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the copyright pie ☐ Paying up for football

Broadcasting Aug 4

The newswEEKly of broadcasting and allied arts

Our 49th Year 1980

volume



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**PREVIEW 1. The first in a new series of popular feature packages from
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**"THE TEN O'CLOCK NEWS"
IS THIS YEAR'S EMMY
AND GOLDEN MIKE WINNER
FOR BEST NEWS SERIES ON
AN INDEPENDENT STATION!**



Kim Singer & Nathan Roberts

THE TEN O'CLOCK NEWS

WEEKNIGHTS KHJ-TV LOS ANGELES

9

An RKO General Station

Every Night We Give You Something Extra.

RKOG
TELEVISION
DIVISION OF RKO GENERAL, INC.

The Week in Brief

TOP OF THE WEEK

FCC PULLS THE REINS □ At its August wrap-up meeting, the commission pulls back its near-decision to favor the Magnavox system for AM stereo. It also decides 9 khz channel spacing needs a harder look. **PAGE 23.**

MORE WATCHING ON CABLE □ Nielsen study in eight markets shows viewing in CATV homes exceeds that in non-cable households. **PAGE 27.**

MEAGER SHARE □ The Copyright Royalty Tribunal decrees that broadcasters will get only 3.25% of the nearly \$15 million in copyright fees collected from cable in 1978. **PAGE 28.**

STEP FORWARD, STEP BACKWARD □ The House Commerce Committee approves legislation that would amend telecommunications sections of the Communications Act. But the Senate Commerce Committee practically forecloses action on its version which has broadcast and cable provisions. **PAGE 30.**

JOURNALISM

TALE OF TWO CITIES □ Journalism suffers a setback when authorities, armed with a search warrant, invade the newsroom of KBCI-TV Boise, Idaho. It is the realization of fears created by the Supreme Court's *Stanford Daily* decision. **PAGE 32.** Journalism makes a gain in Philadelphia, however, when an appeals court says reporters have "qualified privilege" not to reveal unpublished material, including outtakes. **PAGE 34.**

BUSINESS

BRISK UP-FRONT SELLING □ The TV networks have almost completed sales for next season's prime-time schedule. They expect to match last year's \$1.6 billion. **PAGE 36.**

PROGRAMMING

LONG HAUL IN HOLLYWOOD □ Negotiations resume today in the SAG-AFTRA standoff with producers but both sides appear adamant about their stands on the new technologies. NBC, with *Shogun* in the can and the World Series on tap, appears to be the network in best shape for fall. **PAGE 39.**

LAW & REGULATION

DEPTH OF INVOLVEMENT □ The FCC adopts a policy to clarify the status of all broadcast licenses in a multiple

owner's portfolio when one or more is designated for hearing. Commission will initially decide scope of inquiry and properties affected. **PAGE 42.**

MEDIA

CABLE AMONG THE CABLE CARS □ Strong in numbers and heavy on agenda, the Cable Television Administration and Marketing Society was to open its convention in San Francisco yesterday. Here's a day-by-day rundown of what's happening. **PAGE 45.**

AT LARGE

THE GOSPEL OF DANIELS □ Since the 1950's, Bill Daniels has espoused the cause of cable television. So much so that he has played an instrumental role in the emergence of many MSO's. Now chairman of Daniels & Associates, Denver, he offers insight into those years and an assessment of cable to come. **PAGE 48.**

ADVOCATE OF ADVOCACY □ The 4A's issues a position paper supporting media acceptance of issue advertising. **PAGE 52.**

UNION COMPLAINTS □ The International Association of Machinists and Aerospace Workers will contest the renewal of three network O&O stations. It's to protest treatment of IAM on newscasts. **PAGE 52.** The American Federation of State, County and Municipal Employees rallies its membership to seek access to radio, TV and cable. **PAGE 53.**

SPECIAL REPORT

FOOTBALL '80 □ Radio and television rights payments of \$207.2 million will be made this season to the National Football League, the NCAA and colleges. That's \$6 million more than last year. Advertising in Super Bowl XV will go up to \$275,000 for a 30-second spot. **PAGE 56.**

TECHNOLOGY

CBS ON TELETEXT □ In its formal petition to the FCC, the network explains why it decided to force the issue and seek a rulemaking to establish standards. **PAGE 62.**

PROFILE

ATC'S RIFKIN □ It took just one look at cable television to convince Monty Rifkin that it was the field where his future was. That conviction in 1959 and a no-nonsense approach in the ensuing years have brought him to the chairmanship and presidency of American Television & Communications Corp. **PAGE 89.**

Other departments

Bottom Line..... 38
Business Briefly..... 8

Changing Hands..... 53
Closed Circuit..... 7
Datebook..... 18
Editorials..... 90
Fates & Fortunes..... 83

For the Record..... 66
In Sync..... 64
Intermedia..... 55
Monday Memo..... 16
Monitor..... 40

News Beat..... 34
Playback..... 40
Stock Index..... 87
Washington Watch..... 44
Where Things Stand..... 12

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Index to advertisers ■ American Chiropractic Association 9 □ AMOCO 88 □ Antiope 65 □ Associated Press 19 □ Blackburn 52 □ Christal 17 □ Compact Video 13 □ Farinon Video back cover □ Harris 43 □ KBSC-TV 41 □ KCOY-TV 33 □ KHJ-TV 4 □ KTVU(TV) inside back cover □ Master Broadcast Services 51 □ McDonnell Douglas 57 □ George Moore & Associates 18 □ Paramount inside front cover/pages 3, 24-25 □ Petry TV 31 □ RCA 37 □ Cecil L. Richards 53 □ Richter-Kalil 54 □ RKO Radio 22 □ RKO TV 11 □ Dan Snyder Forecasts 61 □ Howard E. Stark 10 □ William B. Tanner 85 □ Ed Tornberg & Co. 66 □ 20th Century Fox Television 46-47 □ U.S. Chamber of Commerce 8 □ Vital Industries 6 □ Warner Bros. front cover, 35 □

VITAL INDUSTRIES ANNOUNCES:

**The opening of its new
West Coast Showroom,
Sales & Service Office
on the corner of
Hollywood & Vine (Taft Bldg.)**

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Closed Circuit®

Insider report: behind the scene, before the fact

Hell bent for October

"Clear decks by Oct. 1." That's literal edict from FCC Chairman Charles D. Ferris's office, on presumption that he still has votes for such extreme projects as VHF drop-ins, to set pattern for across-board breakdowns of VHF allocations, all in concert with AM clear channel breakdowns, extension of AM spectrum, reduced FM separations and other projects to increase station population.

