff:** W.G. Widera, D.T. Johnston, G.J. Chellis, J.C. Sullivan, T.N. Washburn.

**Andrew 917**

Antennas. **Staff:** Edward Andrew, Robert Bickel, Geza Dienes, Jose Gonzalez, John Pryjma, William Moore, Carl Van Hecke, Woody Woodbury, Erik Engebrigtson.

**Angenieux 904**

Television camera lenses. **Staff:** Bernard Angenieux, Jean Moret, Andre Masson, Serge Dumartin, J.P. Naime, Harry Hopson, John Gibson, Charles Stampfli, Arthur Challinor, Bill Billson, John Wallace, Dick Putman, Bern Levy, Herb Van Driel, Ken Rice, Walter David, Jeff Giordano, Bill Turner, Tang Sum, Gordon Kane.

**Antiope Videotex Systems 1626A**

Teletext and videotex systems using TV or telephone networks, texts and graphics in colors, editing, multipage decoder and hard copy, multilingual captioning, down-loaded alphabets, telewriting. **Staff:** Pierre Gaujard, Jean Guillermin, Rene Desassis, Paul Soucasse, David Simons, Greg Harper, Michel Mauduit, Claude Sechet, Alain Poignet, Francois Renevier.

**Anton/Bauer 1617**

Batteries, chargers and accessories for ENG/EFP. **Staff:** George Bauer, Anton Wilson, Mary Bauer, Joe Lantowski.

**Anvll Cases 1626**

Heavy duty broadcast equipment transit cases. **Staff:** R.G. Hoopes, M.W. Thompson, M. Murphy, T. Ferguson, R. Phenicie, G. Bix, F. Ricatto, L. Dozier.

**Arriflex 1835**

Image stabilizer\*, HMI lights\*, Sachtler video camera support system. **Staff:** Volker W. Bahnmann, Richard B. Schreiber, Abbott Sydney.

**Arvin 1001**

Sat-Weather automatic color weather satellite receiver\*, Tel-Weather systems color video output of cities and geographic features\*. **Staff:** Jack Cauldwell, Dick Richards, John Saurenman, Jim Dalke, Ray Weaver, Patricia Larabee, Ken Lawson, Ron Carling.

**Arvin/Echo Science 1001**

Video frame store discassette recorder, slow motion NTSC recorder/reproducer. **Staff:** Dennis Shelton, Bill Nichols, Ray Williams, John Romanko, Jerry Dunn, Gary Guiffre, Carl James, Jim Blackie, Vince Kasprzak, Dwayne Meyer, Wally Baer, Chuck Perkins, Lloyd Duvall.

**Asaca 1421**

ASW portable production system, envelope delay, video sweep generator, color measuring set, digital pattern generator. **Staff:** T. Shigezaki, M. Kobayashi, K. Ezoe, C. Miller, R. Shult, R. Reilly, J. Kubit, Mr. Mizuno, K. Kashitani, K. Okabe.

**Audico 1902**

Audio and video\* tape cassette loading machines, rewinder/exerciser/timer\*, cassette labels, splicer, splicing blocks, razor blades, professional impulser, audio-visual filter set. **Staff:** William Hinkle, Norman Deletzke.

**Audi-Cord 319**

Cartridge recorder/reproducer. **Staff:** Carl L. Martin, Carl D. Martin, Harry Greuel, Delmar Rowe.

**Audio & Design Recording 211**

Ex-Press FM stereo limiter\*, Scamp signal processing system, Scamp Mini-rack portable signal processing system\*, Compex limiter\*, Vocal Stresser limiter/equalizer\*, paragraphic equalizer. **Staff:** Nigel Branwell, Chris Walden, Stuart McMillan.

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IT!**

The logo for Drake-Chenault, featuring the company name in a white, cursive script font inside a circular orange shape.

- Audio Kinetics 1841**  
Tape machine control specialists, SMPTE synchronizer Qlock, tape locators. **Staff:** Ian Dunn, Ian Southern, Stewart Nevison.
- Auditronics 404**  
Audio consoles. **Staff:** Welton Jetton, Steve Sage, Jim Woodworth, Betty Owen.
- Autogram 415**  
Consoles. **Staff:** Ernest Ankele Jr., Tad Derx, Neva White, DeLores Ankele.
- Automated Broadcast Controls 312**  
Jock assist stereo automation programmer, modular control system with logging, tone and generator controls, wideband modulation controller, microphone processor, random selector for multiple cartridge player, audio consoles. **Staff:** Terry Trump, Jack Neff, Mabel Nelson, Ken Strawberry, Ron Dagenais, Rick Choy, Tom Kitaguchi, Jack Hathaway, Martin Jackson, Rosell Heiman, Bill Davies, Jerry Lainer, Jose Arturo Fernandez, David Diels, John Nutting.
- Automated Music 410**  
**Staff:** Jimmie Joynt.
- Autotron/Automation Electronics 421**  
Radio business computer systems. **Staff:** Larry Zaiser, Jody Zaiser, Ed Reed, Tom Ransom, Richard Edyvean, John Allen, Gerry Williams.
- AVAB America 1600**  
FM 800 production sound mixer\*, modular dimmers\*, manual and computer-controlled lightboards, portable recording mixer, intercom system. **Staff:** Gert Hansson, Samuel Scripps, Rodger Payne, Sebastian Scripps, Roy Woodman, John Lobel, Dennis Dew, Emily Heshedahl.
- Bankers Trust 1911**  
Financial advice on mergers, acquisitions, divestitures, private placements, lease financing, management consulting. **Staff:** Christopher Shaw, Frank Calcagno, Herb Golden, Roberto Plaja.
- Basys 1701**  
News Fury computer system for broadcast news operations including script preparation, show formatting, rundowns, backtiming, futures, assignments, traffic, script archival. **Staff:** Scott Taggart, Ed Grudzien, Peter Kolstad.
- Beaveronics 1041**  
Video switching systems, clocks, video hum stop coils. **Staff:** John Busharis, Bob Striker, Bernie Wise, Mark Busharis.
- B.E.I. 801**  
Data-Prompter electronic prompting system using word processing and character generator\*, Video-Slate Board character generator-based electronic count down system\*, Weather-Message character generator\*, Auto-Light controls for film islands. **Staff:** Rod Herring, Jim Sherry, Don MacClymont, Don Lueders, Bernie Lipari, Dave Anderson.
- Belar Electronics Lab 134**  
Monitors for AM, AM stereo, FM, SCA and TV.
- Staff:** Arno Meyer, Allie Meyer, Dwight Macomber, Manny Krangel, Walter Voelker.
- Bell Helicopter Textron 1901**  
Jetranger III helicopter. **Staff:** Robert Edholm, Pat McGuire, Jim Beall, Ralph Helmericks, Bill Yarber, Gordon Moody, Frank Mustico, Ray Ingham, John Duhon.
- Berkey Colortran 1116**  
Lighting equipment, micro-computer lighting control, fixtures, location kits. **Staff:** Ken Boyda, Tom Pincu, Marion Rimmer, Paul Friedman, Franc Dutton, Jeff Sessler, Tim Richardson, Jane Gead, Charlie Davidson, Jim Munn, Mike Gresch, Ken Vannice, Tom Young, Alan Gooch, Silvio Massone.
- Bird Electronic 915**  
Instruments and components for RF power measurement including THRULINE wattmeters\*, RF Power Analyst\*, 80 kw load resistor\*, heat exchanger\*. **Staff:** G. Churpek, H. Heller, J. Ittel, L. Kuklinski, L. Lesyk.
- Blonder-Tongue Laboratories 1730**  
STV systems with BTVision encoder/decoder, flat rate decoders, addressable decoder\*, Interfaces for remote STV/TV controls, external speaker output, hi-fi speaker system and dual TV viewing. **Staff:** Issac Blonder, Jerry Schwartz, Stan London, George Bahue, Kant Mistry, Martin Eggerts, Andrew Rybicki, Ben Tongue.
- Bogner Broadcast Equipment 1325**  
VHF and UHF antennas, circularly polarized FM and TV antennas, MDS antennas. **Staff:** Richard Bogner, Leonard King, Robert Piano, Debbie King, Kathy Piano.
- Bonneville Broadcast Consultants 136**  
Program Management System, program formats (beautiful music and adult contemporary), radio management consultation. **Staff:** Marlin Taylor, Frank Murphy, David Pollei, Vladimir Nikanorov, Walter Powers, Joe Capobianco, Jeffrey Mathieu.
- Bonneville Data Systems 321, 929**  
Automated broadcast computer systems, teletext systems. **Staff:** David C. Finley, Stephen Seastrand, Nancy Coffeen, Rane Barsanti, Luana Law, John Cocanour, Daniel Merklng, David Walnes, Lane Fawcett, Jack Homeyer, Paul Peterson.
- Boston Insulated Wire & Cable 1011**  
Cable assemblies for broadcast cameras, fiber optic camera cables\*. **Staff:** Jack Leonard, Dick Kruger, Al Garschick, Steve Adams, John Hathaway, Ed Ladesic, Hubert Coombs.
- Broadcast Cartridge Service 325**  
Cartridges, accessories, cartridge reloading service. **Staff:** Bryant Ellis, Karlne Ellis, David Wescott.
- Broadcast Electronics 304**  
Dual tone generator for reel-to-reel tapes\*, 10 mixer stereo audio console\*, cartridge tape machines, audio consoles, automation systems, audio and studio accessories. **Staff:** Lawrence Cervon, Curt Kring, John Burtle, Carl Fosmark, Joe Engle, Bob Davis, Dow Jones, Barry Howard.
- Broadcast Management Concepts 419**  
Computer systems, music research and selection. **Staff:** Tom Haag, Chuck Tripp, Jim Anderson, Frank Crane, Gary Dancy, Dave Wolfenden, Larry Grannis, Ron Romine, Carol Munson, Tim Ives, Carol Heppert, Lynda Tennyson.
- Broadcast Music Inc. 148**  
Music licensing. **Staff:** Edward Cramer, Russ Sanjek, Edward Molinelli, Lawrence Sweeney, Alan H. Smith, Paul Bernard, Jack Kerrigan, John Alves, Edward Chapin.
- Broadcast Programing International 316**  
Syndicated music programing service for automated and live-assist in 10 formats, either personality-announced or unannounced. **Staff:** Kemper Freeman Jr., John Iles, David Lindsay, Jane Kindred, Bob Concie.
- Broadcast Video Systems 1631**  
BAL low pass video filters\*, BVS variable line selector\*, Cox rotary effects generator\*, Cox color balance corrector\*, Cox NTSC encoder, BAL video delay lines, Electronic Visuals waveform and vector monitors, BVS safe area generator and pulse width measuring set, Telcom SMPTE time code equipment. **Staff:** Bert Verwey, Jill Verwey, Terry Cribbey, John Spiker, Tom Pressley.
- BTX 1501**  
Full line SMPTE (audio and vertical interval) generator reader display, synchronizer control editor, and video control/synchronization/editing. **Staff:** Ronald Barker, Beverly Waters.
- Burns Auditronics 1906**  
Microphones, headphones, stands, infrared systems. **Staff:** Norm Wieland, Robert Lowig.
- Cablewave Systems 1323**  
Transmission line systems, coaxial cable and elliptical waveguide, RF connectors, microwave antennas, pressurization equipment. **Staff:** William Meola, Ken Robinson, Doug Proctor.
- California Microwave 156**  
Small aperture terminals for satellite radio broadcast and wire service distribution. **Staff:** Jim Smith, Herb Granger.
- California Switch & Signal 418**
- Cambridge Products 1614**  
BNC connectors. **Staff:** Alan Horowitz, Joyce Johnson.
- The Camera Mart 1406**  
**Staff:** Samuel Hyman, Paul Meistrich, Shelly Brown, Herb Browning, Jeffrey Wohl, Ken Seelig, Harold Rainey, Mark Hyman, Leo Rosenberg.
- Canadian General Electric 1419**  
High- and low-band VHF transmitters\*, low power UHF transmitter, translators, VHF antennas. **Staff:** Peter Balodis, Rosalyn Beaudoin, Ray Jonnason, Lewis Page, Lew Spence, Al Stevenson, John Tucker, Clyde Turner.
- Candex Pacific 1800**  
Microcomputer encoder/decoder remote con-

- trollers for VTR's\*, self-powered video and audio distribution amps\*, microprocessor-based memory lighting control system and dimmer packs\*, remote-control four color filter changer accessory for studio lights\*, custom engineering, computer programing and software services, technical consulting and new-product development services. **Staff:** George Sidline, Sherman Duck, Linda Paul, Derek Tugwell, John Loder.
- Canon U.S.A.** 902  
Studio and ENG lenses. **Staff:** J. Keyes, B. Connelli, J. Wenzlaff, M. Momosawa, M. Miyaoka, T. Sakunai, K. Morishima, K. Saotome, Y. Suguri.
- Capital Magnetic Products** 504  
Cartridges, stereo phase cartridges, high output-low noise tape. **Staff:** John Apsitis, Ralph Cousino, Natalie Goss, Ed Grant, Larry Hockemeyer, Bud Jackson, Ed Khoury, Tom Neuman, Harvey Pond.
- CaVox Stereo Productions/Tape-Athon** 164  
Eight radio programing formats, library service, Programmer IV background music center\*, multi-cassette intersperser, amplifier. **Staff:** Lee Tate, Paula Tate, Robert Mayfield.
- CCA Electronics** 501  
AM, FM, TV transmitters including ST-25 25 kw FM transmitter\*. **Staff:** R.N. Groves, J. Con-salvi, E. Pezirtzoglou, S. Gobbi, A. Sottysiak, R. Bousman, D. Orienti, C. Ogle, J. Ott, H. Anderson, G. Spyrou, D. Susini, Carlos Caballero, P.R. Fermaintt, E. Lauman.
- Ceco Communications** 1014  
Electron tubes, transistors, solid state replacement rectifiers, RCA transmitter parts. **Staff:** Ernie Cheslow, Lew Levinson, Larry Dalis.
- CEI** 1108  
310 EFP camera, self-contained camera with microprocessor technology\*. **Staff:** Al Jensen, Homer Hull, Dave Lindsey, Chuck Headley, Harvey Ray, Len Adler, Bill Reister, Joe Pipala.
- Central Dynamics** 1015  
Production switchers, master control systems, automation equipment, machine and pulse delegation systems, video, pulse, transmission and processing amplifiers, extended effects generator, chroma keyers, audio amps. **Staff:** A.C. Boland, B. Tee, G. Pugh, J. Barker, J. Bastien, P. Symes, L. Hargreaves, J. Morrison, D. Deberadinis.
- Centro** 1832  
Remote Television production vehicles. **Staff:** Jon Munderloh, Darrell Wenhardt, Fred Powers, Harriett Smith, Mike Podsaidy, Wayne Opperman, Rex Reed, Jack Klepper, Jorge DeTurris, Keith DeBelius, Jeff Harland, Ken Wright, Brett Lukes, Francine Staysa, Charles Richards.
- Century 21 Programing** 313  
Radio programing services for automation and assisted-live in various formats: top 40, album rock, adult contemporary\*, MOR, country and beautiful music\*. **Staff:** Tom McIntyre, Dave Scott, Earl Bullock, Tom Copeland, Dick Maynard, Tommy Walker, Mike Haile, Dan Rau.
- Cetec Broadcast Group** 305  
FM exciter\*, audio consoles\*, automation systems, Centurion audio console, studio-remote package, FM and TV antennas, FM transmitter. **Staff:** Ken Leondar, Andy McClure, Bob Richards, Fred Barbaria, Sam Lane, Jim Oliver, Jeff Koester, Jim Collins, Jerry Clements, Doug Sterne, Jim Zache, Mike Shafer, Bob Dix, Jim Smith, Ethan Harris.
- Cetec Vega** 1023-A  
Models 80 and 81 hand-held wireless microphones. **Staff:** Paul Baughman, Jack Daniel, Ernie Pappenfus, Ray Edwards, Bill Sien.
- Chase Media** 119  
Computerized traffic, billing and financial system, music format control system. **Staff:** Steve Vaughn, Bruce Crowther, Randy Chase, Bob Scott.
- Christie Electric** 1002  
Reflex-20 burping charger, automated sequencer for battery charging. **Staff:** Tom Christie, Fred Benjamin, Tim Roberti.
- Chyron Telesystems** 1407  
Remote graphic unit\*, cassette cleaner and evaluator. **Staff:** David Buckler, Ron Wilko, John Starosky, Joe Scheuer, Roi Agneta, Bill Hendler, Tom Oliveiro.
- Cine 60** 1126  
Sequential fast charging system for Nicad batteries, Nicad battery dememorizers, Nicad battery car fast chargers, direct replacement Nicad batteries, battery paks, on-board Nicad batteries for all ENG cameras, Sun-gun lights and kits, HMI 200 w 30 VDC compact lights. **Staff:** Bob Kabo, Evan Green, Don F. Civilillo, Paul Wildum.
- Cinema Products** 1417  
Co-ax digital remote control for ENG/EFP cameras\*, NEC ENG/EFP cameras\*, Steadicam video/film camera stabilizing system, GSMO cassette-load 16 mm production camera, CP-16R reflex 16 mm production camera, UIF-16 upright/flatbed 16 mm editing console, RDS/HMI Fresnel spot lights\*, Bublelite softlite kit\*, Camraprompter camera prompting system\*, fluid head tripods, Ultra T ultra fast prime lenses for 16 mm cinematography, camera accessories. **Staff:** Ed DiGiulio, Don Dunbar, Peter Waldeck, Vern Bushway, Bob Auguste, Ed Clare, Susan Lewis, Ray Tam-ba, Charles Lipow.
- CMC Technology** 1622  
Refurbished quad video heads, video accessories including velocity error corrector, auto equalizer, DG channel amplifier. **Staff:** Willard Bell, Tony Mlinaric, Bill Fitts, Fred Koehler, Tommy Thompson, Sam DePino, Roy Holmes, Ted Emm, David Zimmerman.
- Cohu** 900  
Telecine, film chain island, matting camera, broadcast monochrome monitors. **Staff:** W.S. Ivans, Jim Barnes, Al Zoller, Bill Leahy, Sam Pec, Wayne Kennedy, Chuck Dyer, Gene Crow, Neil Edwards, Fred Parker, Dick Hiatt, Robert Congdon, Mike Bozzuto.
- Colorado Video** 1023  
Slow scan television. **Staff:** Glen Southworth, Wyndham Hannaway, Jim Dole, Patty Nettles, Dave Nettles.
- Comark Communications** 1315  
Diplexers, filters, couplers, transmission line, waveguide components, FM antennas, UHF and VHF transmitters, exciters, turnkey systems. **Staff:** Richard Fiore, Leroy Wallace, David Smith, Chuck Alton, John Marinake, Richard Fiore Jr., William Yorns, Duncan Smith.
- Commercial Electronics** 1108  
Modular color TV cameras. **Staff:** Homer Hull, Al Jensen, Chuck Headley, Len Adler, Dave Lindsey, Harvey Ray, Andrew Mellows.
- Compact Video Systems** 1525  
Production vans and trucks, power generators, transportable earth stations, production studio design and installation, mobile units. **Staff:** Oscar Wilson, Bob Seidenglanz, Ken Gustafson, Bob Manahan, Pete May, Sam Wright.
- Comprehensive Video Supply** 1817  
Pag Power battery belts and portable lighting systems\*, Bilora fluid-effect tripods for ENG/EFP and small studio use\*, belt-mounted mike mixer\*. **Staff:** Marc Plitt, Skip Dunn, Oscar Bronfman, Glyn Powell-Evans, Chrispin Rhodes, Tony Santos, Jules Leni, Frank Wellink, Tedd Jacoby.
- Compucon** 1919  
Communications engineering services including satellite earth station placement and coordination, microwave frequency coordination, spectrum measurement and RFI studies. **Staff:** Dan Yost, Jerry Williamson, Paul Wagner, Dave Mason, Dick Coupe.
- Computer Concepts** 168  
Computer systems for broadcast traffic and accounting functions, program automation equipment interface\*, word processing\*. **Staff:** Greg L. Dean, Klover J. Iverson, Loren Wibben, John Clark, Walter Dean, Grant Cowan.
- Computer Image** 1016  
**Computer Management Systems** 128  
Broadcast Management Information System covering radio-TV sales, traffic, billing and accounting. **Staff:** Myron Keeney, Jack Carnegie, Sally Huffine, Suzi Ross, Jerry Troxel.
- Comrex** 105  
Studio/telephone conferencer integrator\*, low frequency extenders, ENG equipment, cue systems, TV aural monitors, wireless microphone system, RF repeater systems. **Staff:** John Cheney, Lynn Distler, Maurice Fitzgerald, Timothy Brown, Erik Thoresen.
- Comsearch** 1604  
Satellite earth station placement, frequency coordination and RFI measurements, STL and microwave frequency assignment, point-to-point microwave frequency coordination, computer systems software development. **Staff:** Harry Stemple, Kurt Oliver, Jim Fitzgerald.

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- Concept Productions 326**  
Voice-tracked radio program formats including adult contemporary, adult rock, album rock, country. **Staff:** Dick Wagner, Mary Wagner, Dale Tucker, Sharon Stiles.
- Conrac 809**  
Color and black and white TV monitors. **Staff:** B. Hickox, J. McClimont, F. Heyer, C.D. Beintema, W. Ems, J. Keenan, F. DuVal, B. Mitchell, M. Warnick, J. Grayson.
- Continental Electronics 101**  
AM transmitters and related RF equipment. **Staff:** J.O. Weldon, M.W. Bullock, Vernon Collins, W.D. Mitchell, R.L. Floyd, Everett King, Ray Tucker, Joe Sainton, Steve Claterbaugh, Gary Cuesta.
- Continental Plastic Card 123**  
Marketing promotion involving logo cards giveaway. **Staff:** Bob Gordon, Pam Gordon, Norm Levy, Ann Levy.
- Control Video 1633-A**  
Microprocessor control unit\*. **Staff:** Larry Seehorn, Richard Olney, Bruce Raddatz, Michael Goddard.
- Convergence 704**  
Microprocessor-based editing system with plug-in compatibility to 3/4-inch U and 1/2-inch cassette recorders\*, antimate remote control. **Staff:** Frank Logan, George Bates, Deborah Harter, Rush Hickman, Doug Tao, Richard Moscarello, Patrice Garner, Skip Breeden, John Campbell, Dennis Christensen, Steve Pequignot, Max Ellison.
- Cool Light 1949**  
Lighting systems. **Staff:** George Panagiotou, Gary Gross.
- Coreco Research 158**  
Wireless intercom set, touch alarm, therapeutic massager. **Staff:** William Zimmerman, Alice Alexander, Marie Chirillo.
- Corporate Communications Consultants 337**  
Consulting services in engineering, facility design and custom service for TV post-production, microprocessor control color correction and image processing device. **Staff:** Armand Sarabia, Stanley Chayka, Kenneth Huldgtren, Doris Chayka, Nancy Chayka.
- Crosspoint Latch 1635**  
Video production switchers, sync generators including 6124 switcher\*, 7200 auto drive computer controlled effects\*, 6118 production switcher with automatic color phasing\*. **Staff:** H. George Pires, T. Winston Pires, Michael Molinard, Nick Accardo, Scott Rae.
- CSI Electronics 106**
- Custom Business Systems 115**  
Radio business computer system. **Staff:** Jerome Kenagy, Steve Kenagy, Wes Lockard, Kay Bowman, Ginger Pinson.
- Bill Daniels Co. 1717**  
Customized catalogs of equipment and accessories for dealers in broadcast, audio-visual, CCTV and security industries. **Staff:** Bill Daniels, Kathy Daniels, Terry Lee Allen, Mac McCaskill.
- Data Communications/BIAS 1033**  
Computer services for radio and TV. **Staff:** Norfleet Turner, Scott Pierce, Bill Boyce, Dorothy Simon, Madeline Simonetti, Carol McInnis, Patti Coleman, Julie Judkins, Sara Lipsey, Steve Price, Dwight Drinkard, Greg Calhoun, John Moore, Rich Frerker, Morrie Beitch, Glenn Taylor.
- Datametrics 1505**  
SMPTE time code generators, time code readers, video character generators, digital clocks. **Staff:** Walter Hickman, Malcolm Green.
- Datatek 1227**  
Video, audio and time code routing switchers, TV transmitter color phase equalizers, video sweep generators, envelope delay test sets, distribution amps for video, audio, pulse and time code. **Staff:** Mervyn Davies, Bob Rainey, Rob Rainey Jr., Allen Witheridge.
- Datatron 1205**  
Editing systems including Vangard, five-VTR editor\*, video production switchers\*. **Staff:** Herbert Perkins, Jerry Hudspeth, Donald Coker, William Huggins, Gary Rosenzweig.
- D-B Electronics 132**  
Two-deck tape cartridge recorder/reproducer\*. **Staff:** David Durst, Clifford Ratliff, Mary De Simone.
- Delta Electronics 400**  
Automatic power controller for FM, frequency modulation controller, RF ammeters, remote control systems, digital and analog antenna monitors, amplitude modulation controller, coaxial transfer switches and control panels, operating impedance bridges, common point impedance bridge, receiver/generator, directional antenna phase and amplitude sampling transformers, integrated buffer amplifiers, remote meter panels, digital panel meter. **Staff:** Joseph Novak, John Bisset, John Wright, Stephen Kershner, Charles Wright, Russell Geiger, Thomas Wright, William Fox.
- DeWolfe Music Library 1618**  
Production music and sound effects libraries, four hours of light contemporary and upbeat sounds\*. **Staff:** Larry Kessler, Andy Jacobs.
- Dictaphone 201**  
Logging recorder/reproducer. **Staff:** Gordon Moore, Richard Magnuson, Michael Fahey, Frank Brown, Richard Morgan, Donald Bush.
- Dielectric Communications 1507**  
Waveguide and accessories, RF switches and patch panels, RF load and wattmeters. **Staff:** H. Acker, S. Thomas, S. Smith, C. Plummer, S. Dickinson, L. Waterhouse, G. Edson, R. Eske-land.
- Digital Video Systems 1101**  
Time base correctors, frame store, synchronizers. **Staff:** Brian Barney, Bob Bergstrom, Gerald Chan, Richard Kupnicki, Steve Lawrence, John Lowry, David Lowry, Bob



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- Mangrain, Gisela Morgan, Ben Tsai, Brian Veale, Richard Voigt.
- Di-Tech 1408**  
Staff: George Petrilak, Tony Bolletino.
- Dolby Laboratories 206**  
Noise reduction for videotape recorders, Dolby FM processor. Staff: Tim Prouty, Ken Fay, Robert Peterson, David Robinson, Ioan Allen, Hank Bottino, Douglas Greenfield.
- Drake-Chenault 116**  
Custom jingle packages. Staff: Gene Chenault, James Kefford, Buddy Scott, Denny Adkins, B.J. Anderson, Allen Collier, Chuck Rockhill, Bob Ardrey, Bob Harris.
- Victor Duncan 1130**  
Video and motion picture production equipment services. Staff: Alan Sheffield, Tom Kraemer, Scott Kieffer, Bill Cataldo, Norm Bleicher, J. Bleicher, Victor Duncan, Lee Duncan, Dan Garcia, Frank Marasco, Kenneth Fretz.
- Dynacom International 1034**  
Encode/decode system for over-the-air TV scrambling. Staff: Robert Payne Sr., Charles Henry, Patricia Payne, Peter Vickers, Michael Oberbauer, Ted Hogencamp, Robert Payne Jr.
- Dynair Electronics 811**  
Broadcast and CCTV equipment including routing switchers, video distribution and equalizing equipment\*. Staff: E.G. Gramman, R.N. Vendeland, H.J. Maynard, R.A. Jacobs, K. Porter, J. Baron, J. Hansen, T. Meyer, E. Jett, Mr. West, P. Lynch.
- Dynasciences 1103**  
Staff: J.M. Samony, B. Flori, T. Flori, J. Papiro, T. Nicholas.
- Eastman Kodak 1118**  
Technical assistance for optimum display or transfer of film via telecine. Staff: K.M. Mason, W.A. Koch, A.D. Bruno, H.T. Sweeney, W.H. Low Jr., T.J. Hargrave Jr., R.F. Crowley, O.E. Finley, R.T. Ryan, T.F. O'Loughlin, C.J. Crane, C.M. Hotchkiss, L.F. Coleman, M.H. Groth, M.E. Johnson, J.F. Teahan, E.V. Knutsen, R.M. Hoff, J.F. MacKay, G.L. Borton, R.G. Hufford, C.W. Kemmerer.
- Editall 223**  
Professional splicing systems for audio and video formats. Staff: Richard Bonney, David Lane.
- Edutron 1714**  
Video time base correctors. Staff: Dave Comstock, Virgil Lowe, Phil Lausier, John Blum, Frank Culotta, Bruce Dawson, James Grunder, Bob Hawkins, Paul Jones, Kodo Kawamura, Chuck Lange, Len Pinkowski, Jim Schroeder, Don Thomsen, Fran Valenti.
- EEG Enterprises 1843**  
Closed captioning equipment including encoders, decoders. Staff: Ed Murphy, Bill Posner.
- EEV 908**  
Electron tubes including Leddicon and Vidicon TV camera tubes, character display tubes, klystrons. Staff: P. Plurien, M.P. Mandl, D. Farrar, M. J. Pitt, R. Betts, C. Shellenberger, R. Knowles, H. Kozicki, R. Bossert, D. Rose, R.H. Parkes, E. Sondek, A. Ferry.
- Eigen Video 1215**  
Color disk recorder for electronic slides and slow motion. Staff: Jim Hebb, George Foster, Hans Van Der Veen, Bob Sand, Bart Berens, Bob Bowes.
- Elcom Specialty Products 506**  
Automatic gain control amp, dual spectrum peak limiter, FM wide band composite limiter, tower light flasher and control, AM modulation processor. Staff: Paul Gregg, Robert Hopkins.
- Electro Controls 1411**  
Lighting and control systems. Staff: John Steck, Will Wiggins, Dan Garrison, Jack Johnson.
- Electrohome 1003**  
Monochrome video monitors for digital, VTR, display, studio and industrial monitoring, educational broadcast and surveillance systems. Staff: Brian Gregg, Laird Weagant, Gordon Riggs, Walter Kurz, Michael Bensusan, Donald Harrold, H.H. LaPier, Terry Schmidt, Eldon Giles.
- Electro Impulse Laboratory 931**  
RF dummy loads, attenuators, baluns, power meters, colormeters. Staff: Mark Rubin.
- Electronics, Missiles & Communications 1017**  
Television transmitters, translators, ITFS and MDS equipment. Staff: Steve Koppelman, Frank Misso, Jim DeStefano, John Saul, Perry Spooner, Bill Price, Ron Merritt, Bob Luka, John Oros, Pat Loughboro, Steve Hagans, Nancy Hagans, Elaine Bankes, Fran Shinglock, Kay Krull.
- Electro & Optical Systems 1620**  
Color monitors, monochrome monitors, portable time code generators, time code machine synchronizers, time code calculators, peak program meters, vectorscopes, waveform monitors. Staff: M.L. Paull, A. Maurice Evans, D. Power, P. Welcome, W. Bottomley, Keith Campbell, Eric Grant, Tim Bowland, Bill Trevelyan, Rudi De Becker, Jos Helewaut, Dirk Decock, Rik Joye, Philippe Vantomme, Roos Maes, Camille Kooyman, A. Pauwels, B. Vandenbulcke, J. Beel, E. Deguffroy.
- Electro Voice 1032**  
Microphones, monitor speakers. Staff: Greg Silsby, Travis Ludwig, Glen Meyer, David Rothfeld.
- Emergency Alert Receiver 1807**  
EBS tone-activated AM and FM receivers. Staff: Jack Bergman.
- EMS/Unemco International 1719**  
RES-Q II command control center\*, videotape editing equipment. Staff: Lee Marvin, Gerald Matson, David Cullen, Lawrence Hicks, DeWitt Smith.
- E-N-G 1637**  
ENG vans, trucks and production units. Staff: Jack Harris, Ted Kendrick, Dave Phillips, John Harris.
- Enterprise Electronics 1820**  
Color weather radar. Staff: Neil Braswell, Charles Jeter, Rick Braswell.
- ESE 1023-B**  
Solid State digital clocks and timers, master clock systems, programable timers, time code readers, digital time code generator/reader for audio tape machines.\* Staff: Jerry Johnson, Bob Mayers, Diane Johnson, Jan Meyers.
- facts: Marketing & Economic Research 180**  
Radio Audience Profile qualitative market reports\*. Staff: Tom Hays, Bennett Griffin.

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**Farinon Video 1303**

ENG miniature portable microwaves, ENG central receivers, STL and TSL microwave links. Staff: Cliff Fields, George Maier, Jorgen Bistrup, Jim Murray, Don Littleton.

**Faroudja Laboratories 1712**

The Image System automatic video signal enhancement and noise reduction system, comb filter separators. Staff: Yves Faroudja, Isabell Faroudja, Michael Boland.

**Farrtronics 1723**

Intercom systems, party line communication systems, audio patch fields, audio distribution amps and packages. Staff: Norm Farr, Ron

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**Fernseh 1208**

Video tape machines, digital telecine, automatic one-inch multicassette VTR, character generator, studio cameras, VTR editing systems, switchers, broadcast monitors, film camera, noise filter. **Staff:** W. Paul Warnock, Robert Pfannkuch, Hans Groll, O. Oechsner, Dietmar Zieger, Don Rhodes, Fred Bundesmann, Scott Bosen, John Lynch, John Webb, Herman Zickbauer, Herman Klein, Alan Schoenberg, Davisson Spindle, Mike Richardson.

**Fiberbilt Photo Products 1733**

**Staff:** Mr. and Mrs. A. Ernst, L. Yarmus, A. Silverman, P. Lowman, Mr. and Mrs. F. Abeles.

**Fidelipac 204**

Tape cartridges, on-air recording lights, cart storage racks, alignment tapes and gauges, audio and video bulk erasers, wow & flutter meters, high-output low-noise and standard cartridge tape, removeable cart labels, delay carts. **Staff:** Arthur Constantine, Frank DiLeo, Daniel McCloskey, Robert Thanhauser.

**Film/Video Equipment Service 1818**

Schneider sealed lead acid battery for film and video cameras\*, Cinema Products MNC-71-CP video camera, Cameraprompter\* and HMI lights\* **Staff:** Dean Schneider, Jerry Schneider, Terry Buchanan, Darrell Reynolds.

**Flash Technology 1128**

High intensity tower lighting. **Staff:** Fred Gronberg, Lew Wetzel, Don Rowe, Stan Kingham, Dennis Buckland.

**For-A-Company 1826**

Time code generators, cue sheet displays, video writer, character generators.

**Frezzolini Electronics 1608**

Frezzi On-Board batteries for ENG color cameras, 16 mm camera, lights. **Staff:** James Crawford, Jack Frezzolini, Jack Zink.

**Fujinon Optical 1217**

High resolution lenses for computer color cameras\*, BCTV lenses, ENG/EFP lenses. A17 x 9 ERM with teleconverter and wide angle converter\*, A22 x 12.5 with built-in 2x extender\*, A12 x 9 ERM with 2.2 x extender\*, A14

x 9.5 ERM with wider angle fl. 7\*, B10 x 11\* and B12 x 9\*. **Staff:** F. Nakajima, J. Dawson, M. Russin, H. Minoshima, D. Bastello, J. Newton, M. Ebisawa, T. Sumiya, E. Tadokoro, D. Cooper, K. Tindall.

**Fuji Photo Film 1307**

2-inch quadruplex videotape, 1-inch high density videotape, 3/4-inch U-matic videocassettes, 1/2-inch VHS and Beta videocassettes, video head cleaning cassettes for VHS and Beta, fire retardant shipping cases. **Staff:** John Dale, Steve Yoneda, Margaretha Bystrom, Tom Ushijima, Robert Gargus, Richard Corrigan, John Walsh, Jerry Lester, Robert Kuczik, Stan Risetter, Peter Arsenault, Marty Brehm, Len Stein, Paul Kaufman, Ted Meisel, Al Bedross, S.P. Henderson, Mr. Nakamura.

**Alan Gordon Enterprises 1317**

Elemack cricket dolly. **Staff:** Grant Loucks, Ted Lane, Tony Zaza, Les Drever, John Chiles.

**Gardiner Communications 1828**

Satellite earth stations, receivers, low noise amplifiers, Channelcue programable video/audio switcher, DC power supply. **Staff:** Wally Briscoe, Clifton Gardiner, Charles Downing, Ec Thorne.

**Garner Industries 1100**

Bulk erasers for audio and videotape, high speed reel-to-reel audio tape duplicator, one-inch videotape bulk eraser\*. **Staff:** Philip Mullin, Bruce Alderman, Don Becker.

**General Screen Printing 434**

Bumper stickers, decals, posters. **Staff:** Paul Neuhoff.

**Glentronix 1643**

Time code generators, readers and calculators, side band analyzer, logic analyzer, audio patch panel. **Staff:** Thomas Pressley, Debra Carter, Lucille LeBlanc, Tom Banting, Sandy Banting.

**The Graphic Express 1908**

News set design, slide service, graphic service\*, animated graphics. **Staff:** Byron Andrus, Dave Hooganakker, Dan Hones, Dick Bunnell, Peggy Hansen.

**The Grass Valley Group 1210**

Audio multiplex system\*, production switcher

with Mark II digital video effects\*, post-production switcher\*, audio E-MEM effects memory system\*, PAL video processing system\*, production switchers, master control switchers, routing switchers, broadcast automation, video processing and distribution equipment. **Staff:** Bob Cobler, Bob Webb, Len Dole, Mike Betts, Roger Hale, Danny Antonellis, Larry Ehnstrom, Don Schlichting, Don Bowdish, Doug Buterbaugh, Tom O'Conner, Tom Sleeman, Karen Mills, Dwuan Watson, Louis Swift.

**The Great American Market 1628**

Excalibur cases, RDS HMI lights. **Staff:** Joseph Tawil, Andrea Tawil, Mofid Bissada, Nuella Armbruster, John Gresch, Joe Byron, George Gill, Mr. Ryu, Mr. Harada, Mr. Yamaura.

**David Green Broadcast Consultants 148**

Sperry weather radar\* **Staff:** David Green, Art Reed, Robert Murphy, Greg Happel.

**Gregg Laboratories 403**

**Groton Computer 118**

Automated or computerized business systems. **Staff:** Richard Salews, Alice Wilcox.

**Hallikainen & Friends 514**

Television audio system with audio-follow, program logging system for FM and TV, digital telemetry adapter for Moseley TRC-15A, microprocessor transmitter logging and control system\*. **Staff:** Harold Hallikainen, Gerry Franke, Frank Calabrese, Len Filomeo, Eric Dausman.

**Harris 301**

AM, FM, TV equipment including transmitters, audio control consoles, audio processors, tape cartridge systems, FM antennas, TV antennas, audio amps, AM stereo, satellite earth stations\*, FM-100K FM transmitter\*, AM-90 AM modulation monitor\*, cameras, IRIS electronic slide and TV frame storage system\*. **Staff:** G.T. Whicker, E.O. Edwards, D.F. Maase, J.F. Delissio, J.A. Summers, W.J. Lee, A.Q. Crego, F. Santucci, W. Curtis, K.R. Schwenk, J.T. Ash, J.L. Preston, J.W. Ariana, M.H. Montgomery, E.S. Gagnon.

**Harrison Systems 507**

Analog/digital music recording console, video/film post production console, mobile post production/scoring console. **Staff:** Thomas Piper, David Harrison, Brad Harrison, Tom Irby, Dan Gwynne, Dave Purple.

**Karl Heitz 1809**

Gitzo tripods, monopods, cine/video heads, levelling balls for cine/video/fluid heads, counter-balanced heads, dollies, light stands, fishpoles for microphones, Pathe film cameras, lenses and magazines, Kinoptik apochromats for 16 mm/video cameras. **Staff:** Karl Heitz, Barbara Richard, Betty Lobit, Ricardo Guerrero, Diane A. McNally, Ken Bannister.

**Hitachi Denshi America 1115**

Color television cameras, studio equipment, one-inch VTR. **Staff:** Mike Monk, Jack Breitenbaucher, Bernie Muzelle, Joe Battali, Steve Sedoff, Nick Pisciotta, Barry Hettinger, Jerry Brinacombe, Bill Weston, John Stead, Gary Carter, Bob King, Mark Rogers, Bobby Maxwell, Jim Zimmerly, B. Valles, Tim Rasmussen, Ken Bass.