Conclusion is that Ferris regards pre-election drive as perhaps last chance to complete his restructuring of broadcast operations. He's aware, as are certain of his colleagues, that whoever wins White House in November, Ferris isn't likely to continue as chairman. Complaints have reached high places from broadcasters and other licensees who have been kicked around. Many have not responded to pitches for political contributions—language that's understood in head-to-head electioneering.

Up in air

It's nail-biting time for network news executives. With four-day Democratic national convention scheduled to open at 11 a.m. on Aug. 11, they still had no firm convention schedule on which to base their convention-coverage decisions late last week. Backers of President Carter and of his rival for presidential nomination, Senator Edward M. Kennedy (D-Mass.), were meeting Friday afternoon—for second time last week—in effort to compromise differences on scheduling of events.

One question is when rules issue, holding key to whether convention will be "open" or not, will be debated. It's now scheduled for Monday; Kennedy forces want debate moved to Tuesday, to give "open" convention forces additional time to lobby. (Indicator of programing uncertainty: Convention committee Friday ordered credentials printed for fifth day—just in case.)

Closed door

While American Association of Advertising Agencies was plumping formally for advocacy advertising (page 52), Association of National Advertisers was working quietly on own approach. ANA board held off-record meeting in Washington in mid-July with members that would like to do advocacy advertising but are rejected by TV networks and many stations. Close to 60 companies were represented. One leader summarized problem this way: "We believe advertisers should have the right to use honest

advertising for any honest purpose, but we recognize that media have a right not to accept it."

What upshot will be is not clear. Leaders say ANA may issue own statement, or endorse AAAA's. Or, maybe, do nothing. One participant said he thought consensus was that since networks won't accept advocacy, perhaps advocates should forget broadcasting and concentrate on placement in other media. Said key figure in discussions: "I think it was possible to come away with that feeling."

Auditor

Senator Barry Goldwater (R-Ariz.), ranking minority member of Communications Subcommittee, is very curious to know how FCC spends its money. Goldwater, in letter to Commerce Committee Chairman Howard Cannon (D-Nev.), raised questions about commission allocation of funds for such things as travel and consultants. Cannon forwarded inquiry to FCC Chairman Charles Ferris, who is to put together data. Depending on what Ferris sends up to Capitol Hill, Goldwater may ask for investigation of FCC practices by General Accounting Office.

Goodman goes Gannett

Julian Goodman, 58, former NBC president and chairman, will be elected board member of Gannett Co. later this month. Goodman, 34-year veteran of NBC, who came up through news ranks, took early retirement May 31, 1979. On Gannett board he'll replace Karl Eller, who merged his Combined Communications Co. into Gannett last year but is now partner in Charter Media Co.

Fists across sea

Telecommunications authorities abroad are angered over what they regard as highhandedness of U.S.—mainly exhibited through FCC—in dealing with satellite spectrum allocations. Reports to U.S. private entities dealing with European, as well as other administrations, say they resent being told by U.S. what assignments go where, instead of being consulted beforehand. Satellite slots, now in short supply, belong to all nations and are not for U.S. to preempt, according to these informal complaints.

Criticisms come on heels of controversy over international common carrier rates, stemming from FCC decision allowing U.S. permit holders to resell time, which

foreign carriers say violates International Telecommunications Union policy ("Closed Circuit," July 21). ITU executives in Geneva contend this action undermines telecommunications pacts.

Day by day

National spot TV business in third quarter seems to be holding to budget projections of station reps, averaging between 8% and 12% increases over 1979, with July falling below expectations and August and September somewhat above. Reps agree third quarter has been "cliff-hanger," with buys made on short notice. Scant business has been scheduled to date for fourth quarter, but reps hope that accelerated activity on network TV (see page 36) will rebound to benefit of spot.

Rocky Mountain sights

New media and new programing will be put under microscope of diverse body of specialists at Aspen Institute workshop on expanding choices for new TV viewing at Aspen, Colo., this week. "To Regulate or Not to Regulate" and "The New Regulators" will also be discussed. Among some 30 participants at Markle Foundation-financed workshop are following:

David Bazelon, retired chief judge of U.S. Court of Appeals in Washington; Henry Geller, National Telecommunications and Information Administration; Lawrence Grossman, Public Broadcasting Service; Gustave M. Hauser, Warner Amex Cable; Peggy Charren, Action for Children's Television; Mary Jo Manning, Senate Communications Subcommittee staff; Sheila Mahony, Carnegie Commission on Public Broadcasting; FCC Chairman Charles Ferris and Nina Cornell, chief of FCC's Office of Plans and Policy. Sessions are set Aug. 3-7.

If GOP wins

Three Washington lawyers—two of them former FCC chairmen—will figure in key appointments in communications if Reagan-Bush ticket prevails in November. Dean Burch, chairman from 1969 until 1974, is Reagan-Bush adviser. His successor, Richard Wiley, who left FCC in 1977 after having been commissioner since 1972, is on GOP task force. Richard A. Moore, one-time president and manager of KTTV(TV) Los Angeles and former attorney-adviser to President Richard Nixon, is identified with fellow Yale man, GOP vice-presidential nominee George Bush.

Business Briefly

Presto Food Products □ Mocha Mix. Begins Aug. 18 for 14 weeks in San Francisco area. Day and fringe times. Agency: Telacators, Los Angeles. Target: women, 25-54.

Van Munching & Co. □ Heinekin beer. Begins Sept. 15 for six weeks in six markets. Fringe and sports times. Agency: Doremus & Co., New York. Target: men, 18-49.

Shasta Beverages □ Soft drinks. Begins Sept. 15 for six weeks in Ohio markets of Columbus, Dayton and Cincinnati. Day and prime times. Agency: Tracy-Locke, Dallas. Target: women, 18-49.

Wisdom Imports □ Brisa beer. Begins Sept. 15 for six weeks in San Francisco, San Diego and Los Angeles. Day times. Agency: Eisaman, Johns & Laws, Los Angeles. Target: men, 18-34.

Nabisco □ Charleston Chew candy. Begins Sept. 15 for six weeks in Boston

and San Francisco. Agency: Arnold & Co., Boston. Target: adults, 18-34.

Armour □ Hot dogs and bacon. Begins Aug. 25 for four weeks in 24 markets. Day, fringe and prime times. Agency: Young & Rubicam, New York. Target: women, 25-54.

Parker Brothers □ Skyro toy. Begins this week for four weeks in top 100 markets. Fringe and weekend times. Agency: Humphrey, Browning, MacDougall, Boston. Target: total children.

Cling Peach Advisory Board □ Begins Sept. 15 for four weeks in about 10 West Coast markets. Day times. Agency: Chiat/Day/Hoefer, San Francisco. Target: women, 25-49.

International Multifoods □ Mr. Donut restaurants. Begins Sept. 1 for four weeks in Philadelphia area. Fringe and day times. Agency: Stevenson Associates, Minneapolis. Target: adults, 18-49.

Murray Ohio □ Bicycles. Begins Aug. 18 for four weeks in 18 markets. Fringe and

Rep Report

KOA-TV Denver: To Katz American Television from TeleRep.

WSMB(AM) New Orleans: To Bernard Howard from Buckley Radio.

WVNJ-AM-FM Newark, N.J.: To Roslin Radio Sales from Selcom.

KPMC(AM) Bakersfield, Calif.: To Buckley Radio from Bernard Howard.

WCUE(AM)-WKOD(FM) Akron, Ohio: To Bernard Howard from HR/Stone.

WOMI(AM)-WBKR(FM) Owensboro, Ky.: To Buckley Radio from Pro Radio.

Repping for cable. Gill Cable Inc., San Jose, Calif., has named Eastman Cable Rep, New York, for national representation of Gill Cable's San Jose system and its interconnected special interest channels. Gill operates subscriber system of more than 80,000 in San Jose area and Gill Cable Interconnect Network, serving estimated 300,000 cable homes.

Getting together. Savalli/Gates and Schutz & Co., New York radio station representatives, have merged, effective Aug. 1, to form Savalli & Schutz, New York. Joseph Savalli is president of new firm and Bill Schutz is executive vice president and national sales director. Headquarters are at former Savalli/Gates office at 515 Madison Avenue, New York 10022. Phone is (212) 688-2380.

prime times. Agency: Keller-Crescent Co., Evansville, Ind. Target: children, 6-11; teen-agers, and adults, 18-24.

Chick-Fil-A □ Restaurants. Begins this week for four weeks in about 60 markets. Day, fringe and prime times. Agency: McCann-Erickson, Atlanta. Target: women, 18-49.

Rexall Drug □ Drug stores. Begins Sept. 15 for four weeks in nine markets. Day times. Agency: Vinyard, Lee & Williams, St. Louis. Target: women, 25-54.

Ashland Oil □ Valvoline motor oil. Begins Sept. 29 for three weeks in 10 markets. Fringe, prime and weekend programming. Agency: Fahlgren & Ferriss, Cincinnati. Target: men, 25-54.

Garrity Industries □ Personal

"WHAT'S THE ISSUE?"

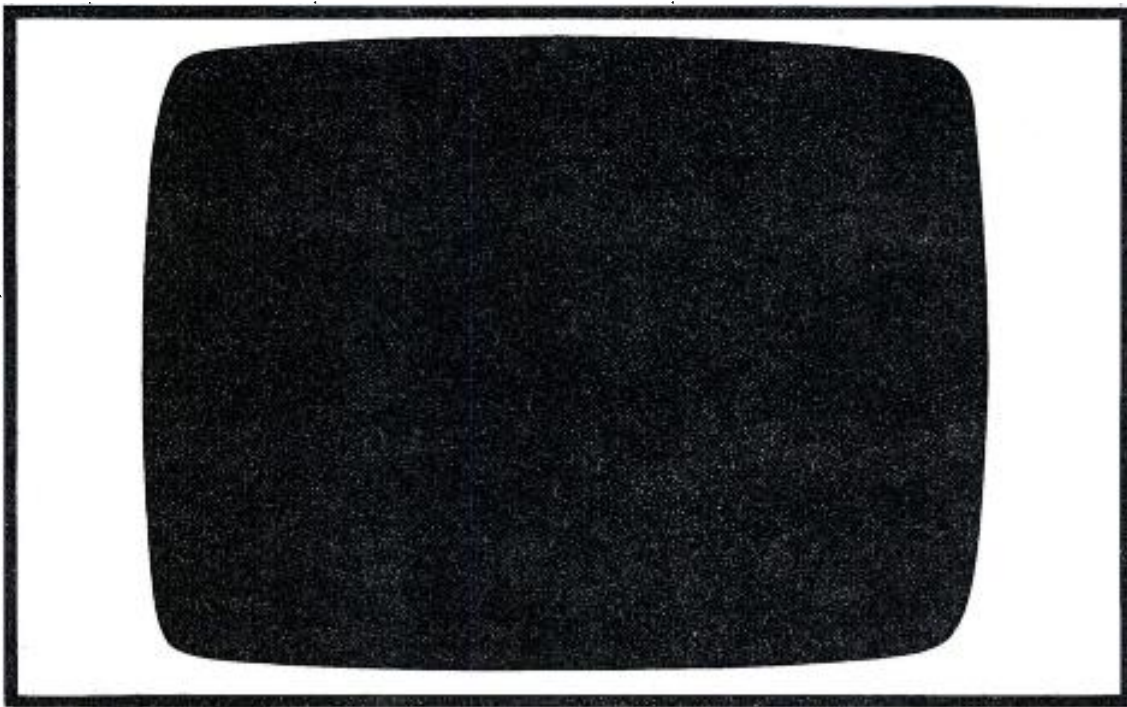
We're telling you for the 1,000th time

Every week... more than 19 years... without interruption... on the Mutual Broadcasting System... and now more than 280 other radio stations, nationwide. "What's The Issue?"—produced by the U.S. Chamber of Commerce, airs its 1,000th anniversary broadcast this week featuring program segments from the past.