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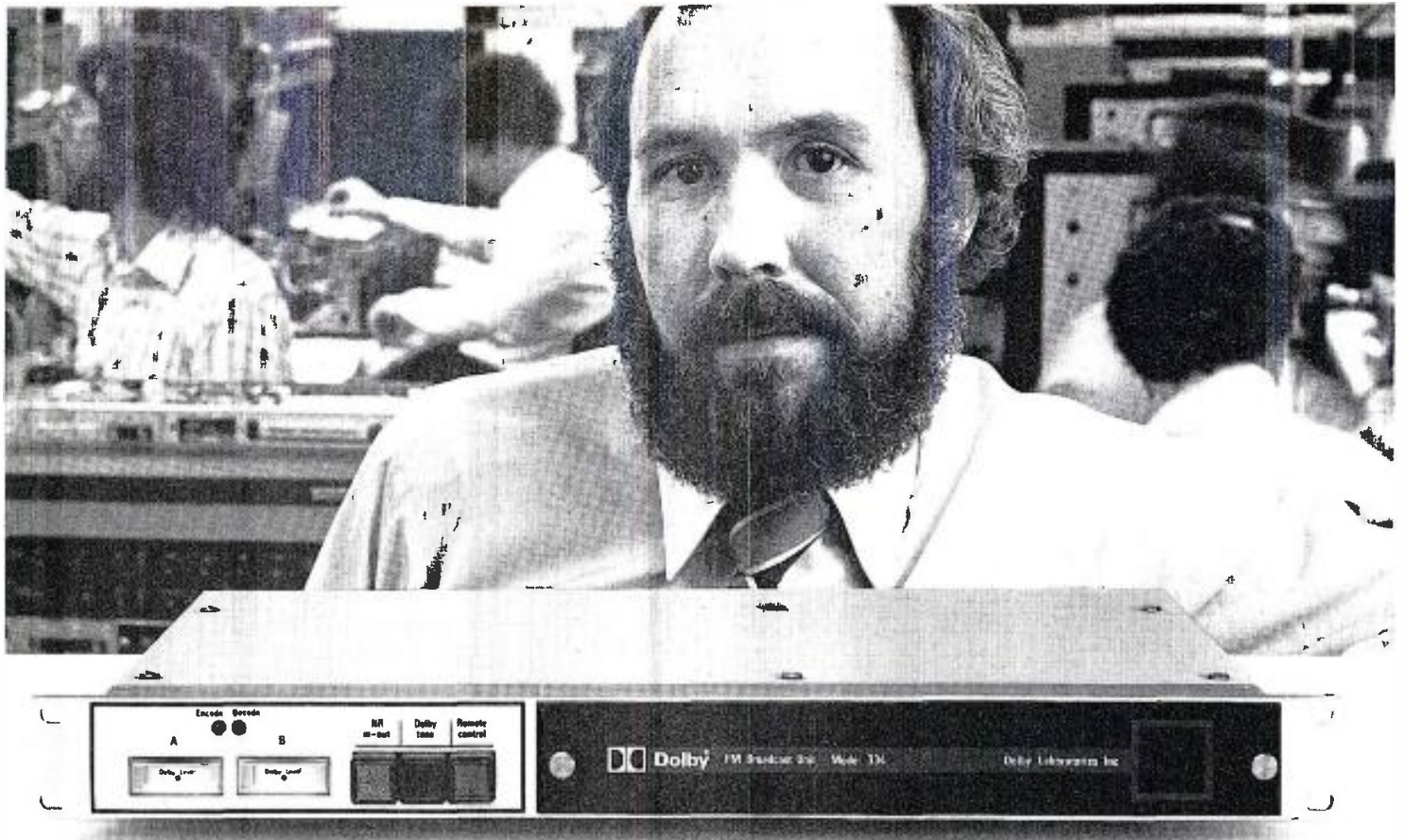
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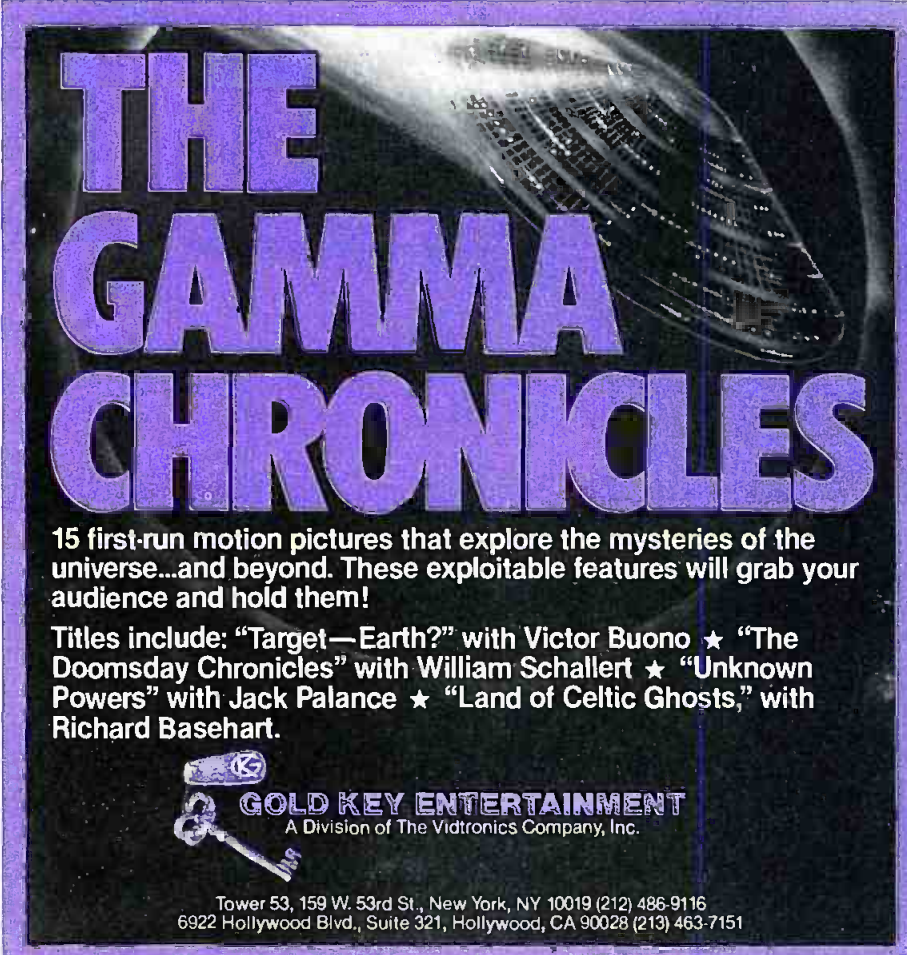
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- HM Electronics 1612**  
Audio mixer\*, UHF low band wireless microphone systems\*, UHF systems for ENG applications. **Staff:** H.Y. Miyahira, C.W. Petersen, R. Dale Scott, Eunice Adams, John Albright, Bob Manes.
- Hollywood National Studios 1812**  
Custom and stock news set design and construction. **Staff:** Larissa Alexandra, Dick Sheeham, Bob Carroll.
- IGM Communications 103**  
BASIC automation system, controller, Instacart, Go-Cart II, Instacart information system. **Staff:** W. Donovan Schutt, Darrell Wichers, Carl Peterson, Judi Schutt, Don Van Every, Nick Solberg, JoAnn Burkhart, Delton Simmons, Marty Clark, Scott Burkhart.
- Ikegami Electronics 927**  
HK-312E with triax camera\*, HK-357A with triax camera\*, TKC-970 film chain camera\*, HL-79A with triax camera\*, HL-79A with multicore cable camera\*, Electro cinematographic camera\*, ITC-350 camera\*, HL-78B camera. **Staff:** John Chow, Rupert Goodspeed, K. Inoue, Bud Mills, Nick Nishi, Don Skulte, Herman Schkolnick, Y. Sato, M. Saito, K. Sakamoto, Sam La Conte, Al Jones, S. Yana, Len Wolff, Bruce Ballantyne.
- Image Transform 1525**  
Tape to film transfer, standard conversion, improved image sub-master. **Staff:** Bob Ringer, Dick Lebre, Tom Mann, Toni Roth, Warren Rosenberg, Don Nikkinen, Terry Robinson, Jim Kampschroer.
- Image Video 1822**  
TV master control automation system\*, routing switchers, microprocessor-controlled control panels. **Staff:** A.A. Vanags, J.C. Costa Jr., M. Carter, M. Gooch, R. Crowder.
- Impact Case Sales 1921**  
Protective transit cases for various equipment. **Staff:** Tom Cordina, Len Pugh, Ray Ewasjuk.
- Industrial Sciences 1402**  
Master control switcher\*, color bar generator\*, video production switchers with PolyKey mix effects\*, closed captioning encoders and decoders\*, video production switcher, audio console, AFV routing switcher, matrix wipe generator, pointer generator, audio, video and pulse distribution amps, video processing amp. **Staff:** Homer Masingil, Bob Bachus, Rich Haidu, Tom Harmon, Craig Birkmaier, David Stanley, Frank Petrone, Gary Mellen, Dale Buzan.
- Information Processing Systems 1802**
- Innovative Television Equipment 1405**  
Camera support dollies, tripods, pedestals, pan/tilt heads, microwave support and camera accessories. **Staff:** Bert Rosenberg, Stanton Hollingsworth, Harold Gross, Robert Gallagher, Rick Low, Stanley Parry, Mark Rosenberg, Mike Rosenberg, Sam Aron, Fred Hoe, Kevin Rynne, Ray Clementson.
- Integrated Sound Systems 1917**
- International Microwave 1633-B**  
STL and ENG microwave links. **Staff:** Tony Acri, Mary Baron.
- International Tapetronics 303**  
1K library storage system\*, tape cartridge machines, eraser/splice locator, reel-to-reel recorders and reproducers, Benchmark cartridge recorders and reproducers\*. **Staff:** Elmo Franklin, Jack Jenkins, Andy Rector, Jim Riggs, Mark Wasserman, Larry Cutchens, John Schaab, Dave Montgomery, John Fesler, Jim Krause, Rod Sabick, Bill Kidd, Geoff Liston, Dick Loercher, Roger Studer.
- International Video 1214**  
Direct color high band VTR with integral time base corrector\*, videotape recorders, cameras. **Staff:** R. Goldmann, D. Edmonds, L. Pourciau, W. Werdmuller, P. Lowten, J. Jeffery, H. Koeferl, K. Lam, P. Geesen, F. Ramback, B. Strong, R. Zimbrick, B. Poynter, S. Goze, R. Plazyk, J. Crouch, K. Toyota, R. Smith, W. Laumeister, W. Meyer, C. Allvey, K. Santo, R. Quibell.
- JAM Creative Productions 121**  
Jingle and image packages including The Answer commercial production library service, TV spots designed for radio stations. **Staff:** Jonathan Wolfert, Mary Lyn Wolfert, Fred Hardy Jr., Randy Bell, Dan Plouffe.
- Jatex 1724**  
Video editing controllers, time code display, black and color bar generators. **Staff:** Bill Eason, Mike Eason, Ray White, Leroy Clark, T. Townsend, V. Eason, L. Norris, G. Holcomb, C. Michel, S. Michel.
- JBL 203**  
Broadcast and studio monitor loudspeakers, automatic microphone mixer\*. **Staff:** Ron Means, Mark Gander, Garry Margolis.
- Jefferson Data 1511**  
Electronic news processing computer system\*, station-rep interface\*, IBM/34 in-station computer, distributive computer system. **Staff:** Mike Jones, John McDonald, Steve Shockley, Jim White, Miriam Sullivan, Paul Woitke, Jim Eddings, Jim Butts, Holly Holmes, Joe Abernathy.
- Jenel 1606**  
Complete TV and radio systems design, facility and plant planning, post production and computer editing systems, transmitting facility design, automation systems and interfacing, process control computer systems, cable and mater antenna distribution facilities, VHF, UHF and microwave communications, satellite systems planning and design, generation of specifications and quality assurance, engineering budget development, training programs and tailored courses. **Staff:** E. Smalling, J. Rinklin.



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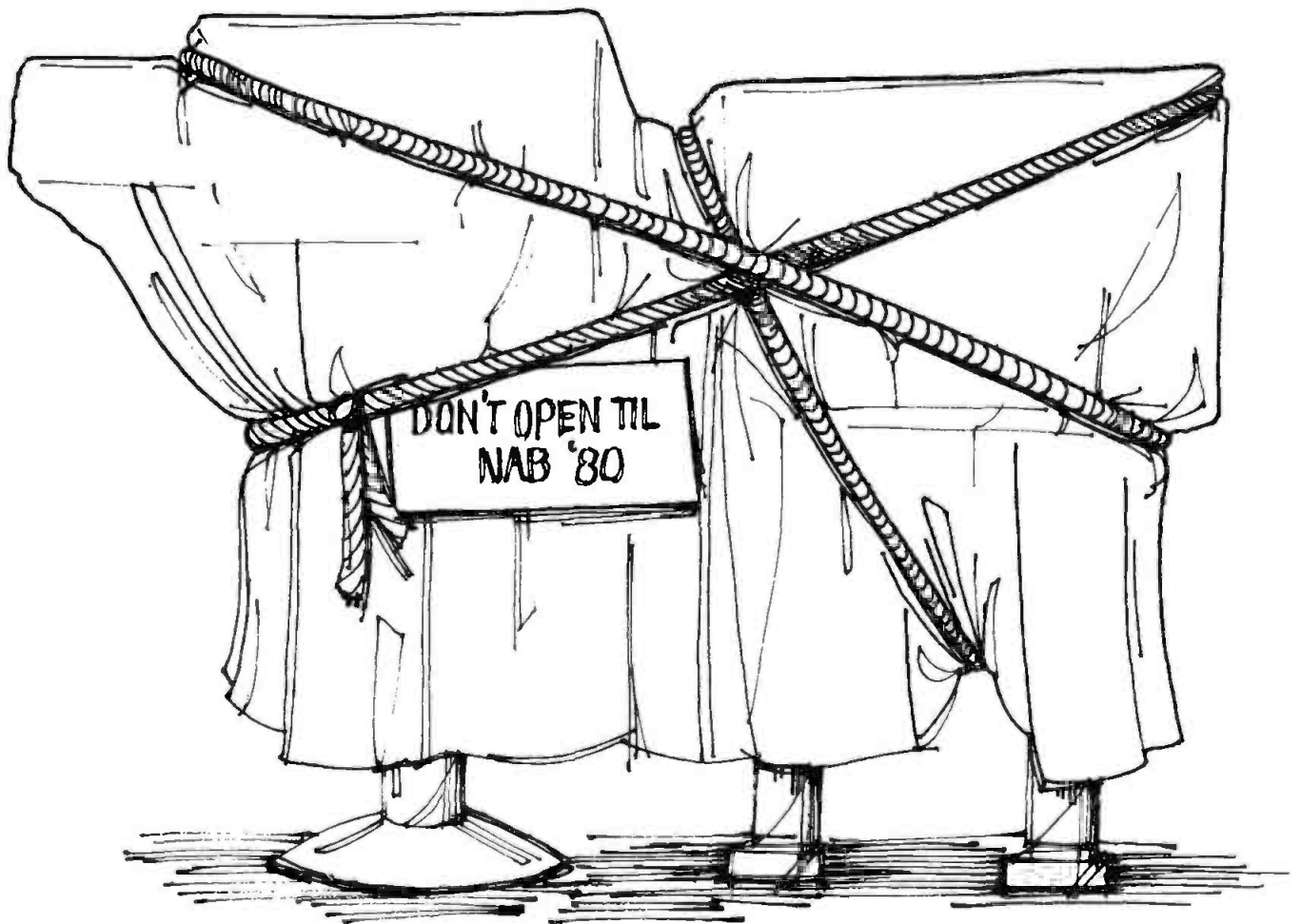
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**JVC 1519**

Digital TV equipment\*, U-VCR editing systems\*, industrial color cameras\*, color monitors, VTR accessories, videotape, audio equipment. **Staff:** Mr. Sakoda, R.F. O'Brion, H. Scholss, H. Hermes, M. Fleming, R. Vavra, E. Spalding, J. Yoshioka, E. Sherry, J. Russell, R. Winchell, S. Martin, D. Thorkelson, D. Roberts, C. Bocan, Y. Tanabe, T. Enami, T. Etoh, T. McCarthy.

**KalaMusic 215**

Program services including beautiful music, light contemporary\*. **Staff:** Stephen Trivers, William Wertz, J. Dennis Weidler, Dan Griffioen, Ray Winters.

**Kaman Sciences/BCS 124**

Computerized traffic and billing systems for radio and TV, automated switching, complete films amortization and inventory, news story inventory, video and audio and cart inventory, automatic demographics package. **Staff:** Richard E.W. Smith, Tom Roper, Dick Trapp, Susanne Perrine, Dorothy Hubble, George Beattie, Larry Jones, Pete Vitarelli, Al Larrabee, Bob Hoeglund, Lynda Johnson, Beverly Trentz, Dave Anderson, Lorraine Albin, David Brown.

**K B Systems 1803**

Magic Slippers film reel tensioning device\*, specialties editors, custom editing equipment, power rewinders. **Staff:** William Reid, Kay Reid, Joy Vincent, Pat Buchanan.

**Kings Electronics 1026**

RF video patch panels, triaxial camera connectors, video patch cords, coaxial and triaxial connectors. **Staff:** Fred Pack, Ed Corcoran.

**Kliegl Bros. 923**

Lighting systems including HMI daylight units\*, Performer II memory lighting control console\*, Kliegpac 9 with SCR dimmers and two-scene portable console. **Staff:** Joel Rubin, Michael Connell, Tom Hays, Josephine Marquez, Kimberly Borden, Ron Olson, Jose Sanchez, Dave Stuart.

**Knox Video Products 1030**

Character generators. **Staff:** Stephen Silverman, Stash Michalski, Philip Edwards, Paula Bowen, Fran Valenti, William Carter, Jim Fairbank, George Gold, Lew Radford, Bruce Dawson, Gene Sudduth, Jim Grunder, Kodo Kawamura, Chuck Jones, Marty Jackson, Earl Fleehart.

**Laird Telemedia 901**

**Staff:** Bill Laird, Joe Rosander, Dave Tubbs, Dave Golding, Ernest Hranac, Rusty Storms, Kurt Heaton, Ken Wootton, Stuart Mahoney, Ron Jones.

**Landy Associates 1102**

Character generator, broadcast business computer system for logging billing, bookkeeping and traffic. **Staff:** James Landy, David Folsom, Joel Rosenblum, F.G. Ross Warren.

**LeBlanc & Royle Communications Towers 1319**

Design, supply, fabrication and erection of communications towers and associated equipment, electrical performance verification of communications systems. **Staff:** G. E. Patton, G.J. Wilson, D. Issac, D.A. Hornell.

**Lee-Ray Industries 1707**

Video equipment carrier, TV wall mount bracket. **Staff:** Ray Russell, Jennie Russell, Charles Michel.

**Leitch Video 1309**

Source sync generator\*, NTSC and PAL video processing amplifiers, six-output distribution amp and frame, PAL/SYNC subcarrier phase

monitor, clock system character generator and keyer, universal digital clock. **Staff:** Jim Leitch, Bob Lehtonen, John Walter, Don Jackson, Norbert Werneth, Bernie Poulin.

**Lemo U.S.A. 1633C**

Video triaxial and audio patching connectors. **Staff:** Bob Wersen, Sharman Wersen, Ezra Mintz.

**Lenco 1206**

Master sync generator with SCH phase, video noise meter, four-inch black and white monitor with pulse cross and underscan and 15 mhz video bandwidth. **Staff:** Dick Lawrence, Paul Leonard, Bob Henson, Russ Thalacker, Bruce Blair, Lee Caput, Mert Knold, Tom Sabiston, Ron Wells.

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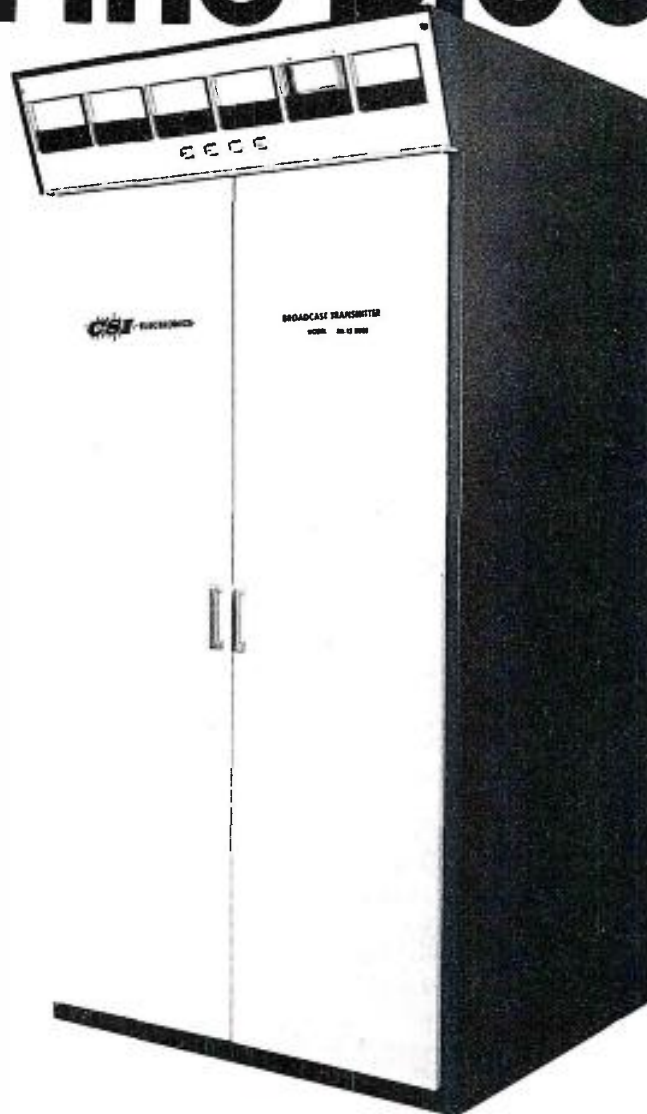
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**Lexicon 329**

Prime Time digital audio delay processor/mixer\*, digital reverberation system\*, PTM-1000 system to change playback time of recorded signals without pitch distortion\*  
**Staff:** Ron Noonan, Jack Letscher, Keith Worsley.

**Libin & Associates 339**

Sanyo and Tri Flex electrical equipment. **Staff:** Annette Simon, Suzanne Rossman, David Krueger.

**Lightning Elimination Associates 317**

Lightning protection systems, dissipation arrays, VHF and UHF transient eliminators\*, Kleanline electronic filtering systems, solid state ball gap coaxial surge eliminators\*, transient generators\*. **Staff:** Roy Carpenter, Hal Proppe, Jack Van Auken, David Carpenter, Peter Carpenter, Paul Kernel.

**Listec Television Equipment 1027**

Vinten camera mountings, MK VII fluid cam head, Digivision monitor prompting systems, quasi-digital enhanced pictures. **Staff:** Jack Littler, Joanne Camarda, Howard Stucker, Mike Martin, Ted Galione, Jim Lucas, Jon Bart, Rudy Zadworny.

**Live Sound 127**

Big Country, Big Country II\* voice-tracked radio formats. **Staff:** Agnes Peterson, Bob La Peer.

**Logitek Electronic Systems 414**

Audio consoles, program timer, phono preamp, amps, custom clocks, scoreboards, game show accessories, LED-display VU meter\*, **Staff:** Scott Hochberg, Tag Borland, Alan Chaney, Mo Moseley, Bernie Giesler, Herb Holzberg, Rick Reyes, Gordon Tobias, Mike Pappas.

**Lowel-Light 1004**

Location lighting and support equipment, Link system of modular, portable, location grip equipment, Light-flector portable reflector\*, Roll-up carrier for light stands\*. **Staff:** Art Kramer, Marvin Seligman, Roy Low.

**LPB 402**

Audio consoles, AM transmitters. **Staff:** Richard Crompton, Harry Larkin, Richard Burden, James Malone.

**LTM 1845**

HMI lights, incandescent lights, portable lighting equipment, 200 w HMI open face light\*. **Staff:** Gilles Galerne, Herbert W. Breittling, Guy Fischer.

**L-W International 939**

Athena telecine projectors for slo-mo and freeze frame, editing and special effects. **Staff:** Pat Smith, R.H. Lawrence, David Stern, David Greve, David Fellingner.

**Magnasync/Moviola 1825**

Film to video transfer machine\*, magnetic film recorder/reproducer, film editing consoles, film library reader, broadcast logging tape recorder/reproducer. **Staff:** Gerry D'Almada, Carl Nelson, Holmes Ives, Selwyn Wynstock, Kathy Myers, Linda Lamas, Sam Lane, Don Kader, Bill Arawsmith, Burton Marcus.

**Magnum Towers 324**

AM, FM, TV, microwave and communication towers. **Staff:** Athel Smith, Lawrence Smith, Ronald Smith, David Swanson.

**Marconi Electronics 817**

Mark IX studio and portable camera, one-inch C format VTR's, transmitter, vision switchers, film chain, digital standards converter. **Staff:** Tom Mayer, Cyril Teed, Fred Bones, Richard Lunniss, Brian Izzard, Adrian Moore, Dick Halls, John Ridgewell, Terry Barritt, Ed Moxham, Don Pay, John Aldham, Martyn Clarke, Mike Pickles.

**Marketron 1914**

Traffic and accounting minicomputer system for TV\*, stand-alone graphic system for research and management\*, traffic and accounting system for radio, research and sales timeshared systems for TV, radio, reps and agencies. **Staff:** Jerry Cronin, Gary Davidson, Clayton Cummings, Philip von Ladau, Jon Garfield, Rick Southern, Mike Rooney, Cheryl Post, Marilyn Seidel.

**Marti Electronics 307**

Studio transmitter links, remote pick up equipment. **Staff:** George Marti, M. McClanahan, Steve Jones, Bill Shaw.

**Matrix Systems 174**

Computerized traffic, accounting and billing system for radio with modules available for music files, music research and psy-

chographic research. **Staff:** John Fullingim, Carl Gideon, Kristin Kepner, Joannie Gardener, Beverly Leaman.

**Matthews Studio Equipment 1910**

Location and stage equipment for lighting and camera control including Video Mini-Jib camera arm\*, Crank-O-Vator portable light stand\*, dollies, mounting equipment and accessories. **Staff:** Edward Phillips, Carlos De Mattos, Ron Prociw.

**Maxell 1827**

Audio and video magnetic recording tape. **Staff:** Mr. Okada, Mr. Taniguchi, Jim Ringwood, Joe Birkovich, John Selvaggio, Tom Mouhelis, Scot Edwards.

**McCurdy Radio 308**

Audio consoles, switchers, turntables, audio distribution systems, intercoms. **Staff:** George McCurdy, Ron Mitchell, Ralph Gould, Darwin Johnson, Stan Maruno, Sudy Shen, John Visser, Murray Porteous, Peter Lomath.

**MCI 104**

Tape recorders/reproducers including JH-110B and JH-24 multitrack models, consoles. **Staff:** Lutz Meyer, G.C. Harned, Joyce Harned.

**McInnis-Skinner & Associates 1718**

NewsScan automated newsroom system. **Staff:** Marvin McInnis, Judy Skinner, Ron Hudson, Ross Dixon.

**GALAXY ONE**

15 first-run science fiction features for television. Powerful programming for key periods!

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**McMartin Industries 300**  
 MLCP low-poser FM antennas\*, MHCP high-power FM antennas\*, MSHCP super high-power FM antennas\*, BFM-1514R stereo audio processor for AM-FM\*, BFM-1515R monaural audio processor for AM, FM, TV, SCA\*, BFM-152aR stereo generator\*, BFM-1531R SCA generator\*, TT-12C three-speed turntable\*, TE-70 and TE-105 high speed tape erasers\*, audio consoles, remote pickup equipment, FM monitors. **Staff:** Ray B. McMartin, Robert A. Switzer, Thomas Butler, Robert Beat- tie, Bill Emery, Dick Hanseth, Don Jones, Rick Marshall, John Schneider, John Tollefson, Ed Huber, John Barton, A. Hans Bott, Leonard

Hedlund, Don Denver, Ron Briggs, Joe Krier, Charles Goodrich, Eric Somers, Howard West.

**MEI Microprobe Electronics 408**  
 Microprocessor-controlled programmer, Log 4 automation system. **Staff:** David Collings.

**Merlin Engineering Works 1221**  
**Staff:** J. Streets, A. Sturm, K. Zin, D. Dusel.

**Micmix Audio Products 406**  
 Master-Room XL-305 reverberation system\* **Staff:** John Saul, Bill Allen, David Rettig.

**Micro Communications 1009**  
 UHF waveguide components, motorized high power single pole double throw, four-port transfer and five-port motorized switches. **Staff:** Thomas Vaughan, Dennis Heymans, Cheryl Vaughn.

**Micro Consultants 1207**  
 Digital effects system, digital synchronizer, digital standards converter, slide store device\* **Staff:** George Grasso, Richard Taylor, Brian Matley, Peter Michael, Marsha Verse, Ronald Frillman, Allison Rees, Peter Owen, Paul Kellar, Nigel Walker, Paul Kendrick, George Hamilton, James Oster, Charles Martin, Paul Fletcher, David Dever, Steven Greenhalgh, Kevin Prince, Paul Gawith, Mike Maidens, Barry Miles, Neil Hinson, Ray Holland.

**Micro Control Associates 310**  
 Modified heterodyne aural broadcast STL system, conventional STL, remote control systems, accessories. **Staff:** Bob Richards, Jeff Freeman, Joe Hudgins.

**Microdyne 172**  
 Satellite television receiver, 7 meter prime focus feed antenna. **Staff:** George Bell, Dean Dixon, Edward Eagan Jr., Howard Hubbard, Thomas Kidd.

**Microtime 1409**  
 Special processing and switching with frame stores\*, digital effects\*, synchronizer/ scrambler\*, 2080 PAL time base corrector\*, 2625 PAL synchronizer\*, video signal syn- chronizers, digital time base correctors with signal processing, image enhancers, automa- tic video programing system. **Staff:** David Acker, Paul McGoldrick, Daniel Sofie, Dean Leeson, Joe Stickley, Gary Johnston, William Baird, Richard Crook, David Brown, Richard McLean, Larry Skilton, R. Traude Schieber- Acker, Joyce Swenson, Gilbert Kesser.

**Micro-Trak 508**  
 Turntable\*, audio consoles, The Ditty Desk\*, furniture, audio distribution amps, phono preamps, tone arms, headphone extender, tape cartridge racks. **Staff:** William Stacy, Mahlon Stacy, Alan Newhouse, Ron Burati.

**Microwave Associates Communications 515**  
 Microwave systems for broadcast applications, generator helicopter ENG system and ac- cessories\*, low noise ENG central receive an- tenna systems, studio to transmitter links, in- tercity relay systems, system installation and support services. **Staff:** Lawrence Gould, Richard DiBona, Fred Gould, Peter Pifer, Erik van Der Kaay, Erik Stromsted, Frank Miani, Monty Forbes, Fred Collins, Mark Vida, Phil Cass, John Fielek, Carl Guastaferrro, George Hardy, Charles Halle, Don Archer, Dan McCar- thy, Jon Erickson, Stan Bennett, John Van, Fran Jordan, Bob Trowhill, Telmo Alves, Pat Bradbury.

**3M Video Products 815**  
 One-inch C format VTR, audio digital master- ing system, character generator **Staff:** Frank D'Ascenzo, Bob Landirgham, Dave Bixler, Bill Hahn, Cliff Frazier, Bill Halter, Roger Harvey, John Kirkeby, John Frederick, Clark Duffey, Bob Brown.

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- Modular Audio Products** 1735  
Audio components, consoles. **Staff:** Julius Brick, Don Richter, Jim Trapani.
- Mole-Richardson** 1008  
Lighting systems and products. **Staff:** Howard Bell, Michael Hodgins, Michael Parker, Debbie Parker, Paul Bozigar, Terry Hershey, Lawrence Parker, Vicki Parker, Doris Bell, Nanette Bond.
- The Money Machine** 314  
Spirit and Nashville Plus station image and community involvement campaigns\*, Wizard sales/production library\*, *Sunday at the Memories*, various production libraries. **Staff:** Jerry Williams, Clete Quick, Pat Patrick, Jack Jackson, Doug Yoder.
- Moseley Associates** 505  
Telecontrol system, microprocessor remote control system, 960 mhz aural studio-transmitter link receiver, RF power amplifier. **Staff:** John Moseley, John Leonard Jr., Mark Fehlig, K.F. Zimmermann, Earl Hatt, Al Crocker, Bill Ticen, Vince Mercadante, James L. Tonne, Mike Murphy, Dave Chase, Darl Dumont, Glenn Sanderson, Dan Barnett, Gary Foote.
- Motorola Communications & Electronics** 318  
Remote pickup and land mobile radio communications systems, audio and field produc-

tion cueing and communications systems, base stations, mobile and portable transceivers, radio pagers, closed circuit TV systems. **Staff:** Eric Landau, Gary Osborne, Marc Wiskoff, Rick Sigel, Suzie Ball, Robert Combs, Michael Sheets.

**Musicworks** 323  
Automated and semiautomated formats and programs. **Staff:** Jon Potter, Pete Lyons, Jeff Miller.

**Nady Systems** 1839  
VHF wireless systems. **Staff:** John Nady, Peter Kalmen, Sandra Schneider, Byron Stone.

**Nagra Magnetic Recorders** 510  
12-hour logging recorder\*, stereo recorders, broadcast recorders. **Staff:** Dom Notto, Tom Daniel, Manfred Klemme, J.J. Broccard, G. Kearns.

**NEC America** 1301  
Frame synchronizer\*, digital video effects\*, time base corrector\*, MNC-81A camera\*, helicopter tracking system\*, UHF-TV exciter with stereo audio\*, processing amplifier\*, production switcher\*, frame synchronizer, digital strobe action, type C VTR, 20 kw FM transmitter, 4 ghz direct satellite receiver\*. **Staff:** Dennis Fraser, Richard Dienhart, Robert Curwin, M. Imai, Hugh Gillogly, Lew Wigal, Richard Currie, M. Mitsui, M. Tajima, Malcolm Burleson, Frank Yurasek, M. Inaba, T. Konishi, Shelia Lang, T. Kimura.

**Network Production Music Library** 1615  
Music library on disk or tape. **Staff:** Robert Skomer, Mike Anderson, Kerry Roberts, Tom Di Noto.

**Newman/Lustig & Associates** 1837  
Design and construction of TV studio, production and post production film and videotape facilities. **Staff:** Michael G. Lustig, Ellen Lustig, Michael A. Hazard.

**Nortronics** 401  
Table top bulk eraser. **Staff:** Ken Lubitz, Steve Williamson, Rick Patzke, Sharon. Goetzke, Bruce Larson, Mervin Kronfeld, John Yngve.

**N.O.V.A.** 1722  
Universal sapphire tape cleaning device. **Staff:** Billy H. Seidel.

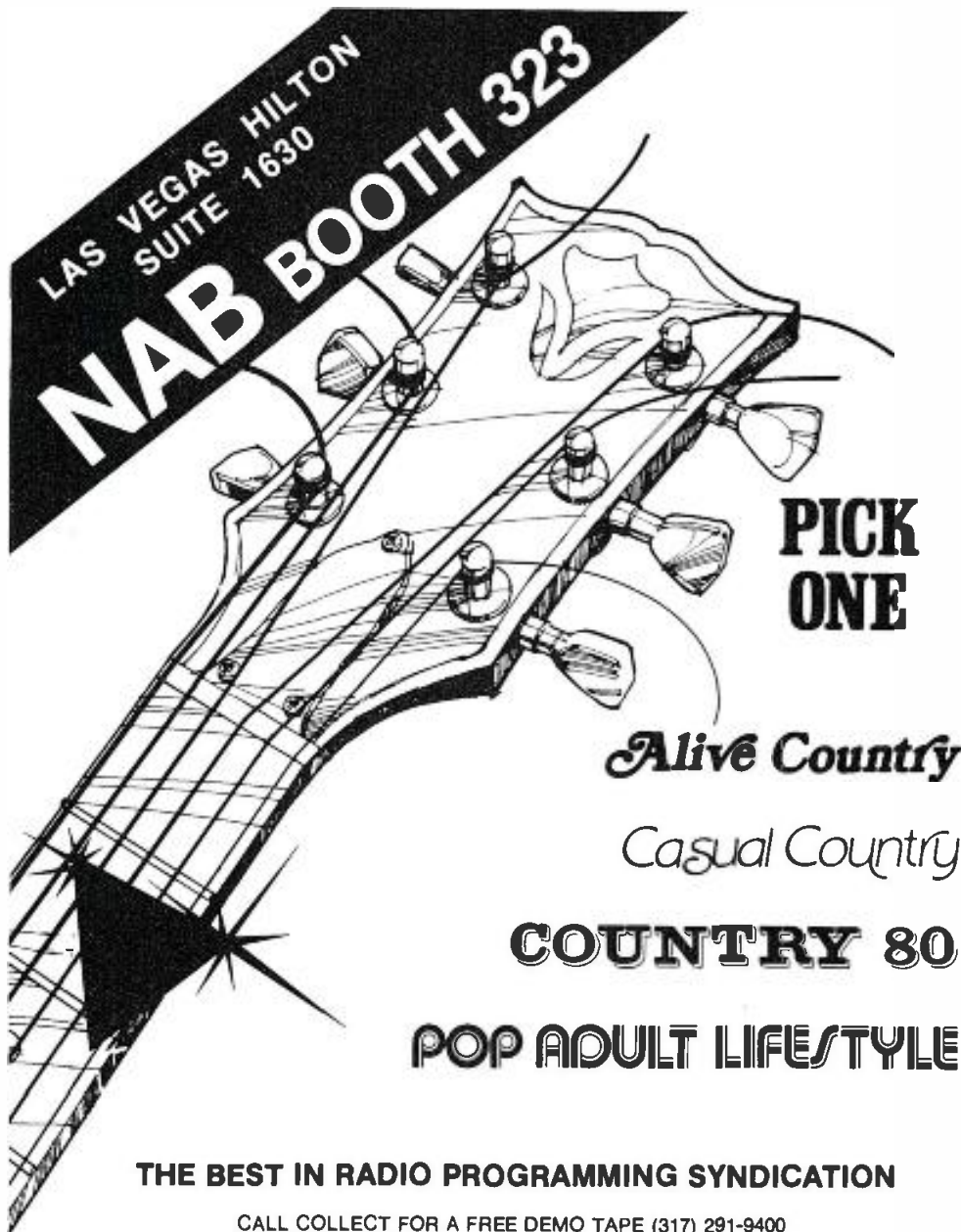
**NTI America** 937

**Nurad** 1400  
Broadcast antennas, power amplifier, remote control system. **Staff:** Gordon Neuberth, Les Lear, Vince Rocco, Stephen Neuberth, Fred Hock, Ralph Hucaby.

**Nytone Electronics** 1702  
Sequential flying spot scanner system, random access flying spot scanner system, fade between slides random access flying spot scanner system. **Staff:** George Balding.

**Oak Communications** 1517  
Subscription TV systems and services. **Staff:** Everett Anderson, Stan Gulf, Eugene Keys, Al Nelson, Jim Ackerman, Doug Lindquist, Werner Koester, Phil Kolbeck.

**O'Connor Engineering Labs** 1122



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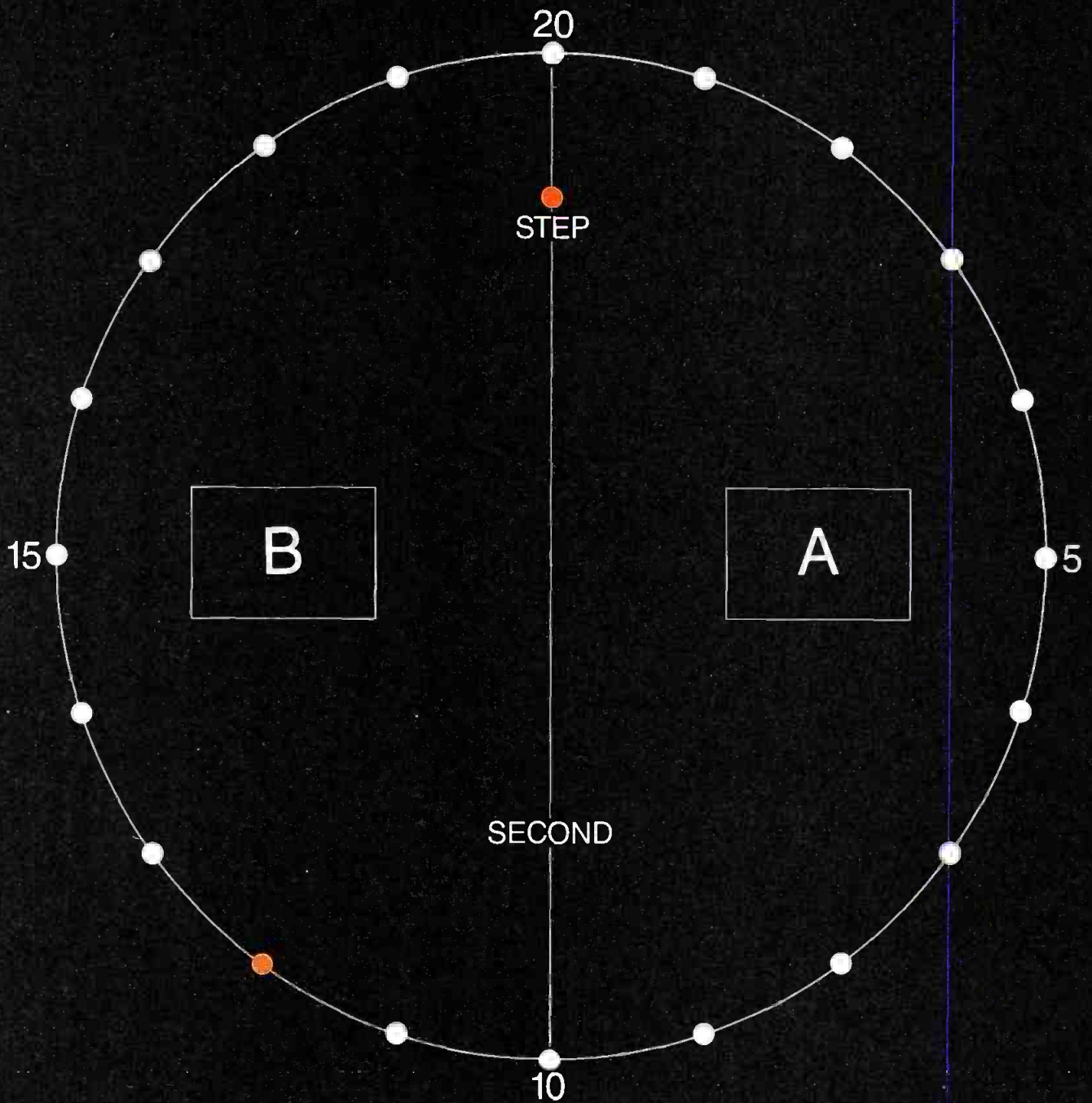
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**Oktel** 1715

**Olesen** 819

TV studio layout, lighting fixtures, dimmers and control, rigging, track and drapery. **Staff:** Stu Romans, Marge Romans, Rae Meduitz, Chuck Rich, David Hughes, Angelo Cicero, Gary Raileanu, Jim Pearl.

**Optek** 1725

Automatic bulk tape degausser for video and audio tape, wireless PL system, visual transmitter demodulator. **Staff:** John Baumann, Tom Barnes, Tom Beal, Tim Clark, Sophie Hall Drachman, Randy Lucio, Mac Mehaffey, Gary Metz, Bob Morison, Forest Brown, Bob Morris.

**Orange County Electronics** 208

VS-2 AM stressor\*, VS-3 FM dynamic range processor\*. **Staff:** Sid Goldstein, Jim Austin, Michael Gillespie.

**Orban Associates** 411

Optimod-AM, Optimod-FM, stereo limiters, graphic parametric equalizers, stereo synthesizers, de-essers. **Staff:** Bob Orban, John Delantoni, Jesse Maxenchs, Kevinn Tam, Fayne Anderson, Linda Taylor, Chris Irwin, Malcolm Furfly, Dave Little.

**Orrox/CMX Systems** 1209

CMX videotape editing equipment including intelligent switchers, audio sweetening and film, small editing system for broadcast and industrial post production\*. **Staff:** Nick Adams, Gary Youngs, Al Behr, Bill Orr, Murray Bevitz, Darrel Vincent, Klaus Eichstadt, Gene Simons, Linda Kulmaczewski, Tom Phillips, Bob Duffy, Rosemary Huza, Nancy-Ann Allen, Laurie Di- neen, Candy Chestnut, Howard Thayer, Al Abams, Gary Hinderliter, Pat Alvarez, Dick Bardi- ni, Bill Johnson, Clyde Kier, Don Reynolds, Bob Meserve, Doug Hutten.

**Otari** 503

Tape recorders including MTR-90 24-tracks\* and 4050-C2 cassette duplicator\*. **Staff:** Jack Soma, Steve Krampf, Michael Bernard, Tom Sharples, Phil Sun, Lee Norman, Ruth Ahles, Frank Shimizu, M. Takekawa, M. Gonda.

**Pace** 1028

Systems for the repair of electronic printed circuit boards. **Staff:** Daniel Schoen, Alan Ro- senthal.

**Pacific Recorders & Engineering** 511

Tomcat microprocessor-based cartridge recorder/reproducer\*, BMX audio control con- sole, custom cabinetry, distribution amps, rout- ing switcher system, digital timers. **Staff:** Jack Williams, Elyn Williams, Jeff Nelson, Ran- dy Gill, Michael Uhl, Nancy Hills, Robin Thomas.

**Packaged Lighting Systems** 1621

Quartz Tele-packs, Stage-Master dimming systems, electrified power and rigging track, Traveliter portable TV lighting kits, modular strip lights, quartz follow spots, light trees and telescopic power bridge, remote electronic dimming systems, miniaturized quartz photo floods, special effects controls, quartz cyc strips. **Staff:** Lillian Hilzen, Hy Hilzen.



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**Panasonic Professional Audio 600**

Ramsa mixer, power amp, audio mixer, microphones, Technics turntables, tonearm, broadcast turntable console. **Staff:** Jim Parks, Paul Cikel, Koji Takeuchi.

**Panoak Lighting Systems 1806**

Connector strip assemblies with grid hardware, cyclorama and background curtains with Panoak track system, lighting fixtures and control equipment, ground row. **Staff:** L.S. Bostic, Chuck Lange, Barry Seybert, Bruce Dawson, Bob Hawkins.

**Patrick Computer Systems 1816**

Computer system providing word processing, business software, scheduling with avails, program and commercial entry log, order entry, commercial conflict entry and invoicing statements\*. **Staff:** Robert Patrick, Michael Varey.

**Penn-Beth Marketing 426**

**PEP/Edco 1006**

Moduleur electronic ballast for HMI lamps\*. **Staff:** James Tharpe, Ron DeBry, Sally Murray, Bernie Keach, Paul Keach, Sue Olson, Ann Gallagher, Esther Rose, Ron Eigenmann, Sherman Price.

**Perrott Engineering Labs 1023**

Battery packs for cameras, VTR's and portable lighting, battery charger, rebuild and service camera, VTR and lighting equipment, design

and engineer custom equipment. **Staff:** Thomas Perrott, Virginia Tygesen, William Mallon, William Aylor, Lawrence Westhaver, Ronald Ruksznis.

**Phelps Dodge Communications 112**

Transmission line, FM antennas including Super Power FM antenna\*. **Staff:** E.F. Boehm, Saul Esocoff, W.B. Bryson, H.M. Edwards, J.J. Nevin, E.J. Perrotti.

**Phillips Broadcast Equipment 807**

Studio and field production cameras, convertible cameras and expandable production system, digital automatic noise reducer\*, Adams-Smith television audio post production tape synchronizer, VHF and UHF transmitters, portable and studio VTR's, SMPTE time code generator and reader\*. **Staff:** L. Acorn, W. Amos, W. Anderson, P. Bergquist, C. Bruynes, J. Clarine, J. Coates, F. Coleman, A. Delp, F. Engel, M. Gianinni, J. Giove, H. Gladwin, P. Gloeggler, K. Hartt, M. Hartt, D. Herring, L. Hunt, R. Johns, A. Keil, J. Kraus, N. LaBate, T. Laury, R. Leach, W. Lenz, F. Lydon, M. Mackin, N. Neubert, J. Nigro, P. Ranieri, F. Van Roessel, J. Shackoor, J. Sims, P. Sulc, T. Summerville, R. Weisel, J. Wilson, J. Anderson, H. Blom, A. Bennett, L. Davie, C. Arias.

**Porta-Pattern 1410**

Test charts, chart systems, slides, films, transparencies and spherical transparency illuminator, three-image video microscope test slide\*, ENG/EFP lighting reflector unit\*, flesh tone reference\*. **Staff:** Ed Ries, Robert Ream, David Kinne, Gill Kinne, C.R. Webster, Tom Pressley, Jim Landy, Herb Didier, George Hersee, A.E. Baker.

**Potomac Instruments 107**

Automatic transmission system\*, AM field strength meters, antenna monitors, audio signal generator/gain set, audio analyzer, FM/TV field strength meters, frequency synthesizer, video jack panels, plugs, patch cords, RF jack panels, plugs, patch cords. **Staff:** Guy Berry, William Casson, Robert Ellenberger, Clifford Hall, David Harry.

**Power-Optics 925**

Remote camera control systems, Grafikon color monitor calibration instruments, portable prompter unit\*, Scene-Sync. **Staff:** Thomas Streeter, Richard Wardrop, Andrew Vavra, Lawrence Green, Anthony Straker.

**Procart 315**

Tape cartridges. **Staff:** Irv Law, Fred Harkness, Don Carroll, Bill Colglazier.

**Protech Audio 221**

Audio distribution amp\*, interphone amp\*. PC card system, TV audio mixing console, reverbertron, broadcast consoles, conductive "rotary-slide" faders. **Staff:** Rick Belmont, Bill Murphy.

**QEI 417**

ATS with multi-alarm point capability\*, modulation monitor/test set, 100 w emergency backup FM transmitter\*, 300 w solid state FM power amplifier\*, exciter, stereo generator, SCA generator, audio processing. **Staff:** Bill Hoelzel, Charles Haubrich, Ed Etschman.

**QSI Systems 1602**

Count down generator, demodulator tuner, color time data generator\*. **Staff:** Alfred Smilgis, Richard Smilgis, James Albrycht, David Diels, Doug Cook, Paul Coughlin, Robert Cauthen, Marty Jackson, John Nutting, Lew Radford, Frank Jordan, Mike Dyer, Dick Strauss.

**Q-Tv/Telesync 1005**

Video prompter systems. **Staff:** George Andros, Hy Sheft, Al Eisenberg, John Maffe, Don Robinson, Conrad Doerr.

**Quick Set 1012**

**Staff:** M. Stolman, J. Andre, D. Turchen, V. Stolman, T. Ryan, P. Mooney, B. Thomas.

**Quintek Distribution 1841**

Audio Kinetics SMPTE Synchroniser Glock\*, XT-24 tape locator, Advanced Music Systems digital audio processor\*, stereo digital delay\*, profanity delays\*, disk mastering\*. **Staff:** Ian Dunn, Ian Southern, Stewart Nevison.