Among the voices, you will hear Everett Dirksen, Richard Nixon, Robert Kennedy, Gerald Ford, Dwight Eisenhower and Spiro Agnew. They will serve to remind listeners that many of the burning issues in their day are just as hot today.

One of the longest-running shows of its kind, the highly acclaimed "What's The Issue?" may still be available for scheduling in your area.

For information, contact Larry Butler, U.S. Chamber of Commerce, 1615 H. Street, N.W., Washington, D.C. 20062. Phone: 202/659-6238.



Up until 1979, there was a blackout on the second largest healing profession in the world.

In 1979, Dr. Ulene talked about chiropractic on the NBC "Today Show," and many took notice.

In 1979, Mike Wallace did a story about chiropractic on CBS "60 Minutes," and even more people took notice.

In 1979, Sports Illustrated reported about the success of Dr. Leroy Perry (a chiropractor) in keeping some members of the U.S. Olympic team in

peak physical shape, and many people were in awe. Coverage was also extensive in other major media.

Your audience is interested in knowing more about chiropractic. Following on the heels of this national coverage, 1980 is a good time to do a story about this exciting natural health care method.

Contact us for credible information, people or assistance.

Your audience is interested in reliable coverage of CHIROPRACTIC.



AMERICAN CHIROPRACTIC ASSOCIATION
2200 GRAND AVENUE
DES MOINES, IOWA 50312

protection products. Begins Aug. 11 for three weeks in New Orleans, Shreveport, La., and Jacksonville, Fla. News, fringe and sports times. Agency: McCurdy, New Haven, Conn. Target: men, 35-plus.

Genessee Brewing □ Light beer and regular beer. Begins Aug. 18 for three weeks in 21 markets. Fringe and sports times. Agency: William Esty Co., New York. Target: adults, 18-49.

Knomark □ Ty-D-Bowl bathroom product. Begins Sept. 2 for three weeks in 30 markets. Day, early fringe and prime access. Agency: CPM, Chicago. Target: women, 18-49.

Saks Fifth Avenue □ Department stores. Begins Aug. 24 for three weeks in New York, Los Angeles, Houston, Pittsburgh, Detroit, Atlanta, St. Louis, Washington, Minneapolis and Chicago. Day, late fringe and news time. Agency: Western International Media, New York. Target: adults, 25-49.

Bilmar Foods □ Mr. Turkey products. Begins Aug. 25 for two weeks in 10 markets. Day, fringe and prime times. Agency: Campbell-Ewald, Warren, Mich. Target: women, 18-49.

Armour-Dial □ Tone soap. Begins Aug. 11 for two weeks in 11 markets. Late fringe times. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: women, 18-49.

RADIO ONLY

All Brands Importers □ Dos Equis beer. Begins Aug. 11 for eight-to-12 weeks in Texas markets of Austin, Corpus Christi, Dallas and San Antonio. Morning drive and afternoon drive times. Agency: Basso & Associates, Newport Beach, Calif. Target: men, 18-34.

Getty Oil □ Gasoline. Begins this month for four weeks in eight markets. Morning and afternoon drive times. Agency: DKG Inc., New York. Target: men, 18 and over.

Levi Strauss □ Movin' On jeans. Begins Aug. 18 for four weeks in 31 markets. Agency: Foote, Cone & Belding/Honig,

AdVantage

Antistatus. Taking different approach to current denim boom, Jesse Jeans introduced nondesigner jeans in \$6-million national advertising blitz. Agency, SAAS Advertising, New York, is creative force behind campaign which uses slogan: "They fit so good they oughta be



outlawed". Breaking on spot TV in mid August in New York and Los Angeles, extensive broadcast advertising will run in September. Although commercials will have strong macho overtones, Jesse Jeans are targeted toward both men and women.

Network radio yardstick. Arbitron Radio is now preparing to produce its 1980 Nationwide, network radio report covering all wired and five major unwired networks. Based on sample of more than 250,000, report will contain network line-ups of affiliates by ADI; total U.S. population for individual age/sex groups; total U.S. network audience

estimates for six demographics; average quarter-hour and cume data by individual ADI; rating and share information by ADI and listing of all stations contributing to audience estimates within each ADI. Report for 1980 is scheduled to come out on Nov. 31. Current Nationwide subscribers, are ABC Radio, NBC Radio, RKO Radio and Katz Radio networks.

Time out. Sunmark Industries will co-sponsor exclusive live radio sports package by CBS Radio network, including baseball series playoffs and World Series and NFL games. Promoting CAM 2 Mileage motor oil, Sunmark will also co-sponsor sports specials: *Pennant Race Fever* and *The Wonderful World of Baseball*, also on CBS Radio. Gardner Advertising, St. Louis placed extensive fall campaign.

New shop. Public Broadcasting Service has selected Washington-based Goldberg/Marchesano & Associates as its new advertising agency, which will begin development of campaign for upcoming fall season.

In new quarters. Blair Television has moved to new office in Cleveland at National City Center, 1900 East Ninth Street, 14th floor (44114). Telephone remains: (216) 566-7000.

San Francisco. Target: teen-agers; men, 18-34.

American Express □ Begins this week for two weeks in various Texas markets. Morning and afternoon drive times. Agency: Ogilvy & Mather, New York. Target: adults, 25-54.

Hart Schaffner & Marx □ James K. Wilson stores. Begins Sept. 10 for 10 days in various Texas markets. Morning drive,

afternoon drive and weekends. Agency: Nadler & Larmer, New York. Target: men, 25-54.

King's Department stores □ August circular. Begins Aug. 9 for one week in Boston and Bangor and Portland, both Maine. All day parts. Agency: Siltont-Turner Advertising, Boston. Target: women, 25-54.

RADIO AND TV

Volume Shoe □ Back to school promotion. Begins this week in 55 TV markets and 20 radio markets for four weeks. Day, fringe and prime times. Agency: Young & Rubicam, New York. Target: women, 18-49.

Lees Carpets □ Factory authorized sale. Begins Oct. 6 for one week in Los Angeles, Philadelphia, Pittsburgh, St. Louis and Cleveland on radio and in more than 150 TV markets. Agency: National Media, King of Prussia, Pa. Target: adults, 18-54.

Union Fidelity □ Hospital insurance plan. Begins Sept. 4 for four days in 50 markets. Day, early fringe and news times. Agency: Kelly, Scott & Madison, Chicago. Target: total adults.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

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575 Madison Avenue

New York, N.Y. 10022

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PEOPLE
WATCH US
BECAUSE
WE WATCH
OUT FOR
THEM

RKO

There are two sides to every television set. And at RKO Television we never forget it.

Our viewers are real people. With needs and wants and likes and dislikes. Not just rating points or markets or TGIs. That's why we look out for them with special programs and programming tailored to their needs and community problems.

For New York that means the WOR Children's Fund, the Tri-State Town Meeting, 9 on New Jersey, Meet the Mayors, Newark in Reality and Latin New York. Public affairs programs and community events that show our metropolitan audience that we're keeping an eye out for their best interests.

And in Boston, our WNAC station sponsors H.O.T. Car—a crime prevention program that cuts auto thefts by 23%. They even run a program that does more than lend a helping hand—it could save your life—called Life Line.

On the west coast, KHJ Los Angeles lets citizens ask their officials the tough questions themselves in a phone-in show called Government on the Line.

And for the people of Memphis, WHBQ TV provides Press Conference, Dialogue, The Other Side, Straight Talk and Etcetera. Penetrating forums for discussion and information.

When you're watching an RKO Television station it's never a question of what's on TV. But who's on TV.

RKQ
TELEVISION
DIVISION OF RKO GENERAL, INC.

PEOPLE TUNE INTO US BECAUSE WE TUNE INTO THEM.

WOR-TV (9) New York, KHJ-TV (9)
Los Angeles, WNAC-TV (7) Boston,
WHBQ-TV (13) Memphis



Where Things Stand

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

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□
AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (BROADCASTING, May 29). Commission also has under consideration other means for increasing number of radio facilities, including: National Telecommunications and Information Administration proposal for reducing AM channel spacing from 10 khz to 9; U.S. submitted that idea at Region 2 (western hemisphere) conference that ended March 28 in Buenos Aires, but conference was unable to reach consensus on issue and postponed decision until its next session in November 1981 (BROADCASTING, March 31). Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. 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). NTIA has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. In light of all these actions, National Association of Broadcasters is pushing commission to institute government-industry advisory committee that would assist in devising comprehensive plan for all radio channel assignments, idea commission was to consider late last week (see "Top of the Week").

□
AM stereo. FCC last week backed off from April 9 tentative decision to adopt Magnavox system as standard for AM stereo and issued further notice of rulemaking on matter, raising possibility that system other than Magnavox's would ultimately be adopted (see "Top of the Week"). Commission had ordered staff to write report and order defending Magnavox choice (BROADCASTING, April 14), but intense negative reaction from industry forced agency to back off. Other system proponents are Belar, Harris, Kahn and Motorola.

□
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). CBS has also negotiated essentially same agreement, which imposes number of restrictions on networks in programming area, but some are not effective unless all three agree to them (BROADCASTING, May 12), and ABC continues 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. Greene now has to decide on basis of record. There was second oral argument, on May 16, when both sides asked for summary judgment.

□
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. In June 1979, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation. 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 copyright. Copyright Royalty Tribunal, after 10 months of study and hearings, last week issued formula on how to divide \$14.6 million paid in royalties in 1978 by cable companies (see "Top of the Week"). Under terms of formula, U.S. and Canadian broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants, 12%; Public Broadcasting Service, 5%; music performing rights societies, 4.5%; and National Public Radio, .25%. Next phase of proceeding, which must be concluded by Sept. 11, and which can be appealed to courts, will be to decide distribution formula among members of joint claims.

□
Cable deregulation. FCC last month lifted its

rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Commission had only voted, however, when Malrite Broadcasting went to U.S. Court of Appeals in New York seeking to block action. Other broadcast groups are expected to join as intervenors (BROADCASTING, July 28).

□
Carter use of broadcasting. President has held 57 televised press conferences since assuming office. In July 1979 he abandoned his twice-monthly press conferences, and for time, substituted for them town hall meetings, regional press conferences and one national radio call-in show on National Public Radio, last Oct. 9 (BROADCASTING, Oct. 15, 1979). After the hostage situation developed in Iran, in November, he remained in White House where, in addition to occasional formal news conferences, he was seen in taped or live meetings with press on specific issues, as well as interviews with broadcast journalists from states where primaries were held. Since April, he has done some traveling, including trips that were patently political.

□
Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as irresponsibility of broadcasters in providing sufficient amounts of children's instructional and educational television throughout week (BROADCASTING, Dec. 24, 1979). Comments have been filed (BROADCASTING, June 23). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June which provided survey of what's available in children's programming, as well as ideas of how to better it. Regulatory proposals, however, were chief topics of concern (BROADCASTING, June 30).

□
Closed captioning. ABC-TV, NBC-TV 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 of network television 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).

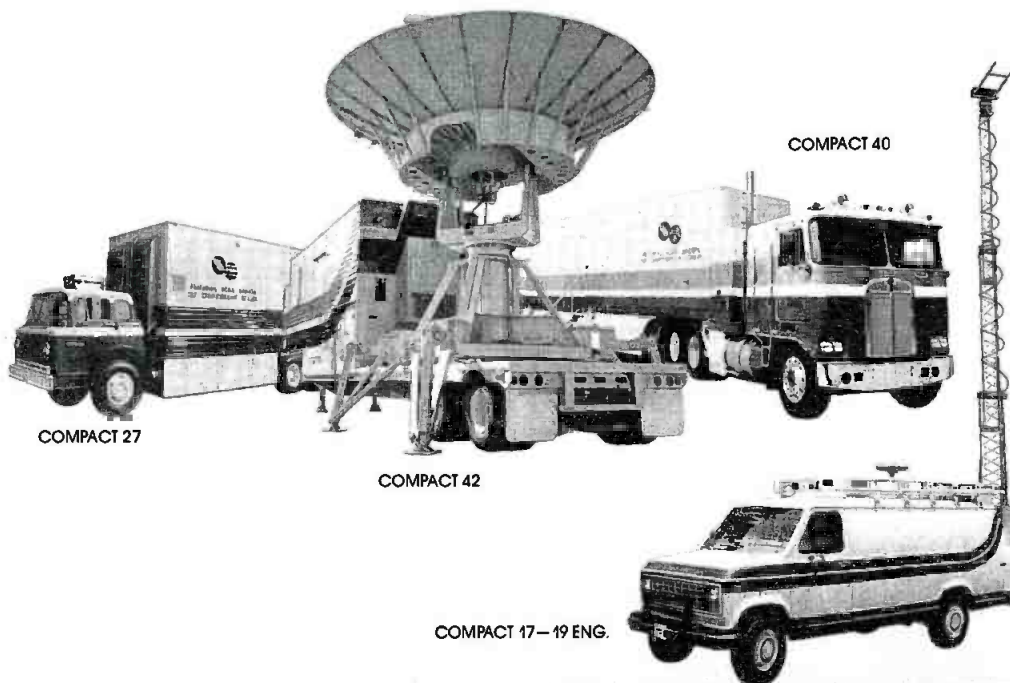
□
Communications Act. House Communications Subcommittee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions. Bill is now being