**Radio Arts 152**

Radio formats including The Entertainers (adult MOR), American Rock, Sound 10 (adult contemporary), Bright 'N' Easy Country, Encore\*. **Staff:** Larry Vanderveen, Ron Harrison, John Benedict, John Price.

**Ramko Research 110**

PhaseMaster cart/cassette system\*, mono and stereo audio mixing consoles, portable consoles, audio router, audio distribution amps, mike and line amps, turntable preamps, monitor amps, turntables, reel-to-reel recorders. **Staff:** Ray Kohfeld, Jack Ducart, Richard Anderson, Scott Roberts, Darryl Parker, Doug Cook, Bob Cauthen, Bob Stewart, Bob Champagne, John Govreau, Larry Hall, Jim Murray, Jack Neff, John Rood, Ron Paley.

**Rasmussen Enterprises 424**

Enterprise Radio satellite network programming. **Staff:** Scott Rasmussen, Mike Caruso, Dennis Randall, Richard Eddy, Jon Foley.

**RCA American Communications 700**

SMARTS (Selective Multiple Address Radio & Television Service), ADDS (Audio Digital Distribution Service). **Staff:** James Grady, Lou Donato, Larry Driscoll, Harold Rice, Bill Kopacka, Dave Warnock, John Williamson, Andrew Inglis, Paul Farmer.

**RCA Broadcast Systems 700**

One-inch tape C videotape recorder\*, telecine systems\*, VHF television transmitter\*, circularly polarized antennas\*, AM transmitter\*, camera and videotape products. **Staff:** J.E. Banister, S.E. Basara, C.J. Gaydos, J.A. Gimbel, J.L. Grever, R.E. Harding, J.E. Hill, K. Johnson, A.H. Lind, V.S. Mattison, A.W. Power, B.F. Melchionni, A.M. Miller, J.F. Morse, C.H. Musson, J.L. Nickels, J.E. Smith.

**RCA Electro Optics & Devices 700**

TV camera tubes, power tubes and cavities for TV and FM. **Staff:** G.E. Ryan, E.A. Dymacek, R. Neuhauser, C.L. Rintz, R.N. Bowes, E.E. Early, T.T. Lewis, J.D. Chattin, W. Robinson, E. Triano, R. Cahill, S. Alexander, W.B. Dennen, R.L. Rodgers, F. Ingle.

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Toshiba has been an established leader in the design of broadcast systems around the world for the last 30 years. Over \$10 billion in consolidated sales in the last year supports hundreds of research scientists who are challenging the frontiers of science and technology to produce tomorrow's products today.

Toshiba's design engineers are establishing new standards in all parameters of color camera performance for an entirely new product family. The leader in the new Toshiba camera line will be the PK-40 microprocessor-controlled studio camera. On a comparative basis with any competitive camera products we know of, we believe the PK-40 to be substantially ahead of its time and superior in performance.

A visit to our NAB exhibit (Booth 1415) will prove the point. We invite you to use the PK-40 as a standard of measurement against which to judge all of the studio camera products displayed at this year's NAB.

If your goal is to reproduce the highest quality images faithfully, and purchase the finest studio camera in the industry, Toshiba will be in your budget during the 80's. Toshiba Broadcast Electronic Systems, Sunnyvale, California, a division of Toshiba International Corporation.



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### R-Columbia Products 1703

FM wireless intercom headphones\*. **Staff:** I. Rozak, L. Rozak, E. Hill, M. Hill, C. Michel.

### Recortec 1200

HBU series high band U format videocassette recorder, two- and one-inch combination tape cleaners and evaluators\*. **Staff:** Lester Lee, Eldon Corl, David Chang, Sidney McCollum, Ron Troxell, Ed Bloom, Tony Keng.

### Re: DB 1020

Audio heads for Ampex and RCA two-inch quad recorders. **Staff:** James Fong, Terry Edmisten.

### Research Technology 1112

Data Film computerized film editing systems, previewing, editing and cleaning devices for 16 mm film, ultrasonic film equipment for negative and print cleaning, film and videotape storage systems. **Staff:** Ray Short, Howard Bowen, Tom Boyle, Steve Little, Tom Tisch.

### RF Technology 1624

Wireless microphone system, microwave systems (2 and 7 ghz\*), 2 ghz microwave amp\*, four quadrant CP microwave transmit antenna\*. **Staff:** Jack Fackler, J.J. Camarda, Joe Ewansky, Jim Smith.

### RKO Tape 150

Custom labelled blank audio cassettes, unlabelled cassettes, custom audio duplicating facilities. **Staff:** Hugh Wallace.

### Rockwell International/Collins 100

Antennas, audio consoles, AM and FM transmitters, exciters, FM stereo generators, 1 kw AM transmitter\*. **Staff:** W.Q. Helberg, J.E. Bicocchi, J.S. Sellmeyer, K. Leach, J. Abdnour, J. Hutson, R. Evans, D. Hultsman, S. Schott, J. Littlejohn, J. Shideler, D. Evans, T. Cauthers.

### Rohde & Schwartz Sales 1110

Color studio monitors, chroma decoders, RF modulators, TV decoders, video and RF test instruments, studio monitors. **Staff:** C. Barlow, A. Davis, U. Rhode.

### Rosco Labs 1024

Light control media systems. **Staff:** Stan Miller, Ned Bowman, Mike Niehenke, Roger Zobel, Mitchell Gottlieb.

### Ross Video 1721

Intercom systems, audio pre-amp, mixer, IFB. **Staff:** Doug Leighton, Ron Fuller, Bill Isenberg, Shelly Bunnnett.

### Rupert Neve 1203

Automated sound mixing system\*. broadcast consoles. **Staff:** Derek Tilsley, Tore Nordahl, Barry Roche, Anthony Langley, Glen McCandless, Morgan Martin, Peter Horsman, Clary MacDonald.

### Russco Electronics 209

Mark V turntables\*, audio consoles, phono preamps, power amps, audio distribution amps, disco mixer. **Staff:** Russell Friend, Curly Auernheimer, Barbara Gaudin, Ron Hunt, Debbie Hageman.

# We're willing to spend hundreds of millions of dollars to bring you gasoline from oil shale before the end of the 80's.



American oil shale reserves contain more oil than all the crude oil reserves of the Middle East. The greatest concentration of this shale is located in western states such as Colorado. On just one 5,000-acre tract where Amoco and its partner are working, there's enough shale to produce up to 5 billion barrels of oil—making it one of the richest oil reserves in the United States.

Right now we have \$100 million and nearly six years invested in our pilot oil shale plant. We're willing to spend hundreds of millions of dollars more to make this plant a commercial reality.

## **New American oil below world prices**

The technology exists to separate refinable oil from shale. And in spite of the tremendous cost, we believe that we can eventually deliver this oil at prices below what we will be paying for foreign oil.

But there's a problem beyond technology that must be addressed before we can move ahead much further. And this problem is created by what we believe is the government's unrealistic level of regulatory paper work.

The initial approvals we received to develop the site we're working are good only for experimental production. Before we can begin commercial output of 76,000 barrels per day, we have to go through the whole process all over again.

## **Over 120 permits just to get started**

The first time around we had to obtain more than 120 permits and approvals before we could begin our work. Compiling the environmental data alone cost over \$5 million and took more than 2 years.

When regulation gets to the point where it obscures the original purpose—in this case, developing

new American energy—then it's time to put things back in perspective. America can't afford to drag its feet any longer. Foreign oil is becoming more expensive by the month and continues to threaten the security of our country.

The sooner we can get on with the job of producing new American energy, the sooner we can help end this dependency. That is why we plan to spend even more money in the 1980's to make gasoline from oil shale. We want to make it available on a large scale in this decade.

**America runs better on American oil.**



- Saki Magnetics** 331  
Magnetic tape heads for high speed reel-to-reel duplicators, cassette duplicators and two-inch recorders. **Staff:** Gene Sakasegawa, Trevor Boyer.
- Scientific-Atlanta** 1305  
Satellite earth stations, ground communications electronics, TV receivers, demodulators, exciters, low noise amplifiers. **Staff:** Sidney Topol, Howard Crispin, John Feight, John Levergood, Guy Beakley, Bob Bennett, Don Crumm, Allen Ecker, Mickey Hudspeth, Ed Pietras, Jim Black, Marvin Shoemake, Ray Stuart, Tom Williams, Phil Wooden.
- Sescom** 905  
Parametric equalizer\*, mike mixer\*, graphic equalizer\*, active audio distribution amp\*, audio sine wave generator\*, adjustable active crossover\*, three-band tone equalizer\*, field mixer\*, 12-channel mult box (news bridge)\*, stereo headphone amp\*, stage box\*, three-way splitter boxes\*, audio modules, transformer. **Staff:** Franklin Miller, Brenda Miller.
- Sharp Electronics** 1216  
Color TV cameras, color monitor/receiver, accessories, XC700 ENG camera\*. **Staff:** Bob Garbutt, Bob McNeill, Ron Colgan, Jim Freeman, Jerry Cohen, Ken Nakakura, Herb Maeta, Bruce Pollack, Liz Sauter, Larry Musen, T. Sugawa, T. Inoue, C. Grill, T. Nakano.
- Shintron** 1107  
Super 80 switcher\*, ENG color monitor\*, edit code generator\*. **Staff:** Shintaro, Brian Parke, Eckhard Konkel, Sara White, Chuck Bailey, Chris Place.
- Shure Brothers** 200  
Microphones, mixers, circuitry, tone arms, disk reproducers. **Staff:** Paul Bugielski, Mike Solomon, Michael Pettersen, Bob Cart.
- Sigma Electronics** 1602  
Sync generators, black burst generators, audio distribution amps. **Staff:** Oong Choi, Marty Deneroff, John Lasek, Ray Wiley.
- Sintronic** 126  
Transmitters. **Staff:** Arthur Singer, Alan Singer, Dick Singer, Tom Humphrey, Joe Novik, Joe Ponist, Hal Rabinowitz, John Hillman, John Hayes, Ricardo Carvacho, Dick Sabella.
- Skirpan Lighting Control** 1039  
Lighting control systems, dimmers. **Staff:** Stephen Skirpan, Adrian Ettlinger, Terry Wells, Robert Slutske, Lise Skirpan, Cathy Arnold.
- Skotel** 1720  
SMPTE/EBU time and control code with options of character generator, intelligent data interfaces and portable operation. **Staff:** Stephen Scott, Tom Montgomery, Joyce Scott.
- Soll** 1109  
Construction and architecture for teletsystems, design, construction and maintenance of broadcast facilities, computerized automation for teletsystems including parameter monitoring, control and protection\*. **Staff:** J.M. Soll, L. Herman, E. Haupt.
- Sono-Mag** 309  
Automation systems. Cartridge recorders and reproducers. **Staff:** William Moulic, Stephen Sampson, Pete Charlton, Bob Popke.
- Sony** 1211  
Video tape recorders, color cameras, monitors, videotape, PCM audio equipment, computer editing, microphones. **Staff:** Arnold Taylor, Irwin Ungerleider, Nick Moms.
- Sound Genesis** 330  
Audio production and on-air equipment. **Staff:** John Eustice, David Angress, Ron Webb, Jeff Evans, Bob Burkhardt, John Miller.
- Sound Technology** 1132  
Sperry Marine Systems **Staff:** 154  
Weather detecting radars. **Staff:** Doug Goff, Rufus Lea, Harry Martin, Jim Thornhill, Ed Frost.
- Spin Physics** 1118  
Quad video head refurbishing service. **Staff:** William Heywood, Gene Long, David Franssens, Ken Thomspson, Kent White, Ed Gehle, Leroy Koonsman, Rick Murphy, Bill Boyd, Bill Keegan, Jim Bailey, John Benati.
- Stainless** 935  
Television, radio and microwave towers. **Staff:** Henry Guzewicz, Jess Rodriquez, H. William Guzewicz, Joseph Gloviak, Owen Ulmer, Ronald Pagnolto, Howard Balshukat.
- Stanton Magnetics** 407  
**Staff:** Pete Bidwell, Jim Fox, George Alexandrovich, Paul Torraca.
- Stantron** 1925
- Station Business Systems** 509  
Computerized billing, accounting and traffic systems. **Staff:** Joseph D. Coons, Larry Pfister, George Pupala, Warren Middleton, Richard Lamoreaux, Gary Persons, James Morgan, Herbert Claassen, Lee Factor, James Lang, William Phillips, Mike Prelee, Delane Bell, Christopher Young, Rod Maddison.
- Storeel** 911  
Storage systems. **Staff:** Ruth Schaeffer, Carolyn Galvin, Gordon Benson, Michael Hurst.
- Strand Century** 1204  
Rank Cintel, Strand Sound, Ianiro HMI, Bambino fresnels, Light Palette, Mini-Palette and Micro-Q memory lighting controls, Lenolites, lighting systems, microphone boom. **Staff:** Mario DeSisti, Harry Forman, Ed Gallagher, Ed Jecko, Bill Liento, Gene Murphy, Frank Marsico, Larry Nelson, Derrick Ross.
- Studer Revox** 602  
Sports events coverage console\*, active telephone hybrid interface for radio and TV talkshows\*, open reel master recorder\*, multiple balancing unit, audio/video synchronization and editing system, mono-stereo open reel recorders\*, tape recorders. **Staff:** Bruno Hochstrasser, Doug Beard, Thomas Jenny, Renaud Delapraz, Barry Evans, Thomas Minter, Brian Lowe, Neil Evans, Bill Van Doren, Eugene Spoorri, Brian Tucker.
- Swintek Enterprises** 1705  
ENG/film DBS wireless transmitter systems\*, full duplex communication and antenna diversity electronics systems. **Staff:** William Swintek, Terry Sheffield, Les Underwood.
- S.W.R.** 1000  
High-power coax transmission line and related system components. **Staff:** Jack Kruger, Robert Kruger, Frank Comito, Betty Kruger.
- Sylvania Lighting** 909  
**Staff:** R.B. Witt Jr., N.M. Romano, C.E. Kowalski, J.P. O'Keefe, P.R. Munroe, D.A. Scioli, S.A. Biondo, J.A. Collins.
- System Concepts** 1117  
Quantafont teleproduction graphic titlers. **Staff:** Ray Unrath, Eugene Leonard, Shirley Dixon, Donna Keener, Jeff Macomie, Roy Romijn, John Welland, Linda Forlani, Jeff Peterson, Sue Deines, Leonard Zaller, Gordon Hofhine, Tom O'Connel, John Perry.
- Systems Associates** 1722  
Brokers of used broadcast television equipment.\* **Staff:** Billy Seidel, Walter Shubin.
- Taber Mfg. & Eng.** 502  
Audio heads (new and refurbishing service),

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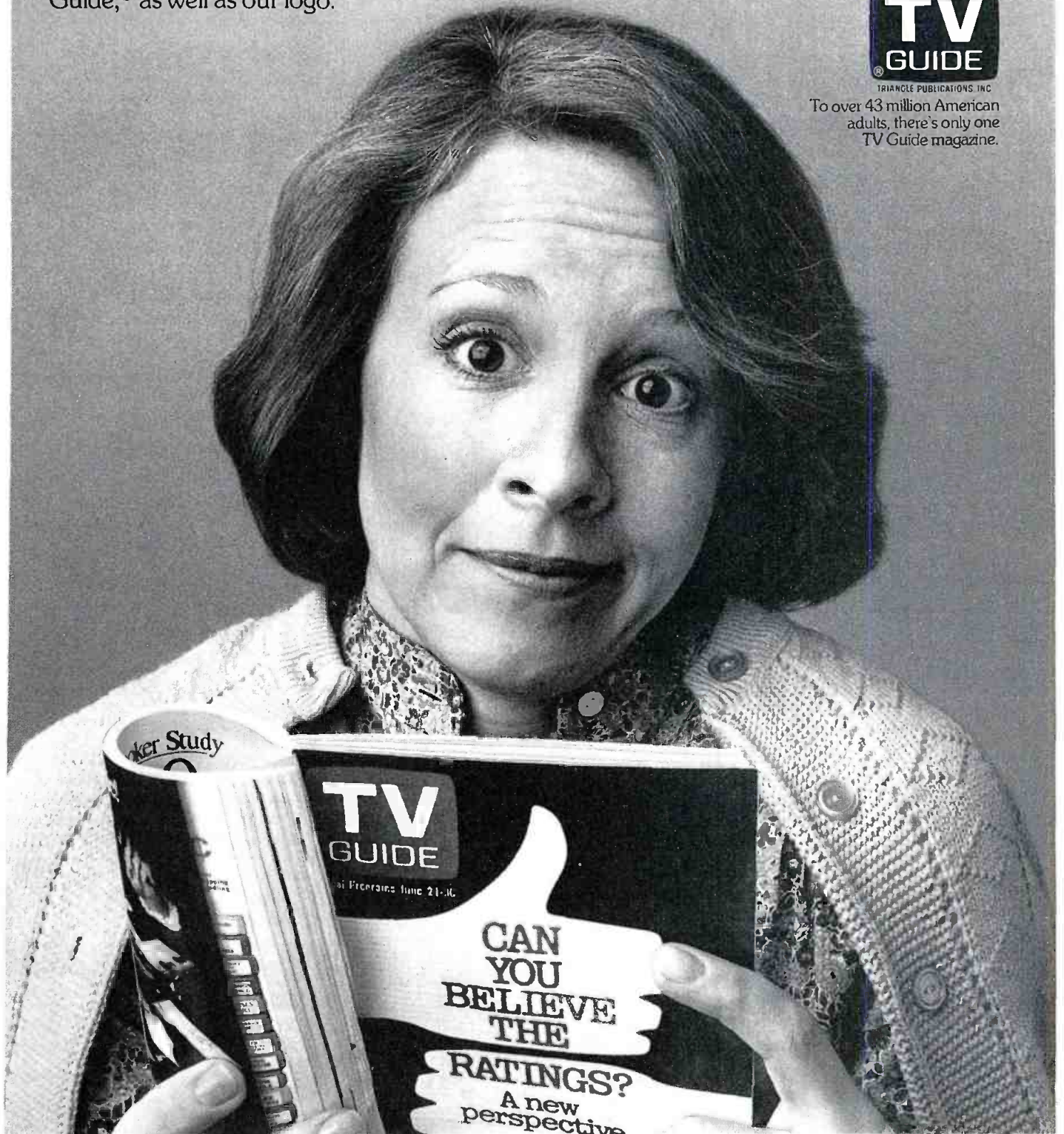
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bulk tape eraser, Taberamp professional audio record/reproduce electronics\*, VTR stereo audio for two-inch Ampex and RCA quad recorders\*. **Staff:** D. Leverich, R. Kearns, G. Sargent.

### **Tangent Systems 125**

Production console\*, on air console\*. **Staff:** Thomas Scott, Richard Cannon, Fredrick Kukulies, Michael Schwartz.

### **William B. Tanner 117**

ID's for radio and TV, commercial productions, production libraries, TV animation, commercials and ID's, Target Country. **Staff:** Zack Hernandez, Keith Lee, J.G. Buckingham, David Tyler, Kurt Alexander, Dick Denham, John Hagerman, Ron Mourning, Bob Stack, Herb Tanner, Bob Blow.

### **Tayburn Electronics 1708**

Airborne electronic news gathering system. **Staff:** Bill Black, Everett Shilts, Greg Rowley, Don Fagan, Dave Colvin, Mel Wilson, Nick Taylor.

### **Technical Designs 1941**

Computer radar colorizer. **Staff:** C.H. Balding, Wayne Mathews, M.N. Bostick, Ken Musgraves, Ray Deaver, Bill Kennedy.

### **Technics 600**

Turntables, open-reel recorders, cassette recorders, amps, preamp/control, universal equalizer, monitor FM tuner, multi-mode meter system, speakers, linear phase monitors. **Staff:** Ken Wipfler, Sid Silver, Isaac Levy.

### **Technology Service 907**

### **Tech Theatre 1709**

Bubble board rear projection material, Tech Theatre snow, scenic construction materials, theatrical makeup. **Staff:** Gary Timm, Katie McBride.

### **Tektronix 1111**

Video test and measurement instruments including 1900 digital generator\*, spectrum analyzers, demodulators, oscilloscopes, data analyzers. **Staff:** Cal Smith, Larry Kaplan, Bland McCartha, Martin Boyesen, Gary Cooper, Duncan Doane, Bill Montgomery, Art Rancis, Steve Brant, Dick Walters, Dave Walters, George Anderson, Bob Seaberg, Harry Glass, Jerry Cohen.

### **Tele-Cine 1114**

Schneider zoom lenses, lens service, lens rental. **Staff:** Donald Collins, Robert Jones, Craig Marcin, Gunther Hess, Ed Taylor, Horst Stahl, Martin Leder, Werner Opitz.

### **Telemet 1010**

Clamping amps, repeaters, modulators, sideband analyzers, test signal generators, chroma keyer, chroma key decoder, video cable terminals, RF test equipment, demodulators, group delay measuring equipment, video and pulse distribution amps, sideband/spectrum analyzers, fiber optics transmitter and receiver, video isolation amp\*, RF synthesizer\*, fiber optics with sound\*, thermal equalizer\*, routing switcher\*. **Staff:** Eugene Murphy, Anton

Persek, Marie Rorke, Slim Hamer, Robert Griffiths, Foseph Cali Jr., Alex Kwartiroff, Mike Tchinnis, Gerald Dorman, Barry Kendel.

### **Telescript 1025**

Transports, Telecue and Telescriptor prompting systems. **Staff:** Bob Swanson, Jon Kull, John Lennan, Ron Wilson, Kay Hyde, Angie Prisco.

### **Telestrator Division/Interand 1045**

Tapas/Telestrator automatic programable animation system, The Weather Machine instant animation system for fully assembled artwork and maps\*, Telestrator Auto-Probe stylus-controlled positioning and selective electronic masking of still store art\*. **Staff:** L. Reiffel, W. L. Rickhoff, W. Jung, K.E. Feith, K. Lawson.

### **Television Engineering 1201**

Remote production units, ENG vans. **Staff:** Jack Vines, Bill Vines, Ray Vines, Gary Warnecke, Herb Blume, Larry Mason, Paul Bickford.

### **Television Equipment Associates 1019**

Matthey video heads and filters, Racas intercom headsets, Sportcaster headset, Magnetek tape cleaner/evaluator, BCA intercom and interphone systems\*, TWIP wireless earphone\*, Elcom evaluator for 3/4-inch cassettes. **Staff:** Bill Pegler, Nanci Mahoney, Bill Walters, Vince Emmerson, Barry Reid, Dick Campbell, Don Dudley, Corney Webster, Charles Michel, Sue Michel.

### **Television Technology 1623**

VHF and UHF transmitter, FM translators\*. **Staff:** B.W. St. Clair, Greg Morton, Robert (Nick) Panos, John Sawyer, Renee Dees, Bo Pearce.

### **Telex Communications 311**

Audiocom intercon system\*, reel to reel recorder/reproducer\*, Turner microphones\*, tape transports, headsets/headphones, cartridge tape recorders, amplifiers. **Staff:** Don Meeen, Greg Dzubay, Steve Lichtenauer, Frank Olson.

### **Tennaplex Systems 343**

Kathrein antennas and combiners, Spinner coaxial and wave guide hardware, Elcom complex impedance meter. **Staff:** Marvin Crouch, Manfred Muenzel, Bill Wickline, Sep Gschwendtner.

### **Tentel 1124**

Tentelometer tape tension gauge, U-matic spindle height gauge\*, timer for U-matic and beta recorders. **Staff:** Wayne Graham, John Chavers Jr., Jeff Brown, Lorraine Graham, John Bonn, Joan Kaye.

### **TerraCom 1043**

Microwave radios for color video transmission, digital program channel multiplexers for microwave or cable transmission of four 15 khz audio channels, microwave antennas and accessories. **Staff:** Robert Boulio, Stan Seivers, Bill Margiotta, Mike Mulcay.

### **Theatre Service & Supply 1801**

Curtains, scrims, tracks, lighting fixtures and controls, color filters, gaffer's tape, scenic paint, fabrics, hardware, special effects equipment. **Staff:** Richard Antisdell, John Fallagher.

### **Thermodyne International 1627**

Shipping cases for video production equipment and accessories, Rack-Pack instrument operating case\*. **Staff:** Walter Wolf, Frank Bucaio, Davinia Wolf, Robert Kaplan, Debbie Kaplan, Patty Lewis.

### **Thomson-CSF Broadcast 919**

TTV 1525 color studio camera\*, digital video processor\*, color flying spot telecine\*, color slide scanner\*, mobile ENG transmitter/receiver\*, videodisk player\*, Vidifont character/graphics systems. **Staff:** Frank Benson, Mike Clayton, Thomas Callahan, Harvey Caplan, Robert Estony, William Fink, Thomas Hindle, Steve Kreinik, Marty McGreevy, Frank Shufeld, Louis Mialy, Renville McMann, James Millar, Guy Tranchant, Jean Wolf, Michel Boxberger.

### **Thomson-CSF Electron Tube 512**

Super Niticon 16 mm high sensitivity camera tube (Niticon coupled fiber optically to image intensifier)\*, 100 w TWT for satellite direct broadcast\*, high gain/efficiency tetrodes for TV translators and transmitters, 100 w UHF triode, 2.2 kw UHF 16 db gain tetrode, 5 kw UHF tetrode, 300 kw 30 mhz tetrode, 1 kw UHF cavity. **Staff:** R. Agniet, S. Barthelmes, E. Stern, P. Menes, A. Laconti, W. McLaughlin, C. Kalfon.

### **Thorn Lighting 1815**

Tungsten-Halogen studio lamps, CSI and CID lamps. **Staff:** E.G.A. Brewer, D.M. Lippman, D.I. Strauss, R. Schoon, John Homac.

### **Tiffen Manufacturing 1810**

Filters and accessories for TV cameras, lenses and related equipment. **Staff:** Net Tiffen, Helen Tiffen, Tom Grosso, Maria Grosso.

### **Time & Frequency Technology 111**

### **Toshiba International 1415**

Portable TV camera, computer broadcast studio camera, microprocessor controlled studio camera. **Staff:** Ron Fried, Don Diesner, Arie Landrum, Vince Ziegenbein, Dave Seedall, Bud Schneider.

### **Townsend Associates 1007**

Tetron series UHF transmitters\*, VHF transmitters\*, vacuum contractors\*, precision bias switch for UHF klystron transmitters\*. **Staff:** David Baldyga, Robert Bromley, Daniel Damkauskas, Edward Judd, Joseph Leclerc, Donald Peters, George Townsend.

### **Trans-American Video 933, 1321**

Laser transmitter/receiver, low-power transmitter/receiver for audio-video, cableless cameras. **Staff:** Murray Schwartz, Ross Eastly, Bruce Stevens, Barney Rawlings, Bill Childers, Frank Anderson, Pete Wood, George Ferguson, Jay Criddle, Ernest Gens, Bob Sofia, Darryl Sutton, Glenn Garrard, Bill Messersmith, Jim Wilde, Rick Piccini, Robert Schneider.

### **Tri Tec Systems 1503**

Modular on-air and production audio consoles, routing switchers, microphone pre amps, line amps, distribution amps, equalizers. **Staff:** Louis Lindauer, Jack Jenkins, Bob Lin, Nick Balsamo, Cynthia Balsamo, Deborah Balsamo, Sharon Balsamo, Gloria Lindauer, B.J. Matz.



**Trompeter Electronics 1037**

Armored coax cable assemblies\*, electro optic cable. **Staff:** Hap Gladish, E. Trompeter, S. Trompeter, R. Coleman.

**TSC Development Labs 907**

Weather presentation systems, remote color radar and weather display, programable map overlays\*, color underlay\*, sector zoom\*, in-studio remote control\*. **Staff:** Rick Fay, Gary Himler, Marty Riess, Gerry Ustach.

**TTF Lighting Consultants 1639**

Video production services, lighting equipment rental, specially display electronics. **Staff:** Russell Morris, Mark Firley, J. Stanley Kriz, Russell Okrent, W. James Tetlow, E. Kalinowski, G.M. Morris, M.W. Stafford, C. Kramer.

**Tuesday Productions 210**

Musical production. **Staff:** Bo Donovan, Bill Dailey, Barbra Bradbury.

**TvNS 1804**

News information management system including total archive and retrieval of stories, identification and location of tape, film and scripts, immediate script editing and production, back-timed program formats, custom screen and report design, newswire interface, instant access to station news records, installation, documentation and staff training. **Staff:** Jan Cheney, Laura Powell.

**Ultra Audio Pixtec 1819**

Waveform monitors and vectorscopes, studio test equipment, stage lighting control systems, audio distribution amps, power amplifiers, mixers, battery-powered remote audio products. **Staff:** Oliver Berliner, V.A. Dorsey, Jimm Joffee, Roger Volk, Phil Kircher, H.R. Earle, Moshe Barkat, Pinky Maron, Bill Chapman, Bill Chuma.

**UMC Electronics 108**

Beaucart cartridge tape machines, splice finders, consoles, DC fractional motors\*, low power, low noise Beau motor\*, instruments. **Staff:** James Leu, Philip Lohman, Bob Small, Bernie Robillard, Mal Friberg, Preston Weaver.

**Unarco-Rohn 1021**

Communication towers and related accessories. **Staff:** Mike Fleissner, Gene Francis, Larry Grimes.

**Uni-Set 1106**

Modular studio staging system. **Staff:** Ronald Kniffin, Beverly Gexer, Sam Cercone, Paul Vincent, Carlo McDaniels, William Sunshine.

**United Media 1711**

Time code editing products **Staff:** Robert Ricci, David Lake, Herb Primosch, Keith Hughes, Bill Carlquist.

**United Research Lab 405**

Auto-tec solid state conversion amplifiers for tape recorders, coated pinch rollers, Ampex and Scully replacement parts, magnetic head replacement, sound restoration services\*, professional tape recorder update kits\*. **Staff:** George Adams, Jim Lee, Art Shifrin, A. Adams, Lee Rand.

**UPI 903**

Broadcast DataNews 1,200 words-per-minute newswire service, Audio Network, all purpose broadcast newswire, Unifax II newphoto service, Goesfax weather satellite photos, Unislides full color slide service. **Staff:** Gordon Rice, Gene Poythress, Bill Ferguson, Ted Feurey, Bob Page, Ian Smith, Gary Neeleman.

**Ursa Major 219**

Digital reverberation system. **Staff:** David Goldstein, Gerard Abeles.

**U.S. Tape & Label 202**

Bumper strips, window labels, T-shirts,

transfers, hats. **Staff:** Byron Crecelius, Jesse Myer, Audrey Moore, Charlie Muncy, Linda Jefferson.

**Utah Scientific 1629****Utility Tower 500**

Tower sections, lighting equipment, galvanized hardware. **Staff:** C.E. Nelson, R.G. Nelson, Robert Morris Jr.

**Thomas J. Valentino 412**

Production music and sound effects libraries, Videostockshots library\*. **Staff:** F.T. Valentino, M.A. Valentino, J. Rosen, P. Marshall.

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- Valtec 1811**  
Fiber optic cables and systems for video, voice and data communications including VS-100 fiber optic baseband systems. **Staff:** Richard Cerny, Stephen Lang, Tad Wilkowica, Marguerite Shapalis.
- Van Ladder 1813**
- Varian Associates/Eimac 306**  
Power grid tubes, klystrons for radio, TV, CATV, satellite uplinks, microwave. **Staff:** Al Lauer, Tom Yingst, Ed Gilbert, Ross Faulkner, Paul Thesing, Jim Driscoll, Colin Erridge, Vince Mutascio, B. Cataldo, J. Steck, J.B. McDonough, R. Hartung, William Barkley, Kenn Atkinson.
- V & B Tower Construction 320**  
Tower fabrication and erection. **Staff:** Richard Bell, Shari Bell, Jody Whitley.
- Versa-Count 516**  
250 w FM transmitter, FM modulation monitors, stereo monitors. **Staff:** Chuck Pipher, Al Williams, Don Carlson.
- Video Aids of Colorado 1018**  
Party lines, color sync generators, black burst generators, cross pulse generators, electro-optical isolators, video line isolators, burst-phase meters, H-phase meters, VIRS phase meters, VIRS inserter, SCH meter/burst phase meter\*, monitor conversion kits. **Staff:** Jim French, Bill Barton, Walt Skowron, Cliff Hand.
- Video Associates Labs 1716**
- Video Data Systems 1523**  
Character generators, time and weather digital display systems. **Staff:** William Leventer, Stephen Seiden, Larry Schulman, Barry Kenyon, Bob Hall, Roy Funk.
- Videomagnetics 1808**  
Quad VTR head refurbishing, conversions from low to high band. **Staff:** Bill Beckers, Ted Barger, Bill Blockie.
- Videomedia 1401**  
Computerized editing system. **Staff:** Richard Dorsa, Bill Stickney, Hank Wilks, Dahlia Ouellette, Herb Kniess, Jim Thibodeaux, Ken Royer, Bob Ota, Bud Sorby.
- The Video Tape Company 1022**  
Video Tape stock and duplication in all formats, distribution services for specials and syndicated shows. **Staff:** Keith Austin, Frances VanPaemel, Don Johnson, Dick Millais, Don Hellman.
- Videotek 1611**  
Studio color monitors, portable color monitors, demodulator, waveform monitor. **Staff:** Phil Steyaert, Peter Choi, Don Taylor, Ron Moyer, Jim Mauger, Emery Grady, Eric Wahlberg.
- Viscount Industries 1838**  
Switcher systems including 1127 five input, three bus production switcher\*. **Staff:** Ray D. Renning.
- Vital Industries 921**  
Digital production switcher\* master control automation\*, routing switcher\*, frame synchronizers, digital video effects, video automation systems, broadcast computers, chroma keyer, video consoles, processing and equalizing equipment, routing switchers, video special effects equipment and generators, video switchers. **Staff:** Barry Enders, Robert McAll, Gordon Peters, Eric King, Barry Holland, Morrell Beavers, Jim Romeo, Bill Vice, Mike Barsness, Jim Moneyhan.
- VSC/Integrated Sound Systems 1917**  
Speech compression system. **Staff:** Stuart Rock, Michael Klasco.
- Wang Voice Communications 120**
- Ward-Beck Systems 1219**  
Broadcast consoles. **Staff:** R.W. Ward, R.K. Beck, A.A. Schubert, William McFadden, D. McLane, P. Constantinou, E. Johnson, J. Fong.
- Warehouse 217**  
Custom imprinted T-shirts, jackets, staff shirts (minimum order, 12 pieces\*). **Staff:** Gerry Flaig, Barbara Flaig, Joe Loddo, Lisa Bracall, Sam Waterworth.
- Weatheration 1625**  
Color digital remote radar systems, 16-color graphics generator, mapper, satellite receiver, frame store recorder. **Staff:** William Smith, Bob Muellner, Ron Johnson, Ed Anderson, Harvey Chichester, Steve Rutkowski, Renee Shaski.
- Weather Services International 1700**  
Real time on-line weather information system, MediaWeather Broadcast Services, Real-Time Sports Information. **Staff:** Michael S. Leavitt, Fred Ward, Todd Glickman, George Stamos, Joe Zona.
- Western Union Telegraph 1401-A**  
Satellite services for radio and TV. **Staff:** James Ragan, Joseph Mahon, George Milne, D.T. Goddard, G.J. Lanni, M. Abramson, G. Frank, Eugene Bormann, D. Tremba.
- Wilkinson Electronics 302**  
AM and FM transmitters, audio consoles, silicon rectifiers, dummy loads, line surge protectors. **Staff:** Guffy Wilkinson, William Johnson, James Billig, William McKibben, Warren Racine.
- Winsted 1035**  
Editing consoles for 3/4-inch and one-inch, videotape and film storage systems, tape trucks, dubbing and post production consoles. **Staff:** Chuck Johnson, Jerry Hoska, Gregg Hedlund, Bill Hanson.
- Wolf Coach 1225**  
Special vehicles for ENG and field production including Hippo production truck\* **Staff:** Marion Wolf, Richard Wolf.
- World Tower 420**  
AM, FM, TV and microwave relay towers. **Staff:** M.N. Sholar, James Wilson, Jack Irwin.
- World Video 1029**  
Rackmount color monitor\* video test signal

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generator and gen-lock sync generator for EFP. **Staff:** Jack Taylor, Ted Bingaman, Herb Didier, Bill Myers, Dwight Wilcox, Churchill Miller, Lew Radford, Ralph Hucaby, Paul Milazzo, Carroll Cunningham, Emil Adamyk.

### Zei-Mark 1619

Telecine systems, optical multiplexers, film chains. **Staff:** Richard Zeitler, Louise Zeitler, Mort Press.

## Networks

### American Broadcasting Cos. Sands

**ABC Inc.:** Clinton Birch, Eugene Cowan, Patricia Dennis, Everett Erick, Carole Foster, Jay Goldstein, Sandra Gottlieb, Ann Hagemann, William Hawkins, Robert Kaufman, Robert Key, John Mendonsa, Paul Myer, Irving Novick, Stephen Solomon, William Wilkinon.

**ABC-TV Network:** Lesley Bade, Richard Beesemyer, Barbara Bree, Mario Cucinotta, Tom Day, Joseph DeGennaro, Warren Denker, James Duffy, Bertrand Fainberg, Robert Fountain, Joseph Gaiquinto, Bruce Hagerty, Robert Hingel, Peter Jacobus, Timothy Kearney, Richard Kozak, Susan Kusiel, Gail Malinoski, Nancy Manno, Buzz Mathesius, Steve Morganstern, George Newi, Joseph Niedzwiecki, Don Norris, Mary Jane Raphael, Bryce Rathbone, Robert Reich, Betsy Schiff, William Sythes, Stuart Ullman, Peter Zobel. **ABC Television:** James Donaghy, Arnold Marfoglia, Leonard Maskin, Jerry Regina, Charles Smith, Vernon Thompson. **ABC Television Planning:** Leonard Feldman, David Goldberg, Melvin Goldberg, Edgar Hirst, Rod Rodomista, Paul Sonkin, Alan Wurtzel. **ABC Entertainment:** Hank Miller, Stephen Nenno. **ABC Owned Stations:** Phil Boyer, Eugene Carlson, Richard O'Leary. **ABC Sports:** Joseph Aceti, Marvin Bader, John DeLisa, Roger Goodman, James Jennett, Carol Lehti, John Martin, Irvin Weiner. **ABC News:** Jack Bush, John O'Leary, Nick Alexander, Hal Bruno, Sam Donaldson, Bob Dyk, Jeri Hamilton, Bob Hardt, Joe Templeton, Robert Trout. **ABC Pictures International:** Michael Lowe. **ABC Public Relations:** Jeffrey Tolvin, Pamela Warford. **ABC Radio:** Frank Atkinson, John Axten, Leslie Benson, Robert Benson, Darryl Brown, Robert Cambridge, Robert Chambers, Leo Collins, Kent Coughlin, Harry Curtis, Charles DeBare, Madeline DeCunzo, Richard Dressel, Gary Fisher, Peter Flannery, Richard Foreman, Martin Greenberg, Russ Harbaugh, Michael Hauptman, Bruce Hoban, Ben Hoberman, Ed Johnson, Henry Kavett, Joseph Keating, Charles King, Veldon Leverich, Anthony Masiello, Richard McCauley, William McClenaghan, Edward McLaughlin, Dee McKinsey, J.B. McPherson, Edward Ockenden, Andrew Ockershausen, Harry Priestler, Louis Raymo, Al Resnick, Frank Rigano, Mark Roth, Joseph Sherikjian, Richard Sklar, Jeffrey Sprung, Erick Steinberg, Linda Stern, Nick Trigony, Ron Weston, Michael Winter. **ABC Broadcast Operations:** John Aalto, Peter Adamiar, Sylvia Almstadt, Leonard Alphonso, Leonore Anastasio, S. Arlaub, Robert Armbruster, Don Amel, Robert Agrella, James Baker, Julius Barnathan, John Batch, Max Berry, William Blumel, Gerald Bobian, Walter Bohlin,

Leonard Bottom, Clarence Brodus, Stanley Brown, Joseph Carr, Loretta Chambers, David Chen, James Christenat, Shelley Cohen, Loren Coltran, Hope Cornejo, John Crowder, Hal Danforth, Gustavo Dato Jr., Preston Davis, Kevin Dauphinee, Joseph DeBonis, G. Dibie, Joseph DiGiovanna, Pasquale Distasi, William Dryer, Robert Ellin, David Elliot, Ronald Ennis, David Eschelbacher, Chris Evans, Frank Faist, Fred Faist, Dennis Feeley, Gerald Feldman, Geoffrey Felger, Michael Fisher, John Fitzpatrick, Thomas Flynn, Stewart Forman, William Fowler, Jackie Fox, William Frieberger, John Gable, Robert Gabrielson, Jack Galvin, Frank Genereux, Philip Godfrey, Vera Gold, Sol Goldstein, Norman Grant, Benjamin Greenberg, Henry Greenspan, Andrew Haas, Jerry Hait, Kevin Hamburger, Frank Haney, Lincoln Harrison, Isaac Hersly, Richard Hess, John Hidle, George Hillas, Richard Horan, Robert Hudson, Scot Hunter, William Hynes, T. Jakubanis, Martin Jasper, Myron Jochim, William Johnston, T.J. Johnston, Deet Jonker, Lee Jordan, Harvey Kalfin, Vernon Kerrick, Herbert Kraft, Avi Kramer, Joseph Kresnicka, Jim Kussman, Thomas Leprine, Phillip Levens, David Linick, Michael LoCollo, Jim Logan, Marshall Lopez, David Loring, John Lough, Neil MacLeod, William Maier, Jim Mallon, Joseph Maltz, Joseph Marra, Loretta Masters, Donald McCroskey, Ralph McDaniel, Stephen McIntire, John McKenna, Edward Messina, Marty Meyer, Bruce Miller, William Miller, Timothy Millhiser, Alfred Molinari, Norman Morong, David Morris, Robert Mulligan, Richard Mulliner, Frank

Muratore, Stacy Murray, Jack Neitlich, Fred Neuwirth, Irving Newman, Lloyd Nickens, John Northway, Julie Noyes, Norman Olsen, Peter Otto, Michael O'Shea, George Patrick, Robert Pierce, Robert Plath, Verne Pointer, Joseph Polito, Paul Pollard, Charles Powell, Frank Quitoni, Robert Read, Elliott Reed, Leo Reetz, Herbert Riedel, Harold Robbins, Richard Rodgers, Eric Rosenthal, Edward Rossi, David Salant, Martin Sandberg, Louis Sanman, Ronald Schlameuss, Hans Schmid, John Schmidt, Fred Schuhmann, Burton Schwartz, Horace Scott, Barbara Seipt, Bruce Sidran, Bruce Simon, Robert Springer, William Stone, Richard Stubbe, William Swaney, Donald Spenard, Leslie Scott, David Seely, Abdellour Tadros, Burt Tapia, Gregory Tarver, Robert Trachinger, William Tracy, James Truelove, Bud Untiedt, Tony Uyttendaele, Philip Vaccaro, Ted Van Weeren, Anthony Versley, James Von Striver, Stanley Weber, Wayne Wicks, John Wilkey, John Wilson, Merle Worster, Robert Young, Alan Zauzmer.

### CBS Inc., CBS/Broadcast Group, CBS News, CBS-TV, CBS Entertainment MGM Grand

Bill Leonard, Marshall Davidson, Dick Sedia, David Buksbaum, Carl Prince, Tom Lorenzen, Arthur Bloom, Ned Steinberg, Richard Silverman, Jack Purcell, Joe De Franco, Eleanor Applewhaite, John Sternberg, Ralph Goldberg, Allen Shaklan, Rae Evans, Gene Jankowski, Gene Mater, Tom Miller, Jim Rosenfield, George Shannon, Carl Ward, Bruce Nugent, Vince Loncto, Ron England, Bruce Ferguson, Bob



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Sam Cook Digges, Richard Brescia, J. Robert Cole, W. Thomas Dawson, Ralph Green, J. William Grimes, Cornelius V.S. Knox Jr., Emerson Stone, Gail Trell, Nancy C. Widmann, Bernard S. Krause, Robert Leeder, Eric Salline, Harfield Weedon, David West.

### Mutual Broadcasting

### Hilton 2964

Martin Rubenstein, Frank Murphy, Mike Penzell, Terry Hourigan, Karen Kershner, Jerry Wallace, Tom O'Brien, Bill Wisniewski, Jack Clements, Orrin McDaniels, Nick Verbitsky, John Butler, Bob Ural, Lynn McIntosh, Georgette Kohler, Rich Wartell, Bill Armstrong, Joe Dickey, Carol Peterson, Glenn Morgan, Shelley Jackson, Fred Guthrie, Don Budd, Larry King, Jack Kirby, Brian Moors, Bob Walton, Portia Scott, Dave Roycraft, Beth Robinson, Gary Marko, Carole Pelehaty.

### National Black Network

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Eugene D. Jackson, Sydney L. Small, Del Raycee, George R. Edwards, Joan Logue Henry, Adrian Gaines.

### NBC-TV Network

### MGM Grand

**Affiliate Relations:** Raymond J. Timothy, Donald J. Mercer, Anthony Cervini, Raymond T. O'Connell, James Ritter, Pier Mapes, Diane Healey, John Barry, Erik Bennorth, Mortimer Dillon, Peter Flynn, Barry Hillebrandt, William Kelley, Malcolm Laing, Kym Grinnage, C.C. Leslie, Shannon Hack. **NBC Television Network:** Robert Mullholland, Stephen Flynn, Arthur Johnson, Rick Quakenboss, Michael Levine, Joseph Marazzi, Michael Scholes, Joseph Iaricci. **Operations and Technical Services:** Richard Sonnenfeldt, Robert Galvin, John Kennedy, Jack Weir, Donald Kivell, Allan Aebig, Frank Weill, Jesse Cripe, Reginald Thomas, Rudolph Foglia, John Crampton, Joseph Kolb, Robert Strub, William Flood, Robert Daniels, Ronald Gnidziejko, Frank Flemming, Robert J. Butler, Ted Bruss, Al Dodds, Richard Edmondson, John Gillen, Fred Himelfarb, Robert Mausler, Martin Meaney, Don Musson, Mike Negri, Steve Paganuzzi. **News:** Steve Bonica, Larry Morrone, Jeffrey Meadows, Michael Reitman, **Press:** Helen Manasian. **Corporate:** Rich Kelly. **TV Stations Division:** Robert Walsh, Duffy Sasser. **WNBC-TV:** Bob Flynn, Ed Knapp. **WMAQ-TV:** Gene Cartwright, Bill Marshall, Jim Powell, Fred Rodey, Bill Carter, Richard Lobo. **KNBC:** Tom Straszewski, Jim Brooks. **WKYC-TV:** Ray Smith, Tom Miller. **WRC-TV:** John Rohrbeck, Dave Nuell, Crawford McGill, Al Levin, Harris Sullivan.