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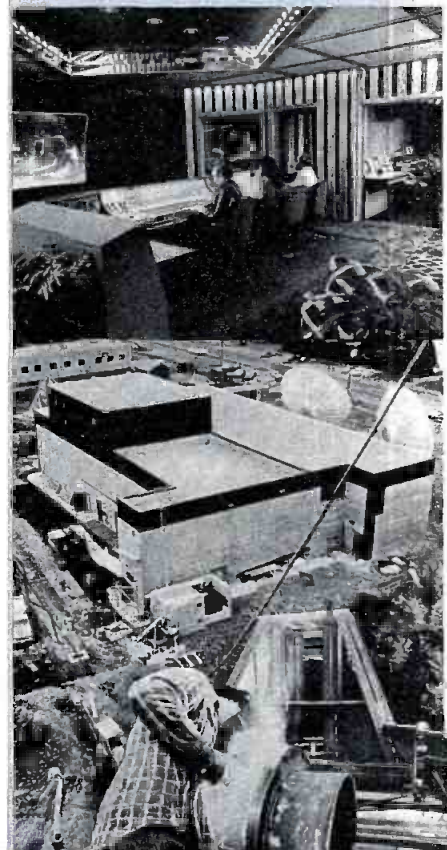
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scrutinized by full Commerce Committee, which was expected to finish mark-up late last week (see "Top of the Week"). In Senate, revised bill with bipartisan support, which includes broadcast provisions, was introduced (BROADCASTING, June 16). But displeasure with legislation, S. 2827, resulted in postponement of mark-up. Commerce Committee Chairman Howard Cannon (D-Nev.) and Communications Subcommittee Chairman Ernest Hollings (D-S.C.) have indicated they would be interested in further hearings before proceeding to mark-up.

□

Comsat. Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of pay-TV programming via satellite direct to homes equipped with small-diameter rooftop antennas (BROADCASTING, Aug. 6, 1979). Comsat planned to have details ready for filing at FCC first quarter of this year. However, filing has been put off indefinitely since joint venture talks with Sears have fallen through (BROADCASTING, April 14). 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. FCC adopted report to restructure Comsat but allow it to operate freely outside Intelsat and Inmarsat (BROADCASTING, April 28). 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 formation of 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 one has won reversal of divestiture order in appeals court. 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 broadcast-cable television). FCC amended its rules to require divestiture of either CATV system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for 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, on June 25, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in the TV station's Grade B contour (BROADCASTING, June 30).

□

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 broadcasting, commission has voted to increase equal-employment guidelines for stations, effective April 1. 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 is also taking look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. Commission rejected petition for reconsideration of EEO rules, filed by National Association of Broadcasters (BROADCASTING, July 7).

□

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). Rehearing was denied, and plaintiffs have asked Supreme Court to review Appeals Court decision (BROADCASTING, May 12).

□

Federal Trade Commission. After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26). Under provisions in bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of new rule would have to be published in advance, however, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission has directed staff to prepare recommendations on possible courses of action, including text of proposed rule, by Oct. 15. Commission will then solicit public comment and decide whether or not to proceed with inquiry.

□

FM quadrasonic. Nine years after it was first pioneered, FCC began rulemaking which seeks comments on two approaches for setting standards for FM quad system: either adopt general standards and rely on marketplace to determine which systems be used, or adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21). FCC issued initial notice of inquiry in 1977 to

study merits of various techniques proposed by National Quadraphonic Radio Committee.

□

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

□

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

□

Minority ownership. Carter administration 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 in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other 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 for members to help minorities learn station operations.

□

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, 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 siding with CBS in its demand for "per use" licenses as alternative to current blanket

licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with District Court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (BROADCASTING, June 9). It has until Sept. 2 to ask Supreme Court to hear appeal.

□

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 poses "severe" barrier to development of more networks (BROADCASTING, Feb. 11). Final preliminary reports released in June concluded that three commercial networks have no monopoly power over broadcast industry—and that FCC must seek to amend policies to provide for further diversity (BROADCASTING, June 23).

□

Network standings. Prime-time TV rating averages, Sept. 17-July 27: CBS 18.1, ABC 17.9, NBC 16.1.

□

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).

□

Operator licensing. FCC has abolished third-class operator permit after concluding that almost all 53,000 third-class permits it is now issuing annually are unnecessary, largely as result of other radio deregulation actions (BROADCASTING, July 28). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979. FCC will issue further notice of inquiry and proposed rulemaking soon, addressing operator license restructuring and continuing examina-

tion 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). World of pay cable was shaken up April 24 when Getty Oil Co. and four major Hollywood motion picture companies announced that they were forming joint venture to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (BROADCASTING, April 28). Movie companies are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979).

□

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to phonograph record performers and manufacturers has been reintroduced as H.R. 997 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is being marked up by 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). Commission has forwarded to Congress specific legislative language regarding its proposals.

□

Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments have been filed (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). And news that county prosecutor last month invaded newsroom of KBCI-TV Boise, Idaho, with search warrant and seized news tapes may add impetus to drive for such legislation (see page 32). Also last month, newsman for WBZ-TV Boston was ordered by state court to jail for refusal to reveal sources for his story on judicial misconduct. Supreme Court Justice William Brennan issued 11th-hour stay of sentence, pending appeal to federal courts (BROADCASTING, July 21).

□

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). Second report, released in March, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10).

□

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 drafting report and order, expected to be issued in September.

□

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).

Monday Memo®

A broadcast advertising commentary from Joseph K. Fisher, chairman, Fisher/Feld, New York

An apparel maker end-runs the retailers

Retail marketing as we've known it for the last 30 years is changing: The balance of power is shifting from the retailer to the manufacturer.

Manufacturers in the retail business are beginning to realize that they can directly influence consumer behavior. The myths that have surrounded retail marketing are giving way to the direct consumer marketing techniques developed by the packaged goods industry.

Evidence of this change came two years ago when a company named Murjani broadcast its first Gloria Vanderbilt commercial. It could just as well have been a commercial for soap: a hard-sell commercial with a product benefit, a "reason why"—even a demonstration. What made the ad unusual was that it was made by an apparel manufacturer.

In March 1978, apparel manufacturers never spent their own money to advertise their own products directly to the consumer. It was too expensive. Apparel was never seen on television. Everyone knew you couldn't sell apparel as you sell soap. Instead, apparel manufacturers put their time and money into persuading retailers to take their goods. They used devices like co-op allowances, mark-down money and exclusive distributor arrangements—all designed to build the retailer's identity at the manufacturer's expense.

The result was that, unlike most other consumer product categories, the retailer had a stronger marketplace identity than the manufacturer. And with control of the consumer market, the retailer could dictate at will to the manufacturer. Which brings us back to Murjani.

In January 1978, Murjani faced disaster. For three seasons, its Gloria Vanderbilt line of blouses and skirts had sold well into the trade, but had not sold well at retail. So when Murjani introduced a line of Gloria Vanderbilt jeans, there was very little trade interest.

For a typical apparel company, that would have been the end of it—go look for another hot item. But not Murjani. The company launched a marketing program more characteristic of the detergent industry than apparel. The idea was to take the Murjani/Gloria Vanderbilt sale directly to the consumer. Murjani hoped to do an end-run around retailer resistance to the Gloria Vanderbilt product line.

The TV commercial I mentioned kicked off a \$1-million commitment to advertising and promotion. Television was selected as the primary medium because it provided the combination of sight, sound and motion, and would deliver a sales message quicker than other media.



Joseph K. Fisher, chairman of Fisher/Feld, worked previously for Grey Advertising, as an account executive on Procter & Gamble, and with Ted Bates & Co., as account director on International Playtex. In 1979, together with Daniel J. Field, also a Grey alumnus, Fisher formed Fisher/Feld to handle the Murjani account.

Advertising went on air in 15 markets on March 26, 1978. In only seven of those markets did Murjani have sufficient product distribution to warrant media expenditure. Nevertheless, with the belief that advertising would generate consumer demand and that this would stimulate the trade demand that was missing, the company spent \$300,000 in its three-week television flight. The results were phenomenal.

The Vanderbilt message generated immediate consumer reaction. After just two weeks of advertising, stores that hadn't previously bought were calling Murjani demanding product to fill customer requests. As an importer, Murjani's short-term ability to supply was well below the demand. This further underscored Murjani's success, and since that first season, the company has sold out its entire line in the first three weeks of each season. Sales for the year preceding the April 1978 marketing launch were \$5 million. Projected sales for fiscal 1981 are \$300 million.

With the growth in sales, the marketing budget grew. Along the way, we added print to reach light TV viewers. Not just in fashion books like *Vogue*, but in general interest books like *People* and *New York*, even women's service books like *McCalls'* and *Redbook*. And to further reinforce the sales message, we added out-of-home media—on buses, bus shelters, billboards and in subways. Most recently, we've added radio to reach the younger customer.

Along the way, Murjani extended the Gloria Vanderbilt brand name from Missy jeanwear to children's, junior and large-size jeans as well. It added a full range of

tops to go along with the jeans.

Murjani's answer to these skeptics is its most recent line extension—Gloria Vanderbilt Active Sportswear—jogging suits and tennis suits that are being sold as fashion items for everyday wear. The selling proposition is "Playwear Youwear Everywear," and it's designed to again exploit changing life styles. Murjani is putting \$4 million of marketing support behind its playwear launch, with television again providing the main thrust. This launch puts the company into the sportswear business with the Gloria Vanderbilt brand name. And that's the point. Murjani didn't simply build a jeans business. It built a brand name that transcends a specific product or style.

But what does all this mean for retailing in the 80's?

First of all, we believe we've proved consumer marketing can sell apparel, just as it sells detergents, toothpaste, fast food, autos or traveler's checks. And to us that makes sense. People are people. They're influenced by the media in all sorts of choices, from products to presents. And there's no reason apparel manufacturers can't be as successful in using media as everyone else.

Second, we believe by the end of the decade the apparel industry will be structured like most other consumer product industries. A few big manufacturers will control the market. Consumer marketing is expensive, and once an industry has developed, the cost of entry becomes prohibitive. Today, Murjani spends over \$15 million in the jeans category alone. The day is gone when \$300,000 will put a company into the business in this category.

Third, we believe those companies that remain skeptical too long and fail to launch their own marketing effort may well find their business yanked from under them as the Murjanis of the world expand into new categories.

Fourth, as they lose absolute control of their markets, retailers will need to scramble to adopt new techniques to maintain their distinctiveness, or become as anonymous as supermarkets.

The fifth point is meant for the people in the broadcasting and advertising businesses. We believe that retailing in the 80's will offer all of us a tremendous opportunity. This is a market on the verge of a marketing explosion. With that explosion will come a tremendous growth in advertising and promotion spending, as well as an unusual opportunity to apply the classic rules of consumer marketing to an industry that's not yet bound by the limitations of its own knowledge. It's a chance for agencies to really take a leadership role. A chance to do truly creative work, and a chance to see a dramatic payoff in the business.

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■ Indicates new or revised listing

This week

Aug. 3-5—*South Carolina Broadcasters Association* meeting. Hyatt on Hilton Head, Hilton Head.