### NBC Radio Group

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**Staff:** Irwin Segelstein, Richard Verne, Robert Mounty, Walter Sabo, Marion Stephenson, Jo

Moring, Mike Phillips, Buddy Young, Ray Gardella, Steve White, Robert Wogan, Ellyn Ambrose, Meddy Woodyard, Joan Voukides, Steven Epstein, Warren Maus, John Bailie, Ray Weiss, Chris Palmer. *New York*: Bob Sherman, John Lund, Bill Kraus (AM), Dan Griffin, Dave Klahr, Mark Olkowski (FM). *Chicago*: Burt Sherwood, Bill Hennes, Bill Ryan, (AM), Dick Penn, Bill Stedman, Joel Hodroff (FM). *Washington*: Frank Scott, Gordon Peil, Ted Ronneberger (AM), Don Simpson, Scott Standiford (FM). *San Francisco*: Bill Dwyer, Ron Reynolds, Bill Newbrough (AM), John Hayes (FM).

**RKO Radio Network** **Hilton 2962-3**  
 Thomas F. Burchill, Dave Cooke, Basil Farina, Marguerite Findra, Thom Gatewood, Ken Harris, Jo Interrante, Joe Maguire, Bob Mahlman, Peter Marcus, Al Parisher, Dave Pollard, Margaret Digan.

**Sheridan Broadcasting Network** **Hilton Sapphire Suite**  
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**Brokers**

**Blackburn & Co. Inc.** **Hilton 2010**  
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**Chapman Assoc.** **MGM Grand**  
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**Lincoln Dellar & Co.** **Sands**  
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**Norman Fischer & Assoc.** **Casino**  
 Norman Fischer.

**Milton Q. Ford & Assoc.** **MGM Grand**  
 Milton Q. Ford.

**Cliff Gill Enterprises** **Caesars Palace**  
 Cliff Gill, Ralph Portnor, Dave Drubeck.

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 W. John Grandy

**R.D. Hanna** **Hilton 6121**

Robert D. Hanna, John Ryman, Dick Morrison, Stan Raymond, Bill Prikryl.

**Dan Hayslett & Assoc.** **Hilton 477-79**  
 Dan and Mary B. Hayslett.

**Ted Hepburn Co.** **MGM Grand**  
 Ted Hepburn.

**Hogan-Feldmann Inc.** **Hilton**  
 Arthur Hogan, Jack Feldmann.

**Larson/Walker & Co.** **Hilton 2110-11, 2181**  
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**H. B. LaRue** **MGM Grand**  
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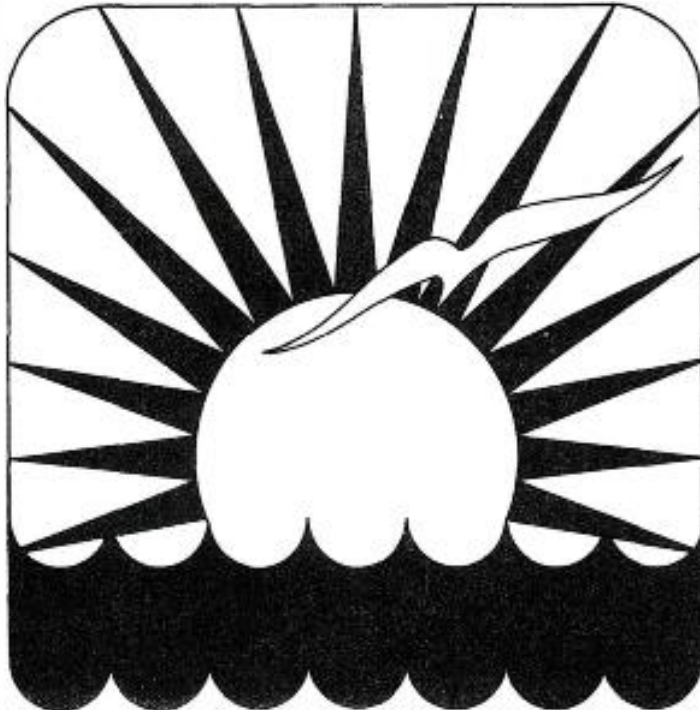
**George Moore & Assoc.** **Sahara**  
 George Moore, Jim Moore.

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**Richard A. Shaheen Inc.** **Hilton 1468-70**  
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**Sherman & Brown Assoc.** **Caesars Palace**  
Gordon Sherman, Marie Sherman.

**Southwestern Media Associates** **Aladdin**  
Robert Clark.

**Edwin Tornberg** **MGM Grand**  
Edwin Tornberg.

**J.N. Wells & Co.** **Hilton/Caesars Palace**  
Joe N. Wells.

**Station reps**

**Avery-Knodel** **MGM Grand 1861A**  
**Staff:** J. W. Knodel, Robert J. Kizer, Robert Kalthoff.

**Blair Radio** **Hilton 2879**  
**Staff:** Jack W. Fritz, James A. Jurist, John Boden, Alfred Cancellieri, Robert Ferraro, Daniel Follis, Robert Galen, David Klemm, Robert Lobdell, Francis Wilkinson, George Wolfson.

**Blair Television** **MGM Grand 2359-61A**  
**Staff:** Jack W. Fritz, James A. Jurist, Robert Billingsley, Alfred Cancellieri, Patrick Devlin, James Kelly, William Morris, Josef Rosenberg, John Ryan, Walter Schwartz, Harry Smart, Arthur Stringer.

**Buckley Radio Sales** **Riviera**  
**Staff:** Richard D. Buckley, Mel Trauner, Joseph M. Bilotta, Lloyd McGovern, Robert J. Lurito, Jack Kabateck.

**Christal Co.** **Caesars Palace**  
**Staff:** Robert J. Duffy, John M. Fouts, David K. Windsor, Bella Werner, William Froelich, Bruce Blevins, Paddy Ramsay.

**Eastman Radio** **Desert Inn**  
**Staff:** Frank Boyle, Bill Burton, Charlie Colombo, Dave Recher, Jerry Schubert.

**Harrington, Righer & Parsons** **MGM Grand**  
**Staff:** John J. Walters Jr., Peter F. Ryan, Tom Carroll, Mike Carson, Mickey Colen, Tom Comerford, Pete Foster, Frank Morello, Mike Schwartz.

**Bernard Howard & Co.** **Hilton 2918**  
**Staff:** Bernard Howard, Robert Weiss, Ron Dadetta, Richard Greener, Milt Seropan, Bob Coppinger, Dennis Powell, Roger Hornung.

**HR/Stone** **Hilton 8-121**  
**Staff:** Saul Frischling, Carroll Larkin, Inge Jacobson, Sy Thomas, Martin Stedman, Michel Sobel, Rosemary Zimmerman, Mark Stacy, Alan Abert, Robert French.

**HR Television** **MGM Grand**  
**Staff:** Edgar White, Harry Wise, Phil Corper, Roy Edwards, Bill Leslie.

**The Katz Agency** **MGM Grand 1761A**  
**Staff:** James L. Greenwald, Oliver T. Blackwell, Gordon H. Hastings, Barry Lewis, David S. Abbey, Frank J. McCann, Victor Ferrante, Richard A. Goldstein, Ken J. Swetz, James Beloyianis, Edward Papazian, Joel Segall, Larry Adams, John Roberts, William Fortenbaugh.

**Major Market Radio** **Hilton 1169**  
**Staff:** Warner Rush, Rich White, Ron McKinley, Tony Miraglia, Austin Walsh.

**Jack Masla & Co.** **Hilton**  
**Staff:** Jack Masla, David Adams, Stan Feinblatt, Arnold Taylor, Johnnie Pegus, Stephen Ryckman, Rhona Waxenberg, Gail Harrison, Charles McCreery.

**McGavren Guild** **Hilton 473**  
**Staff:** Ralph Guild, Vincent Bellino, Ellen Hulleberg, Dick Sharpe, George Pine, Peter Doyle, Marc Guild, Debi Elefante, Beverly Appleman, Anthony Durpetti, Greg Campbell, Gary Ahrens, Anthony Maisano, Ed Carrell, Shane Fox, Les Goldberg, Gary Katz, Tom Poulos, Irv Zeit.

**Meeker Television** **MGM Grand**  
**Staff:** Robert Dudley, Bill Bee, Audrey Tanzer, Jim Parker, Dick Hughes, Jay Adair, Jan Micheli, Steve Boutis.

**Peters, Griffin, Woodward** **MGM Grand**  
**Staff:** Chuck Kinney, Dennis Gillespie, Ron Collins, Randy Brown, Tom Will, Ray Johns.

**Petry Television** **MGM Grand**  
**Staff:** Art Scott, David Allen, Ted Van Erk, George Blinn, Denny Van Valkenburgh, Paul



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**Selcom** **Hilton 577**

**Staff:** Peter Sisam, Mike Ihnat, Lou Faust; Bill McHale, Bill Smither, Barbara Crooks, Steve Boutis, Andy Rainey, Jim Schneider, John Wilson, Donn Winther, Jim Forrer, Lynn Picadio, Russ McCreath, Linda LaPlant.

**TeleRep** **MGM Grand**

**Staff:** Al Masini, Dick Browne, Jerry Braet, Pat Prie, Dick Brown.

**Top Market Television** **Desert Inn**

**Staff:** James McCann, Henry O'Neill.

**Torbet Radio** **Caesars Palace**

**Staff:** Alan Torbet, Peter Moore, Lou Mahacek, Steve Marriott, Mariann DeLuca, Lorraine Thomson, Ron Woods, Bob Loeber.

**Adam Young** **MGM Grand**

**Staff:** Adam Young, Vincent Young, Don Cote, Keith Bainbridge, Neal Wein, Nick Imbornone, Jim Neil, Ralph Widman.

**Others**

**Arbitron Radio** **Hilton**

Ted Shaker, Connie Anthes, Sherm Brodey, Roberta DePolo, Gary Donohue, Jim Francis, Avery Gibson, Penny Giddens, Martha Keatoer, Marv Korach, Richard Lamb, Bill Livek, Dick Logan, Bill McDowell, Rip Ridgeway, Jeff Schadlow, Maddy Schreiber, Marshall Snyder, Dick Weinstein, Ken Wollenberg.

**Arbitron Television** **MGM Grand**

Ted Shaker, Connie Anthes, Rick Aurichio, Sherm Brodey, Claire Kummer, Ron Laufer, Jackie Lutter, Pete Megroz, Jim Mocarski, Jon Nottingham, Mike Occhiogrosso, Jeff Schadlow, Bill Shafer, Dennis Spragg, Marshall Snyder, Harry Stecker, Mark Young.

**ASCAP** **Aladdin**

Louis Weber, Larry Sklover, Dave Hockman, Dwight Young.**Staff:**

**FM 100 Plan** **Caesars Palace 882**

Programing formats. **Staff:** Darrel Peters, Alaine Peters, Lowell Dorman, Mike Kratcisin, Ray Miller, Ray Lowry.

**A.C. Nielsen** **Hilton 1430**

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**SESAC** **Hilton 464**

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Charles Scully, Vincent Candilora, Barry Guber, Elaine Guber, Dianne Petty, Bob McGarvey, Harold Fitzgerald, Ed Wilder.

**TelCom Associates** **MGM Grand**

Herb Jacobs, Ron Krueger, Jim Cusick, Grace Jacobs.

**Television Information Office** **Desert Inn**

Roy Danish, Jim Folsom, Lou Ames.

**Wall Street Journal Report** **Hilton 5-103**

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Alpha Epsilon Rho 177 ■ American Heart Association 231 ■ American Women in Radio and Television 133 ■ Bureau of the Census 224 ■ Cambodia Crisis Center 800 ■ Consumer Products Safety Commission 181 ■ FCC 122, 122A: Charles Ferris, Robert E. Lee, James Quello, Tyrone Brown, Joseph Fogarty, Nancy Carey, Neil Goldberg, Bob Mann, Ed Dooley, Richard Shiben, Frank Washington, Milton Gross, Wilson Lafollette, Dennis Williams ■ Human Development Services/ HEW 185 ■ International Television Association 216 ■ March of Dimes 178 ■ NAB Book Exhibit 706 ■ National Captioning Institute 186 ■ Radio Advertising Bureau 170 ■ Radio-Television News Directors Association 129 ■ National Technical Institute for the Deaf 187 ■ Society of Broadcast Engineers 176 ■ Society of Motion Picture and Television Engineers ■ 1500 ■ Will Rogers Memorial 184

**Hour by hour, day by day at Las Vegas**

More than 20,000 broadcasters will converge on Las Vegas next week for four days of Sights and Sounds '80—the National Association of Broadcasters 58th annual convention. They'll virtually take over 37 hotels and have their own shuttle-bus system at their disposal to cart them to and from the city's convention center and the adjacent Hilton hotel.

The NAB has prepared a full agenda of radio, television and engineering workshops, while still allowing conven-

tion-goers time to tour a record 410 exhibitors in their 198,000 feet of exhibit space. Radio attendees will have Monday afternoon to roam the exhibit halls, while engineers and television delegates will have Tuesday afternoon free.

Some of the convention highlights include Sunday's presentation of the Distinguished Service Award to Donald A. Thurston, president of Berkshire Broadcasting Co., North Adams, Mass., and former joint board chairman, and opening

remarks by Senator Howard Cannon (D-Nev.). Monday through Wednesday are workshop days that include sessions on radio deregulation, broadcasters in Congress, AM stereo and a closing joint session, "Words from Washington," with Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee speaking. FCC Chairman Charles Ferris addresses a joint luncheon on that day.

Following is a complete agenda.

**Equipment exhibit.** Displays of broadcasting equipment and services will open 9 a.m.-5 p.m. Sunday through Wednesday in the exhibit hall of the convention center. Exhibits that are primarily related to radio will be in the North Hall; those primarily related to television will be the East Hall.

**Workshops, assemblies and luncheons.** Unless otherwise indicated, all radio, television and engineering meetings will be held in the convention center. Some luncheons and other functions will take place in the facilities of the Hilton hotel, adjacent to the convention center.

**Sunday, April 13**

**Joint session.** Rotunda. Doors open with musical entertainment 2:15 p.m. Invocation (3 p.m.): Rabbi Marc H. Tanenbaum director, national inter-religious affairs, American Jewish Committee, New York. Welcome: Thomas E. Bolger, NAB chairman, Forward Communications, Madison, Wis. Remarks: Senator Howard Cannon (D-Nev.), chairman, Commerce

Committee. Keynote address: Vincent Wasilewski, NAB president. Presentation of the NAB Distinguished Service Award to Donald Thurston, Berkshire Broadcasting, North Adams, Mass. A "musical spectacular" with Mac Davis and his orchestra.

**Monday, April 14**

**RADIO MANAGEMENT SESSIONS**

**General radio session.** 9-10:15 a.m. Rotunda. Call to order: Arnold Lerner, chairman, NAB radio board, WLH(AM)-WSSH(FM) Lowell, Mass. *Radio's State of Mind: Red Hot*, Miles David, president, Radio Advertising Bureau. Premiere of *Tomorrow Media*, produced and presented by The TM Companies. Introduction: Pat O'Shaughnessy, president, TM, Dallas.

**Five concurrent workshops.** 10:30-11:45 a.m.

*Heating Up Business in a Cooler Economy: How-To Sales Development*

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| American Broadcasting Companies                 |                     | Affiliate Relations                   | MGM Grand 1862A |
| Radio Network                                   | Hilton 2911         | CCA Electronics                       | Caesars Palace  |
| Radio Marketing Services                        | Hilton 315          | Century 21                            |                 |
| Television Network                              | MGM Grand 1961A     | Productions                           | Hilton 1069     |
| American Data                                   | MGM Grand           | Cetec Broadcast Group                 | Riviera         |
| American Quotation Systems                      | Riviera             | Chapman Associates                    | MGM Grand       |
| American Retrospectives                         | Caesars Palace      | The Christal Co.                      | Caesars Palace  |
| Angeniux Corp. of America                       | Hilton              | Collins Radio Group                   | Hilton 12-121   |
| Antiope Videotex Systems                        | MGM Grand           | Commercial Electronics                | MGM Grand       |
| Arbitron (Radio)                                | Hilton 27-121       | Community Club Awards                 | Hilton          |
| Arbitron (TV)                                   | MGM Grand 2409      | Compact Video Systems                 | Hilton 2150     |
| Toby Arnold & Associates                        | Hilton 1669         | Computer Management Systems           | Riviera         |
| Associated Press                                | Hilton 2976         | Concept Productions                   | Hilton 302      |
| Association for Broadcast Engineering Standards | Frontier            | Continental Electronics Manufacturing | Hilton 1530     |
| AT&T Longlines                                  | MGM Grand 2462A     | R. C. Crister & Co.                   | Hilton 1750     |
| Audio Designs & Manufacturing                   | Hilton              | CSI Electronics                       | Hilton          |
| Automated Business Concepts                     | Hilton              | C.S.P.                                | MGM Grand       |
| Automation Electronics                          | Hilton 1050         | Cumberland Broadcasting               | Hilton 1350     |
| Avery-Knodel Television                         | MGM Grand 1861A     | Custom Audience Consultants           | Hilton          |
| AWRT  | Caesars Palace      | Data Communications                   | MGM Grand       |
| Bankers Trust                                   | Hilton              | Data World                            | MGM Grand       |
| Bell & Howell Video Group                       | Caesars Palace      | Daytime Broadcasters Association      | Sahara          |
| Blackburn & Co.                                 | Hilton 2010         | Digital Video Systems                 | Hilton 1550     |
| John Blair & Co.                                | Hilton 2879         | Drake-Chenault Enterprises            | Hilton 2875     |
| Blaupunkt Division                              | Hilton Board Room   | Dynacom International                 | Caesars Palace  |
| Bonneville Broadcast Consultants                | Hilton              | Eastman Radio                         | Desert Inn      |
| Bridal Fair                                     | MGM Grand           | Echo Science (Arvin/Echo)             | MGM Grand       |
| Broadcast Consultants David Green               | Hilton              | Elcom Specialty Products              | Riviera         |
| Broadcast Electronics                           | Hilton              | Eventide Clockworks                   | Hilton          |
| BROADCASTING Magazine                           | Hilton 370          | William A. Exline                     | Hilton 1650     |
| Broadcast Programming International             | Hilton 28-121       | FACTS: Marketing & Research           | Hilton          |
| Broadcasting Systems & Operations               | MGM Grand           | 1st Choice/Osmond                     |                 |
| Bundy Broadcasting                              | Landmark 902 & 1002 | Communications                        | Hilton 5-118    |
| Burke Broadcast Research                        | Hilton              | The FM 100 Plan                       | Caesars Palace  |
| Burkhart Abrams & Associates                    | Hilton              | Milton Q. Ford & Associates           | MGM Grand       |
| Business Broker Associates                      | MGM Grand           | Fuji Photo Film U.S.A.                | Hilton 1950     |
| Calvert Electronics                             | MGM Grand           | Cliff Gilt Enterprises                | Caesars Palace  |
| Canadian General Electric                       | Sahara              | Golden Egg                            | MGM Grand       |
| Capitol Magnetic Products                       | Hilton              | R.D. Hanna                            | Hilton 6-121    |
| Cavox/Tape-Athon                                | Hilton 710          | Harrington, Righter & Parsons         | MGM Grand       |
|   |                     | Dan Hayslett & Associates             | Hilton 477      |
|   |                     | The Heider Group                      | MGM Grand       |
|   |                     | Hitachi Denshi America                | Hilton          |
|   |                     | Bernard Howard & Co.                  | Hilton 2918     |
|   |                     | HR Television                         | MGM Grand       |
|   |                     | H-R/Stone                             | Hilton          |
|   |                     | Hughes Electronic Developments        | MGM Grand       |
|   |                     | IGM/NTI                               | Hilton          |

**Ideas.** Room 18. Moderator: Len Hensel, WSM(AM) Nashville. Panelists: George R. Francis Jr. WAKY(AM)-WVEZ(FM) Louisville, Ky.; Paul E. Palmer, KFMB-AM-FM San Diego; John E. Hinkle, WISN(AM) Milwaukee.

**Small Market Radio Stations Can Do Professional Research ... Here's How.** Room 20. Moderator: Larry Patrick, NAB vice president. A case-study workshop with the staff of KNUU(AM) Las Vegas. Repeated at noon-1:15 p.m.

**The New Rules for Political Broadcasting in the 1980 Election Year, Part 1.** Room 19. Moderator Barry Umansky, NAB attorney. Panelists: John Quale, Kirkland & Ellis, Washington; Bill Perry, Dow, Lohnes & Albertson, Washington; Milton O. Gross, Fairness and Political Broadcasting Branch, FCC.

**You're the Manager ... You're Supposed To Know All About That, Part 1.** Room 22. Moderator: Orrin McDaniels, WCFL(AM) Chicago. Panelists: Al Grosby, KRAK(AM) Sacramento, Calif.; Walter May, WPKE(AM) Pikesville, Ky.; Lou Fox, The Jennings Co., Corte Madera, Calif.

**Broadcasters in Congress.** Room 21. Moderator: Kenneth Schanzer, NAB senior vice president. Panelists: Senators Walter Huddleston (D-Ky.) and Nancy Kassebaum (R-Kan.), and Representatives W.G. Hefner (D-N.C.) and Al Swift (D-Wash.).

**Six concurrent workshops.** Noon-1:15 p.m.

**Small Market Radio Stations Can Do Professional Research ... Here's How.** Room 20. Repeat of 10:30 a.m. session.

**Should You Have an Electric Bookkeeper?—Business Automation for Beginners.** Room 20. Moderator: Bob McKune, KTTR(AM)-KZNN(FM) Rolla, Mo. Panelists: Bob Wells, KIUL(AM) Garden City, Kan.; Ted Snider, KARN(AM) Little Rock, Ark.; I. Jerome Kenagy, Custom Business Systems, Reedsport, Ore.

**Is Skywriting Really Better Than Matchbook Covers?—Large Market Promotion.** Room 23. Moderator: Tom Dawson, CBS Radio. Panelists: Marge Valasques, KFII(AM) Los Angeles; Sherri Brennan, WTAR(AM) Norfolk, Va.; Dave Lyman, CJRN(AM) Niagara Falls, Ont.

**If Your Advertiser Got the Spots, How Come You Didn't Get the Money?—Collections.** Room 18. Moderator: Karen Maas, KIUP(AM)-KRSJ(FM) Durango, Colo. Panelists: Alan Du Rand, Orion Broadcasting, Louisville, Ky.; Ed Kramer, WPDRI(AM) Portage, Wis.; John J. Morris, WHWH(AM) Princeton, N.J.

**The New Rules for Political Broadcasting in the 1980 Election Year, Part 2.** Room 19. Continuation of 10:30 a.m. session.

**You're the Manager ... You're Supposed To Know About That, Part 2.**

**On the scene.** BROADCASTING magazine will be based in suite 370 of the Hilton during the NAB convention and will be represented by: Sol Taishoff, Larry Taishoff, John Andre, Dave Berlyn, Rufus Crater, David Crook, Gene Edwards, Ed James, Harry Jessell, Kwentin Keenan, Win Levi, Mary Pittelli, Dan Rudy, Tim Thometz, Don West, Dave Whitcombe and Len Zeidenberg.

|                                     |                              |
|-------------------------------------|------------------------------|
| Ikegami Electronics U.S.A.          | Riviera                      |
| Innovative Television Equipment     | Hilton                       |
| JVC                                 | Riviera                      |
| Kalamusic                           | Hilton                       |
| The Katz Agency                     | MGM Grand 1761A              |
| Kelly, Scott & Madison              | Caesars Palace               |
| Kepper, Tupper & Co.                | Caesars Palace               |
| Kershaw-West Productions            | Hilton 1969                  |
| Kline Iron & Steel                  | Caesars Palace               |
| Dean F. Landsman Radio Services     | Hilton 1610                  |
| Larson/Walker & Co.                 | Hilton 2110                  |
| Lenco                               | MGM Grand Penthouse A        |
| Lightning Electric                  | Hilton                       |
| Madison Square Garden               | MGM Grand                    |
| Major Market Radio                  | Hilton                       |
| Marconi Electronics                 | Hilton                       |
| Reggie Martin                       | Hilton 1650                  |
| Master Broadcast Services           | Hilton                       |
| Jack Masla & Co.                    | Hilton                       |
| Maxell                              | Dunes                        |
| McCurdy Radio                       | Hilton                       |
| McGavren Guild                      | Hilton 476                   |
| McMartin Industries                 | Hilton 14-121                |
| Ralph E. Meador                     | Hilton 342                   |
| Meeker Television                   | MGM Grand 2261A              |
| Metropolitan Business Systems       | Caesars Palace               |
| Microwave Associates Communications | MGM Grand                    |
| MMT Sales                           | Sahara                       |
| The Money Machine                   | Hilton 1569                  |
| Multiple Systems Analysis           | Riviera                      |
| Musicworks                          | Hilton 1630                  |
| Mutual Broadcasting System          | Hilton 2964                  |
| National Black Network              | Hilton 4-109                 |
| National Broadcasting Company       |                              |
| Radio Network                       | Hilton 2932                  |
| Television Network                  | Hilton 560 & MGM Grand 1662A |
| New World Communications            | Riviera                      |
| A. C. Nielsen                       | Hilton 1430                  |
| Nightingale-Conant                  | Hilton 969                   |
| Noble Broadcast Consultants         | Hilton 13-121                |
| Oak Communications                  | MGM Grand                    |
| O'Connor Creative Services          | Hilton 4-103                 |

|                               |                 |
|-------------------------------|-----------------|
| Orban Associates              | Hilton 810      |
| Orrox Corp./CMX               | Hilton 2810     |
| Panoak Lighting Systems       | Imperial Palace |
| Perrott Engineering Labs      | MGM Grand       |
| Peters Griffin Woodward       | MGM Grand       |
| Peters Productions            | Hilton 2669     |
| Petry Television              | MGM Grand 1661A |
| Philips Broadcast Equipment   | Hilton 4-112    |
| Ward L. Quaal Co.             | Hilton          |
| Radio Marketing Concepts      | Frontier        |
| Radio Programming/Management  | Hilton          |
| Ram Research                  | Hilton 2861     |
| S.W. Rasmussen Enterprises    | MGM Grand       |
| Cecil L. Richards             | Hilton 1910     |
| Richter-Kalil & Co.           | Caesars Palace  |
| A. D. Ring & Associates       | MGM Grand       |
| RKO Radio Network             | Hilton 2962     |
| RTVR (RKO Television Reps)    | Desert Inn      |
| Rupert Neve                   | Frontier        |
| Scientific-Atlanta            | Hilton          |
| Selcom                        | Hilton 577      |
| SESAC                         | Hilton 464      |
| Richard A. Shaheen            | Hilton 1469     |
| Sheridan Broadcasting Corp.   | Hilton 2865     |
| Sherman & Brown Associates    | Caesars Palace  |
| Simmons Market Research       |                 |
| Bureau                        | Caesars Palace  |
| Skirpan Lighting Control      | MGM Grand       |
| Sound Genesis                 | Riviera         |
| Starlight Communications      | Caesars Palace  |
| William B. Tanner Co.         | Hilton 1869     |
| Tayburn Electronics           | MGM Grand       |
| TelCom Associates             | MGM Grand       |
| Telerep                       | MGM Grand       |
| Television Information Office | MGM Grand       |
| Thomson-CSF Labs              | Hilton 2905     |
| TM Productions                | Hilton 2871     |
| Top Market Television         | Desert Inn      |
| Torbet Radio                  | Caesars Palace  |
| Townsend Associates           | Westward Ho     |
| Utility Tower                 | MGM Grand       |
| Viacom International          | Caesars Palace  |
| Wall Street Journal Reports   | Hilton 5-103    |
| Warburg-Paribas Becker        | Frontier        |
| Watermark                     | Hilton          |
| WCRB Productions              | Sahara          |
| Wilkinson Electronics         | Hilton          |
| Robert Wold Company/Satellink | MGM Grand 2461A |
| World Tower Co.               | MGM Grand       |
| Adam Young                    | MGM Grand       |
| Xiphias                       | Hilton 950      |

Room 22. Continuation of 10:30 a.m. session.

*No radio management sessions are scheduled Monday afternoon to allow delegates to visit the equipment exhibits*

**Total Immersion Legal Course for Small-Market Radio and Television Stations.** 9:30-11:30 p.m. Conference Room 4, Hilton hotel. Moderator: Erwin Krasnow, NAB general counsel. Participants: Vincent A. Pepper, Smith & Pepper, Washington; Jason L. Shrinsky, Shrinsky & Eisen, Washington; Howard J. Braun, Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, Washington.

**TELEVISION MANAGEMENT SESSIONS**

**General TV session.** Room A-1, 9-11 a.m., Call to order: Mark Smith, vice chairman, NAB TV board, KLAS-TV Las Vegas. Stewardship report: Robert K. King, TV board chairman, Capital Cities Communications. A Conversation With ... Senator Ernest F. Hollings (D-S.C.), chairman, Communications Subcommittee; George Koehler, Gateway Communications, Cherry Hill, N.J.; Robert King. 9:45-10. Children's Television: Growing Together. Introduction: Leonard A. Swanson, wic-tv Pitts-

burgh. 10-11. *Toward A Fuller Understanding of Children's TV.* Moderator: Irwin Starr, KREM-TV Spokane, Wash. Panelists: Entertainer Bill Cosby; Michael Young, host of ABC-TV's *Kids Are People, Too*; John Summers, NAB executive vice president; Danny Wilson, Danny Wilson Productions, New York; Nancy Carey, legal assistant to FCC Commissioner Abbott Washburn.

**Five concurrent workshops.** 11:15 a.m.-12:15 p.m.

*News for U's, Part 1: Technology.* Room B-1. Introduction: Don Curran, Field Communications, San Francisco. Moderator: Dick Block, broadcast consultant. Panelists: Jerry McCarthy, Zenith Sales, Glenview, Ill.; Dan Wells, Public Broadcasting Service, Washington; Ron Graiff, LIN Broadcasting, New York.

*Cable TV: Rules and Royalties.* Room B-3. Moderator: James J. Popham, NAB deputy general counsel. Panelists: Willard R. Nichols, FCC Cable Television Bureau; David H. Polinger, WPix Inc., New York.

*An Eye and Ear in Court: Broadcast Courtroom Coverage.* Room D-1. Participants: Steve Nevas, NAB First Amendment Counsel; J. Laurent Scharff, Pierson, Ball & Dowd.

*The FCC's Crystal Ball.* Room D-2. Moderator: Vincent Wasilewski, NAB

president. Panelists: FCC Commissioners Tyrone Brown, James Quello, Robert E. Lee.

**Oh! You Thought Your License Would Be Renewed! Implementing an Effective EEO Program.** Room B-2. Lecturer: Tom Jackson, Clark County Community College Department of Business, North Las Vegas.

**Television luncheon.** 12:15-2:15 p.m. Ballroom, Hilton hotel. Call to order: Robert K. King, NAB TV board chairman, Capital Cities Communications, Philadelphia. Guest speaker: NBC newsman David Brinkley.

**General sessions.** 3:15-4:30 p.m. Room A-1. *Who Will Buy?* Moderator: Roger Rice, TVB. Panelists: Peter Francese, American Demographics, Ithaca, N.Y.; Tom Cookerly, WJLA-TV Washington; Lawrence Light, BBDO. 4:30-4:40 p.m. *Report of the All Industry Television Music License Committee.* Leslie G. Arries, WVB-TV Buffalo, N.Y.

**The Total Immersion Legal Course for Small-Market Radio and Television Stations.** 9:30-11:30 p.m. Conference Room 4, Hilton hotel. See today's radio management agenda for details.

## ENGINEERING SESSIONS

**Audio Processing.** 8-9:25 a.m. Rooms E-1-3. Moderator: Andy Laird, KDAY(AM) Los Angeles. Panelists: Karl Lahm, Golden West Broadcasting, Hollywood; Thomas Rosbach, Harris Corp., Quincy, Ill.; Ronald R. Jones, Circuit Research Labs, Tempe, Ariz.; Vladimir G. Nikamorov, Bonneville Broadcasting Consultants, Tenafly, N.J.; Robert L. Dietsch, WABC(AM)-WPLJ(FM) New York.

**Digital 1980.** 8-9:25 a.m. Rooms A 3, 6. Moderator: K. Blair Benson, Video Corp. of America, New York. Panelists: William G. Connolly, CBS, New York; Michael T. Fisher, ABC, New York; Robert S. Hopkins, RCA, Camden, N.J.; Miguel E. Negri, NBC, New York; Roland J. Zavada, Eastman Kodak, Rochester, N.Y.

**Radio Facilities: Acoustical Treatment and Design.** 9:30-10:55 a.m. Rooms E-1-3. Moderator: Goerge Capalbo, RKO Radio, Boston. Panelists: Robert Hanson, Hanson Associates, New York; Jack Williams, Pacific Recorders & Engineering, San Diego; Bob Kanner, KHJ(AM)-KTRH(FM) Los Angeles; Paul S. Veneklasen, Paul S. Veneklasen & Associates, Santa Monica, Calif.

**Purchasing and Maintaining Digital Equipment and Software Today.** 9:30-10:55 a.m. Rooms A-3, 6. Moderator: Robert J. Butler, NBC-TV, New York. Panelists: Miguel E. Negri, NBC, New York; Allen J. Behr, Orrox Corp., Santa Clara, Calif.

**Radio Systems Maintenance: Changing Relationships Between Manufacturer and Station.** 11-11:55 a.m. Rooms E-1-3. Moderator: Jack Moseley, Moseley Associates, Goleta, Calif. Panelists: Charlie Goodrich, McMartin Industries, Omaha; Jim Hoke, Southern Broadcasting, Winston-Salem, N.C.; Dan Mager, RCA, Camden, N.J.; Al Crego, Harris Video Systems, Sunnyvale, Calif.

**TV Earth Station Technology.** 11-11:55 a.m. Rooms A 3,6. Moderator: Doyle Thompson, Landmark Communications, Norfolk, Va. Panelists: Dan Yost, Compucon, Dallas; Tom Williams, Commercial Telecommunications, Atlanta; Chuck Siperko, Western Union, Upper Saddle River, N.J.; Ralph Thompson, Scientific Signals Unlimited, Buffalo, N.Y.

**Engineering luncheon.** Noon-2 p.m. Hilton hotel pavilion. Presiding: R. LaVerne Pointer, ABC, New York. Speaker: Senator Barry Goldwater (R-Ariz.), ranking minority member of Communications Subcommittee.

**Television of the 80's; Production and Post-Production.** 2:15-3:40 p.m. Rooms A-3, 6. Moderator: Chris Cookson, Golden West Broadcasters, Los Angeles. Panelists: Mike Fisher, ABC, New York; Joe Roizen, Telegen, Palo Alto, Calif.; Emery Cohen, Compact Video Systems, Burbank.

**Radio Telephone Talk Shows.** 2:15-3:40 p.m. Rooms E-1-3. Moderator: Norm Graham, Westinghouse Broadcasting, Boston. Panelists: John Lyon, RKO General, New York; Peter Lomath, McCurdy Telecom, Scarborough, Ont.; Tim Brown, Comrex Corp., Sudbury, Mass.; Vern Munson, Bell Labs, Holmdel, N.J.

**TV Test Equipment: Overview of the 80's.** 3:45-5 p.m. Rooms A-3, 6. Moderator: Tom Long, Tektronix Inc., Beaverton, Ore. Panelists: William

M. Boyd, RCA, Meadowlands, Pa.; Peter Adamiak, ABC, New York; Roy Murphy, Ampex Corp., Redwood City, Calif.; Charlie Rhodes, Tektronix; Jonathan Gorbald, Marconi Instruments, Northvale, N.J.

**AM Stereo Implementation.** 3:45-5 p.m. Rooms E-1-3. Moderator: Chris Payne, NAB assistant to the senior vice president.

## Tuesday, April 15

### RADIO MANAGEMENT SESSIONS

**Six concurrent workshops.** 8-9:15 a.m.

*Operating a Radio Station Group for Fun and Profit... and Not in That Order.* Room 19. Moderator: Bruce Johnson, Shamrock Broadcasting, Hollywood. Panelists: Bill Sims, Wycom Corp., Laramie, Wyo.; Dick Chapin, Stuart Broadcasting, Lincoln, Neb.; Chuck De Bare, ABC-owned AM stations, New York.

*If Your Signal Doesn't Cover the Metro, How Do You Compete with the 50 Kw?—Small Stations in Large Markets.* Room 21. Moderator: Willie Davis, KACE-FM Los Angeles. Panelists: R.K. Bonebrake, KOCY(AM) Oklahoma City.

*How Minority Sales People Can Succeed in Nonethnic Markets.* Moderator: Cecil Forester Jr., WINS(AM) New York. Panelists: Andrew Ockershausen, WMAL(AM) Washington; Eugene Lotherey, WEEI-AM-FM Boston; Frank Woodbeck, WKBW(AM) Buffalo, N.Y.

*Libel Insurance: How To Get It and How To Keep It.* Room D-1. Moderator: Steve Nevas, NAB First Amendment counsel.

*Ideas from Advertisers on How To get More of Their Co-Op Dollars.* Room 18. Moderator: Robert R. Hilker, Suburban Radio Group, Belmont, N.C. Panelists: John Allen, Eastman Kodak, Rochester, N.Y.; Jerry Juska, International Harvester, Chicago; Sandy Morimoto, Levi Strauss & Co., San Francisco; Marjorie Hansen, Texas Instruments, Dallas.

*H.R. 6161: an Act of Congress—the Story of How a Bill Becomes Law.* Room 23. Introduction: William Carlisle, NAB vice president.

**Five concurrent workshops.** 9:30-10:45 a.m.

*How To Get a Sold Out and Stay That Way Seven Days a Week—Small Market Sales.* Room 21. Moderator: Roy Mapel, KIML(AM) Gillette, Wyo. Panelist: Jason Jennings, sales consultant, Corte Madera, Calif.

*Ideas from Advertisers on How To Get More of Their Co-Op Dollars.* Room 18. Repeat of 8 a.m. workshop.

*It's Really Difficult To Find Someone To Service My "Wind-Up" Computer—Advanced Business Automation.* Room 20. Moderator: Bob McKune, KTR(AM)-KZNN(FM) Rolla, Mo. Panelists: Bruce Hoban, ABC-owned AM stations, New York; Danny Jenkins, KFDI-AM-FM Wichita, Kan.; Paul Woidke, Jefferson Data Systems, Charlotte, N.C.

*Stretching, Saving, Bending and Keeping Operating Bucks.* Room 19. Moderator: Tom Young, KVON(AM)-KVYN(FM) Napa, Calif. Panelists: Godfrey Herweg, WYBG(AM) Massena, N.Y.; Chuck Denney, KBZZ(AM) La Junta, Colo.; Bill Key, WHBQ(AM) Memphis.

*The FCC's Crystal Ball.* Room 23. Moderator: Vincent Wasilewski, NAB president. Panelists: FCC Commissioners Tyrone Brown, Robert E. Lee, James Quello.

**General session.** 11 a.m.-noon. South Hall. *Radio Deregulation: What's It All About?* Moderator: Arnold Lerner, chairman, NAB radio board, WLLH(AM)-WSSH(FM) Lowell, Mass. Panelists: Richard Shiben, FCC Broadcast Bureau; Steve Simmons, White House domestic policy staff; Richard Hirsch, U.S. Catholic Conference and National Conference of Catholic Bishops.

**Radio luncheon.** Noon-2:15 p.m. Ballroom, Hilton hotel. Call to order: Edward O. Fritts, vice chairman, NAB radio board, Fritts Broadcasting, Indianola, Miss. Radio Hall of Fame induction ceremony. Inductees: Bing Crosby, George Burns. Luncheon address: Columnist Jack Anderson.

**Five concurrent workshops.** 2:45-4 p.m.

*I Didn't Know That Turkeys Can't Fly—Small Market Promotion.* Room 21. Moderator: Don Craig, KASH(AM) Eugene, Ore. Panelists: Beth Gay, WMOPI(AM) Ocala, Fla.; Jack Miller, KCOL-AM-FM Fort Collins, Colo.; Kerby Confer, KSSN(AM) Little Rock, Ark.

**Is Your Sales Team Ready for the 80's?** Room 18. Moderator: Norm Goldsmith, Radio Marketing Concepts, Warrenton, Va. Panelists: Gary D. Edens, Southern Broadcasting, Phoenix; David Thomas, WEZ(FM) Memphis; Richard P. Kale, Golden West Radio, Los Angeles.

**Opening the Book on Rating Services.** Room 20. Moderator: Larry Patrick, NAB vice president. Panelists: Bill McClenaghan, ABC Radio, New York; Ernie Martin, Cox Broadcasting, Atlanta; Cullie Tarleton, Jefferson-Pilot Broadcasting, Charlotte, N.C.

**An EEO Kit for Large Market Radio Broadcasters.** Room 19. Moderator: Erwin Krasnow; NAB general counsel. Panelists: Michael Senkowski, McKenna, Wilkinson & Kittner, Washington; Timatha Pierce, NBC, New York; Frank Washington, FCC.

**Your Competition Is Ready for AM Stereo . . . Are You?** Room 22. Participant: Richard Mertz, WBT(AM)-WBCY(FM) Charlotte, N.C. Other panelists and specific areas for discussion will be based on FCC action, if any, on AM stereo prior to the convention.

**"Tomorrow Media" presentation.** 4:30 p.m. Rotunda.

**Marathon legal clinic and legal bazaar.** Conference Room 4, Hilton hotel. Participants include NAB legal staff and other communications attorneys. There will be four concurrent panels each hour on: programming (9 p.m.), commercial practices (10), renewals and transfers (11), contests and lotteries (12).

## TELEVISION MANAGEMENT SESSIONS

**Six concurrent workshops.** 8-9 a.m.

**Putting Clothes on a Naked Idea: How To Build and/or Modify a Broadcast Facility.** Room B-1. Moderator: Eugene Bohi, WGHP-TV High Point, N.C. Panelists: David Steele, Greenwood Point Corp., Graysonville, Md.; Wade Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.; Robert Story, Austin Co., Cleveland.

**The New Dish on the Block: Earth Station Practical Hints for Success.** Room B-2. Moderator: Leslie G. Arries Jr., WVB-TV Buffalo, N.Y. Panelists: Harold Protter, KPLR-TV St. Louis; E.E. Bormann, Western Union, McLean, Va.

**Teletext: an Update.** Room D-2. Panelists: D. Thomas Miller, CBS Broadcast Group, New York; William L. Putnam, Springfield Television Corp., Springfield, Mass.; William Loveless, Bonneville International Corp.; Hartford Gunn, KCET-TV Los Angeles.

**Libel Insurance: How To Get It and How To Keep It.** Room D-1. Moderator: Steve Nevas, NAB First Amendment counsel.

**H.R. 6161: an Act of Congress—the Story of How a Bill Becomes Law.** Room 23. Introduction: William Carlisle, NAB vice president.

**That Does Not Compute: Translating Today's Technical Jargon.** Room B-3. Moderator: Ron Irion, NAB vice president. Panelists: Joe T. Jerkins, KVUE-TV Austin, Tex.; Bill Boyce, Data Communications Corp., Memphis; Joe Coons, Station Business Systems, Greenwich, Conn.

**Five concurrent workshops.** 9-10 a.m.

**Mirror, Mirror, On the Wall . . . Promoting Your Station With a Creative Identity.** Room B-2. Moderator: William McLain, KSRW-TV Tacoma, Wash. Panelists: Judith Morgan Jennings, KTVU-TV Oakland, Calif.; Jerry Birdwell, KTLA-TV Los Angeles; Peter Lenz, KUTV-TV Salt Lake City; Dick Weise, KTVU-TV.

**Political Broadcasting Clinic, Part 1.** Room B-1. Moderator: James J. Popham, NAB deputy general counsel. Panelists: Stephen A. Sharp, Schnader, Harrison, Segal & Lewis, Washington; Mark S. Fowler, Fowler & Myers, Washington; Milton O. Gross, FCC fairness-political broadcasting branch.

**Localism: the Only Game Plan.** Room D-1. Moderator: Lucille Salhany, Taft Broadcasting Co., Philadelphia. Panelists: Robert M. Bennett, WCVB-TV Boston; David E. Henderson, Outlet Broadcasting, Providence, R.I.; Amy McCombs, WJXT-TV Jacksonville, Fla.

**The Changing Audience of the 80's.** Room D-2. Moderator: Larry Patrick, NAB vice president. Panelists: Dave Traylor, A.C. Nielsen Co., New York; Peter Megroz, Arbitron, New York; William Brazzil, WTVJ-TV Miami; John Irvin, WISH-TV Indianapolis.

**Climbing the Executive Ladder: Developing Minority Personnel for Management Positions.** Room B-3. Moderator: William Dilday, WLBT-TV

Jackson, Miss.; Panelists: Phil Boyer, WABC-TV New York; Ron Townsend, WQVM-TV Washington; William Ryan, WFSB-TV Hartford, Conn.

**Five concurrent workshops.** 11 a.m.-noon.

**Political Broadcasting Clinic, Part 2.** Room B-1. Continuation of 10 a.m. session.

**Improving TV's Image in Your Community: Competitors Create a New Approach.** Room D-2. Moderator: Laurie Leonard, WMTV-TV Madison, Wis. Panelists: Roy Danish, Television Information Office, New York; Steve Herling, WISC-TV Madison; Terry Shockley, WKOW-TV Madison.

**What's Going on in Washington.** Room B-3. Moderator: David Markey, NAB legislative counsel. Panelists: House Communications Subcommittee members James Collins (R-Tex.), Thomas A. Luken (D-Ohio), Carlos J. Moorhead (R-Calif), Timothy E. Wirth (D-Colo.).

**Small Town Bucks, Big Town Clout.** Room B-2. Moderator: Robert Lefko, Television Bureau of Advertising, New York. Panelists: Bill Bengtson, KOAM-TV Pittsburg, Kan.; Larry Harris, KLTU-TV Tyler, Tex.; Max Andrews, KAUZ-TV Wichita Falls, Tex.

**News for U's, Part 2: Government Relations.** Room D-1. Introduction: Don Curran, Field Communications, San Francisco. Moderator: Cy N. Bahakel, WCCB-TV Charlotte, N.C. Panelists: Tom E. Paro, Association of Maximum Service Telecasters, Washington; Frank Washington, FCC Broadcast Bureau; Donald P. Zeifang, Baker & Hostetler, Washington.

**General session.** Television's Fragmented Future. 11:15 a.m.-1 p.m. Room A-1. Moderator: Paul Bortz, Browne, Bortz & Coddington, Denver. Panelists: Herbert Schlosser, RCA, New York; John S. Reidy, Drexel, Burnham & Lambert, New York; Gustave M. Hauser, Warner Cable, New York.

*No television management sessions are scheduled Tuesday afternoon to allow delegates to visit the equipment exhibits*

**Helicopter ENG briefing.** 5-6 p.m. Room 4. Presentation by Bell Helicopter, Fort Worth, Tex.

**Marathon Legal Clinic and Legal Bazaar.** 9 p.m.-1 a.m. See today's radio agenda.

## ENGINEERING SESSIONS

**Two concurrent workshops.** 8-8:55 a.m.

**Radio and Television Frequency Coordination.** Rooms E-1-3. Moderator: Dick Rudman, Westinghouse Broadcasting, Los Angeles. Panelists: Jack Moseley, Jack Moseley Associates, Goleta, Calif.; Michael L. LoCollo, ABC, New York; Don Wilson, KPFF(FM) Los Angeles.

**The Impact of the Region 2 Administrative Radio Conference.** Moderator Wallace Johnson, Association for Broadcast Engineering Standards, Washington. Panelists: Wilson Lafollette, FCC Broadcast Bureau; Elizabeth Dahlberg, Lohnes & Culver, Washington; Harold Kassens, A.D. Ring & Associates, Washington; Don Everist, Cohen & Dippell, Washington; Robert O. Niles, Capital Cities Communications, Philadelphia.

**Three concurrent sessions.** 9-10:25 a.m.

**TV Receiver Developments.** Rooms A-3, 6. Moderator: Buck Perry, Westinghouse Broadcasting, New York. Panelists: Michael J. Palladino, General Electric, Portsmouth, Va.; Dave Sillman, Public Broadcasting Service, Washington; Carl Eilers, Zenith Radio, Glenview, Ill.; Bailey Neal, GTE/Sylvania, Batavia, N.Y.

**Audio Proofs and Test Equipment.** Rooms E-1-3. Moderator: Dave Harry, Potomac Instruments, Silver Spring, Md. Panelists: Dennis Ciapura, Greater Media, East Brunswick, N.J.; Harrison Klein, WIND(AM) Chicago; Michael Hogue, Sound Technology, Campbell, Calif.; Warren Beals, Tektronix, Beaverton, Ore.

**Paper presentations.** Room G-1-2. Focusing on the Reality of the New One-Inch Video Tape Machines with Their Operational Advantages. Joseph A. Maltz, ABC, New York. **Keep Your Cool.** Robert E. Klein, Harris Corp., Quincy, Ill. **The Measurement and Control of Loudness in Broadcasting.** Emil Torick and Bronwen Jones, CBS Technology Center, Stamford, Conn.

**Three concurrent sessions.** 10:30-11:55 a.m.

**TV Ancillary Signals—Teletext, Captioning, Etc.** Rooms A-3, 6. Moderator: Robert O'Connor, CBS-TV, New York. Panelists: Tom Keller, Public Broadcasting Service, Washington; Carl Eilers, Zenith Radio, Glenview, Ill.; Gregory Harper, Videotext Consultants, New York; Kevin Hamburger, ABC, New York.

**AM Directional Antenna Systems—Partial Proofs.** Rooms E-1-3. Moderator: Paul Stewart, RKO General, New York. Panelists: Charles Morgan, Susquehanna Broadcasting, York, Pa.; Dennis Williams, FCC Broadcast Bureau; Russell Harbaugh, KXYZ(AM) Southfield, Mich.; Charles Gallagher, Edward F. Lorenz & Associates, Washington.

**Paper presentations.** Rooms G-1-2. *The Application of Microcomputers in the Design of an RCA One-Inch Helical Video Tape Recorder.* Lee V. Hedlund, RCA, Camden, N.J. *Rationalized SMPTE Drop Frame Time Code.* Richard Edmonson, NBC, New York. *One-Inch Helical Video Tape Experience: A Manufacturer's Perspective.* Howard Lilley, Ampex Corp., Redwood City, Calif.

**Engineering luncheon.** Noon-2 p.m. Pavilion, Hilton hotel. Presiding: Edward H. Herlihy, STV Associates, Flintridge, Calif. Presentation of the Engineering Achievement Award by George Bartlett, NAB senior vice president to James D. Parker, CBS, New York. Luncheon address: FCC Commissioner Robert E. Lee.

*No engineering sessions are scheduled  
Tuesday afternoon to allow  
delegates to visit the equipment exhibits*

## Wednesday, April 16

### RADIO MANAGEMENT SESSIONS

**Five concurrent workshops.** 8-9:15 a.m.

*Selling the Wonderful World of AM in the 80's.* Room 18. Moderator: Gary Fisher, ABC Radio, New York. Panelists: Ted Jordan, WOW(AM) Fort Wayne, Ind.; Steve Marx, WFTQ(AM) Worcester, Mass.; David Parnigoni, WCNX(AM) Middletown, Conn.

*I Didn't Know That Turkeys Can't Fly—Small Market Promotion.* Room 21. Repeat of Tuesday 2:45 p.m. session.

*EEO Strategies for Small Market Broadcasters.* Room 19. Moderator: Enola Aird, NAB attorney. Panelists: Richard Zaragoza, Fisher, Wayland, Southmayd & Cooper, Washington; Leonard Joyce, Daly, Joyce & Borsari, Washington; Frank Washington, FCC Broadcast Bureau.

*Creative Financing of Broadcasting Properties.* Room 20. Joint session

with television. Moderator: David Croll, T.A. Associates, Boston. Panelists: Ragan Henry, Broadcast Enterprises Network, Philadelphia; Michael D. Allen, Continental Illinois Bank & Trust of Chicago; David M. Byerly, Traveller's Insurance Co., Hartford, Conn.

*Stretching, Saving, Bending and Keeping Operating Bucks.* Room 22. Repeat of Tuesday 9:30 a.m. session.

### TELEVISION MANAGEMENT SESSIONS

**Workshop.** 8-9:15 a.m. Room 20. *Creative Financing of Broadcast Properties.* Joint session with radio.

### ENGINEERING SESSIONS

**Two concurrent workshops.** 8-9:25 a.m.

*Major Market ENG: Innovative Approaches.* Rooms A-3, 6. Moderator: Jeff Meadows, NBC, New York. Panelists: Walt Nichols, Westinghouse Broadcasting, San Francisco; Bill Powers, Cox Broadcasting, Atlanta; Irv Ross, Capital Cities Communications, Philadelphia; Joe Kresnicka, ABC, Chicago; Sidney Feldman, Mastertone Recording Studios, New York.

*Radio Recording and Reproducing Techniques.* Rooms E-1-3. Moderator: Richard P. Schumeyer, Capital Cities Communications, Philadelphia. Panelists: Jack Williams, Pacific Recorders & Engineering, San Diego; Ruel Ely, MCI Corp., Fort Lauderdale, Fla.; Michael F. Collett, Bonneville Productions, Salt Lake City.

### JOINT SESSIONS

**General session.** 9:30-11:30. Rotunda. Presiding: Mark Smith, vice chairman, television board, KLAS-TV Las Vegas. Words from Washington: Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee. Presentation of the Grover Cobb Award to Everett H. Erlick, ABC, New York. America's Future. Presiding: Edward O. Fritts, vice chairman, radio board, Fritts Broadcasting, Indianola, Miss. Moderator: Bill Monroe, *Meet the Press*. Participants: Benjamin L. Hooks, National Association for the Advancement of Colored People, New York; Jerry McAfee, Gulf Oil, Pittsburgh.

**Luncheon.** 11:30 a.m.-2:30 p.m. Pavilion, Hilton hotel. Presiding: Thomas Bolger, chairman NAB board of directors, Forward Communications, Madison, Wis. Speaker: FCC Chairman Charles Ferris. Entertainment: Comedian Bob Newhart.

**Special workshop.** 3-5:30 p.m. Room 4. *License Renewal Got You Down?* Communications attorneys will participate in this discussion session on ascertainment, Forms 303 and 303R and the 10-point model EEO program.

## The sidebar shows: an agenda of related events

### Wednesday, April 10

*Broadcast Education Association* board and committee meetings. 2 p.m. Hilton.

### Friday, April 11

*BEA* board meeting. 9 a.m. Royal Salon, Hilton.  
*BEA* registration. Noon. Lobby, east meeting room complex, convention center.

*BEA* workshops. Rooms E and G, convention center.

*BEA* reception. Section G, Ballroom, Hilton.

### Saturday, April 12

*Society of Broadcast Engineers* officers and chapter chairmen meeting. 7 a.m. Conference Room 13, Hilton.

*BEA* meeting. 8:30 a.m. Rooms E and G, convention center.

*Spanish Radio Broadcasters of America* meeting. Noon. Room 17, convention center.

*BEA* luncheon. Noon, Section C. Ballroom, Hilton.

*BEA* meeting. 2:45 p.m. Rooms E and G, convention center.

### Sunday, April 13

*BEA* meeting. 9 a.m. Room E, convention center.

*Mutual Broadcasting System* affiliates luncheon. 11:30 a.m. Ballroom C, Hilton.

*Association of Maximum Service Telecasters membership* meeting. 12:30 p.m. Room 4, convention center.

*Association for Broadcast Engineering Standards* membership meeting. 12:30 p.m. Room 17, convention center.

### Monday, April 14

*AMST* engineers breakfast. 7:45 a.m. Pavilion 1, Hilton.

*National prayer breakfast.* 7:45 a.m. Grand ballroom, Hilton.

*Daytime Broadcasters Association* membership meeting. 2 p.m. Room 20, convention center.

*Idea Bank* members meeting. 4 p.m. Room 17, convention center.

*Harvard Seminar Alumni* reception. 5 p.m. Crown Room, Hilton.

### Tuesday, April 15

*Broadcast Pioneers* breakfast. 7:45 a.m. Section E, Ballroom, Hilton.

*Association of Independent Radioproducers* meeting. 8 a.m. Room 17, convention center.

*Community Broadcasters Association* meeting. 2 p.m. Room 17, convention center.

*Institute for Electrical and Electronics Engineers Broadcast Group* administrative committee meeting. 2:30 p.m. Room F-2, convention center.

*NAB/National Radio Systems Committee* meeting. 2:30 p.m. Room G-1, convention center.

### Wednesday, April 16

*Rocky Mountain Broadcasters* renewal seminar. 3 p.m. Room 4, convention center.

# For the Record

As compiled by BROADCASTING March 24 through March 28 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### TV applications

■ Laurel, Miss.—Capital Broadcasting Co. seeks ch. 18; ERP: 599 kw vis., 118.6 kw aur., HAAT: 782 ft.; ant. height above ground: 769 ft. Address: Box 8887 Jackson, Miss. 39204. Estimated construction cost: \$1,025,000 first-year operating cost: \$160,000; revenue: \$125,000. Legal counsel: Kirkland & Ellis, Wash., D.C.; consulting engineer: Edward Lorenz & Assoc., Wash., D.C. Principals: H.V. Watkins, I.M. Hederman, Z.T. Hederman and others, who own WSLI(AM)-WJFR(FM)-WJTV(TV) Jackson, Miss. Ann. Mar. 24.

■ Concord, N.H.—Crosby Telecasters Inc. seeks ch. 21; ERP: 205 kw vis., 20.5 kw aur., HAAT: 340 ft.; ant. height above ground: 239 ft. Address: 36692 Riviera Dr., Fremont, Calif. 94536. Estimated construction cost: \$582,050 first-quarter operating cost: \$53,500; revenue: \$150,000. Legal counsel: Lauren Colby, Frederick, Md.; consulting engineer: E. Harold Munn, Jr., Coldwater, Mich. Principals: Leon A. Crosby (100%). He owns KEMO-TV San Francisco and has interest in pending applications for new TV's in Richardson, Tex., Ventura, Calif., and Portland, Me. Ann. Mar. 24.

### FM actions

■ Dover-Foxcroft, Me.—Frank Alvin Delle Jr. granted 103.1 mhz, 3 kw, HAAT: 286 ft. Address: P.O. Box 176, Lincoln, Me. 04457. Estimated construction cost \$24,474; first-quarter (over and above AM costs); operating cost \$300; revenue \$5,000. Format: MOR. Principal: Delle is owner of WLKN-AM-FM Lincoln, Me., and part owner of WDME(AM) Dover-Foxcroft. Action Feb. 28.

■ \*Knoxville, Tenn.—University of Tennessee granted 90.3 mhz, 128 w. HAAT 23 ft. Address: 295 Communications Building, U of Tenn., Knoxville 37916. Estimated construction cost \$6,500; first-year operating cost \$1,000. Format: variety. Applicant is state university system which owns \*WUOT(FM) Knoxville, \*WUTM(FM) Martin and is applicant for new FM at Chattanooga. Darrel Holt is chairman of broadcast department. Action Mar. 10.

### TV action

■ \*West Palm Beach, Fla.—Public Broadcasting Foundation of Palm Beach County granted UHF TV, ch 42 (638-644 mhz); ERP 1290 kw vis., 106.9 kw aur.; HAAT 1971 ft.; ant. height above ground 1500 ft. P.O. address: 505 S. Congress Ave., Boynton Beach, Fla. 33435. Estimated construction cost \$1,661,832; first-year operating cost \$500,000; revenue not given. Principals: non-profit corporation formed to own and operate noncommercial broadcasting stations in Florida. Action Mar. 6.

### AM license grants

- KSIR Estes Park, Colo.
- WVVN Vienna, Ga.
- KLEH Anamosa, Iowa.
- KKBJ Bemidji, Minn.
- KKAQ Thief River Falls, Minn.
- KTXH Whitefish, Mont.
- WYNC Yanceyville, N.C.

### FM license grants

- KAPI-FM Pueblo, Colo.
- KIOB Coeur D'Alene, Idaho.
- WRMJ Aledo, Ill.
- WGBQ Galesburg, Ill.
- WSOF-FM Madisonville, Ky.

## Ownership Changes

### Applications

■ WRAN(AM) Dover, N.J. (AM: 1510 khz, 10 kw-D, 500 w-N)—Seeks assignment of license from Community Broadcasting of New Jersey to M & S Broadcasting Group for \$900,000. Seller: Principally owned by Richard E. Bailey who has no other broadcast interests. Buyers: Robert F.X. Sillerman and Bruce Morrow (50% each). They are partners New York radio syndication company and own 50% each of WALL-AM-FM Middletown, N.Y. Ann. Mar. 24.

■ WHOA(AM) San Juan, P.R. (AM: 870 khz, 5 kw)—Seeks transfer of control of WHOA(AM) from Carmina Mendez (100% before; none after) to Angel O. Roman (55.4%) and son Pedro Roman-Collazo (44.6%) (none before; 100% after). Consideration: \$770,000. Principals: Mendez owns 20% of WSTE-TV Fajardo, P.R., Angel O. Roman and son Pedro Roman-Collazo are veteran broadcasters, who also own WVOZ(AM)-WOLA(FM) Carolina, WBOZ(AM) San German, and WGIT(FM) Hormigueros, all Puerto Rico. Ann. Mar. 24.

■ KHFI-FM Austin, Tex. (FM: 98.3 mhz, 1.3 kw)—Seeks assignment of license from Mid-Texas Broadcasting Inc. to Central Texas Broadcasting for \$1.5 million. Seller: LIN Broadcasting Corp. (100%) which is New York-based publicly traded group owner of four AM's, four FM's and four TV's. Was granted transfer of control of KHFI-FM and KTVV(TV) Austin, Tex., last May (BROADCASTING May 7, 1979) on condition that it divest itself of one or other within one year. Donald A. Pels is chairman and president. Buyer: Robert L. Clarke and D. Kent Anderson (32.5% each), Richard E. Oppenheimer, and Harvin C. Moore, Jr. (10% each), Joe F. Lynch, Paul W. Pigue and Invest-

ment Management Enterprises (5% each). Clarke is Houston, Tex., attorney. Anderson is principle owner of Houston investment brokerage firm. Oppenheimer is president, director and one-third owner of KIXL(AM) Austin. Moore is 50% owner of Houston real estate and water supply companies. He is also one-third owner of Houston oil field supplies company. Lynch is president and director of Houston mortgage co. Pigue is president of Houston gas and oil production company and owns Beaumont, Tex., oil field equipment rental co. Clarke and Anderson each own 20% of KIVA-TV Farmington, N.M., 33.3% of KIXL(AM) Austin, Tex., 25% of KBFM(FM) Edinburg, Tex., and 16.66% KYKN(FM) Grants, N.M. Investment Management Enterprises is Houston real estate development firm owned equally by Martin Perlman, Noel Graubert and Harris Weingarten, who have no other broadcast interests. Ann. Mar. 24.

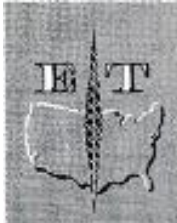
### Actions

■ KMJD(FM) Castle Rock, Colo. (FM: 92.1 mhz; 3 kw)—Granted transfer of control of Douglas County Broadcasting from Maurice J. and Julia W. DeVolt to Frontier Broadcasting for \$250,000. Sellers: Devolts (married have no other broadcast interests.) Buyers: Richard E. Wood and Richard C. Vandenberg (50% each). Wood is Denver attorney. Vandenberg is Denver physician. They have no other broadcast interests. Action Mar. 20.

■ WKYO(AM)-WIDL(FM) Caro, Mich. (AM: 1360 khz, 1 kw-D, 1 kw-N) FM: 104.9 mhz, 3 kw)—Granted transfer of control of Tuscola Broadcasting Co. from Robert F. Benkelman (100% before; none after) to Eugene Bardo (51%) and John Lawrence (49%). Consideration: \$600,000. Benkelman is selling stations pursuant to FCC "distress sale" policy. Lawrence owns Caro insurance agency. Bardo, an American Indian, is chief engineer at stations. Action Mar. 27.

■ WXGR(AM) Bay St. Louis, Miss. (AM: 1190 khz; 5 kw-D)—Granted assignment of license from Bay Broadcasting to DGM Co. for \$336,000. Seller: W.C. Garrett (80%) and Donald Moore (20%) who have no other broadcast interests. Buyers: Donald G. Manuel, and family. Manuel is owner of Ruth, Miss. timber harvesting company and vice president and general manager of McComb, Miss., agricultural and industrial equipment company. He owns 100% of WKPG(AM) Port Gibson, Miss. and is permittee of WWLM(FM) Canton, Miss. and has been granted CP for new FM at Lexington, Miss. Action Mar. 20.

■ WTUP(AM) Tupelo, Miss. (AM: 1490 khz; 1 kw-D, 250 w-N)—Granted "distress sale" assignment of license from Lee Broadcasting to WTUP Broadcasting Corp. for app. \$452,000. Seller: E.O. Roden (48%), T.L. Estes (36%), Zane Roden (16%). E.O. Roden

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|---|--|
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owns 60% of WBIP(AM) Booneville. 23% of WGCM(AM)-WTAM(FM) Gulfport (sold, pending FCC approval) and 45.5% of WOKJ(AM)-WJMI(FM) Jackson, all Mississippi and 45.5% of WBOP(AM)-WTKX(FM) Pensacola, Fla. Zane Roden Jr. owns 10.3% of both WOKJ(AM) and WBOB(AM)-WTKX(FM). Buyer: Carl E. Haynes (23%), Larry Nichols, Don D. Murphy, Turman E. Patterson (10% each) and seven others with less than 10% interest. Haynes is manager of WJMI(FM) Jackson, Miss. Nichols is manager of WTUP(AM). Murphy is assistant manager of WBIP(AM) Booneville, Miss. Patterson is chief engineer for WTUO(AM). None of principals has any other broadcast ownership interests. Action Mar. 27.

■ WIRZ-AM-FM Johnstown, N.Y. (AM: 930 khz, 1 kw; FM: 104.9 mhz, 3 kw)—Granted "distress sale" assignment of license from Sireet Broadcasting Corp. to P&L Broadcasting Inc. for \$550,000. Seller is owned by Richard Street, who has no other broadcast interests. Buyer is owned by Norman Pinkard of Clifton, N.Y., deputy commissioner of New York State Department of Commerce, and Beverly Little of Albany, N.Y., business consultant. They have also purchased, subject to FCC approval, WGVA(AM) Geneva, N.Y. (BROADCASTING May 28, 1979). Action Mar. 27.

■ WVAM-AM-FM Altoona, Pa. (AM: 1430 khz, 5 kw-D, 1 kw-N; FM: 100.1 mhz, 3 kw)—Granted "distress sale" assignment of license from Blair County Broadcasters to Phydell Communications Inc. for \$920,000, including \$120,000 for agreement not to compete. Seller is principally owned by Denny J. Bixler of Altoona and Randolph Burdsall of St. Petersburg, Fla., neither of whom has other broadcast interests. Buyer is owned by James Drayton, Dean Schomberg and Bernard Seabrooks. Drayton is New York bank manager. Schomberg (Warren Dean) is an announcer at WMCA(AM) New York. Seabrooks is former producer of CBS News, New York. Action Mar. 27.

■ KLBK-TV Lubbock-KTXS-TV Sweetwater-Abilene, both Texas (KLBK-TV: Ch. 13, 251 kw vis., 60 kw aur.; KTXS-TV: Ch. 12, 257 kw vis., 25.7 kw aur.)—Granted "distress sale" assignment of license from Grayson Enterprises Inc. to Prima, Inc. for \$11.1 million. Seller: Ellis Carp, Theodore Shanbaum and Lee Opical and Associated Companies Retirement Pension Plan, one-third each. They own KLBK-AM-FM which has been sold subject to FCC approval to Southern Minnesota Broadcasting Co. They also own KCCN(AM) Honolulu and KMOM-TV Monahans, Tex. and satellite KWAB-TV Big Spring, Tex. FCC granted assignment of license of latter two to Permian Basin Television Corp., in same action it granted Lubbock and Sweetwater-Abilene applications (see below). Buyers: John Robert E. Lee (30%), Robert L. Dudley and Daniel H. Neviasser (24.5% each), Larry Reed (11%) and Wayne Embry (10%). Lee is assistant director of athletics at University of Wisconsin. Dudley is president of Meeker Television Co., New York television representative firm. He also owns 50% of USTV Network Inc., syndication (*Candid Camera*) and production company. Neviasser is Madison, Wis., real estate developer. Reed is assistant basketball coach at University of Wisconsin. Embry is 50% owner of three McDonald's Restaurants in Milwaukee. Dudley, only principal with other broadcast interests, owns 15% of both WSME(AM) Sanford, Me. and WNB(AM) Newburyport, Mass. His brother, Richard D. Dudley is president of Forward Communications, Wausau, Wis.-based group owner of five AM's, six FM's and six FM's. Action Mar. 27.

■ KMOM-TV Monahans-KWAB-TV Big Spring, both Texas (KMOM-TV: Ch. 9, 240 kw vis., 45.7 kw aur. KWAB-TV: Ch. 4, 12.9 kw vis., 1.5 kw aur.)—Granted "distress sale" assignment of license from Grayson Enterprises Inc. to Permian Basin Television Corp. for \$3 million. Sellers: (see above). Buyers: John B. Tupper and Richard F. Shively (22.84% each), Ernest J. Orono (12.56%), John Salazar and Raymond G. Sanchez (10% each), Albert J. Montano and Siegfried G. Montano, Jr. (6.28% each), Charlene Armigo Knipfing and Martin I. Mondlick (3.32% each) and Mucio Yslas, Jr. and wife Tina J. (2.56% jointly). Tupper is 30% owner of New York media brokerage firm. Shively is president and 90% owner of RJN Broadcasting Inc., licensee of WLFI-TV Lafayette, Ind. Orono is owner of G.O. Realty Co., real estate development co. in Albuquerque. Salazar and Sanchez are Albuquerque, attorneys. Albert Montano is general manager of Libertyville, Ill., medical equipment research company. Brother Siegfried is 50% owner of Albuquerque accounting firm. Knipfing is chairman of Juvenile

Parole Board, Albuquerque. Mondlick is Albuquerque realtor. Mucio Yslas Jr. is dean of students, New Mexico Highlands University, Las Vegas, N.M. Tina Yslas in Albuquerque banker. In addition to WLFI-TV interest, Shively owns 17% of KNOP-TV North Platte, Neb. Remaining principals have no other broadcast interests. Action Mar. 27.

■ WUEZ(AM) Salem, Va. (1480 khz, 5 kw-D)—Granted "distress sale" assignment of license from Blue Ribbon Broadcasting Inc. to Blunt Broadcasting Enterprise for \$245,000. Seller is owned by William C. Triplett and Lester L. Williams (50% each). Neither has other broadcast interests. Buyer is owned by Roger R. Blunt and his wife, DeRosette (70% held jointly) and John E. Upston (30%). Blunt owns construction, landscaping, paving and management services businesses in Washington. Upston is president of Caribbean Council, nonprofit organization headquartered in Washington, created to generate economic aid for Caribbean countries. Action Mar. 27.

## Facilities changes

### Applications

■ WTOH(FM) Mobile, Ala.—Seeks CP to change frequency 105.9 mhz; increase ERP 0.010 kw HAAT: 290 ft.; change TL to College and Loyola Lanes, Mobile; make changes in ant. sys. Ann. Mar. 24.

■ KPCC(FM) Pasadena, Calif.—Seeks CP to increase ERP 30.0 kw HAAT: 669 ft.; change TL: Flint Peak, South of Chevy Chase Dr. and Linda Vista Sts., Glendale, Calif. Ann. Mar. 24.

■ KR VH(FM) Rio Vista, Calif.—Seeks CP to change frequency to 101.5 mhz. Ann. Mar. 24.

■ KFML(AM) Denver, Colo.—Seeks CP to change civ of license to Westminister, Colo.; change hours of operation to unlimited by adding nighttime service with 1 kw; install DA-2; TL and SL: near 116th and Pierce, Westminister; make changes in ant. system. Ann. Mar. 24.

■ WUSF-TV Tampa, Fla.—Seeks mod of CP to change ERP to 1053 kw vis., 110 kw aur.; change type trans. to RCA TTU-60; change type ant. to RCA TFU-24JDA (BT); and HAAT 1006 ft. Ann. Mar. 25.

■ KBSU(FM) Boise, Idaho—Seeks CP change frequency 91.3 mhz; increase ERP 3.0 kw, HAAT: 284 ft. Ann. Mar. 24.

■ WCBU(FM) Peoria, Ill.—Seeks mod of CP to change TL: Cole Hollow Rd. at I-474, East Peoria; ERP 25.7 kw HAAT: 653 and make change in ant. system. Ann. Mar. 24.

■ WCLR(FM) Shokie, Ill.—Seeks CP to increase ERP 4.61 kw HAAT: 1522 ft. Ann. Mar. 24.

■ KNBU(FM) Baldwin, Kan.—Seeks CP to change frequency to 92.5 mhz; ERP: 0.00743 kw, HAAT: 121.26 ft. Ann. Mar. 24.

■ WIKI(FM) Carrollton, Ky.—Seeks CP to increase ERP 3 kw. Ann. Mar. 24.

■ WKPD(TV) Paducah, Ky.—Seeks mod. of CP to change ERP to 145.8 kw vis., aur.; change type trans. to Harris BT-30U; change type ant. to Andrew TAZ-31U (BT), and HAAT 518 Ft. Ann. Mar. 25.

■ WZLY(FM) Wellesley, Mass.—Seeks CP to change frequency 100.1; ERP 8.04w HAAT: 148 ft. Ann. Mar. 24.

■ WVAC(FM) Adrain, Mich.—Seeks CP to change frequency 107.9 mhz, ERP: .01304 kw; HAAT: 80 ft., and make changes in ant. sys. Ann. Mar. 24.

■ WELF(FM) Presque Isle, Me.—Seeks CP change TL: Rural Hilltop, Presque Isle; ERP: 1.36 kw (H) HAAT: 424 ft. (H). Ann. Mar. 24.

■ KEXS(AM) Excelsior Springs, Mo.—Seeks CP to increase power to 1 kw. Ann. Mar. 24.

■ KCFM(FM) Terrytown, Neb.—Seeks mod of CP to change TL: Hwy 71, approx 9.2 miles N. of Scottsbluff, near Scottsbluff, Neb.; increase ERP .95 kw; HAAT: 539 ft. and make changes in ant. sys. Ann. Mar. 24.

■ WKRB(FM) Brooklyn, N.Y.—Seeks CP to change frequency to 103.1 mhz. Ann. Mar. 24.

■ WELM(AM) Elmira, N.Y.—Seeks CP to increase D power to 2.5 kw; install DA-2; make changes in ant. sys. Ann. Mar. 24.



- WOOO(FM) Statesville, N.C.—Seeks CP to change TL one half mile W. of state Rt. 1306 Morrisville, N.C.. ERP: 100 kw (H) 42.209 kw (V) HAAT: 559 ft. Make changes in ant. sys. Ann. Mar. 24.
- WLFO(FM) Findlay, Ohio—Seeks CP to increase ERP .1561 kw. Ann. Mar. 24.
- WPTD(TV) Kettering, Ohio—Seeks CP to change ERP to 3118.9 kw vis., 311.9 kw aur; change TL to 3896 Gutherie Rd., Dayton, Ohio; SL: 3440 Office Park Dr., Dayton; change type trans. to CCA CTU-110B; Type Ant. to RCA TFU-35G (BT); and HAAT: 1135.9ft. Ann. Mar. 25.
- WKJB-FM Mayaguez, P.R.—Seeks CP to increase ERP: 15.2 kw. HAAT: 1953 ft. Change TL: Rd. 120, 2.2 miles south of Maricao, near Maricao, P.R. Make changes in ant. sys. Ann. Mar. 24.
- WEZL(FM) Charleston, S.C.—Seeks CP to change TL: 0.5 mile E. of Newhope Church and U.S. Hwy 17 N., near Mount Pleasant, S.C.; Increase ERP 100 kw, HAAT: 666 ft.; make changes in ant. sys. Ann. Mar. 24.
- WWEE(AM) Memphis, Tenn.—Seeks CP to change city of license from Memphis, to Germantown, Tenn. Change hours of operation to unlimited by 2.5 kw, DA-N, increase daytime power to 2.5 kw-D TL: Mt. Moriak Rd. and Hickory Hill Rd., Tenn. N TL: 1.2 miles N of Macon Rd. on Berryhill Rd., Tenn. Ann. Mar. 24.
- KCCT(AM) Corpus Christi, Tex.—Seeks CP to change hours of operation to unlimited by adding N operation with 500 w, install DA-2, change TL and SL: 701 Benys Rd. Corpus Christi; make changes in ant. sys. Ann. Mar. 24.
- KXXX(FM) Galveston, Tex.—Seeks CP to change TL .55 miles N. of Loop 197, Texas City, Texas; ERP 100 kw. HAAT: 688.67; make changes in ant. sys. Ann. Mar. 24.
- KZLN(TV) Harlingen, Tex.—Seeks mod. of CP to change SL from Harlingen, to San Benito, Tex. Ann. Mar. 25.
- KTXJ(AM) Jasper, Tex.—Seeks CP to increase power to 5 kw; make changes in ant. sys. Ann. Mar. 24.
- KEAM(AM) Nederland, Tex.—Seeks CP to increase power to 10 kw; change SL. Ann. Mar. 24.
- KCEN-TV Temple, Tex.—Seeks CP to decrease aur. ERP to 10 kw; change TL to 2.4 miles S.E. of Eddy, Tex. Ann. Mar. 25.
- WVTC(FM) Randolph Center, Va.—Seeks CP increase ERP: 0.300 kw. HAAT: 203.8 ft. Ann. Mar. 24.
- WKDH(AM) Ashland, Va.—Seeks CP to increase power to 5 kw; change to DA-D; make changes in ant. sys. Ann. Mar. 24.
- WLRV(AM) Lebanon, Va.—Seeks CP to increase power to 1 kw. Ann. Mar. 24.
- KMO(AM) Tacoma, Wash.—Seeks CP to change frequency to 660 khz; increase D and N powers to 50 kw. Ann. Mar. 24.
- WVAQ(FM) Morgantown, W. Va.—Seeks CP to change TL: E. side of Old Dupont Rd., 49 miles N.E. of IR 79, Morgantown, W. Va.; increase HAAT: 500 ft.; make changes in ant. sys. Ann. Mar. 24.

#### Actions

- KNXV-TV Phoenix, Ariz.—Granted authority to operate trans. by remote control from 3722 E. Chipman Rd., Phoenix. (BRCT-800122KG). Action Mar. 10.
- KKEG(FM) Fayetteville, Ark.—Granted CP to change TL to end of Dinsmore Trail, Fayetteville, Ark.; increase ERP: 1.15 kw; ant. height: 460 ft.; make changes in ant. sys. install new ant. (BPH-790508AA). Action Feb. 1.
- KAZU(FM) Pacific Grove, Calif.—Rescinded grant of CP to change TL and other changes. Action Mar. 27.
- KZAP(FM) Sacramento, Calif.—Granted CP to install aux. trans., and ant.; locate trans. at 4 miles S.E. of Folsom, Calif.; change SL and remote control location to 924 9th St., Sacramento, and change TPO (for auxiliary purposes only) (BPH-790611AN). Action Feb. 20.
- KSFM(FM) Woodland, Calif.—Granted waiver of Section 73.1201 (b)(2) of rules to identify as Woodland-Sacramento. Action Mar. 7.
- KBCO(FM) Boulder, Colo.—Granted CP to change TL to atop Lee Hill, near Boulder; SL and remote control location to 1900 Folsom, Boulder; increase antenna height to 920 ft., ERP: 25.0 kw; change ant. sys.; conditions (BHP-10496). Action Mar. 20.

# DAYTIME BROADCASTERS

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**WHERE:** Room 20 — Las Vegas Convention Center.

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- WRBD(AM) Pompano Beach, Fla.—Granted mod. of CP to modify nighttime standard pattern; conditions (BMP-790807A). Action Feb. 21.
- KULA(FM) Waipahu, Hawaii—Granted waiver of Section 73.1201 (b)(2) of rules to identify as Waipahu-Honolulu, Hawaii. Action Mar. 7.
- KAYL-FM Storm Lake, Iowa—Granted CP to change ERP to 91 kw (H) and 54 kw (V); redescribe TL to Primary Road 71, 0.8 miles E. of city limits, Storm Lake; ant. height 400 ft. (BPH-791217AQ). Action Feb. 20.
- WXQY-FM Baton Rouge, La.—Granted CP to make changes in ant. sys.; change TL to 7601 Rosedale Rd., Point Allen, La.; change type trans.; decrease antenna height 690 ft.; increase ERP 100 kw; change TPO (BPH-791206AI). Action Feb. 26.
- WRUM-FM Rumford, Me.—Granted CP to change TL: Black Mountain, Rumford, Me.; make changes in ant. sys.; increase ERP: 48.0 kw, ant. height 1440 ft. (BPH-790619AA). Action Mar. 17.
- WNUV-TV Baltimore, Md.—Granted authority to install Subscription TV equipment (BSTV-36). Action Mar. 17.
- WSMW-TV Wochester, Mass.—Granted authority to install Subscription TV equipment; conditions (BSTV-21). Action Feb. 25.
- KDNL-TV St. Louis, Mo.—Granted authority to install Subscription TV equipment (BSTV-22). Action Feb. 25.
- WKFR-FM Battle Creek, Mich.—Granted waiver of Section 73.1201 (b)(2) of rules to identify as WKFR-FM Battle Creek-Kalamazoo, Mich. Action Mar. 7.
- WWDL(AM) Hackensack, N.J.—Granted authority to operate by remote control from main studio at 167 Main St., Hackensack (BRC-800114AT). Action Feb. 21.
- WIGS-FM Gouverneur, N.Y.—Granted CP to increase ant. height to 120 ft.; change type trans. and TPO (BPH-790625AV). Action Feb. 26.
- WPET(AM) Greensboro, N.C.—Granted CP to change ant. sys.; change trans. tower to WRQK(FM) tower; TL 221 W. Meadowview Rd., Greensboro; conditions (BP-800201AS). Action Feb. 27.
- WDLV(AM) Pinehurst, N.C.—Granted mod of CP to change TL 4 miles W. of NC Hwy 5 and N. of New Landfill Rd., Sand Hills, N.C.; conditions (BMP-791205AE). Action Mar. 7.
- WWEZ(FM) Cincinnati, Ohio—Granted CP to increase ERP to 16 kw, decrease ant. height to 910 ft. and change TPO (BPH-791004AK). Action Feb. 22.
- WRVL(FM) Lynchburg, Va.—Granted mod. of CP to make changes in ant. sys.; conditions (BMPEd-791129AL). Action Feb. 22.
- WJER-FM Dover Ohio—Granted waiver of Section 73.1201 (b)(2) of rules to identify as Dover-New Philadelphia, Ohio. Action Mar. 7.
- KFHC-TV Oklahoma City—Granted authority to install subscription TV equipment (BSTV-790625KH). Action Mar. 6.
- KMED(AM) Medford, Ore.—Granted CP to change TL to N. Phoenix and Coal Mine Road, Medford (BP-21.165). Action Mar. 7.
- KMGC(FM) Dallas—Granted waiver of Section 73.1201 (b)(2) of rules to identify as Dallas-Fort Worth. Action Mar. 7.
- KNBN-TV Dallas—Granted authority to install subscription TV equipment (BSTV-49). Action Mar. 5.
- KEES(AM) Gladwater, Tex.—Granted CP to increase height of tower to 169 ft. (BP-79115AQ). Action Feb. 27.
- WPWC(AM) Quantico, Va.—Granted waiver of Section 73.1201 (b)(2) of rules to identify as Quantico-Triangle, Va. Action Mar. 5.
- WTVR(AM) Richmond, Va.—Granted mod. of CP to change TL to Lakeside Blvd., West Side of I-95, near Richmond; mod. nighttime standard pattern; conditions (BMP-791005AA). Action Feb. 21.
- KONA-FM Kennewick, Washington—Granted CP to change SL to 2823 W. Lewis St. Pasco, Wash.; change trans. and ant. sys. (BPH-800109AO). Action Feb. 15.
- WOKY(AM) Milwaukee, Wis.—Granted authority to operate by remote control from main studio at 3500

N. Sherman Blvd., Milwaukee (BRC-800118AC). Action Feb. 21.

■ KZ(O(FM) Superior, Wis.—Granted waiver of Section 73.1201 (b)(2) of rules to identify as Superior-Duluth, Wis. Action Mar. 7.

### In contest

#### Designated for hearing

■ Monterey and Marina, both California FM proceedings; (BC Docs. 80-124-29)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Cypress Communications, Edwards Broadcasting Co., Peninsula Broadcasting and Seven Cities Media for CP's for

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new FM station on 92.7 mhz at Monterey; and of Clintell Cornelius Porter, and Christian Broadcasting Fellowship for CP's for new FM station on same frequency at Marina, Calif. Action Mar. 14.

## Allocations

### Actions

- San Luis Obispo, Calif.—In response to petition by John Brown Schools of California, Inc., proposed assigning 98.1 mhz to San Luis Obispo as its third FM assignment; comments due May 19, replies June 9 (BC Doc. 80-121; RM-3318). Action Mar. 13.
- Rohnert Park, Calif.—In response to petition by Juhl-White Broadcasting, proposed assigning 104.9 mhz to Rohnert Park as its first FM assignment; comments due May 19, replies June 9 (BC Doc. 80-119; RM-3362). Action Mar. 18.
- Coffeyville, Kan. and Nowata, Okla.—In response to petition by Montgomery County Broadcasters, assigned 92.1 mhz to Coffeyville as its first FM assignment, and reassigned 94.3 mhz from Coffeyville to Nowata, Okla., to reflect its actual use there, effective May 5 (BC Doc. 79-260; RM-3372). Action Mar. 18.
- Hagerstown, Md.—In response to a petition by James Resh, proposed assigning ch. 68 to Hagerstown as its third TV assignment (second commercial); comments due May 19, replies June 9 (BC Doc. 80-123; RM-3460). Action Mar. 19.
- Poplar Bluff and Thayer, both Missouri—In response to petition by Raymond McCullough, assigned 96.7 mhz to Poplar Bluff as its third FM assignment, and substituted 107.1 mhz for 96.7 mhz at Thayer with site restriction of 3.1 miles northwest of Thayer, effective May 5 (BC Doc. 78-108; RM-3048). Action Mar. 13.
- Defiance, Ohio—In response to petition by Defiance Broadcasting Co. proposed assigning 98.1 mhz to Defiance, Ohio as its first FM assignment, and moved 95.9 mhz from Defiance to Archibold, Ohio; comments due May 19, replies June 9 (BC Doc. 80-120; RM-3311). Action Mar. 13.
- Ashland, Ore.—In response to petition by A-Train Radio Inc., proposed assigning 105.1 mhz to Ashland, Ore., as its second FM assignment, and substituting 101.9 mhz for 101.7 mhz ordered licensee of KKIC(FM) Ashland, to show cause why its license would not be modified to specify operation on 101.9 mhz instead of 101.7 mhz; comments due May 19, replies June 9 (BC Doc. 80-122; RM-3320).
- McAllen and Brownsville, both Texas.—Denied petition by Tesoro Broadcasting Co. requesting exchange of chs. 48 and 23, assigned to McAllen and Brownsville, respectively (BC Doc. 79-121; RM-3284). Action Mar. 13.
- Freeport, Tex.—In response to petition by Weymar Inc., assigned 102.5 mhz to Freeport, Tex. as its first FM assignment, effective May 5 (BC Doc. 21513; RM-2882).

## Translators

### Applications

- Talkeetna, Alaska—Talkeetna Chamber of Commerce seeks CP for new VHF translator on ch. 6 (TPO: 10 w, HAAT: 15 ft.) to rebroadcast directly KIMO(TV) Anchorage, Alaska. Ann. Mar. 24.
- Joshua Tree, Calif.—Morongo Basin TV Club Inc. seeks CP for new VHF translator on ch. 12 (TPO: 10 w, HAAT: 20 ft.) to rebroadcast indirectly KABC(TV) Los Angeles, Calif. Ann. Mar. 24.
- Joshua Tree, Calif.—Morongo Basin TV Club Inc. seeks CP for new VHF translator on ch. 10 (TPO: 10 w, HAAT: 20 ft.) to rebroadcast indirectly KNBC(TV) Los Angeles, Calif. Ann. Mar. 24.
- Greenville, S.C.—New South Television Co. seeks CP for new UHF translator on ch. 66 (TPO: 100 w, HAAT: 133 ft.) to rebroadcast directly WAIM-TV Anderson, S.C. Ann. Mar. 24.

## Call Letters

### Applications

| Call            | Sought by  |
|-----------------|--|
| <b>New AM's</b> |  |
| KKCM            | Kleven Broadcasting, Waite Park, Minn.                 |
| KHND            | Shamrock Communications, Harvey, N.D.                  |
| <b>New FM's</b> |  |
| *KLIL           | Cajun Broadcasting, Moreauville, La.                   |
| WXMR            | Donald G. Manuel, Lexington, Miss.                     |
| *WNYK           | Nyack College, Nyack, N.Y.                             |
| *WZMB           | East Carolina University Media Board, Greenville, N.C. |

### Grants

| Call            | Assigned to                                     |
|-----------------|---|
| <b>New AM</b>   |   |
| KTEK            | Paul V. Webber et al, Alvin, Tex.               |
| <b>New FM's</b> |   |
| KJFP            | Intercontinental Ministries                     |
| KDDA-FM         | Capricorn Communications, Walla Walla, Wash.    |
| WFZX            | WBUF Inc., Buffalo, N.Y.                        |
| WTPL-FM         | R.D. Broadcasting Corp., Tupper Lake, N.Y.      |
| WYQC            | Bedford County Broadcasting, Shelbyville, Tenn. |
| KUJ-FM          | Alan and Craig Eastham, Dumas, Ark.             |

## Summary of Broadcasting

### FCC tabulations as of Jan. 31, 1980

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,527    | 3           | 28          | 4,558        | 93              | 4,651              |
| Commercial FM  | 3,110    | 2           | 43          | 3,155        | 181             | 3,336              |
| Educational FM | 1,010    | 0           | 25          | 1,035        | 92              | 1,127              |
| Total Radio    | 8,647    | 5           | 96          | 8,748        | 366             | 9,114              |
| Commercial TV  |          |             |             |              |                 |                    |
| VHF            | 514      | 1           | 2           | 517          | 9               | 526                |
| UHF            | 222      | 0           | 7           | 229          | 62              | 291                |
| Educational TV |          |             |             |              |                 |                    |
| VHF            | 99       | 1           | 5           | 105          | 5               | 110                |
| UHF            | 155      | 2           | 5           | 162          | 5               | 167                |
| Total TV       | 990      | 4           | 19          | 1,013        | 81              | 1,094              |
| FM Translators | 291      | 0           | 0           | 291          | 152             | 443                |
| TV Translators |          |             |             |              |                 |                    |
| UHF            | 1,247    | 0           | 0           | 1,247        | 359             | 1,606              |
| VHF            | 2,494    | 0           | 0           | 2,494        | 173             | 2,667              |

\*Special temporary authorization

\*\*Includes off-air licenses

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**Experienced general manager** for single station market. Great Lakes area. Must be sales oriented. Station has excellent advertiser and listener acceptance and needs livewire manager. Excellent opportunity for right individual. Box D-1.

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**Radio Sales**—Experience required, high pay, medical ins., exclusive territory. Radio KXEM, PO Box 326, McFarland, CA 93250.

**New Hampshire radio station** to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO. Box C-235.

**Experienced person** needed M/F for AM/FM combo. KUAD, Box 117, Windsor, CO 80550. Attention: Dennis Lamme.

**Sconnix Group Broadcasting** is looking for several professional career minded salespersons for stations in Charleston, SC, Rochester, NY, and New England. If you are the best, or near best at your current station, and want a good future with our growing company, we want to talk to you. We use a Jennings-type approach with great success. Good pay, great incentive, great people. Send resume and track record to Scott McQueen, President, Sconnix Group Broadcasting, Parade Road, Laconia, NH 03246.

**Ground Floor Opportunity** for pro. WKXW AM-FM (now WBUD-WTRT), potential giant in Central New Jersey, making great changes in station operation. New ownership committed to success. Ready to grow? Contact Bill Musser, GM, 609-882-7191 KX-101, 218 Ewingville Road, Trenton, NJ 08638. EOE M/F.

**Sales Position** for experienced aggressive street fighter. Single station market. The person selected should make \$20,000 plus in the first year. If you feel that you have outgrown your job or market we offer unlimited growth potential in Western Pennsylvania. Send resume to Box D-13.

**Sales person** with 2 to 3 years broadcast experience. Good communication skills. Media research experience desired. Send resume to Mr Frank Woodbeck, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

**California**—\$1,000 per month versus 20% on collections. Outstanding MOR in beautiful, growth market, has opening for experienced, aggressive sales person. EOE/MF. Box D-39.

**Growing Operation** needs an experienced, take charge sales professional. Excellent opportunity for advancement with new station plans. Position is open now and waiting for right person to start immediately. Resumes to: General Manager, WLSE AM&FM, Box 520, Wallace, NC 28486. E.E.O.

### HELP WANTED ANNOUNCERS

**Eastern North Carolina's** legendary contemporary station is searching for The Personality. Wanted for air shift and production skills. Send tapes, resumes, and salary requirements to: Danny Jacobson, Big WOOW, PO Box 647, Greenville, NC 27834. No calls please! EOE.

**Opening for a bright**, young and enthusiastic DJ for Top 40 FM station on the move. Must have good references. Must have 2 to 3 years experience or more. No others need apply. Send tape, references and resume to KQ 93, 401 E. Coal Avenue, Gallup, NM 87301.

**New Hampshire radio station** to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO. Box C-235.

**Experienced contemporary D.J.**—female or male—wanted. Must also be good on production. Excellent opportunity & growth within our chain. Send tape & resume to G. James, WARE Radio, 90 South St., Ware, MA 01082.

**WOAI-FM, San Antonio, Texas**; easy adult contemporary Pleasant, relaxed delivery. Tape and resume to John D'Angelo, Program Director, WOAI-FM, 6222 NW I-H 10, San Antonio, TX 78201. E-O-E/M-F.

**Announcer-Producer** for evening slot at 100KW NPR station w/all-new facilities. Must be knowledgeable in all aspects of classical music including pronunciation. Must be familiar with production and assume responsibility for specific modular and other programming. Salary range \$8,500-9,500. No calls please. Tape and resume by April 18 to PB. Greedy, Western Iowa Tech Community College, Box 265, Sioux City, IA 51102. EOE.

**Announcer** for religious station in the S.W. Applicant must have knowledge and understanding of problems and needs of Hispanic community and of Hispanic culture. Must be bilingual. Call or write Dick Lee 602-258-6717. KFLR, 2345 W. Buckeye Rd., Phoenix, AZ 85009. An Equal Opportunity Affirmative Action Employer. M/F.

**Immediate opening** for top personality jock for our Stereo Rock format and creative adult contemporary announcer for our AM. No beginners, please. Send tapes and resumes to Jack Hansen, KCLD AM and FM, Box 1458, St. Cloud, MN 56301.

**FM Announcer** for 10 PM to 2 AM shift with minimum two years experience in Announcing/Production. Send resume to Personnel Director, Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Morning Drive**. Community oriented adult contemporary station seeks strong personality who can communicate on a one-to-one basis in a very competitive market adjacent to Cincinnati. We're looking for a stable and experienced professional interested in a long term association with a growing company and an Arbitron rated No. 1 station. Good salary for the right individual. Send tape and resume to: Joe London, Program Director, WMOH, 220 High Street, Hamilton, OH 45011. EOE M/F.

**Classical Announcer/Producer** for Public Station near Los Angeles. Salary Range \$822-\$1,001 mo. plus full benefits. One year full-time, paid, experience required with classical music background. Applications must be postmarked by April 21, 1980. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 So. Mount Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

**We're still looking** for one person blessed with talents for announcing and copywriting and production. \$170/week. Some nights. Rush tape and resume: WTCA, 112 West Washington, Plymouth, IN 46563.

**WFMC is looking** for a morning announcer, a news person and part time announcers. WFMC is eastern Carolina's leading Country Music Station. Send tapes and resumes to Webster A. James, General Manager, PO Box 2006, Goldsboro, NC 27530. WFMC is an Equal Opportunity Employer.

**Ninety miles** from New York. Commercial experience essential. Salary open. E.O.E. M/F 914-292-5533 or 794-6543.

**Bright Journalism Graduate** will train as news/production announcer. WAVR, Box 188, Waverly, NY 14892.

**Move up** from small market to PM Drive, adult contemp. Near Boston. WLLH, Lowell, 01853.

**Your Opportunity!** Staff announcer, production, news. Full time ABC. Resume, cassette, KFRO, Longview, TX 75606. E.O.E.

**Openings** for talented AM drive announcer for AC format who can help with production and a young dedicated news director-reporter. Send tape and resume to Aaron Durham, WAKI, Box 409, McMinnville, TN 37110. 615-473-6535. EOE.

**Radio Announcer**, University of Florida: Requires graduation from high school and two years of experience as a Radio Announcer. Bachelor's Degree in Broadcasting and experience in broadcasting news preferred. Salary \$10,210 plus excellent fringe benefits. Interested applicants should send a complete resume and a demonstration tape by April 21, 1980 to Mr. Jan Eller, Central Employment Center, University of Florida, Second Floor HUB, Gainesville, FL 32611. The University of Florida complies with Section 503 of the Rehabilitation Act of 1973 and Section 402 of the Vietnam Era Veterans Readjustment Act of 1974. Equal employment opportunity/affirmative action employer.

## HELP WANTED ANNOUNCERS CONTINUED

**Good opportunity** for talented jocks with strong production. No beginners please. Tapes and resumes to Bill Knight, WUNI, PO Box 2567, Mobile, AL 36601. EOE M/F.

**Can you fill the shoes** of the number one, mid-day air personality in this competitive, four station market? Our mid-day audience, according to P.R.S. audience estimates has double the other three local stations combined. Rush resume & tape to, 14-KELD, General Manager, Bob Parks, 2525 Northwest Ave., El Dorado, AR 71730. Equal Opportunity Employer.

## HELP WANTED TECHNICAL

**Chief Engineer**—for operation-maintenance 1 kw AM simple directional; 35 kw automated FM. Salary commensurate with ability. Contact James Smith, Manager, KOSY, PO Box 2018, Texarkana, AR 75501. Equal Opportunity Employer.

**Immediate opening** for Broadcast Maintenance Engineer. Minimum three years experience in maintenance and operations, technical school and FCC First Class License. Excellent benefits, good location. Send resume to Personnel Office, 121 Lake Superior Hall, Grand Valley State College, Allendale, MI 49401. GVSC is an EEO/Affirmative Action Employer.

**Chief Engineer.** WQBS (DA-2) and WIOB (FM) Stereo, San Juan, Puerto Rico. Originating stations for island-wide networks. We need professional take charge engineer to maintain modern plant in perfect condition. Spanish helpful, but not necessary. Position open immediately. Resume, salary history to: Guillermo Bonet, Box 43, Mayaguez, Puerto Rico 00708.

**Immediate opening** for staff engineer. Minimum four years experience in maintenance and operations, technical school first ticket. Major market, major group. Rare opportunity. Box C-278.

**Experienced Chief Engineer** sought for WEEW/WQQQ, Easton, PA. Contact Charlie Ryan, Operations Manager at 215-258-6155.

**Chief Engineer** for dominant FM/AM in desert Southwest. Excellent environment. Good working conditions. Must be well versed in audio processing and good engineering practices. EOE M/F. Box D-19.

**Broadcast Engineer:** Requires a high school diploma or GED equivalency and a First Class Radiotelephone License plus two years experience in broadcast engineering or a related field. Salary \$11,690. University of Louisville, Personnel Services, 2323 So. Brook St., Louisville, KY 40292. An equal opportunity/affirmative action employer.

**Sharp? Capable?** Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. All replies in strictest confidence. E.O.E. Box D-26.

**King Broadcasting Company** has several openings for radio broadcast engineers in various locations, including Portland, Seattle, and San Francisco. Positions range from chief engineer to maintenance specialist. Relevant experience required. Interviews may be arranged at NAB Convention. Send resumes to: Kevin Mostyn, King Broadcasting Company, 300 Broadway, San Francisco, CA 94133. EEO/M-F.

**Staff Engineer** for Midwest consulting firm. Entry level position. Experience as absolute must. BSEE desired. 50% travel. AM-FM-TV-microwave. Call 309-673-7511.

## HELP WANTED NEWS

**New Hampshire radio station** to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO. Box C-235.

**Charleston, S.C.** Sconnix Group Broadcasting, Inc. needs experienced News Director. Strong air work for AM Drive shift, administrative ability for managing and motivating three other fulltime and many parttime. Strong desire to make and keep number one news image. Starting 16-18,000. Send resume to John Trenton, General Manager, WTMA-WPXI, Box 31089, Charleston, SC 29411.

**WRTA needs a newperson.** Experience a must. Good voice a must. Good opportunity for the right person. This opening is immediate. Gather, write and anchor. E.O.E. Air check, resume, salary needs to: Manager, WRTA, PO Box 272, Altoona, PA 16603.

**Immediate opening** for experienced News Director to head four person news department in one of Minnesota's richest and fast growing communities. Send tape and resumes to Jack Hansen, KCLD, Box 1458, St. Cloud, MN 56301.

**Sports Director, WOAI,** San Antonio, Texas; the Spurs Rangers, Cowboys, SWC, four 5-minute casts mornings, four 5-minute casts afternoons, plus 45-minute two-way talk show 50,000-watt clear channel. Tape and resume to John W. Barger, Vice President/General Manager, Stations WOAI/WOAI-FM, 6222 NW I-H 10, San Antonio, TX 78201. E-O-E/M-F.

**Radio news reporter opening.** Experienced street reporter with anchor potential preferred. Send tapes and resumes to Scott White, WBT, 1 Julian Price Place, Charlotte, NC 28208. No phone calls please. An Equal Opportunity Employer.

**Editor/reporter** for news/talk. Capable of thinking/acting/writing fast. Tape, resume, writing samples, references to ND Leslie Wolfe, WSOC Radio, PO Box 34665, Charlotte, NC 28234.

**Midwest Contemporary Station** looking for morning drive news assistant to gather & write news, who is also a reporter with interest in sports. Authoritative on-air delivery, ambitious, strong writing ability. Send tapes and resumes to News Director, WZUU Radio, 520 West Capitol, Milwaukee, WI 53212. (EOE).

**Need a challenge?** Immediate opening for News Director to put together news department. Live AM-Auto FM. New facilities soon. EOE M-F. University journalism grads encouraged. R.S. Tucker, Media West, Inc., Box 2128, Rock Springs, WY 82901.

**Newsperson:** Small market station has immediate opening for energetic reporter. Experience preferred. Contact Lee Jones, News Director, WTSL, Box 1400, Lebanon, NH 03766. 603-448-1400.

**News Director** for upstate New York aggressive AM/FM. Minimum one year small market news reporting. Box D-32.

**Newsperson:** KLIX Radio, Southern Idaho's largest radio news team, is looking for an experienced morning anchor. Contact Charlie Tuma, Manager for details. Twin Falls, ID 1-208-733-1310.

**Immediate opening** for news person in small market. Tape and resume to John Coppie, KNEM, Box 447, Nevada, MO 64772.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** to \$20,000 for right person! New 100,000 watt FM contemporary rock station in nation wide search. Excellent on air natural delivery, excellent production, excellent administrator and supervisor. Knowledge of new and old music, various rock formats, FCC regulations. Top benefits with our young aggressive company who owns many stations and looking for more. Cassette and resume to Manager, KAOH, Box 6167, Duluth, MN 55806.

**Charleston, S.C.** Sconnix Group Broadcasting, Inc. needs an experienced Program Director for WTMA-WPXI FM. AM Drive shift, good administrative ability, and strong knowledge of music and audience research. Good promotion budgets, and autonomy. Sconnix is a growing company with nine stations and more coming. Good opportunity for long term relationship with young progressive group. Start at 20,000 plus incentives. Prove yourself and make more. Send resume to John Trenton, General Manager, WTMA-WPXI FM, Box 31089, Charleston, SC 29411.

**Rare opportunity** to join Central Maine's most aggressive and respected newsteam. We're looking for a very strong delivery for either afternoons or mornings—voice not good enough—must be a digger. We're No. 1 and intend to stay that way. Tapes and resumes to Dave Wolf, News Director, WLAM, Box 929, Lewiston, ME 04240. EOE.

**WNOE AM** (50,000 watts)/FM (100,000 watts) looking for Operations Manager/PD. Experience in programming, promotions and supervision necessary. Knowledge of news and sales helpful. Send resume to Eric Anderson, Gen. Mgr., WNOE Radio, 529 Bienville, New Orleans, LA 70130—EEO.

**Immediate opening:** Number one station, all day parts, all ages in competitive four station market needs program director. Must be committed, self starter who knows the importance of local news and community involvement. Rush resume & tape to, 14-KELD, General Manager, Bob Parks, 2525 Northwest Ave., El Dorado, AR 71730. Equal opportunity employer.

**Operations Manager** par excellence. Creative but with mind for detail. Up to \$13,000 to start, gets better, but you earn it. Send full particulars to Manager, KCIN, Drawer AF, Victorville, CA 92392.

**Progressive Black Radio**—Major FL market interested in quality PD, MD, Prod. Dir., Announcers, and News Investigator. Send resume to: Box D-25.

## SITUATIONS WANTED MANAGEMENT

**Black Station Manager** 13 yrs experience 8 in management. Have taken two medium market stations to top. Strong sales and programming. Seeking top 100 FM. Box C-147.

**Seeking growth minded operation.** 19 years experience, last five in management. Available immediately, call 313-982-6040.

**Major Market Programmer,** Twenty years radio expertise in sales, engineering and on air in Los Angeles, San Francisco and Cleveland seeking general management position and or program/operations. Bobby Magic, 3111 4th St. No. 302, Santa Monica, CA 90405. Call 213-396-9368 or leave message at 213-462-1133.

**General Manager-Potential Owner:** Small market background, total station operation experience. Strong leadership. Seeks midwest station, with stock option. Any location considered. Would purchase all, with small down payment, long term contract. Box D-43.

**General Manager** with MBA, experience, and capital available looking for opportunity at station or corporate level—will relocate. Contact Box D-40.

**Small Market General Manager.** Recommended by street clients, agencies, and reps. Knows coop, FCC, and automation. Friendly, personable, and effective. 503-377-2390. Box D-11.

**Sales Manager.** Five years broadcast sales. Currently, sales manager AM/FM. Sales experience in all size markets. Excellent track record. 30 years old, loyal and willing to follow leadership. Prefer Northwest, but open. Excellent resume and letters of recommendation. If your station needs a strong selling sales manager, I'm definitely you man. Harry Dyer ... work 509-525-3190 evenings and weekends 509-529-9222.

**Have you ever dreamed** of having sales increases of 20- 50- 100- or even 200 percent in one year. It's not a dream! I have 9 years experience. I sell only one commodity (radio). I'm Red Hot! I'm a family man and stable. I prefer mountain states or North West but will look at other small markets. It will cost you 15c to find out how much I can make for you! Box D-42.

**Broadcast Executive** with outstanding track record is seeking management position Dallas or other Southwest market in TV-Radio or related field. 14 years in management and acquisitions with group. Phone Ambassador Inn, 733-7777 in Las Vegas during NAB convention—ask for Broadcast Executive. Age 42, health excellent. Ready to grow with you. Write Box D-34.

**General Manager,** best references, available for absentee-owner, medium-small, single-market station, Mississippi, Louisiana, Arkansas, Texas, Oklahoma, phone Fred. 405-567-4249.

**General Manager:** 16 years as a dedicated professional broadcaster. Experience includes managing medium & large markets. Looking for that rare opportunity with a growing and progressive company. A strong leader that's a heavyweight in sales and promotions with the ability to motivate others. Best credentials to back it up. Box D-7.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Full-Service Programmer**, community oriented family man, ten years experience in all phases of radio, seeks east coast programming, operations, or general management. Box D-2.

## SITUATIONS WANTED ANNOUNCERS

**Disco or R&B Jock** ready now! 3rd phone. Talented, good pipes, dependable, energetic, creative! Send for resume and tape now! William Walker, 6531 S. Green St., Chicago, IL 60621 or call 312-597-6979.

**I want to stay in Dixie.** Six years experience. Seeking stable position at your AOR, Pop/Adult, Top 40 station. Call Marc 404-252-7079.

**News/Sports director** looking for sports position in larger market. Some sales experience. Play-by-play a must. PBP experience with major college football, basketball, baseball, hockey, also high school football, basketball. 419-675-5201. After 1:00.

**Experienced in all phases** of radio, dedicated, any shift, prefer country, 3rd, 314-624-5704 after 2 CST.

**Talk show host** of 7 years—no topic I can't handle! Also experienced in news, sports and management. Seeks move to stable talk or talk-MOR position. Box C-282.

**Quality Sportscaster**—knowledgeable, accurate, creative, dedicated, enthusiastic—seeks medium market sportstalk/PBP. R-TV (50kw) experience. Available immediately. Degree (Journalism). Top references. Credentials. Box C-295.

**Morning Drive, Air Personality**, creative dependable, upbeat 3rd. Tape and resume. Experienced. Will relocate immediately. Box C-240.

**Dependable, creative, experienced** top 40 jock with 3rd phone seeking position in medium to large market. For tape, resume call Brian Moriarty 512-773-0846 after 2 PM.

**Station Sold**—must relocate. Mature, exp. jock seeks small or med. mkt. C&W station—will consider all formats. Don Wilson, 12834 Meadow Ave., Creasptown, MD 21502.

**Looking for first job.** Reliable, cooperative, hard working. Second class license. Will relocate. Call before 3 PM. Paul Kaishian, 510 N. 106 Street, Wauwatosa, WI 53226. 414-453-4548.

**Mature voice.** One year experience in R&B format third phone willing to relocate. Write: Robert Alexander, 1055 Philip Apt 15, Detroit, MI 48215.

**Recent Graduate** of broadcasting school looking for full-time job, any shift, any market. John Stevens 414-648-2189, Room 105, 9120 W. Hampton Ave., Milwaukee, WI 53225.

**Midnight to 6** is my spot. All night DJ seeking stable permanent position. 7 year pro, very dependable, excellent references. Mike 904-255-6950 or Box D-27.

**Experienced C&W Program Director** looking for bigger challenge and money. Creative copy and production that sells. 404-536-4229.

**Very creative, imaginative**, intelligent delivery. Honors communication graduate. First phone. Experienced announcer, board work, production. Adept writer. Adequate voice for vanguard, progressive, AOR, overnights. Will relocate. Salary open. Box D-31.

**Afternoon Jock**, 25, seeks to relocate. Possesses excellent voice, production skills, news delivery, copy writing. Tight board. Two years experience. Pay commensurate with talent. Contact Jeff 609-522-1417.

**Experienced educational announcer** looking for break at progressive or AOR commercial FM station. College graduate. Will send resume and tape. Jay Grandmont, 11 Dean St., Taunton, MA 02780, 617-822-4915.

## SITUATIONS WANTED TECHNICAL

**Experienced Chief**-25 years AM-DA. FM stereo. Some automation. Prefer southeast-future retirement. Box C-180.

**Small Market Oriented Chief Engineer.** Thirty years in engineering, programming and production. Special interest is music, automation and the bottom line. Box D-16.

**Radio Engineer**, highly experienced all phases radio engineering, AM, FM, high power, directionals, studio systems, high quality or highly processed audio. Prefer major market, Sunbelt or Coastal California. I'm expensive, but for excellence in Engineering, I'm worth it. Robert I. McDonald, 608 Midlake Drive Apt. 3, Knoxville, TN 37918, 615-688-6354.

## SITUATIONS WANTED NEWS

**Major Market News Director**-Operations Manager. Highly experienced, take charge professional. Prefer Southern metro, will consider others. Box C-211.

**First rate professional** seeks general sports reporting or baseball, basketball, or hockey, PBP position. Previous experience. Will relocate. Have resume, references, tapes Box C-225.

**Meteorologist desires** permanent employment, 1+ years broadcasting experience, very accurate, B.S., also proprietor of Superior Weather Service, Negaunee, MI 49866, 906-475-9844.

**Sportscaster/PBP.** Young, experienced, educated, talented. Conversational, uptempo delivery. Strong writing. 3 years university football-basketball PBP. Tapes, resume, references. Box C-269.

**Experienced, stable professional** desires major career change. Morning news anchor, can do Public Affairs and talk. Organized administrator. Now near NYC. Box C-292.

**Looking for an experienced newswoman** who can do it all? Call 804-482-3542.

**Sportscaster**, two years sports and news experience, degree, 3rd endorsed. 1-914-229-9285.

**Female with good news** background wants challenge. Excellent conversational delivery, strong street reporting ability. Loves hard work. 301-652-1582.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Are you willing** to give me a chance? B.A.-Communications, 4 years college radio, management and commercial experience. Contact Dave (Phillips) Filipczak, 10647 Spaulding, Chicago 60655, 312-233-2502.

**Program Director**—Detailed critiques, music, promotions, news. Adult formats only. Box C-265.

**Female Program Director** seeks position in Mid-Atlantic or Northeast. Experience in Public Broadcasting: programming, operations, news and production, public relations and print. Will consider any position. Box D-24.

# TELEVISION

## HELP WANTED MANAGEMENT

**Station Manager**—Group broadcaster looking for an experienced TV executive to manage a UHF station located in a top 50 Eastern market. Background and experience in general station management or sales preferred. In addition successful candidate should have the enthusiasm to take on the challenge of a highly competitive situation. Salary-negotiable. Equal Opportunity. Affirmation Action Employer. Write Box D-9.

## HELP WANTED SALES

**Account Executive**—Top 10 Market VHF station needs an account executive with 3-5 years' television broadcast sales experience. An Equal Opportunity Employer M/F/H/Vets. Send resumes to Box C-153.

**Conscientious, aggressive** account executive to take over existing list. Must have previous television sales background. Send resume to Larry Scott, WHME-TV, 61300 S. Ironwood Rd., South Bend, IN 46614. An Equal Opportunity Employer.

## HELP WANTED TECHNICAL

**Come west** to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE.

**Chief Engineer Remote Operation** for major mid Atlantic Production House. Top salary for hands on chief with experience on RCA 1" tape and cameras, GVG switching and terminal gear. Resume to Box C-213.

**Transmitter technician** and studio maintenance engineer needed for well-equipped small market TV station in Idaho. Get away from the crowds and to the good life. Excellent pay fringe benefits, an equal opportunity employer. Resume to Box C-242.

**Chief Engineer** with strong administrative and technical skills in TV studio, transmitter, microwave and translators. Excellent facility and staff. Send resume, salary requirements to Cliff Ewing, KRTV, Box 1331, Great Falls, MT 59403. EOE.

**Operating Engineer** to operate VR-1200's, TK-760's, Ampex switchers, film island, VO-2860's, editing, commercial production, loading breaks, some light switching, and operating a remote controlled TV transmitter. Call or send resume to Roger Hightower, KJCT-TV, Box 3788, Grand Junction, CO 81502. 303-245-8880. An equal opportunity employer.

**Chief Engineer.** Immediate opening for a good UHF hands-on person. Beautiful Northern Michigan U with V satellite. Contact: Foster Winter 616-946-2900, 201 E. Front St., Traverse City, MI 49684.

**Maintenance Engineer** for major mid Atlantic Production House building a new facility. Experience with RCA 1" and 2" tape and cameras. GVG terminal gear. Resume to Box C-217.

**KMPH TV** has an opening for a master control operator. An FCC First Class Radiotelephone License is required as well as previous experience in master control operations. Job involves operation of all TV control room equipment, on-air switching, control and monitoring of remote control transmitter. For further information and interview contact Al Ruch, Chief Engineer, KMPH TV, 2600 South Mooney Blvd., Visalia, CA 93277. 209-733-2600. An EOE/M-F employer.

**Tulsa new UHF independent** needs studio and transmitter supervisors. Send resume to 507 S. Main, Suite 612, Tulsa, OK 74103, or call Bob Hardie 918-583-3344, M-F 9-5 CST. No collect calls please. EOE.

**KMPH TV** has an opening for a part time master control operator for evening work. Job involves operation of audio and video tape equipment during news cast. For further information and interview contact Al Ruch, Chief Engineer, KMPH TV, 2600 South Mooney Blvd., Visalia, CA 93277. 209-733-2600. An EOE/M-F employer.

**Chief Engineer** for a UHF TV Station in Eastern Pennsylvania. Supervisory and maintenance experience required. Network affiliate. Excellent career opportunity with a group owned station. An Equal Opportunity Employer. Call 814-944-2031.

**Licensed Engineer:** First Class Radiotelephone F.C. License required. Must be over 18 years of age. Experience in television studio operation necessary. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

**Wanted:** Television chief engineer. South Texas station, good working conditions, salary open depending on experience. Immediate opening. Call 512-968-3131.

**Assistant Director** Technical Services Program/Production Quality Control to assist Director of Technical Services in day to day technical operation of major market PTV station and assist in budget preparation and administration. EE or TV production degree or work equivalent. 5 years' television broadcast and 2 years' supervisory experience. State-regulated procedures and state-of-the-art equipment experience. Salary \$19,476-\$30,096 plus benefits. Deadline May 9. Selection Committee 80-TS-2E, c/o Flo Fujita, KCTS/9, 4045 Brooklyn NE, Seattle, WA 98105. AA/EOE.

## HELP WANTED TECHNICAL CONTINUED

**Wanted**—Experienced combination lighting and cameraman for expanding Mid-West production facility. Top salary and benefits. First Phone required. Send resume to Bob Aaron, Engineering Operations Manager, KPLR-TV, 4935 Lindell Boulevard, St. Louis, MO 63108.

**TV Transmitter Technician**—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class License and experience necessary. Please send resume to Personnel Department, WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**TV Maintenance Engineer.** (subject to budget approval) 2 years in maintenance of portable color camera. BVU 3/4" cassette recorders TV receivers studio and remote equipment required. Associate degree or equal. FCC license and digital background preferred. Salary commensurate with experience \$12,250-17,000+. Excellent fringe benefits including 21-days earned vacation. EOE-AA. Write by April 22, 1980 to Ed Wright, Learning Resources, State College, Oswego, NY 13126.

**Chief Engineer** for VHF Network, group owned station in New York State. Experienced in administration, heavy technical background. Excellent opportunity for right person. Submit resume and salary requirement to: Tom Sheally, Ziff-Davis Broadcasting Company, PO Box 17000, Jacksonville, FL 32216. An Equal Opportunity Employer.

**WTAE-TV, Pittsburgh, Pa.,** has an opening for an experienced TV maintenance Engineer. This person must hold a valid FCC Radio Telephone First Class License and have five years maintenance experience in TV or equivalent systems; preferably with a maintenance background in GV switchers, RCA studio cameras, quad tape machines and have a strong knowledge of solid state electronics. A knowledge of RCA transmitters is desirable. Pay commensurate with background and experience. Contact: James E. Hurley, Director of Engineering, WTAE-TV, Pittsburgh, PA 15230. An Equal Opportunity Employer M/F.

**Director Technical Services** responsible for major market Northwest PTV station's technical operation and the department's \$1MM operating and \$100M to \$500M capital equipment budgets. EE degree or work equivalent. 10 years' television and 5 years' supervisory experience. State-regulated procedures and state-of-the-art equipment experience. Salary \$21,924-\$35,244 plus benefits. Deadline April 25. Contact Selection Committee 80-TS-1E, c/o Flo Fujita, KCTS/9, 4045 Brooklyn NE., Seattle, WA 98105. AA/EOE.

**Maintenance Engineer.** Minimum requirements—FCC 1st phone, 3-5 years TV maintenance experience, preferably with some R-F, for group owned VHF independent. Send resume to Bill Strube, KPHO TV, Box 20100, Phoenix, AZ 85036.

**Excellent opportunity** for a highly skilled TV maintenance person to move up to the Assistant Chief Engineer's position. Must have hands-on experience with both studio and transmitter equipment. Station has 2 inch, 1 inch, & 3/4 inch tape systems, plus other systems required by a southeast network affiliate. Salary open. E.O.E. Reply to Box D-45.

**Assistant Chief Engineer** for college PBS UHF TV station. Strong systems design and electronic maintenance background. For required application form contact Personnel Office at 3401 CSM Drive, San Mateo, CA 94402. Phone 415-574-6555. \$1441 to \$1843 mo., excellent benefits. Closes 4:00 p.m., 4/15/80. An EOE.

**Maintenance Engineer**—Strong experience with RCA TK76 & TK47, Sony BVU edit Systems, Ampex 1", and all ENG, Studio equipment including microwave. Must have first class license. Mobile Video Services; 1101 30th St., N.W., Washington, DC 20007 202-338-8852.

**A sunny Florida TV** station has an opening for a 3/4 inch ENG maintenance person. Prefer person with Sony schooling. Salary open. E.O.E. Reply to Box D-37.

**Staff Engineer** for Midwest consulting firm. Entry level position. Experience an absolute must. BSEE desired. 50% travel. AM-FM-TV-microwave. Call 309-673-7511.

## HELP WANTED NEWS

**WJTV, Jackson, MS,** is accepting applications for News Director. Qualifications include college degree and a minimum of 5 years broadcast news experience. Significant work experience may be substituted for 2 years of college training. Must be knowledgeable in managing personnel and producing superior on-air product. Send resume of education and experience to General Manager, WJTV, Box 8887, Jackson, MS 39204. Equal Opportunity Employer.

**News Anchor.** Innovative news department in medium market, southeast, is looking for that person who can really communicate and who has a strong background in news. Highly competitive market so we're looking for the best. Network affiliate. Salary negotiable. Let's see your tape. Women and minorities urged to apply. Send resumes to Box C-200.

**Assignments Editor.** Immediate opening in a top news operation. Need experienced individual with background in all phases of reporting and news gathering. Network affiliate. Excellent working and living conditions. Salary open. Contact: Allen Hoffman, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801 205-539-1783. EEO.

**News Anchor.** We are looking for that individual who has the genuine ability to communicate through pleasant delivery and personal involvement. Strong writing skills and good camera presence a must. Dynamic, aggressive news department with complete live capability. We like to try new ideas and we're committed to news—are you? Get in touch with us. Women and minorities urged to apply. Contact: Allen Hoffman, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

**Immediate opening** for television photographer with editing and ENG experience. Send resumes to Gary Long, PO Box 748, Little Rock, AR 72203. An Equal Opportunity Employer.

**Late News Producer** for large Midwestern market. Must have 3 years' news production experience. Looking for someone who can put together a well paced, visually interesting newscast, yet concerned with content. EOE. Send resume to Box C-289.

**Broadcast Editor** sought by Purdue University Office of Public Information. Must be able to write, narrate, shoot, and edit stories for TV. Modern ENG equipment to work with. Must also be able to produce radio news. Need bachelor's degree and 2-3 years' experience. Send resume, cassette, and writing samples to: Employment Representative, Purdue University, West Lafayette, IN 47907. An equal opportunity/affirmative action employer.

**Anchor needed for weeknights.** Top performer with solid journalistic credentials. Send tape and resume to Phil Thomas, news director, WHO-TV, 1100 Walnut, Des Moines, IA 50308. Phone 515-288-6511.

**Sports Director**—6 and 11 PM news—for medium market group owned CBS affiliate in Southeast. EEO. Send resume to Box C-272.

**News Director**—Looking for person with strong experience in managing a large major-market news staff. This person will work with excellent professional staff of reporters, photographers, etc. at a station equipped with the very latest state of the arts, from radar to ENG. Should have strong background in news production and writing techniques, and be able to direct overall operations to achieve the most competitive newscast possible. Send resume to Robert C. Fransen, Vice President and General Manager, WTCN-TV, 441 Boone Avenue N., Minneapolis, MN 55427.

**We are committed** to news. Seek/reporter/anchor equally committed. Radio and/or TV news background preferred—no beginners. Salary negotiable. E.O.E. Send resume to Box C-293.

**Weathercaster,** for network station in top 25 California market. We need an experienced professional who can interpret radar and NWS materials to present an accurate, easily understandable forecast. Environmental reporting a plus. Equal Opportunity Employer. Write Box D-30.

**Experienced News Director:** Group-owned CBS affiliate in 50's market. Top-flight journalists and administrators only. Box D-17.

**Reporter.** Top 25 market searching for a top evening reporter. At least 2 years exp. and journalism degree preferred. We have it all—including live helicopter and 2 live mobile units. An Equal Opportunity Affirmative Action Employer, M/F. Please send resume to Box D-14.

**Sports Director,** for top 25 California market. We need an experienced professional to anchor, report and manage a 3-person staff. This position is for someone who does more than read the scores. Heavy interest in college, high school and participatory sports a must. Write to Box D-35.

**Wanted:** Aggressive reporter to assume Bureau Chief duties of 7-person ENG Bureau in top thirty market. Must shoot and edit ENG. Excellent entry-level management position. We are an Affirmative Action/Equal Opportunity Employer. Box D-33.

**Bureau Chief** to cover a city of 100,000. Upper Midwest. Must know ENG, live and tape. You'll have a photographer, a remote van, a news car, and ENG and film gear. You'll microwave live and taped reports back to base. EOE. Box D-41.

**The most experienced,** creative, competitive news producer needed for innovative, top-rated newscast. No calls, please. Send letter and resume to Jack Gallivan, Jr., KUTV, 2185 South 3600 West, Salt Lake City, UT 84119. EOE.

**Capitol Hill Cinematographer.** We need experienced, free-lance cameraperson, commitment to news. Should have 2 years experience; good attitude; ability to cope with hurry up and wait pace. Growing independent news bureau. Washington, D.C. applicants preferred. Box D-46.

**Executive Public Affairs Producer** to coordinate/produce nightly programs for innovative Florida PTV station. Substantial experience and imaginative approach necessary; expertise in VTR, film, studio and field production. Proven editorial judgement; able to motivate others and perform well under pressure. Send tape samples and resume to Richard Brown, WJCT-TV, 2037 Main Street, Jacksonville, FL, 32206. An Equal Opportunity Employer. M/F/H.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Immediate opening** for mature, experienced Operations Manager at midwest network affiliate. Must be knowledgeable in directing, film, ENG, studio and overall commercial production techniques. Salary is open. Good company benefits. If you are a take-charge person send your resume and salary requirements to: Joe Norris, Station Manager, WICD-TV, 250 Country Fair Dr., Champaign, IL 61820, EOE M-F.

**Are you a No. 2** promotion person ready to move up? Exciting Sun-belt Independent requires sharp, creative and energetic promotion director to plan and execute comprehensive ongoing promotion activity. Experience with Independent preferred, but not mandatory. An Equal Opportunity Employer. Send resume and salary requirements to Box C-285.

**Manager Program Scheduling** responsible for developing and implementing broadcast schedule, on-air promotion and research activities for major market PTV station. Bachelor's communication or related field or education/work equivalent. 2 years' directly related experience in program scheduling and supervision. Experience on-air promotion planning. Knowledge audience research tools and methods; demonstrated knowledge of program submissions evaluation. Salary \$17,292-\$26,736 plus benefits. Deadline May 9. Contact Selection Committee, 80-P-4E, c/o Flo Fujita, KCTS/9, 4045 Brooklyn NE, Seattle, WA 98105. AA/EOE.

**Promotion Manager:** Group-owned station, 50's market. Seeking experienced, creative, organized individual. Writing and production skills a must. Box D-18.

**PM Magazine,** the No. 1 syndicated program, is coming to the No. 1 news station in the 37th television market. If you're experienced and eager for excitement, join us as executive producer, talent/producer, or camera person. Apply before April 25, 1980, to PM Magazine, WZZM-TV, Box Z, Grand Rapids, MI 49501. All inquiries in confidence. EOE.



## HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

**Director Program Production** for major market Northwest PTV VHF station responsible for developing and implementing program production activities; coordinate activities of program production units. Degree in communications or related field or education/work equivalent. 5 years' experience in PTV program production with verifiable national credits in key role. 2 years' production management; project/unit management or executive producer experience. Salary \$21,924-\$35,244 plus benefits. Deadline April 25. Contact Selection Committee, 80-P-3E, c/o Flo Fujita, KCTS/9, 4045 Brooklyn NE, Seattle, WA 98105. AA/EEO.

**Producer/Writer/Talent:** Evaluate, initiate, budget, execute (research, write, produce) program projects. Serve as, and select, talent. Must have samples of broadcast production/writing experience available. BA required/JMA preferred. Salary competitive. Write Producer Search, KTWU, 301 North Wanamaker Road, Topeka, KS 66604. Washburn University, KTWU/PBS licensee, is an equal opportunity employer M/F/H. Applications accepted through April 18, 1980. Search may continue until suitable candidate found. May 1 start date anticipated.

**Producer/Director**—Minimum five years solid directing experience in commercial and program production, strong emphasis on remote. Send resume and salary requirements to Don Lundy, WRTV, McGraw Hill Broadcasting, 1330 N. Meridian, Indianapolis, IN 46206. We'll ask for your demo later. An Equal Opportunity Employer.

**Senior Producer/Director.** The Mississippi Authority for Educational Television is seeking an individual to assume the producer/director responsibilities for an ITV series to be distributed nationally. Applicants must have prior experience in ITV development and production. The ability to operate as a creative member of a production team is imperative. Minimum requirements are a degree in RTF, or related field, and prior experience in ITV production. An equal opportunity/affirmative action employer. Women and minorities welcomed. Send all resumes to Ken Barlow, Personnel Director, MAET, PO Drawer 1101, Jackson, MS 39205.

**WFMY-TV** seeking co-host for *Good Morning Show*, 2-hour, Monday through Friday, local informational, entertainment, news top-rated program for over 20 years. Must have TV experience and college education. Resume and tape to: Lee Kinard, PO Box TV 2, Greensboro, NC 27420. EEO Station.

**Co-hosts, producer, videographer** needed for start-up PM Magazine staff at prestigious top 50 station, WHAS-TV, Louisville. PM will follow already successful and award winning locally produced nightly magazine, "Louisville Tonight," for unprecedented one-hour package of magazine shows in prime access. Send tapes, resume to George Hulcher, PO Box 1084, Louisville, KY 40201. EOE.

### SITUATION WANTED MANAGEMENT

**General Manager** with outstanding credentials! Television—26 years; Radio—10 years; Broadcasting—36 years, including Management—20+ years. Now 49. Thoroughly experienced all aspects; co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In markets small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box D-5.

### SITUATIONS WANTED NEWS

**Seasoned news director** wants small market position with a future. Wayne Sorge 316-225-2358.

**Cartooning weathercaster** seeking position. Bron Smith, 213-961-5132/796-7441.

**College graduate** with three years experience seeks entry-level news or sports position. Experience includes internships in No. 3 and No. 18 markets, can shoot and edit ENG, wide variety of production skills. Stable family man willing to locate. 813-872-9134, 2727 Bel Air Circle, Tampa, FL 33614.

**Energy, talent and skill.** Bureau chief/one-man-band wants to join top-notch team. Magazine format or straight news. 906-789-0840 before 9 or after 8 EST.

**Will work hard** for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism. Will relocate. For video tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704-552-2473.

**Experienced female TV/Radio** grad desires potential or immediate on camera news position. Background includes, ABC, AP Metro Media. Box C-290.

**Aggressive, young major-market** sports anchor-reporter seeking quality-minded station with commitment to sports. Box D-28.

**No. 1 Sportscaster** currently employed in small midwest market seeks position in medium market. Top 20 experience, creative, versatile, I communicate. B.S. Radio/TV/Journalism, great references, proven performer. Box D-36.

**Experienced Reporter,** business background, BS Mass Communication, seeks media position. Two years experience; News, Sports, PBP. Excellent appearance, professional delivery. Call Pat 813-763-4706 after 5:30.

**Experienced TV News Director,** Anchorman-reporter. Seeking to relocate in prime market. Box D-44.

**Willing to leave New York.** Young woman now anchoring evening news in City, MA Journalism, good writing, ENG reporting. Strong on-air delivery. Box C-155.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative Producer** with 6 years experience and M.A. University of Michigan wants position producing, directing, writing or reporting for PBS or commercial station. Gerald Holt, 4605 Coolidge, No. 3, Royal Oak, MI 48073 313-549-0663 or 517-835-1803.

**First rate documentary producer** seeking re-location to major East Coast market. I have an exceptionally outstanding, network quality sixty minute documentary to show. Box D-6.

**Total Production person,** experienced, with BA in Media, Theater, Art. Available immediately, will relocate. Call Paul Farrell 617-668-1145 after 3 pm.

**Energetic, bright dedicated female,** 6 years TV. News experience seeks producer's/associate producer's position in non-news programming. Prefers documentary, issue oriented talk show. Can relocate immediately. Box D-22.

## CABLE

### HELP WANTED MANAGEMENT

**New York State** commission on cable television announces N.Y.S. civil service exams will be given May 17, 1980 for position of assistant and senior cable television municipal consultant. Entry salaries \$16,420 and \$21,345 respectively. Deadline for filing is April 21, 1980. For information and applications contact: N.Y.S. Commission on Cable Television, Tower Building, Empire State Plaza, Albany, NY 12223. 518-474-4993.

## ALLIED FIELDS

### HELP WANTED SALES

**Radio Syndication Sales**—Tremendous growth opportunity with excellent earning potential. Write your own paycheck. Aggressive self-starters call Radio Works 213-466-4242.

**Broadcast Systems, Inc.** is looking for professional sales engineers to represent many of the nations top equipment manufacturers. Requirements are heavy TV Station Engineering and TV Equipment sales experience. Our compensation plan includes an attractive base salary and a rewarding commission schedule. Expenses are paid. Send resume to BSI, 8222 Jamestown, A-103, Austin, TX 78758 or call 512-836-6014 or 800-531-5232.

## HELP WANTED TECHNICAL

**RF Engineer**—Cetec Broadcast Group seeks a senior engineer to work in development of advanced-design, high-power AM/FM transmitters, exciters, audio processors, and RF components. BSEE or equivalent experience required. This is a real opportunity for professional growth in our new and well-equipped headquarters in the Southern California beach community of Carpinteria, 70 miles North of Los Angeles. Outstanding recreational, educational, and cultural opportunities in Santa Barbara County. CBG is a full-line broadcast equipment company: System 7000 program automation, audio consoles, radio transmitters, CP/PM and CP/TV transmitting antennas. Please direct inquiries to Hugh Wilcox, Engineering Manager, Cetec Broadcast Group, 1110 Mark Avenue, Carpinteria, CA 93013. 805-684-7686. For interview at NAB at Las Vegas, visit CBG Booth 305.

**Automation Engineer** for used equipment division of major programming service. Excellent pay. 800-527-3262. Century 21 Programming, 2825 Valleyview, Dallas, TX 75234.

**Maintenance Engineers** needed to work in the Southwest's largest production facility. Prefer experience with Ampex, one-inch VPR's, Grass Valley 1600 series switchers, RCA cameras and Chyron character generators. Send resume to: Mitch Kenison, CE Productions, 2633 Tennessee NE, Albuquerque, NM 87110.

**Field Engineering Specialist:** Rapidly growing electronics manufacturing firm seeks technically qualified, personable individual to resolve customer equipment matters. Knowledge of digital electronics, micro processors and testing procedures required. Experience in the broadcast industry a plus. Positive attitude, ability to work well with people and willingness to travel a must. Submit resumes to IGM Communications, 4041 Home Road, Bellingham, WA 98225.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Versatile communicators** needed for small, dynamic D.C. firm. Create and implement a wide variety of communications projects, from radio and television to multi-faceted promotion campaign. If you have agency, radio or TV background; if you can write and manage; if you're sophisticated about international affairs, energy and economics; if your style has wit and flair; send resume, current salary and sample of your best creative work to Box D-47.

## HELP WANTED INSTRUCTION

**Experienced, creative** self-starter needed for planning, producing television and radio at southwestern University. Some on-camera work. Some informal teaching. Bachelor's degree required. Deadline April 11. For application, contact Charles Martin, Cooperative Extension Service, College of Agriculture, University of Arizona, 602-626-1818. An equal opportunity/affirmative action employer.

**LSU School of Journalism** anticipates opening for Asst. Prof. to teach radio-TV news starting August 25, 1980. M.A. and at least 3 years of broadcast news experience required; Ph.D. preferred. 9 months appointment; salary competitive; potential tenure track position. Send resume by April 30 to: Director, School of Journalism, Louisiana State University, Baton Rouge, LA 70803. LSU is an Equal Opportunity/Affirmative Action Employer.

**Graduate Assistantships.** Opportunity for students seeking masters degree to serve as laboratory assistants in undergraduate radio-TV labs. Must have undergraduate degree in broadcasting, professional experience helpful, or other degree with professional experience. Persons serious about graduate study encouraged to apply. Send resume, references to: Dr. Rik Whitaker, Graduate Coordinator, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. An Equal Opportunity Affirmative Action Employer.

## HELP WANTED INSTRUCTION CONTINUED

**Broadcasting: Instructor, Assistant Professor;** Tenure track position teaching a variety of courses in radio and television, plus a basic course in speech communication. Some professional broadcasting experience in addition to teaching experience is desirable. Masters Degree in appropriate field required. Apply by April 18, 1980 to Dean Ronald O. Champagne, Salem College, Salem, WV 26426. Affirmative Action, Equal Opportunity Employer.

**Communications:** Assistant or Associate Professor, tenure track position. Speciality in broadcasting; able to teach newswriting. An additional competency (film, photography, advertising, etc.) is desirable. Will help expand established communications program. Teaching experience desirable; media (preferably TV) experience required; Ph.D. required. Position begins September 1980. Send letters of application and vitae by May 15 to E. Allen Tilley, Chairperson, Department of Language and Literature, University of North Florida, Jacksonville, FL 32216. University of North Florida, an upper division and graduate institution, is an equal opportunity employer.

**Communications/Journalism,** broadcast and print. Seeking full-time person to teach practical print, radio, and/or television courses in a four-year Jesuit, Liberal Arts College. Knowledge of all phases of videotape helpful. MA minimum, Ph.D. preferred. Extensive professional experience a must. Salary commensurate with experience. Write: R. Stanley Dicks, Dept. of English and Communications, Wheeling College, Wheeling, WV 26003. Deadline: April 15th. We welcome applications from women and minority candidates.

**Journalism Department, New York University:** We are seeking an experienced broadcast journalist or broadcast journalism educator for a full-time faculty position opening in September, 1980. An advanced degree and some background in newspapers desirable, but not required. Rank and salary open, depending on candidate's qualifications. Send resume to: Prof. William E. Burrows, Chairman, Department of Journalism, Room 1021, Main Building, New York University, Washington Square, NY 10003. NYU is an Equal Opportunity/Affirmative Action employer.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Videotape editor** with strong production background and 2 1/2 years experience with CMX 340X (on-line/off-line) On national productions at major production facility seeks position with production company. Box D-15.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Turbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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

**Paul Schafer** wants to buy late model AM & FM transmitters good condition and Schafer 800T automation systems. Call or write Schafer International, 5801 Soledad Mln Rd., La Jolla, CA 92037. 714-454-1154.

**Wanted appropriate transmitter.** Antenna, tower, cameras, VTR chain, etc. for new UHF Channel 21 Television station. Furnish full description and price. Chapman. Box 3297, Birmingham, AL 35205.

**Wanted: Used U.H.F. 100 Watt Transistor.** contact Gerald Devine 307-382-4022.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Heliaz** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**Spring Clearance Sale!** Many items drastically reduced!

**Color Weather radar**—RCA AVQ 10, colorizer, on air now, \$15,000.

**RCA TT-35CH VHF Transmitter**—All spares, good condition, \$17,000.

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

**Ampex TA55B UHF Transmitter**—55kw, good condition, ea. \$120,000.

**CVS 504B Time Base Corrector**—Recently reconditioned, \$6,000.

**GE PE-400 Color Cameras**—Pedestals, racks, like new, ea. \$10,000.

**GE PE-350 Color Cameras**—All accessories, good condition, ea. \$5,000.

**GE PE-240 Film Camera**—Automatic gain & blanking, \$8,000.

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

**IVC 500 Color Camera**—Lens, cables, encoder, \$4,000.

**RCA TK-27A Film Camera**—Good condition, TP 15 available, \$12,000.

**RCA 1600 Film Projectors**—New, factory cartons, TV shutter, ea. \$900.

**Eastman 250 Projectors**—Recently removed from service, ea. \$2,000.

**Eastman CT-500 Projectors**—Optical and mag sound, ea. \$1,000.

**RCA TP-6 Projectors**—Reverse, good condition, ea. \$1,000.

**RCA TVM-1 Microwave**—7 ghz, audio channel, \$1,000.

**RCA TR-22 VTR**—RCA Hi-band, DOC, one with editor, \$18,000.

**RCA TR-4 VTR**—Hi-Band, velcomp, editor, \$12,000.

**Ampex 1200A VTR's**—Amtec, colortec, West Coast location, each \$24,000.

**IVC 960C VTR's**—Portable model, working good, ea. \$4,000.

**Norelco PC-70 Color Camera**—16x1 200m lens, 2 available, ea. 16,000.

**Norelco PCP-70 Color Camera**—Portable or studio use, \$4,000.

**Norelco PC-80 Color CCamera**—Updated to PC-70, new tubes, \$8,000.

30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

**1 KW AM Continental 314-D**, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

**Ikegami HL77A**. Excellent condition. best offer. Ms. Lyon or Ms. Moss 301-986-0512.

**2.5 KW FM CCA** 6 mos. old. Like new. Will guarantee. M. Cooper 215-379-6585.

**RCA BTA-1R** 1 KW transmitter, good cond., asking \$2000. Contact Bob Radil, WNHC, New Haven, CT 203-776-1340.

**Ikegami HL 77A**. Priced under market value for quick sale. Excellent condition. 10-120 servo zoom, powerpack, battery/charger 2 Anton Bauer batteries. 5" studio viewfinder. Case. Call Harry Elstermann at 813-877-9591.

**An outstanding value**—fifty sections of Prodelin 6 1/8 inch transmission line, 19 1/2 feet per section. Priced at \$350.00 per section. Hangers are available. Line will be available by April 25, 1980. Contact: Charles Harper Jr., Vice President Shamrock Broadcasting, 6464 Sunset Blvd., Hollywood, CA 90028. Phone: A/C 213-462-7711 or 1-800-421-4267.

**Ampex VR 2000** with Amtec, Colortec, Vel Comp, Optimizer, Tuning 3M DOC, Electronic Timer, Manual Editor, and 529. Call Engineering Dept., KSDK 314-421-5055.

**Gates FM 10-G** 10 kw FM transmitter with Gates solid-state exciter. Well maintained. No Consignments—All trans. in stock. BESCO INTERNATIONAL 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600. (other AM and FM units in stock).

**Excellent condition**—SMC 30-60 automation—completely stereo. Bargain price. 318-281-1383.

**CBS FM Volumax 4110/Audimax 4450A** stereo set (reduced slim model) 4 units for \$2000. 2 New Ampex 7237A lubes. Make offer. Schafer International, 5801 Soledad Mln Rd., La Jolla, CA 92037. Tel 714-454-1154.

**Weather Radar Unit**... complete with dish antenna, wave guide, spare parts and instructions. Ideal for broadcast use. Contact Dale, 218-681-4900.

## COMEDY

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

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Quality service**, written by professional comedians. Free sample. Comedy Connection, 79 Milk St., Suite 400, Boston, MA 02109.

**"Comic Relief"** Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Eikhart, Detroit, MI 48225.

**Jock Shots!** Fantastic, low-cost audio effects for sharp jocks. Free demo disc: L.A. Air Force, Box 944-B, Long Beach, CA 90801.

## MISCELLANEOUS

**Artist Bio Information**, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Buying obsolete TV commercials**, promos with or without original box. Karin's, Box 1111, Woodhaven, NY 11421 212-296-7400.

## RADIO PROGRAMING

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

**Going Country?** New report tells you how. Free details. Pat Martin, 809 Third Street, Stevens Point, WI 54481.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 6 and June 17. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**San Francisco, FCC License** 6 weeks 4/28/80. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415-392-0194.

**KIIS Broadcasting Workshop** in Hollywood. Announcing, Disc Jockey, News. Plus top rated account Executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today!"

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

## RADIO

### Help Wanted Management

#### OPERATIONS MANAGER WSYR AM/FM

Expansion position. Solid opportunity for qualified broadcaster with hands-on experience and strong admin. skills. AM is full service market leader; FM superstars AOR. Send detailed resume, production/air tape if applicable. Hugh Barr, Manager, WSYR, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

#### NEWS DIRECTOR, WSYR AM/FM

Prestigious market leader. Expansion position result of sale of TV Station. Professional environment requires solid journalistic and people skills. Must be capable of directing 8-9 fulltime staff. Send complete background, news philosophy, tape, to: Hugh Barr, Mgr., WSYR, 1030 James St., Syracuse, NY 13203. An Equal Opportunity Employer.

### Help Wanted Sales

#### A one million dollar plus

billing radio station needs dynamic, creative sales manager capable of building on a solid base to generate continued dramatic increases. Must have extensive retail knowledge, understand the consultancy sell and aspire to career advancement within fast growing group. Send track record and salary goals to Box C-203.

### Help Wanted Technical

#### Take charge Chief

for one of America's major stations, top notch audio credentials and high power experience a must. Rush full particulars to: Box C-267.

### Help Wanted Announcers

#### Relaxed, Friendly Voice For Top Rated Country FM in Top 10 Market

KSCS, strictly formatted country FM in Dallas-Ft. Worth is looking for the right pleasant voice. Minimum 3 years experience. Background in M.O.R. or Beautiful Music helpful. T & R's to Tom Casey, P.D. KSCS, 3900 Barnett St. Fort Worth, Texas 76103 An E.O.E.

### Help Wanted Announcers Continued

#### TELEPHONE TALK SHOW HOST

50,000 watt WGY in Schenectady, New York

Candidate should possess:

- 2-3 years of medium/major market radio experience
- prior experience in hosting a telephone talk program
- desire to work within a corporate environment

Send complete resume and recent aircheck to: Michael Neff, Program Manager, WGY, Schenectady, New York 12309. An Equal Opportunity Employer.

### Situations Wanted Management

#### GENERAL MANAGER RADIO

People-oriented broadcaster with strong background in sales management and ability to form and promote quality programming, available immediately. Excellent management track record in all size markets. Seeking quality position where talent, honesty and hard work pay off. Location secondary to opportunity. Please contact me in confidence. Write Box C-287 or call (505) 621-9239 evenings.

#### CEO

National, International level Radio, TV, CATV. Top performance record also in acquisitions. Box D-3.

### Situations Wanted Technical

#### First Phone.

Looking for position to continue learning engineering. Two years experience with studio, automation, and directional equipment. Available Mid-April. Write Mike Hayward, 725 S. Cabie, Apt. 4F, Lima, Ohio 45805.

### Situations Wanted Announcers

#### Sports Director

At medium midwest market station seeks position with P-B-P. Experienced at major college hockey, basketball and football level. I challenge you to beat my tape. Former pro athlete. Contact Jim 617-696-1442.

### Situations Wanted Announcers Continued

#### AVAILABLE JUNE 1.

Currently engineer/producer, Bill Randle Show, WBBG Cleveland. Have trained under Randle (top 40/rock). Hundreds of personal appearances, saturation knowledge pop music formats 1950 plus. Sophisticated board/production work, results oriented commercial delivery, music/product market research experience. Want afternoon/evening show in mid range market. National credit for breaking inmates "The Walk". Work as format power personality or as "Flash Gordon" with space suit, laser operated turntables, videotaped visuals, and space bubble. Telescoped tape and pictures on request. I only want to work for a station that wants to be No. 1.

Gordon McLean  
C/O Bill Randle Show  
WBBG Radio  
3940 Euclid Ave.  
Cleveland, Ohio, 44115  
(216) 391-1260 (9-5 M-F)

### Situations Wanted News

#### MAJOR MARKET TALENT

News/Talk format veteran with top 12 market experience seeking good news and/or sports opportunity with a top notch station. I'm an energetic young woman who has done both news and sports reporting and anchoring; and has talk show experience. Background includes work at two 50,000 watt stations, and major network experience.

Box C-281

### Situations Wanted Programing, Production, Others

#### OPERATIONS/NEWS DIRECTOR

Major National Awards. Superb track record of success. Creative motivator with 16 years experience in all phases of broadcasting. Seeking new challenge. All markets considered. Box D-38.

## TELEVISION

### Help Wanted Technical

#### Television Training Engineer

Sony Tape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment, to research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved and good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to:

Ken Baird  
Tape Production Services  
Sony Corporation of America  
700 W. Artesia Blvd.  
Compton, CA 90220  
(213) 537-4300 X476

**Help Wanted Technical  
Continued**



**Manager,  
News  
Technical  
Services**

NBC, a recognized leader in the broadcasting industry, is seeking a News Technical Services Manager, to plan the acquisition and maintenance of EJ and film equipment; serve as liaison between the department and users; and manage the technical services activity.

Qualified candidates will have substantial management experience within a broadcast newsgathering operation with emphasis on EJ/NEWS/FILM operations and technical services. Degree in engineering desired.

NBC offers an excellent salary and benefits package as well as a results oriented and competitive environment. Please send detailed resume, with salary history, in confidence to: Lucido Barmonti, Staffing Specialist, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020. We are an equal opportunity employer m/f.

**ENGINEERING  
SUPERVISOR**

WCVB-TV, Channel 5 in Boston, seeks an assertive engineering supervisor who will maintain the highest degree of technical standards as the state-of-the-art permits. Will be expected to maintain operations within FCC rules and regulations. May be responsible for recruiting, training, and supervising line personnel.

Candidates should have 5 years TV broadcast operational and maintenance experience with working knowledge of TV broadcast systems including remote pick-up and transmission as well as previous supervisory experience. An FCC first class license is required, and individual must be able to work a varied schedule.

**If qualified and interested, please send resume to (no telephone calls please) Boston Broadcasters, Inc., Personnel Department, E0217, 5 TV Place, Needham, MA 02192.**

An Equal Opportunity Employer M/F.

**FLORIDA  
PRODUCTION CENTER  
Ted Johnson Productions/  
Com 21**

Immediate opening for a senior engineer with strong design/maintenance experience in analog and digital systems. Accepting applications now for future openings in engineering operations (studio-remote) and post production due to expansion of facilities.

We will be at NAB and invite applicants in attendance to contact us. Call (904) 354-7000 prior to April 12th, or the Aladdin Hotel, April 13, 14, 15, for an interview.

Send resume to:

Tony Kennedy  
Vice President/Operations  
150 Riverside Avenue  
Jacksonville, Florida 32202

**Help Wanted Programing,  
Production, Others**



**PM MAGAZINE  
PRODUCER**

We are seeking a highly qualified Producer who has experience with a magazine show. Selected individual must be energetic, creative and able to make a story come alive. We are an ABC affiliate in the top 50 markets. If you meet the above prerequisites, send resume and salary history to: John Stoddard, Office/Personnel Manager, WDTN TV2, P.O. Box 741, Dayton, Ohio 45401.

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for hottest video and film  
production company in America!**

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Must know how to do it all - take over person, Will join a family of talented folks - No B.S. We just do it and expect the same.

Send reel and resume or call  
It Don't Matter!

Bob Gordon  
P.O. Box 1084  
Louisville, KY 40201  
(502) 582-7555

**Help Wanted Programing,  
Production, Others  
Continued**



Malrite Broadcasting of North Carolina is now accepting applications for the position of host on PM magazine, scheduled for September 1980 start. In addition to co-hosting PM, individual will also function as assoc. producer for the show. On-air and production experience is desired.

Send resume and/or tapes along with salary requirements to:

Donita Welsh, Pgm. Director  
WCTI-TV  
P.O. Box 2325  
New Bern, N.C. 28560

Final auditions & selections will be made by Mid-May.

**NATIONAL  
DOCUMENTARY SERIES**

Now hiring for new national documentary series for teenagers. Applications/Resumes accepted for staff producers, investigative reporters, production manager, cinematographers, assistant camera operators, sound recordist. Relocation to Austin likely, with extensive nation wide travel. Resume with production credits and date of availability should be sent to: Al Kennedy, Southwest Center for Educational Television, 7703 N. Lamar Blvd., Suite 500, Austin, Texas. 78752, ph. (512) 454-6811 or (if outside state of Texas) (800) 531-5241. Equal Opportunity/Affirmative Action Employer.



Talent, Producing and Technical positions now available for Fall premiere of PM Magazine. Prefer previous on-air and production experience. Send resume, tape (if available) and salary requirements to:

**Program Manager  
WTOL-TV**

**P.O. Box 715**

**Toledo, Ohio 43695**

An Equal Opportunity Employer.

**Help Wanted Programing,  
Production, Others  
Continued**

**PRODUCER, CO-HOSTS, FIELD PRODUCERS:  
TAMPA / ST. PETE IS A GREAT  
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EVEN BETTER PLACE TO WORK.**

Live in year-round sunshine, near sparkling beaches. Work in the nation's 18th market on the exciting PM MAGAZINE. It's a perfect combination.

We're staffing PM for a late summer premiere. If you have experience



as a producer, field producer or host, send tape and resumé by April 30 to:

**GENERAL MANAGER**  
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R2, Box 25-A, Lexington, Indiana 47138

**Help Wanted Instruction**

**TELECOMMUNICATIONS  
INSTRUCTOR**

MCCC needs instructor for fall 1980 to teach radio production, programming, broadcast journalism, mass media, writing, & broadcast management in 2-yr Telecommunications curriculum. State of the art radio-TV facilities. 3 KW FM station under construction. Requires 4 yrs experience with commercial radio station & BA (MA preferred). Rank & salary dependent upon credentials & experience. Apply with resume to: Mercer County Community College, Personnel Services, Dept. GS, PO Box B, Trenton, NJ 08690.

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**Help Wanted Management**

**GENERAL SALES MANAGER**

Top 50

southeast group owned network affiliate. Looking for aggressive, positive, dynamic, goal-setting, productive leader with eye on future. Excellent salary, incentive, benefit package. EEO/AA-Box D-20.

**Situations Wanted Management**

**OPERATIONS/PRODUCTION  
MANAGEMENT**

Presently in large market. Wish to relocate midwest or West. Thoroughly experienced: in-house and remote production, promotion, news, programming, sales and community involvement. Mature family man with top references. Will consider all market sizes. Reply to Box D-4.

**Help Wanted News**

**NEWS REPORTER**

South Florida TV station seeks A News Reporter with medium to large market experience. Handle general assignments & live reports. ENG news experience desired. Send resume to Manager of Employment, PO Box 010787, Miami, Fla 33101.

Equal opportunity employer m/f

**ALLIED FIELDS**

**Help Wanted Management**

**MANAGER  
PRODUCT DEVELOPMENT**

WANTED—That special person with good working knowledge of: Video systems; High technology engineering; Worldwide marketing. Strong interest in: Customer service; Technical writing; Rapid growth. Minimum 3 to 5 years experience. At NAB/Las Vegas contact R. M. Unrath, Pres. System Concepts, Inc. Booth 1117 Or write same at: 395 Ironwood Drive, Salt Lake City, Utah 84115 Strict confidentiality assured.

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We're expanding our sales operations on the West & East Coasts and have mapped out new territories that we know have wide-open potential. We want to assign it immediately to a dynamic, take-charge professional with solid sales experience directly targeted to the audio market. We're paying an excellent starting salary plus commission. If you've been seeking the kind of opportunity you know your valuable sales capabilities and a product line that's out in front can offer, contact us. We're offering a career opportunity with a company that's doing everything right. Send your resume with salary history or call us collect at (313) 778-8400. See us at Booth 1404-NAB Show



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We are an Equal Opportunity Employer M/F

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**ENGINEER FOR RANK  
CINTEL SERVICE  
East Coast & Midwest**

Electronic Engineer for Installation and Field Service of Rank Cintel Flying Spot Teletext equipment. Must be fully conversant with state of the art analogue and digital circuitry and servo systems. Understanding of optics and precision mechanics desirable. At least 3 years experience in the maintenance of complex electronic equipment. Preferably, but not necessarily presently employed in the television or Motion Picture industry. Experience and track record are more important than qualifications. Product training will be provided. Willing and able to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Liento at (201) 791-7000.

**Situations Wanted News**

**M.S. in Meteorology  
(May 1980)**

with TV emphasis seeks entry level position. College experience with full news production. Three-minute weather segment using a chroma-key format. Desiring to develop creative new presentation techniques. Resume and tape available on request. Ben Gelber, Northern Illinois Univ., Davis Hall, DeKalb, IL 60115. 815-753-0631.

**Help Wanted Sales  
Continued**

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(NORTHEAST)**

Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for an aggressive, self-motivated individual who can produce results for us in the Northeast with high sales volume potential. Experience in broadcast sales or knowledge of the industry is essential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to Marketing Manager:

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**Miscellaneous**

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**Public Notice**

**PUBLIC NOTICE**

The Town Board of the Town of Grand Island, in the County of Erie and State of New York, invites applications for a cable television franchise. Applications in writing shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until June 24, 1980, at 10:00 AM, and all applications received will be available for public inspection during the normal business hours at the Town Hall, 2255 Baseline Road, Grand Island, New York, 14072.

Rita J. DeGiopper, Town Clerk, Town Hall, 2255 Baseline Road, Grand Island, New York, 14072. 716-773-9622.

**April 14, 1980, Public Broadcasting Service, PTV-1 Program Service Committee, 9:30 a.m., PBS offices, Washington, D.C. Election of Committee Chair; discussion of organization of the Committee's business; FY 1981 budget review.**

**For Sale Stations**



**What's available in AM-FM properties?  
What's your station worth today?**

These and many other questions will be answered by Gordon Sherman, Media Broker-Consultant, during the NAB convention in Las Vegas. Visit the Sherman and Brown hospitality suite Caeser's Palace.

*Sherman and Brown  
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**GORDON SHERMAN - (305) 371-8335  
1110 Brickell Ave., Suite 430, Miami, FL 33131**

**ROBERT BROWN - (904) 734-9355  
P.O. Box 1586, DeLand, FL 32720**

**April 22, 1980, Public Broadcasting Service, Distribution and Support Committee, 9:30 a.m., PBS offices, Washington, D.C. Status reports on engineering/operations; public information/advertising/development interconnection. Discussion of nonbroadcast use policy questions; FY 1981 budget; underwriting/advertising matters.**

**April 21, 1980, Public Broadcasting Service, PTV-2 Program Service Committee, 9:30 a.m., PBS offices, Washington, D.C. Election of Committee Chair; discussion of organization of the Committee's business; FY 1981 budget review.**

**April 15, 1980, Public Broadcasting Service, PTV-3 Program Service Committee, 9:30 a.m., O'Hare Hilton Hotel, Chicago, Illinois. Election of Committee Chair; discussion of organization of the Committee's business; FY 1981 budget review.**

**April 30, 1980, Public Broadcasting Service, Finance Committee, 9:30 a.m., O'Hare Hilton Hotel, Chicago, Illinois. Discussion of quarterly report, admission of new stations, CPB audit report, interconnection contract, PBS fee policy, FY 1981 budget, dues payment schedule.**

**Announcing:**

The National Organization of the Pentacostal Church of God is selling commercial holdings. This includes WPCG, Class C FM in Joplin, Missouri. The National board will accept or reject offers in their semi-annual meeting on May 14, 1980. Cash preferred. Please hurry! Contact John Mitchell & Associates, 318-797-8668, P.O. Box 1065, Shreveport, Louisiana 71163. Financially qualified principals only.

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# Books for Broadcasters

**T471. THE COLLEGE RADIO HANDBOOK** by Billy Grant. A readable, information-packed examination of college radio stations. The author discusses the purpose of college radio stations, programing factors, responsibility and ethics, and funding. There's also a section on how to overcome engineering problems, staff the station and promote a station image. Must reading for the broadcast professor and student alike. 210 pages. **\$14.95**

**T463. HOW TO WRITE, DIRECT & PRODUCE EFFECTIVE BUSINESS FILMS AND DOCUMENTARIES** by Jerry McGuire. Designed for anyone involved in the production and direction of business films. An informative behind-the-scenes course in the art of writing, directing and producing compelling documentaries and business films. All aspects of this topic are covered, from researching, interviewing, and writing a script, right down to the actual shooting of the film. 280 pages, 32 illus. **\$14.95**

**T480 UNDERSTANDING SOUND, VIDEO, AND FILM RECORDING** by Michael Overman. All about the history, theory, practice and hardware of recording and reproducing sound and picture on cylinders, discs, films and tape. Here's an authoritative, readable analysis of sound, video and film recording, a fascinating insight into their technical evolution and theory with precise explanations of how each works. Of interest to anyone involved in the technical side of audio or video recording. 140 pages, 74 illus. **\$8.95**

**T423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**

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Please send me book(s) number(s) \_\_\_\_ My \_\_\_\_ payment is enclosed.

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**For Sale Stations Continued**



**STATIONS**

|        |          |          |         |         |  |
|--------|----------|----------|---------|---------|--|
| Plains |          |          |         |         |  |
| S      | Small    | AM       | \$160K  | \$46K   |  |
| MW     | Small    | AM       | \$160K  | Terms   |  |
| S      | Small    | Fulltime | \$190K  | SOLD    |  |
| S      | Small    | AM       | \$200K  | SOLD    |  |
| NW     | Small    | AM       | \$215K  | 29%     |  |
| W      | Small    | AM       | \$225K  | \$73K   |  |
| W      | Small    | FM       | \$250K  | SOLD    |  |
| W      | Small    | AM/FM    | \$258K  | SOLD    |  |
| W      | Small    | AM       | \$265K  | SOLD    |  |
| S      | Small    | AM       | \$300K  | \$87K   |  |
| Plains | Small    | AM       | \$300K  | SOLD    |  |
| NW     | Small    | AM/FM    | \$350K  | SOLD    |  |
| S      | Small    | AM       | \$375K  | \$109K  |  |
| MW     | Small    | AM       | \$540K  | CASH    |  |
| S      | Medium   | AM       | \$190K  | SOLD    |  |
| W      | Medium   | Fulltime | \$300K  | \$87K   |  |
| W      | Medium   | Fulltime | \$475K  | \$120K  |  |
| S      | Medium   | Fulltime | \$560K  | \$162K  |  |
| MW     | Medium   | FM       | \$1000K | SOLD    |  |
| MW     | Medium   | AM/FM    | \$625K  | Terms   |  |
| MW     | Medium   | AM/FM    | \$1700K | \$189K  |  |
| W      | Medium   | Fulltime | \$2300K | \$2300K |  |
| MW     | Suburban | FM       | \$1050K | Cash    |  |
| W      | Suburban | FM       | \$2300K | \$667K  |  |
| MW     | Metro    | AM       | \$400K  | \$116K  |  |
| S      | Metro    | AM       | \$475K  | \$125K  |  |
| S      | Metro    | AM       | \$550K  | CASH    |  |
| S      | Metro    | AM       | \$700K  | \$203K  |  |
| E      | Metro    | AM/FM    | \$750K  | \$750K  |  |
| W      | Metro    | AM       | \$850K  | SOLD    |  |
| S      | Metro    | AM/FM    | \$3750K | CASH    |  |
| E      | Major    | AM       | \$1000K | SOLD    |  |

**CONTACT**

|                  |                |
|------------------|----------------|
| J. T. Malone     | (404) 458-9226 |
| Bill Whitley     | (214) 387-2303 |
| Bill Chapman     | (404) 458-9226 |
| Bill Hammond     | (214) 387-2303 |
| Larry St. John   | (206) 881-1917 |
| Ray Stanfield    | (213) 363-5764 |
| Corky Cartwright | (303) 741-1020 |
| Dan Rouse        | (214) 387-2303 |
| Dan Rouse        | (214) 387-2303 |
| Bill Chapman     | (404) 458-9226 |
| Peter Stromquist | (218) 728-3003 |
| Ray Stanfield    | (213) 363-5764 |
| Dan Rouse        | (214) 387-2303 |
| Bill Chapman     | (404) 458-9226 |
| Bill Chapman     | (404) 458-9226 |
| Bill Whitley     | (214) 387-2303 |
| Bill Whitley     | (214) 387-2303 |
| Bill Chapman     | (404) 458-9226 |
| Bill Hammond     | (214) 387-2303 |
| Jim Mackin       | (312) 323-1545 |
| Larry St. John   | (206) 881-1917 |
| Ray Stanfield    | (213) 363-5764 |
| Jim Mackin       | (312) 323-1545 |
| Ray Stanfield    | (213) 363-5764 |
| Peter Stromquist | (218) 728-3008 |
| Bill Hammond     | (214) 387-2303 |
| Bill Chapman     | (404) 458-9226 |
| Bill Hammond     | (214) 387-2303 |
| Art Simmers      | (617) 848-4893 |
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|    |                   |        |        |
|----|-------------------|--------|--------|
| MS | Daytime AM        | 325K   | Medium |
| KS | Non-Commercial FM | 350K   | Metro  |
| GA | Daytime AM        | 400K   | Medium |
| MO | Daytime AM        | 375K   | Small  |
| MA | Daytime AM        | 650K   | Major  |
| SC | Daytime AM        | 150K   | Small  |
| FL | Fulltime AM       | 390K   | Medium |
| SC | Daytime AM        | 440K   | Medium |
| FL | Daytime AM        | 165K   | Medium |
| AZ | Fulltime AM       | 360K   | Small  |
| VA | Daytime AM        | 180K   | Small  |
| GA | Daytime AM        | 385K   | Small  |
| NC | Fulltime AM       | 750K   | Medium |
| NV | Daytime AM        | 800K   | Metro  |
| AL | Fulltime AM       | 175K   | Small  |
| IN | Daytime AM        | 1.25 M | Major  |
| CO | Daytime AM        | 300K   | Small  |
| SC | Daytime AM        | 155K   | Small  |
| CO | Fulltime FM       | 500K   | Metro  |

912-883-4917  
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- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Daytimer. NW Alabama. \$220,000. Good population. Terms.
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- Class C in Colorado. \$590,000. Terms.
- \$4,000,000 cash. Powerful AM/FM.
- North Carolina daytimer. Big town \$400,000. \$35,000 D.P.
- AM/FM near North Florida resort city. \$340,000.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Northern city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Daytimer. Ft. Worth/Dallas area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

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to ethnic minority under FCC distress sale policy. KLSN, Brownwood, Texas should appraise for 375K, will sell for less than 300K. Contact Steve Pasquini, 2408 Coggin Ave., Brownwood, TX 76801.

### 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, Radio, Cable or Allied Fields; 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.

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

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 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 forwardable, and are returned to the sender

Rates: Classified listings (non-display) Help Wanted: 70c per word \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue

Rates: Classified display: Situations Wanted: (personal ads) \$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 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Books for Broadcasters

**T468. THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM** by Irv Broughton. Here's a concise, well-written guide for anyone whose job it is to ask questions: writer, disc jockey, documentary filmmaker, and talk show host. The author covers a wide range of topics from preparing for the interview to selecting a subject and asking the right questions. There are hints and helpful suggestions on how to familiarize yourself with the scope and limitations of technical equipment. This book goes a long way toward establishing the interview as a science as well as an art. 266 pages, 54 illus. **\$14.95**

**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. **\$14.95**

**T472. THE COMPLETE BROADCAST SALES GUIDE FOR STATIONS, REPS & AD AGENCIES** by Jay Hoffer and John McRae. How to sell and buy broadcast advertising. This is a *sure-fire* guide to selling and buying advertising that works because of its simplicity—it just gives the plain truth about all aspects of broadcast sales, including planning and managing a sales effort, training salesmen, effectively using sales tools and sales aids, writing copy, sales contests, collections, hiring practices, rating services, A-V aids, time-buying, liaison, etc.! Carefully examines the relationship between station personnel and advertiser, and contains many actual examples of successful promotional materials. 252 pages. 43 illus. **\$14.95**

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

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Firm or Call Letters \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

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Broadcasting

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## Media

**Charles Renwick**, VP for broadcast and general licensing areas, SESAC Inc., music licensing firm, New York, and former VP-affiliate relations, NBC Radio, rejoins NBC as executive VP of NBC Radio Networks.



Renwick



Brosseau

**Frank Brosseau**, group VP-television for Amaturo Group, Fort Lauderdale, Fla., assumes additional duties as general manager of Amaturo's Nebraska Television Network, Kearney. He will be responsible for network's four stations: KHGI-TV Kearney, KSNB-TV Superior, KWNB-TV Hayes Center and KCNA-TV Albion (Norfolk).

**M. Dale Larsen**, assistant VP of Minneapolis Star and Tribune Co., Minneapolis, and president of affiliate, Wichita-Hutchinson Co., licensee of KTVH(TV) Hutchinson, Kan., assumes additional responsibilities for company's Consolidated Broadcasting Co., licensee of WDRB-TV Louisville, Ky., and Community Publications Co., publisher of weekly newspapers in suburban Denver.

**Varner Paulsen**, regional VP for Metromedia Radio, based at division's KNEW(AM) Oakland, Calif., named VP-general manager of KNEW, succeeding Hal Smith, who was named VP-general manager of co-owned WMMR(FM) Philadelphia (BROADCASTING, March 31).

**Mary Perot Nichols**, director of City of New York Municipal Broadcasting System, licensee of noncommercial WNYC-AM-FM-TV New York, has announced her resignation, effective in June. She has held position for past two years. She plans to join University of Pennsylvania as head of communications.

**Dixon Lovvorn**, general manager of Cosmos Broadcasting's WDSU-TV New Orleans, elected senior VP of Cosmos. **Charles Whitehurst**, general manager of Cosmos's WSFA-TV Montgomery, Ala., elected VP.

**Ronald Steiner**, station manager, WDHO-TV Toledo, Ohio, named general manager.

**Martin Brantley**, station manager, KPTV(TV) Portland, Ore., named VP of licensee, Oregon Television Inc.

**David MacDonald**, former general manager of broadcast division of Sony, joins Teleprompter, New York, as VP of cable television division, responsible for directing operations of company's Southeast region.

**Sara Levinson**, product manager for Showtime, pay cable company jointly owned by

Viacom and Teleprompter, named associate director, marketing services, Viacom Communications, cable system division of Viacom International, New York.

**Paul C. Waring**, from General Electric Co., Schenectady, N.Y., where he was responsible for strategic planning and business development for broadcast and cable operations, joins Cox Cable Communications, Atlanta, as director of strategic planning and business development. Cox is to merge with GE upon FCC approval.

**Bob Bradley**, account executive, KCOY-TV Santa Maria, Calif., named station manager.

**Phil Burgess**, general manager, WMLB(AM) West Hartford, Conn., named VP.

**Richard Holcomb**, station manager, KQEO(AM) Albuquerque, N.M., named general manager of KQEO and co-owned KZZX(FM) there.

**Keith Issitt**, VP and Southwestern manager for The Christal Co., based in Dallas, joins WRNB(AM)-WAZZ(FM) New Bern, N.C., as general manager.

**Warren Wilson**, formerly with National Religious Broadcasters Association, Morristown, N.J., joins WBIO(AM) Parsippany, N.J., as general manager.

**J. Garrett Blowers**, CBS VP, investor relations department, named VP, corporate planning office, CBS, New York.

**Ellen Simon**, traffic manager, WCBS-FM New York, named director, broadcast administration.

**Joseph H. Lock**, director, internal audit, ABC, named VP, internal audit.

**Cynthia Pinkos**, from accounting firm of Deloitte, Haskins & Sells, Chicago, joins WBBM-TV Chicago as manager, budget and forecasts.

**Jack Alix**, general sales manager, TM Productions, Dallas, joins WGOE(AM) Richmond, Va., as station manager.

**Jack Rabito**, assistant to president of Crawford Broadcasting Co., Flourtown, Pa., joins KWJS(FM) Arlington, Tex., as station manager.

**Ed Owens**, VP-operations manager, WCHV(AM)-WWWV(FM) Charlottesville, Va., joins WGLD-FM High Point, N.C., as operations manager.

**Jolayne Leopold**, from Katz Management Ltd., Southfield, Mich., joins wwwv(FM) Detroit as business manager.

**Leonard H. Goldenson**, board chairman and chief executive of ABC Inc., will receive 1979-80 Trustee's Award of National Academy of Television Arts and Sciences on April 29 for "continued distinguished service to television and public this medium serves."

## Advertising

**Richard D. Rasor**, executive VP and general manager, Detroit office, J. Walter Thompson Co., named executive VP and management director on American Motors Jeep account, New York. **William Williams**, VP and account supervisor, J. Walter Thompson Co., Detroit, appointed VP and account supervisor on Jeep, Detroit.

**Chris Hall** and **Buzz Warren**, television producers, Grey Advertising, New York, named VP's. **Gordan Stanley**, traffic manager, Carmichael-Lynch, Minneapolis, joins Grey there as manager of creative services.

**J. Tory Syvrud**, broadcast producer, D'Arcy-MacManus & Masius, St. Louis, elected VP. **Mari Gene Berlin**, sales assistant, Peters, Griffin, Woodward, joins DM&M in Los Angeles as regional broadcast coordinator.

**Robert F. Henry**, international advertising and sales promotion manager in London for Chrysler Corp., joins Campbell-Ewald, Detroit, as VP-account supervisor.

**Edgar Jay House**, account supervisor, Hecht, Higgins & Petterson, New York, named VP.

**Jennifer Stewart**, senior VP-research director, Ogilvy & Mather, New York, named research head of New York office.

**Timothy Collins**, management supervisor and head of contact department, and **Pete Petray**,

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San Jose, California. From Continental Urban Television.

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initiated this transaction  
and assisted with negotiations.

**Milton Q. Ford & associates, inc.**

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**Dan Hayslett & associates, inc.**

11311 N. Central Expressway - Dallas, Texas 75243

management supervisor. Tatham-Laird & Kudner, Chicago, named senior partners.

**Frank Becker**, director of media and financial services, Brewer Advertising, Kansas City, Mo., named senior VP.

**Don Wells**, VP, Dailey & Associates, Los Angeles, joins Hume-Smith-Mickelberry Advertising, Miami, as account supervisor.

**Christine Steinhage**, teaching assistant, University of Wisconsin, Milwaukee, joins Bozell & Jacobs, Milwaukee, as media planner.

**Paul Swanson**, from Nova Teleproductions, Memphis, joins Ward Archer & Associates there as broadcast production manager.

**Todd Bendler**, account executive, Simons Michelson Zieve Advertising, Troy, Mich., named creative director.

**Mike Campbell**, copy and broadcast director for Little Rock, Ark., advertising agency, joins Cranford/Johnson/Hunt & Associates there as broadcast producer.

**Jean Boyers**, secretary-treasurer, Archer Advertising, Clearwater, Fla., assumes additional duties as media planner and office manager.

**William Fagan**, general manager of Chicago office of Petry Television, named VP.

**Don Micallef**, manager, research, American red team, Katz Television, New York, assumes additional duties as head of Katz American Television's research teams. **Gregg Robinson**, manager, research, gold team, assumes additional duties as head of Katz Television Continental's research teams. **Denise Cort**, from CBS in New York, where she was sales research specialist, joins Katz as research team manager for American stars team.

**Rhona Waxenburg**, in sales position with Jack Masla & Co., New York, named national sales manager. **Gail Harrison**, in sales position with Masla's Los Angeles office, named manager of company's San Francisco office.

**Peter Moore**, executive VP with Torbet Radio, appointed president of firm, reporting to Alan Torbet, chairman and chief executive officer. Moore replaces Joseph Dorton, who has become president of Gannett Radio Group (BROADCASTING, March 3). Named to succeed



Moore



Bellantoni

Moore as executive VP of Torbet is **Michael Bellantoni**, who has been with Eastman Radio, New York, for 12 years, recently as VP.

**Roger Hornung**, manager, Buckley Radio Sales, Detroit, named manager, Detroit office, Bernard Howard & Co., New York. **Rick Farley**, account executive with Katz Radio, New York, and **Bruce Raven-Stark**, account executive with Savalli-Gates, New York, appointed account executives with Howard in New York.

**Judy Paterson**, account executive in Chicago office of Radio Advertising Representatives, named Midwest sales manager, succeeding Dan McCarney, who was named general sales manager of WBZ(AM) Boston (BROADCASTING, March 17).

**Lewis Greist**, director of marketing and research, RKO Radio Sales, New York, joins Radio Advertising Bureau there as director of marketing and research.

**Bonnie Baker**, formerly with HR/Stone, Chicago, joins Blair Radio's Chicago sales staff.

**Bill Lochman**, local sales manager, KMBC-TV Kansas City, Mo., and **Bob Borenstein**, from

MMT Sales training program, named account executives for MMT Sales in St. Louis and Philadelphia, respectively.

**Mayre Williams**, sales trainee, CBS Television Network Sales, New York, named manager, news, late night and specials sales proposals.

**Susan Helmburger**, with KDNL-TV St. Louis, named local sales manager.

**Joe Tonsing**, general sales manager, WANE-TV Fort Wayne, Ind., named local sales manager of co-owned WISH-TV Indianapolis. Both are Corinthian Broadcasting stations. **Francis Conway**, former general sales manager of WANE-TV, and most recently, owner of Fran Conway Promotions, rejoins WANE-TV as general sales manager. **Tim Miller**, promotion manager, KOTV(TV) Tulsa, Okla., joins WISH-TV as manager of advertising and promotion.

**Joe Walker**, formerly with Goodwin, Dannenbaum, Littman and Wingfield, Beaumont, Tex., joins KBMT(TV) there as sales manager.

**Doug Elliott**, account executive, KSWO-TV Lawton, Okla., joins KBMT as account executive.

**Steve Turner**, account executive, Meltzer Advertising and Marketing, Memphis, joins KIOY(FM) Hanford, Calif. (Fresno), as sales manager.

**Lindsay Schnyder**, station manager, KZZX(FM) Albuquerque, N.M., named regional sales and promotion director for KZZX and co-owned KQEO(AM) there.

**Bill Mathews**, formerly of WPLJ(FM) and WNEW-FM, both New York, joins WIMG(AM) Trenton, N.J., as national sales director.

## Programing



Gillespie

**Henry A. Gillespie**, named president of Columbia Pictures Television Worldwide Syndication, replacing Norman Horowitz, who resigned that post in January (BROADCASTING, Feb. 4). He joins Columbia April 7 from his own firm, Gillespie Co., development and marketing representative for producers, distributors and advertising agencies.

He was formerly president of Viacom Enterprises. Gillespie will be based in Los Angeles.

**Johnna Levine**, VP-business affairs, motion pictures for television and limited series, ABC-TV, Los Angeles, joins Warner Bros. Television there as VP-business affairs.

**Harold Kormann**, director, broadcast administration, WCBS-FM New York, named director, program practices, CBS Radio Network, New York.

**Annita Zaccaro**, manager, financial research, CBS Entertainment, New York, named assistant director, advertising and selling, general and administration analysis. **Maureen Turner**, compensation analyst, CBS Entertainment, named manager, accounting services.

**Michael Spitalnick**, account executive, Air Time, New York, joins Gerber/Carter Communications there as director of syndication.



**Broadcasters roast their own.** Friends and associates of Don Elliot Heald (l), retired general manager of Cox Broadcasting's wsb-tv Atlanta, honored him at a "roast" last week at the Omni International hotel in Atlanta. He retired Dec. 31, 1979, after 30 years with station, but is currently VP of Cox. More than 400 people attended the roast, which was sponsored by the Atlanta chapter of the National Association of Television Arts & Sciences to benefit the American Cancer Society. Roastmaster was Paul Raymon (r), VP-general manager of WAGA-TV Atlanta. Among those attending: Jeff Davidson, president and general manager of wxia-TV Atlanta; Stanley G. Mouse, executive VP of Cox Broadcasting; Frank Gaither and Marcus Bartlett, both former executive VP's and general managers of wsb-tv; Jack Bolton of Jack Bolton & Associates; Elmo Ellis, VP-general manager of WSB-AM-FM Atlanta; Bob Wussler of Turner Broadcasting System, who is chairman of NATAS; Dick Hughes, VP-Southeast division of Meeker Television, and Betty Hudson, VP for corporate projects, NBC, New York, who was formerly promotion director for wsb-tv.

**James McGillen**, from KSBW-TV Salinas, Calif., joins National Telefilm Associates, Los Angeles, as sales manager, Western division.

**Luis de Llano Palmer**, general director for Mexican government's radio and television production company, joins SIN National Spanish Television Network, New York, as director of program planning and development.

**Charles Colarusso**, former associate producer of syndicated *Dinah!* series, named associate producer of Group W Production's *The John Davidson Show*. Production is scheduled for late May.

**Spencer Christian**, general assignments correspondent and weatherman for WABC-TV New York, and **Andrea Kirby**, reporter for ABC Sports, named co-hosts of *Good Morning New York* on WABC-TV.

**David Winter**, former news and community affairs director, WRBQ(FM) Tampa, Fla., joins Coaxial Communications, cable television company in Tampa, as program director.

**Sandy Sanderson**, assistant operations director and production director, WABC(AM) New York, joins WDAI(FM) Chicago as program director.

**Larry Ahrens**, program director and program host, KKOL(AM) El Paso, Tex., joins KOB-AM-FM Albuquerque, N.M., as program director.

**Skip Essick**, assistant program director, WGRD-AM-FM Grand Rapids, Mich., manager of regional productions for production arm of station, joins WSPD(AM) Toledo, Ohio, as program manager.

**Daniel Cohen**, 11 p.m. producer, WDBO-TV Orlando, Fla., named executive producer. **Dorothy Ball**, producer, WSPA-TV Spartanburg, S.C., joins WDBO-TV as 11 p.m. producer.

**Chuck Allen**, VP of programming, noncommercial KCET(TV) Los Angeles, joins noncommercial KAET(TV) Phoenix as program manager.

**Tom Keck**, assistant program manager, non-commercial WITF-TV Hershey, Pa., named program manager.

**George Michael**, weekend sports anchor and sports reporter, WABC-TV New York, joins WRC-TV Washington as principal sportscaster.

**Harry Harrison**, former air personality on WABC(AM) New York and, earlier, on WMCA(AM) New York, joins WCBS-FM there as morning air personality. **Barbara Brozdowski**, music director, WCBS-FM, named traffic manager.

**Karen Miller**, production manager, KOTV(TV) Tulsa, Okla., joins WISH-TV Indianapolis in same capacity.

**Steve Schy**, announcer, KQYT(FM) Phoenix, named operations director.

**Steve Garfinkle**, film editor, WJLA-TV Washington, named film manager.

**Todd Whitman**, former intern, WGN-TV Chicago, joins WLS-TV there as production assistant for weekly late-night talk-entertainment show.

**Bill Moffitt**, air personality and assistant program director, KOGO(AM) San Diego, and formerly with KCBQ(AM) there, rejoins KCBQ as air personality.

**Al Brooks**, former production director, WJRZ(FM) Ship Bottom, N.J., joins WIMG(AM) Trenton, N.J., as air personality and music

director.

**Wayton Walker**, air personality, KTLK(AM) Denver, joins KZZX(FM) Albuquerque, N.M., in same capacity.

## News and Public Affairs

**Maury Povich**, co-host, *A.M. San Francisco*, and news co-anchor, KGO-TV San Francisco, named host, *A.M./P.M.*, and news co-anchor, KYV-TV Philadelphia.

**Roger LaMay**, news director, WVII-TV Bangor, Me., joins Independent Television News Association, New York, as managing editor. **Dan Golden**, assistant producer, ITNA, named senior producer. **Amy Birnbaum**, news writer, named assistant editor. **Desiree French**, from administrative staff of ITNA, named editorial assistant. Joining staff as editorial assistants: **James Hedges**, graduate, City University of New York; **Marla Iuliano**, formerly with NBC; **Susan Rothberg**, graduate, State University of New York, Oswego, and **Jeffrey Schneider**, formerly with ABC and CBS.

**Liz Walker**, reporter and early morning anchor and host of daily magazine program, KRON-TV San Francisco, joins WBZ-TV Boston as general assignment reporter and weekend anchor.

**Joe Krebs**, noon anchor, WBAL-TV Baltimore, joins WRC-TV Washington as reporter. **Jackie Brockington**, weekend weather anchor, local reporter and contributor to *PM Magazine*, WDMV-TV Washington, joins WRC-TV as weekend weather reporter and general assignment reporter.

**Warren Corbett**, reporter, WRC-TV Washington, joins WDMV-TV there as general assignment reporter.

**Doug Abbotts**, traffic reporter, KRDO(AM) Colorado Springs, named news director. **Mike Hadley**, news and programming director, KRAI-AM-FM Craig, Colo., and formerly with KRDO, rejoins KRDO as general assignment reporter and anchor.

**W. Michael Hamilton**, assignment editor, KOMO-TV Seattle, named assistant news director, KOMO(AM) there.

**Dennis Turner**, night news editor, KAAV(AM)-KLPQ(FM) Little Rock, Ark., named manager of news operations and public affairs.

**Charles Hartig**, host and producer, WTAR-TV's *Newsmakers* program, Norfolk, Va., named radio news director, WTAR(AM).

**Paley praised.** CBS Chairman William S. Paley has been chosen to receive the Associated Press Broadcasters' 1980 Robert Eunson Award at the APB convention June 5-7 in Denver. The award, named for the late AP vice president in charge of broadcast services, is given annually to honor long-term contributions to broadcasting and broadcast journalism.

**Patrick Heffernan**, reporter, WROK(AM)-WZOK(FM) Rockford, Ill., joins KWPC(AM)-KFMH(FM) Muscatine, Iowa, as news director.

**Richard Young**, weekend anchor, reporter and producer, WTEN(TV) Albany, N.Y., joins WTHR(TV) Indianapolis as general assignment reporter.

**Susan Hayes**, co-anchor, 6 and 11 p.m. news, WILX-TV Onondaga, Mich., joins WZZM-TV Grand Rapids, Mich., as reporter and co-anchor of 6:30 and 11 p.m. weekend news.

**Scott Gurvey**, producer of 5 p.m. news on WBBM-TV Chicago, named senior producer, special projects, news department.



Sullivan

**Kathleen Sullivan**, anchor, KTVX(TV) Salt Lake City, joins Cable News Network, Atlanta, as co-anchor of 8 to 10 p.m. newscast. **Cindy Druss**, former producer-reporter, Independent Television News Association, Washington, joins CNN as Chicago bureau manager. **Larry LaMotte**, former

weekend anchor and energy reporter for KWT(TV) Oklahoma City, joins CNN as Dallas bureau chief. **Jane Caper**, political news producer, WBZ-TV Boston, joins CNN as senior features producer. **Ann Williams**, former news graphics director for ABC-TV, Washington, joins CNN as art director.

**Kenneth Cafarelli**, with UPI in Boston, named Massachusetts news editor and Boston bureau manager. **Michael Clancy**, with UPI in Hartford, Conn., named Maine news editor and Augusta bureau manager. **Digby Solomon**, with UPI in Sao Paulo, Brazil, named Caribbean news editor, based in San Juan, P.R. **Robert Paffen**, director of employe relations, *The Washington Star*, Washington, joins UPI,

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New York, as VP for personnel and labor relations.

**Frederick Hickman**, from WICS(TV) Springfield, Ill., joins WKEF(TV) Dayton, Ohio, as weekend co-anchor. **Marsha Bonhart**, from WDHO-TV Toledo, Ohio, joins WKEF as reporter.

**Jay Purdy**, news director, WEBO(AM)-WWWT(FM) Owego, N.Y., joins WMGC-TV Binghamton, N.Y., as reporter.

**Penny Williams**, graduate, California State University, Northridge, joins KAOI(TV) Flagstaff, Ariz., as reporter and 10 p.m. anchor.

**Lou Harned**, news director, WGA1(AM) Elizabeth City, N.C., joins WITN-TV Washington, N.C., as general assignment reporter.

**Paul Silvestri**, who most recently worked in preparing weather forecasts for ABC-TV's *Good Morning America*, joins WTVC(TV) Chattanooga as weather reporter.

**Daryl Moeller**, assistant to community services director of WCMH-TV Columbus, Ohio, Ann Walker, named acting community services director. Ann Walker has been granted leave of absence from station to serve as special assistant to director of Office of Public Affairs, White House (BROADCASTING, March 24). **Barbara Jackson**, reporter, WCMH-TV, named host of public affairs programs, succeeding Walker.

**Mark Wiernasz**, news producer, WWLP(TV) Springfield, Mass., named executive producer of public affairs.

**Peter Casella**, Pensacola, Fla., bureau chief for WKRQ-TV Mobile, Ala., joins WCKT(TV) Miami as assistant producer and field reporter.

**Sally Fitz**, from WTCN-TV Minneapolis, joins

WCKT as field reporter.

**Bob Sands**, director of news and public affairs, KEIN(AM) Great Falls, Mont., joins news team of KEBC(FM) Oklahoma City.

## Promotion and PR

**Shelley Jackson**, administrator, press relations and publicity, WRC-TV Washington, joins Mutual Broadcasting System there as press representative.

**Connie Schafer**, director of public relations, Elitch Gardens, Denver amusement park, joins KLAK(AM)-KPPL(FM) Denver as promotion director.

**Mary Kirk**, production manager, WAPE(AM) Jacksonville, Fla., and **Mark Warriner**, promotion director, WJKS-TV Jacksonville, Fla., join WJXT(TV) Jacksonville as creative services producers.

**Judy Labedoff**, special projects director for Orpheum Theater, Minneapolis, joins Bozell & Jacobs Public Relations there as account executive. **Phillip Peterson**, communications director of Minneapolis-based Gold Medallion Corp. and president of its subsidiary, Medallion Advertising and Marketing, joins Bozell & Jacobs Public Relations as editorial services manager.

## Technology

**Joe Culp**, marketing director, Collins Transmission Systems Division of Rockwell International Corp., Dallas, named VP-general manager of Collins.

**Alfred Grover Jr.**, manager, systems planning, RCA corporate staff, Princeton, N.J., named director, technical systems and planning, NBC, New York.

**Tom Shearer**, sales coordinator, Western region, Sony Video Products Co., Los Angeles, named Western regional manager of marketing development, based at Sony's Compton, Calif., headquarters.

**Jim Woodworth**, formerly with IGM Communications, Bellingham, Wash., and most recently owner of Control Technology, Fort Lauderdale, Fla., rejoins IGM as president of IGM Communications Southeast, newly established regional office in Fort Lauderdale.

**Ron Tarasoff**, supervisor of ENG, WBBM-TV Chicago, named engineer-in-charge of ENG operations.

**Jim Neese**, chief engineer, United Cable Television Corp., Casper, Wyo., named director of engineering. **John Gort**, project engineer, named corporate chief engineer.

**William Rossini**, assistant chief engineer, WOOD-AM-FM Grand Rapids, Mich., joins WSPD(AM) Toledo, Ohio, as chief engineer.

**Alan Boritz**, formerly with WFEC(AM) Harrisburg, Pa., joins Nassau Broadcasting Co., Princeton, N.J., as chief operator. Nassau is licensee of WHWH(AM) Princeton and WPST(FM) Trenton, N.J.

**Joseph Redeke**, from WMTR(AM) Morristown, N.J., joins WIMG(AM) Trenton, N.J., as chief engineer.

**Cary Fitch**, sales engineer, Broadcast Systems Inc., Austin, Tex., named VP-national sales manager. **Frank Frolick**, formerly in broadcast

sales for Electrotex, Dallas, joins Broadcast Systems Inc., Austin, Tex., as manager of industrial and cable sales. **Les Hunt Jr.**, former regional sales manager, Philips Broadcast Equipment Corp., joins Broadcast Systems in same capacity. He will be based in Washington.

**Frank Sparano**, video engineer, noncommercial WPBT(TV) Miami, named technical director.

**Bob Jackson**, from Anixter Communications Systems, named VP, national accounts for telephone and communications industries, Anixter-Pruzan, Skokie, Ill. **Cal Edinger**, sales manager in St. Louis for Anixter-Pruzan, named manager of St. Louis district.

## Allied Fields

**Gene Froelich**, VP and staff executive of MCA Inc., New York, assumes additional duties as head of MCA's newly created Records Group.

**Allen B. Shaw**, former president of ABC Owned FM Radio Stations, New York, has formed Allen B. Shaw Inc., general radio consulting firm, located at 52 Farmington Lane, Melville, L.I. 11747. (516) 643-8062.

**Howard Crispin**, former senior VP, Scientific-Atlanta, responsible for corporate marketing, joins American TransCommunications as VP and member of board. He will open Atlanta office for company, which is based in Greenwich, Conn. Company provides communications and management consulting services and is involved in satellite carrier and cable television operations.

**Thomas Hargreaves**, member of Nielsen Station Index marketing staff, named account executive for NSI in Chicago. **Connie Malick**, on Nielsen Television Index marketing staff, Northbrook, Ill., named account executive.

**Phillip Thoben**, assistant VP and division manager for communications finance division of Firstmark Financial Corp., Indianapolis, named VP, Communications finance division provides financing for cable systems and radio and television stations.

## Deaths

**Sam H. Horel**, VP-general manager of KMPH(TV) Visalia-Fresno, Calif., died of heart attack March 28. Early in his career, he worked as announcer for KLV(AM) Oakland, Calif. (now KNEW). From 1950 to 1958, he operated his own advertising agency. He then joined KVIQ-TV Eureka, Calif., where he served as sales manager and then as VP-general manager. In 1969, he became consultant specializing in turnaround of ailing broadcast properties. In 1973, he joined KMPH as general sales manager and was named VP-general manager last year. Survivors include his wife, Dorothy, one son and daughter.

**Bonnie Keever Louvau**, about 50, former manager of Telecentro Films Inc., San Juan, died Sunday, March 30 in her sleep. She had history of heart disease and underwent open heart surgery three years ago. She was wife of former WAPA-TV San Juan general manager Norman Louvau, who had headed broadcast operations of Screen Gems, Inc. Mrs. Louvau, born in Iowa, had hosted talk show on KRON-TV San Francisco. Besides her husband, she leaves a daughter and a son.



**Honors in Chicago.** The Broadcast Advertising Club of Chicago has named Lee Phillip (l), host of *Noonbreak* program on WBBM-TV Chicago, as "Person of the Year" for 1980. Dave Recher, president of BAC and VP of Eastman & Co., presented the award to Phillip March 18 at a luncheon in the Radisson Chicago hotel. The award is given each year to a person who has had "outstanding and continuing success in the broadcast or advertising field" and has "demonstrated unusual skills in the application of the broadcasting concept for the recipient's firm, industry and public interest, originality of approach in broadcast advertising techniques and a continuing record of community involvement and public service." Phillip has been in broadcasting 27 years.

# Stock Index

| Exchange and Company | Closing Wed. April 2 | Closing Wed. March 26 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------|----------------------|-----------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>BROADCASTING</b>  |                      |                       |                    |                        |           |                                 |
| N ABC                | 31 1/2               | 29 5/8                | + 1 7/8            | + 6.32                 | 7         | 882                             |
| N Capital Cities     | 45                   | 42                    | + 3                | + 7.14                 | 12        | 616                             |
| N CBS                | 46 1/4               | 45                    | + 1 1/4            | + 2.77                 | 6         | 1,299                           |
| N Cox                | 61 1/2               | 61                    | + 1/2              | + .81                  | 12        | 414                             |
| A Gross Telecasting  | 20 3/4               | 21 3/8                | - 5/8              | - 2.92                 | 7         | 16                              |
| O LIN                | 39                   | 39                    |                    |                        | 9         | 107                             |
| N Metromedia         | 58 5/8               | 61 5/8                | - 3                | - 4.86                 | 8         | 270                             |
| O Mooney             | 6 3/4                | 8 3/4                 | - 2                | -22.85                 |           | 2                               |
| O Scripps-Howard     | 51                   | 55 1/2                | - 4 1/2            | - 8.10                 | 9         | 132                             |
| N Storer             | 24 1/8               | 22 1/2                | + 1 5/8            | + 7.22                 | 13        | 280                             |
| N Taft               | 28 1/2               | 28 1/4                | + 1/4              | + .88                  | 10        | 248                             |

| Exchange and Company                           | Closing Wed. April 2 | Closing Wed. March 26 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|--|----------------------|-----------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>BROADCASTING WITH OTHER MAJOR INTERESTS</b> |                      |                       |                    |                        |           |                                 |
| A Adams-Russell                                | 17 1/4               | 17 1/8                | + 1/8              | + .72                  | 14        | 31                              |
| A Affiliated Pubs.                             | 16 7/8               | 15                    | + 1 7/8            | +12.50                 | 6         | 86                              |
| N American Family                              | 8 3/4                | 8 5/8                 | + 1/8              | + 1.44                 | 4         | 92                              |
| N John Blair                                   | 15 3/8               | 15                    | + 3/8              | + 2.50                 | 3         | 57                              |
| N Charter Co.                                  | 24 1/2               | 20 1/2                | + 4                | +19.51                 | 21        | 486                             |
| N Chris-Craft                                  | 18 1/4               | 16                    | + 2 1/4            | +14.06                 | 10        | 50                              |
| N Coca-Cola New York                           | 4 5/8                | 4 1/8                 | + 1/2              | +12.12                 | 6         | 81                              |
| N Cowles                                       | 19 3/8               | 18 3/4                | + 5/8              | + 3.33                 | 16        | 76                              |
| N Dun & Bradstreet                             | 38                   | 36 1/4                | + 1 3/4            | + 4.82                 | 15        | 1,057                           |
| N Fairchild Ind.                               | 49 3/8               | 44 7/8                | + 4 1/2            | +10.02                 | 10        | 281                             |
| N Fuqua  | 14                   | 14                    |                    |                        | 4         | 177                             |
| N Gannett Co.                                  | 42 1/4               | 40 1/2                | + 1 3/4            | + 4.32                 | 14        | 1,135                           |
| N General Tire                                 | 13 1/4               | 13 1/2                | - 1/4              | - 1.85                 | 3         | 313                             |
| O Gray Commun.                                 | 33 1/2               | 35                    | - 1 1/2            | - 4.28                 | 10        | 15                              |
| N Harte-Hanks                                  | 22 3/4               | 20 7/8                | + 1 7/8            | + 8.98                 | 13        | 211                             |
| O Heritage Commun.                             | 10 1/8               | 9 3/8                 | + 3/4              | + 8.00                 |           | 30                              |
| N Insilco Corp.                                | 11 3/8               | 10 7/8                | + 1/2              | + 4.59                 | 5         | 122                             |
| N Jefferson-Pilot                              | 25 1/2               | 23 1/2                | + 2                | + 8.51                 | 7         | 574                             |
| O Marvin Josephson                             | 10 1/2               | 10                    | + 1/2              | + 5.00                 | 6         | 27                              |
| O Kansas State Net.                            | 26 1/4               | 26 3/4                | - 1/2              | - 1.86                 | 22        | 49                              |
| N Knight-Ridder                                | 20                   | 19 5/8                | + 3/8              | + 1.91                 | 9         | 657                             |
| N Lee Enterprises                              | 18 1/2               | 18 3/8                | + 1/8              | + .68                  | 10        | 133                             |
| N Liberty                                      | 13 1/2               | 13 1/2                |                    |                        | 6         | 182                             |
| N McGraw-Hill                                  | 27 3/4               | 25                    | + 2 3/4            | +11.00                 | 11        | 683                             |
| A Media General                                | 23 1/8               | 22                    | + 1 1/8            | + 5.11                 | 10        | 171                             |
| N Meredith                                     | 33                   | 33 5/8                | - 5/8              | - 1.85                 | 7         | 102                             |
| O Multimedia                                   | 17 1/2               | 15 3/4                | + 1 3/4            | +11.11                 | 7         | 262                             |
| A New York Times Co.                           | 19 3/8               | 19 3/4                | - 3/8              | - 1.89                 | 15        | 228                             |
| N Outlet Co.                                   | 13                   | 14 1/4                | - 1 1/4            | - 8.77                 | 4         | 32                              |
| A Post Corp.                                   | 14 3/4               | 15                    | - 1/4              | - 1.66                 | 6         | 26                              |
| N Rollins                                      | 22 3/4               | 19 5/8                | + 3 1/8            | +15.92                 | 11        | 305                             |
| N San Juan Racing                              | 14 1/4               | 13 1/4                | + 1                | + 7.54                 | 18        | 35                              |
| N Schering-Plough                              | 33 3/4               | 31 3/4                | + 2                | + 6.29                 | 9         | 1,801                           |
| A Sonderling                                   | 30 3/8               | 30 3/8                |                    |                        | 10        | 33                              |
| O Stauffer Commun.                             | 38                   | 36                    | + 2                | + 5.55                 | 9         | 38                              |
| A Tech Operations                              | 9 3/4                | 10                    | - 1/4              | - 2.50                 | 24        | 13                              |
| N Times Mirror Co.                             | 30 1/8               | 29 1/2                | + 5/8              | + 2.11                 | 8         | 1,023                           |
| O Turner Broadcasting                          | 10                   | 11 1/2                | - 1 1/2            | -13.04                 |           | 98                              |
| A Washington Post                              | 17 1/8               | 16 1/4                | + 7/8              | + 5.38                 | 6         | 238                             |
| N Wometco                                      | 17 1/4               | 16                    | + 1 1/4            | + 7.81                 | 8         | 160                             |

| Exchange and Company  | Closing Wed. April 2 | Closing Wed. March 26 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|-----------------------|----------------------|-----------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>CABLECASTING</b>   |                      |                       |                    |                        |           |                                 |
| A Acton Corp.         | 10 3/4               | 10 5/8                | + 1/8              | + 1.17                 | 7         | 31                              |
| O Ameco+              |                      |                       |                    |                        |           |                                 |
| N American Express    | 29 5/8               | 26 5/8                | + 3                | +11.26                 | 6         | 2,111                           |
| O Athens Comm.        | 5 3/8                | 4 3/4                 | + 5/8              | +13.15                 |           | 11                              |
| O Burnup & Sims       | 8 5/8                | 7 3/4                 | + 7/8              | +11.29                 | 45        | 74                              |
| O Comcast             | 21 3/4               | 23 1/2                | - 1 3/4            | - 7.44                 | 21        | 55                              |
| O Entron*             | 5                    | 5                     |                    |                        | 5         | 4                               |
| N General Instrument  | 43 1/2               | 41 1/4                | + 2 1/4            | + 5.45                 | 12        | 362                             |
| O Genev Corp.         | 25 7/8               | 26                    | - 1/8              | - .48                  | 11        | 29                              |
| O Tele-Communications | 18 1/4               | 17 3/4                | + 1/2              | + 2.81                 | 23        | 194                             |
| N Teleprompter        | 17 1/2               | 17                    | + 1/2              | + 2.94                 | 23        | 297                             |
| N Time Inc.           | 42 5/8               | 42 1/2                | + 1/8              | + .29                  | 8         | 1,191                           |
| O Tocom               | 17 1/2               | 16 1/2                | + 1                | + 6.06                 | 37        | 26                              |
| O UA-Columbia Cable   | 38 1/2               | 38                    | + 1/2              | + 1.31                 | 18        | 129                             |
| O United Cable TV     | 24 1/4               | 24 3/4                | - 1/2              | - 2.02                 | 17        | 98                              |
| N Viacom              | 36 1/2               | 33 5/8                | + 2 7/8            | + 8.55                 | 19        | 138                             |

| Exchange and Company   | Closing Wed. April 2 | Closing Wed. March 26 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|----------------------|-----------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>PROGRAMMING</b>     |                      |                       |                    |                        |           |                                 |
| A Amer. Intl. Pics     | 8 3/4                | 9 3/4                 | - 1                | -10.25                 |           | 21                              |
| O Chuck Barris Prods.  | 3 3/4                | 3 1/2                 | + 1/4              | + 7.14                 | 2         | 11                              |
| A Cinema 5 Ltd.*       | 4 7/8                | 4 7/8                 |                    |                        |           | 3                               |
| N Columbia Pictures    | 31 1/2               | 31 1/8                | + 3/8              | + 1.20                 | 5         | 303                             |
| N Disney               | 45                   | 42 1/8                | + 2 7/8            | + 6.82                 | 14        | 1,459                           |
| N Filmways             | 9                    | 7 7/8                 | + 1 1/8            | +14.28                 | 5         | 50                              |
| O Four Star*           | 3/4                  | 3/4                   |                    |                        |           | 8                               |
| N Gulf + Western       | 16 3/4               | 16 1/4                | + 1/2              | + 3.07                 | 4         | 752                             |
| N MCA                  | 47 1/8               | 45 3/4                | + 1 3/8            | + 3.00                 | 9         | 1,100                           |
| O Medcom               | 2 3/4                | 3 1/8                 | - 3/8              | -12.00                 | 11        | 4                               |
| N MGM                  | 17 1/8               | 16 7/8                | + 1/4              | + 1.48                 | 8         | 554                             |
| O Reeves Commun.       | 15 1/4               | 14 3/4                | + 1/2              | + 3.38                 | 14        | 36                              |
| N Transamerica         | 15 3/8               | 15                    | + 3/8              | + 2.50                 | 5         | 1,007                           |
| N 20th Century-Fox     | 42                   | 41 1/2                | + 1/2              | + 1.20                 | 6         | 328                             |
| O Video Corp. of Amer. | 5 1/8                | 5 1/2                 | - 3/8              | - 6.81                 | 17        | 5                               |
| N Warner               | 49 7/8               | 50 3/8                | - 1/2              | - .99                  | 11        | 1,035                           |
| A Wrather              | 14 3/4               | 14 1/2                | + 1/4              | + 1.72                 | 40        | 34                              |

| Exchange and Company   | Closing Wed. April 2 | Closing Wed. March 26 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|----------------------|-----------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>SERVICE</b>         |                      |                       |                    |                        |           |                                 |
| O BBDO Inc.            | 30                   | 30 1/4                | - 1/4              | - .82                  | 7         | 75                              |
| O Compact Video        | 12 3/8               | 12 1/4                | + 1/8              | + 1.02                 |           | 23                              |
| N Comsat               | 35 7/8               | 31 1/8                | + 4 3/4            | +15.26                 | 8         | 287                             |
| O Doyle Dane Bernbach  | 22 1/2               | 23 3/4                | - 1 1/4            | - 5.26                 | 8         | 58                              |
| N Foote Cone & Belding | 22 3/4               | 22                    | + 3/4              | + 3.40                 | 8         | 59                              |
| O Grey Advertising     | 42 1/2               | 43                    | - 1/2              | - 1.16                 | 5         | 26                              |
| N Interpublic Group    | 28                   | 27 3/8                | + 5/8              | + 2.28                 | 6         | 123                             |
| O MCI Communications   | 6 1/8                | 5 1/4                 | + 7/8              | +16.66                 | 77        | 169                             |
| A MovieLab             | 4 1/8                | 4                     | + 1/8              | + 3.12                 | 7         | 6                               |
| A MPO Videotronics     | 4                    | 3 7/8                 | + 1/8              | + 3.22                 | 4         | 2                               |
| O A. C. Nielsen        | 22 3/8               | 24 5/8                | - 2 1/4            | - 9.13                 | 10        | 246                             |
| O Ogilvy & Mather      | 21 3/4               | 20 3/4                | + 1                | + 4.81                 | 7         | 78                              |
| O Telemation           | 1 1/4                | 1 1/4                 |                    |                        | 2         | 1                               |
| O TPC Communications   | 5 3/4                | 5 7/8                 | - 1/8              | - 2.12                 | 10        | 5                               |
| N J. Walter Thompson   | 28 1/2               | 28                    | + 1/2              | + 1.78                 | 6         | 86                              |
| N Western Union        | 18 7/8               | 19 1/4                | - 3/8              | - 1.94                 | 8         | 286                             |

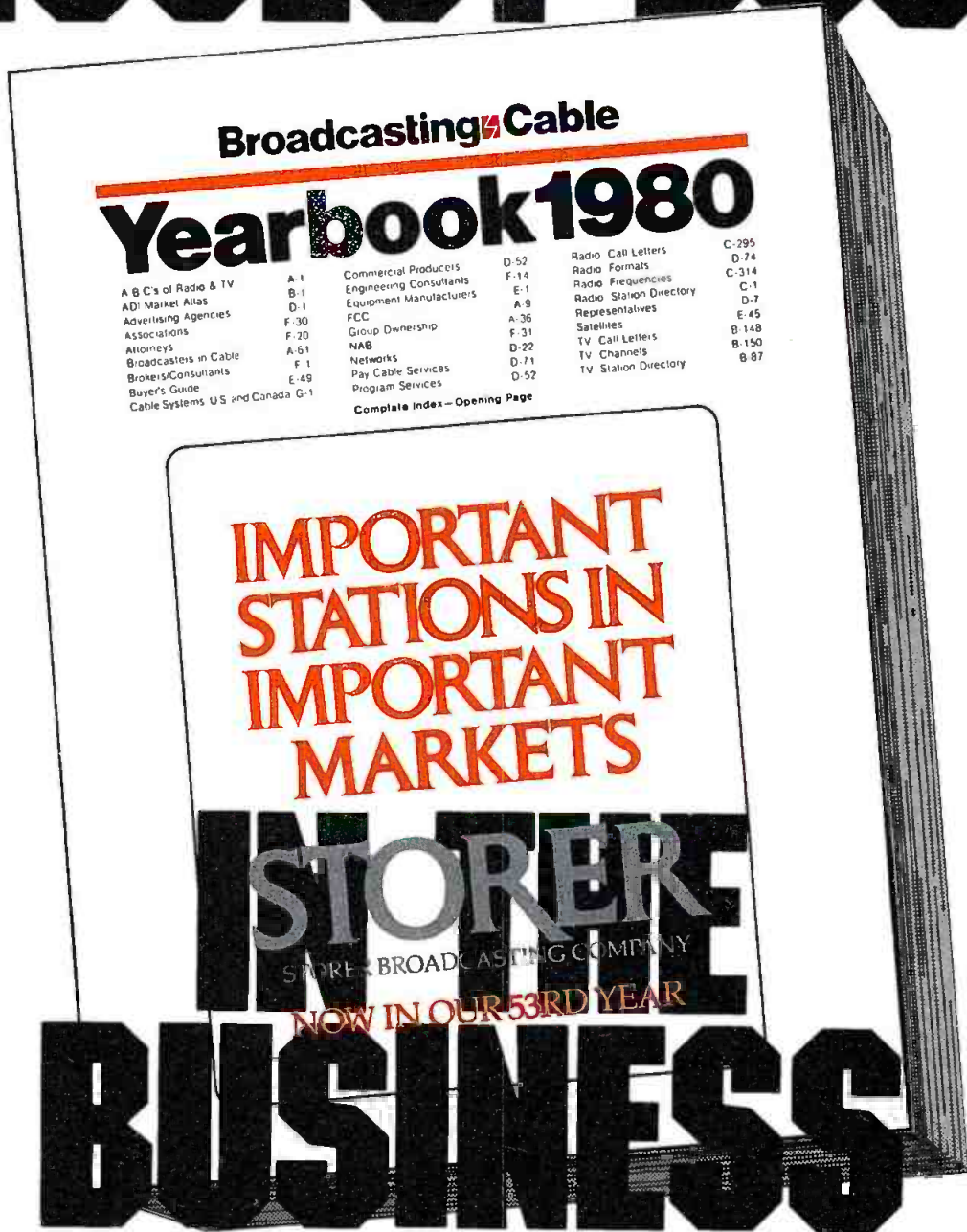
| Exchange and Company             | Closing Wed. April 2 | Closing Wed. March 26 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------------------|----------------------|-----------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>ELECTRONICS/MANUFACTURING</b> |                      |                       |                    |                        |           |                                 |
| O AEL Industries                 | 6 7/8                | 7 1/4                 | - 3/8              | - 5.17                 | 5         | 11                              |
| N Ampex                          | 23 3/4               | 22 7/8                | + 7/8              | + 3.82                 | 16        | 271                             |
| N Arvin Industries               | 10 7/8               | 10 7/8                |                    |                        | 3         | 84                              |
| O CCA Electronics*               | 1/8                  | 1/8                   |                    |                        |           | 1                               |
| A Cetec                          | 5 1/4                | 5 3/8                 | - 1/8              | - 2.32                 | 11        | 3                               |
| A Cohu                           | 5                    | 5 1/8                 | - 1/8              | - 2.43                 | 17        | 8                               |
| N Conrac                         | 16                   | 16 1/8                | - 1/8              | - .77                  | 25        | 32                              |
| N Eastman Kodak                  | 47 5/8               | 44 3/4                | + 2 7/8            | + 6.42                 | 9         | 7,685                           |
| B Elec Missile & Comm.           | 2 1/2                | 3 1/4                 | - 3/4              | -23.07                 | 23        | 6                               |
| N General Electric               | 47 1/2               | 45 1/2                | + 2                | + 4.39                 | 9         | 8,767                           |
| N Harris Corp.                   | 31 1/4               | 29 7/8                | + 1 3/8            | + 4.60                 | 14        | 819                             |
| O Harvel Ind*                    | 6 1/2                | 6 1/2                 |                    |                        | 17        | 3                               |
| O Intl. Video*                   | 7/8                  | 7/8                   |                    |                        |           | 2                               |
| O Microdyne                      | 19 1/2               | 19 1/2                |                    |                        | 20        | 2                               |
| N M/A Com, Inc.                  | 33 1/8               | 33                    | + 1/8              | + .37                  | 43        | 187                             |
| N 3M                             | 50 3/8               | 47 7/8                | + 2 1/2            | + 5.22                 | 10        | 5,867                           |
| N Motorola                       | 50 7/8               | 50                    | + 7/8              | + 1.75                 | 13        | 1,452                           |
| O Nippon Electric                | 39                   | 39 7/8                | - 7/8              | - 2.19                 | 35        | 1,280                           |
| N N. American Philips            | 24 7/8               | 24                    | + 7/8              | + 3.64                 | 5         | 299                             |
| N Oak Industries                 | 32                   | 29 3/8                | + 2 5/8            | + 8.93                 | 22        | 127                             |
| O Orrox Corp.                    | 3 1/2                | 3 3/4                 | - 1/4              | - 6.66                 | 5         | 6                               |
| N RCA                            | 21 1/4               | 19 3/4                | + 1 1/2            | + 7.59                 | 6         | 1,592                           |
| N Rockwell Intl.                 | 50 3/4               | 46 1/8                | + 4 5/8            | +10.02                 | 8         | 1,786                           |
| A RSC Industries                 | 3 1/4                | 3 1/2                 | - 1/4              | - 7.14                 | 18        | 7                               |
| N Scientific-Atlanta             | 38 5/8               | 35 3/4                | + 2 7/8            | + 8.04                 | 22        | 181                             |
| N Sony Corp.                     | 7                    | 6 7/8                 | + 1/8              | + 1.81                 | 12        | 1,509                           |
| N Tektronix                      | 49 1/2               | 45 7/8                | + 3 5/8            | + 7.90                 | 13        | 890                             |
| O Texscan                        | 6 3/4                | 6 1/2                 | + 1/4              | + 3.84                 | 40        | 5                               |
| O Valtec                         | 16 3/4               | 17                    | - 1/4              | - 1.47                 | 36        | 66                              |
| N Varian Associates              | 25 5/8               | 24 1/2                | + 1 1/8            | + 4.59                 | 142       | 175                             |
| N Westinghouse                   | 21 1/8               | 19 3/4                | + 1 3/8            | + 6.96                 | 6         | 1,816                           |
| N Zenith                         | 9 1/8                | 8 5/8                 | + 1/2              | + 5.79                 | 9         | 171                             |

Standard & Poor's 400 Industrial Average 116.26 111.40 +4.86

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Pooors' or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \*Stock did not trade on given day; price shown is last traded price. \*\*No P/E ratio computed, company registered net loss. \*\*\*Stock split. +Stock traded by price less than 12.5 cents.

# THE BIGGEST BOOK



The 1980 Yearbook is off the press and on the market. Thick (1,212 pages). Heavy (5 pounds 7.5 ounces). Fulfilling (everything you need to know about radio, television, cable and their allied arts). **\$55.**



## Engineer James Parker: foresight on satellites

Live color television coverage of the first Apollo splashdown in 1968 was a dramatic part of the bag of video tricks that helped galvanize the nation's flagging interest in the space program. It was also a stunning demonstration of the innovative possibilities of the then-young field of satellite telecommunications.

James D. Parker's role in developing the shipboard earth station that made that broadcast possible is one of the achievements that will be remembered when he is presented the 1980 Engineering Achievement Award at the National Association of Broadcasters convention next week. Parker himself regards it as the major accomplishment of a career that spanned 43 years in radio frequency engineering for CBS.

It wouldn't have happened, save for a happy coincidence, as Parker tells the story. The three networks had given up all hope of live coverage when, two months before the big splash, he was in Philadelphia for an engineering conference. General Electric was there, too, displaying a folding satellite dish its engineers had developed for National Aeronautics and Space Administration voice communications. Parker says he told the GE staffers it was too bad the dish couldn't be used for pictures, only to get a call from GE the next morning saying: "We think we can do it." Two months later of rushed work by all concerned, the terminal made history.

To say that was his major accomplishment is in no way to suggest that the succeeding years found him inactive. Parker's principal work, going back to his 1967 appointment as staff consultant, telecommunications, engineering development, CBS-TV, has been the study of the broadcasting applications of satellite technology. In his capacity as a CBS adviser on regulatory and technical matters, Parker has served on numerous domestic and international engineering committees, including the NAB engineering conference committee. His international service has taken him around the globe—at the request of the International Telecommunication Union, CBS sent Parker to Malaysia and Brazil to lecture on radio frequency topics. Cuba, Italy, France, England, Yugoslavia and Tunisia have all been on his conference itinerary. The Geneva World Administrative Radio Conference at which he was an observer from the North American Regional Broadcasters Association (CBS's request that Parker be included in the official U.S. delegation was rejected) was his last official conference: Parker retired from CBS last month.

However, there'll be no idle retirement around the Riverside, Conn., home of Jim and Mary Parker. Just returned last week



James DeBlois Parker—retired staff consultant, telecommunications, engineering and development, CBS-TV; b. May 5, 1914, Marblehead, Mass.; attended Massachusetts Institute of Technology, 1931-37; engineering assistant, CBS, 1937-41; U.S. Air Force, 1941-45 and 1951-52; engineer, CBS, 1945-51 and 1952-54; chief radio engineer, CBS, 1954-57; director, radio frequency engineering, CBS, 1957-67; last post before retirement, 1967-80; m. Mary Libby, Aug. 6, 1938; children—James Jr., 35; Richard S., 33.

from a sailing vacation in the Caribbean, the well-tanned Parker was looking forward to the chance to "resurrect" the hobbies his busy schedule had driven into discard. At the top of a list that includes piloting his own 19-foot sloop on Long Island Sound is a resumption of ham-radio activities. He still holds the WIBKA call letters that he was issued as a teen-ager.

That early interest in amateur broadcasting led Parker into electrical engineering as an undergraduate at MIT, where he also studied communications engineering on the graduate level. A CBS position as an engineering assistant was his first job out of the university.

Parker had joined the company soon after the first NARBA agreement with its provisions for a number of station assignments that required directional antennas. That, he says, led to the building of more complex systems, and Parker is credited with having conducted significant engineering work in those early days of three-element directional arrays, designing and installing systems at CBS-owned stations.

One of Parker's accomplishments from this period was his development of the "graphical calculator," a mechanical aid for working out the equations involved in array design. Parker describes the tool as a

"three-dimensional slide rule," recalling a time before the advent of computers and hand-held calculators.

Parker took time out from CBS during the war years; as a reservist in the Signal Corps he was called into active duty before Pearl Harbor, and served from 1941 to 1945 as a Signal Corps officer with the Air Force. In that capacity, Parker was involved with early work in the development of radar and early-warning systems.

His reserve status brought him back into service during the Korean War, in which he was commander of the 88th Air Depot Wing, stationed in Casablanca at a B-52 base. Parker remained in the reserves until 1966 when he was retired with the rank of colonel; his military activity, he says, amount to a second career.

Named director of radio frequency engineering for CBS in 1957, Parker had over-all responsibility for antenna installation at CBS-owned television and radio stations. It was from that position that he became involved in one of the major, ongoing controversies over an antenna: the mast atop the World Trade Towers in New York.

"I'm afraid I started the whole trouble," he says, noting his concern, and that of the engineers responsible for other New York stations, with the reflections and other interference that they were sure the towers would cause to signals emanating from the still-operating mast on the Empire State building. Once Parker moved into his consultant position in 1967, the follow-up work became the responsibility of others.

Neal McNaughten, until recently the assistant chief of the FCC's Broadcast Bureau, has worked with Parker on various engineering panels going back to the pre-NARBA 1947 Havana engineering conference. Familiar with Parker's study group work for the International Radio Consultative Committee (McNaughten is national chairman of the study group on broadcasting), he believes Parker "has made quite a contribution for the United States," through his conference work. In fact, McNaughten says of Parker that he "served as almost the sole liaison between the European Broadcasting Union and the U.S."

Considering the future of the satellite field, with which Parker has been most recently concerned, he says "satellites have got to be more and more part of our broadcasting picture, particularly for international transmissions and domestic transmissions."

A footnote to Parker's career is that he's an example of the fact that knowledge, intelligence and initiative don't necessarily come wrapped up in sheepskin. Parker never received any degree from MIT; he took a combined undergraduate and graduate program, but left before finishing his thesis.

## Showdown

It is becoming evident that more went on at the recently concluded Region 2 conference in Buenos Aires than at first met the eye. Upon analysis, the conference may be viewed for what it was: a curtain raiser for redistribution of AM facilities on a scale large enough to affect many U.S. broadcasters.

Until last week, the emphasis had been on what the conference did not do. It did not adopt the U.S. government's proposal for a contraction of AM channels from 10 khz to 9. It did not imperil the arrangements between the U.S. and its neighbors for mutual protection of station contours. It did not grant the super powers that some U.S. broadcasters had feared would create new interference in this country.

Last week, however, with participants at home and available for retrospective appraisals, the full dimensions of the conference came to light. AM broadcasters who wish to protect their present turf have only been granted a breather. At the next western hemisphere conference, to be held in November 1981, the stage is already set for adoption of 9 khz, the diversion of at least some clear channels to other countries and—for the first time in the history of FCC regulation—a fixed assignment plan for AM stations to dovetail with similar plans of other nations.

It is all but certain that the FCC staff will be directed to draw up a national assignment of AM facilities based on the 9 khz separation that the U.S. government freely predicts will be adopted in 1981. Presumably existing operations will be left where they are, although it remains to be seen whether coverage patterns will be undisturbed. Presumably the new facilities to be created by channel compression will be dropped in where the staff determines they are needed and will fit. In short, the U.S. delegation has agreed to discard the system of assignment by demand that has built AM broadcasting in this country and to replace it with a planned economy.

There may be no way to rewrite the scenario that emerged from Buenos Aires, unless the U.S. government changes hands between now and November 1981 or engineers discover that the proposals would create intolerable interference. More than ever, the burden falls on broadcasters to prove whether the public will be harmed or helped by the actions now programmed to be taken only 20 months from now.

## Combat zones

An after-dinner speaker's story much in use a while ago featured Tarzan swinging into the cave one evening, dropping heavily to the floor and barking: "Woman, bring me a double martini, extra dry."

A startled Jane said: "Why, Tarzan, that's not like you. Did something go wrong today?"

"Woman, it's a goddamned jungle out there."

The story came to mind upon the publication, in last week's issue, of a comprehensive article on the state of cable television franchising.

The jungle is thickening in most major cities of this country these days. As the prize of cabling population centers magnifies, the struggle for it worsens. Fortunes are being spent to win city council votes that can decide whether bigger fortunes will be made. Promises are escalating. Political influence is being openly manipulated. Nobody says so for the record, but the ingredients for scandal are at hand.

What to do about it? There are those who wish for federal in-

tervention, which for all the bureaucratic inconvenience it might introduce would at least reduce the possibility of local corruption. Cable interests, however, cannot seek federal help in franchising while agitating incessantly for the removal of the federal presence in other regulation.

The National Cable Television Association is exploring another way to inject national thinking into the franchising process. This week Thomas E. Wheeler, NCTA president, will propose cooperation with the National League of Cities in the adoption and observance of a code of franchising practices. Wheeler has in mind a continuing liaison. The idea is to provide local authorities with sophisticated but disinterested advice.

It is a good idea that the league of cities could adopt to the advantage of itself and its members. If the system worked, local governments would not only have a source of information to turn to but would also realize that their own deliberations were attracting interest and implied inspection from larger forces out of town.

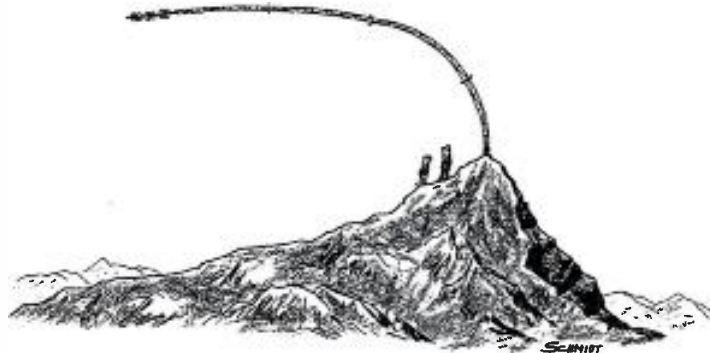
There is no way, however, to take all the strain out of franchising. Another martini, extra dry.

## Losers and winners

Stories appearing in this issue—and, indeed, in almost every issue of this magazine—underline the intense rivalries that stimulate the television networks these days. The competition has been made even more spectacular by CBS's unexpectedly strong challenge to ABC's prime-time dominance—a circumstance that has now prompted CBS officials to conclude that they have already won the season, whether they win it in the closing numbers or not.

It is another set of numbers we have in mind at the moment, however. They are found in ABC's 1979 report and they detail the millions of dollars that ABC is investing in programing in attempts to stay on top, giving a quick glimpse of the costs of competition. These investments played a big role in keeping the ABC broadcasting operations' pretax earnings growth to 3.4% last year while the company's total pretax earnings were growing almost 18%. And ABC's massive outlays are only the latest examples at hand. CBS's financial reports, and those of RCA, NBC's parent, also regularly reflect the heavy costs of network competition.

The end result, of course, is an unmatched profusion of programing. What the networks lose in profit growth, the viewer gains in an almost infinite variety of choices.



Drawn for BROADCASTING by Jack Schmidt

*"I thought you knew about the wind when you picked this for the antenna site."*



# Meet Doug Donoho

WAXY-FM  
FORT LAUDERDALE/MIAMI

Lush palm trees swaying in the sub-tropical breeze. Golden bodies slowly turning towards the sun. Loud sport shirts emblazoned with frantic floral prints. These are the popular images of South Florida. In reality the "Gold Coast" is a sprawling megalopolis embracing the poincianas of the Palm Beaches, the inland waterways of Fort Lauderdale and the changing face of Miami and Biscayne Bay. This is a marketplace expected to grow at a rate five times that of the U.S. population during this current decade.

Only a native Floridian could cope with this unique combination of growth, geography and diversity. Doug Donoho, Vice-President and General Manager of WAXY, directs the activities of the station with the native sense of a Floridian tempered by extensive broadcast experience gathered in the communication mainstream of New York, Detroit and Chicago. His passionate quest for excellence has resulted in WAXY being recognized as one of the most technologically advanced stations in the industry. A concerned humanist, Doug's varied sensitivities are mirrored by his community activities: the Chairmanship of Junior Achievement of Greater Miami's "Hall of Fame Banquet," Vice-Chairmanship of the Broward County United Way and Membership Chairman for the internationally renowned forum, The Palm Beach Round Table.

When not at the desk or studio, Doug stands at the helm of a boat, steering a course as true as the one he has charted for WAXY-FM. A man who runs before the wind, RKO Radio is proud to have given you this opportunity to meet Doug Donoho.



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