Aug. 3-7—*Cable Television Administration and Marketing Society* annual meeting. St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.

Aug. 4-5—*National Broadcast Association for Community Affairs* board of directors meeting. Sheraton Washington hotel, Washington.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn Towne, Albany, N.Y.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt Birmingham, Birmingham, Ala.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Portland, Ore.

■ **Aug. 7**—*Radio Advertising Bureau* Idearamas for radio salespeople. Airport Holiday Inn, Buffalo, N.Y.; Holiday Inn, Fargo, N.D.; Airport hotel, Orlando, Fla.; Red Lion Inn Seatac, Seattle.

Also in August

Aug. 10-13—*New York State Cable Television Asso-*

ciation summer meeting. Otesaga hotel, Cooperstown. Information: (518) 463-6676.

Aug. 11—Beginning of *Democratic national convention*. Madison Square Garden, New York.

■ **Aug. 12**—*Radio Advertising Bureau* Idearamas for radio salespeople. Marriott hotel, Atlanta; Hilton, Indianapolis; Sheraton, Baton Rouge.

Aug. 13-16—*Michigan Broadcasters Association* meeting. Hidden Valley Resort, Gaylord.

■ **Aug. 14**—*Radio Advertising Bureau* Idearamas for radio salespeople. Carolina Inn, Columbia, S.C.; Travelodge at 6th South, Salt Lake City; Airport Hilton Inn, St. Louis; Hilton Inn, Little Rock, Ark.

■ **Aug. 19**—*Radio Advertising Bureau* Idearamas for radio salespeople. Americana Inn, Cincinnati; Sheraton Inn, Scranton, Pa.; Marriott Inn, Providence, R.I.; Ramada Inn, Billings, Mont.

■ **Aug. 21**—*Radio Advertising Bureau* Idearamas for radio salespeople. Sheraton Airport Inn, Philadelphia; Arlington Park Hilton, Arlington Heights, Ill.; Hyatt, Pittsburgh; Stouffer's Denver Inn, Denver.

Aug. 21-23—*Idaho Association of Broadcasters* meeting. Sun Valley Lodge, Sun Valley.

Aug. 21-24—*West Virginia Broadcasters Association* 34th annual fall meeting. The Greenbrier, White Sulphur Springs.

Aug. 22—*Kansas Association of Broadcasters* annual sports seminar. Royals Stadium, Kansas City.

Aug. 24-27—*National Association of Broadcasters* radio programing conference. Hyatt Regency, New Orleans.

September

Sept. 1—Deadline for entries for 15th Annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 635-3586.

Sept. 1—Deadline for entries for annual Women at Work broadcast awards sponsored by *National Commission on Working Women* for radio and TV reporting and programing about working women in categories of spot news, news series, editorials, public affairs/documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Deborah Ziska, NCWW, 1211 Connecticut Ave., N.W., Suite 310, Washington 20036; (202) 466-6770.

Sept. 5-6—*Radio-Television News Directors Association* board meeting. New York Hilton.

Sept. 5-7—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley.

Sept. 7-11—*International Institute of Communications* 11th annual conference. Ottawa. Information: Robert Trill, IIC, Tavistock House East, Tavistock Square, London WC1H 9LG; (01) 388-0671.

Sept. 8-9—*Society of Cable Television Engineers* technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques. Registration due Aug. 1. Princess Kalulani hotel, Honolulu.

■ **Sept. 10**—*Radio Advertising Bureau* Idearama for radio salespeople. Westward Hilton, Anchorage.

■ **Sept. 10-12**—*Minnesota Broadcasters Association* fall convention. Normandy Inn, Duluth.

Sept. 12-14—*Illinois Association of Broadcasters* meeting. Arlington Heights Hilton, Arlington Heights.

Sept. 12-14—*Maine Association of Broadcasters* annual meeting. Keynote speaker: Robert Mulholland, president, NBC-TV, Samoset-Treadway, Rockport.

■ **Sept. 13-14**—*Pacifica Foundation* board of directors meeting. Mirimar hotel, Santa Monica, Calif.

Sept. 14-17—*Broadcasting Financial Management Association's* 20th annual conference. Town and Country hotel, San Diego.

Sept. 15—Comments due in *FCC* proposal to revise broadcast financial reporting requirements. Docket 80-190. Replies are due Nov. 14 *FCC*, Washington.

Sept. 15—Deadline for entries for 12th National Abe Lincoln Awards program sponsored by the *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth 76150.

Sept. 15—Deadline for submissions to *Atomic Industrial Forum's* Forum Award competition. Award carries \$1,000 prizes in both electronic and print media for excellence in reporting on peaceful uses of nuclear power. Information: Mary Ellen Warren, Atomic Industrial Forum, 7170 Wisconsin Avenue, Washington 20014; (301) 654-9260.

Sept. 16-18—*National Association of Broadcasters Executive Forum* III. Keynote speaker: Allen H. Neuhauser, chairman and president, Gannett Co. Sheraton Inn, Fredericksburg, Va.

Sept. 17-18—*Advertising Research Foundation's* third annual New England Advertising Day. Boston Park Plaza, Boston.

Sept. 18-19—30th annual Broadcast Symposium, *Institute of Electrical and Electronics Engineers, Broadcast Cable and Consumer Electronics Society*, Hotel Washington, Washington.

■ **Sept. 20**—Deadline for entries in annual *U.S. Television Commercials Festival*. For first year, competition is open to spots from Australia, Ireland and the United Kingdom in addition to the U.S. and Canada. Information: U.S. Television Commercials Festival, 841 North Addison Avenue, Elmhurst, Ill. 60126; (312) 834-7773.

Sept. 20-24—*International Broadcasting Convention '80*. Metropole Exhibition Center, Brighton, England.

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

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

Sept. 24—*International Radio and Television Society* Newsmaker luncheon featuring *FCC* Chairman Charles Ferris. Waldorf-Astoria hotel, New York.

Sept. 24—*Cable Television Administration and Marketing Society* Southeast regional marketing seminar. Atlanta Hilton.

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

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

Sept. 25-27—*Southern Cable Television Association* annual convention. Atlanta Hilton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2157.

Sept. 25-28—*American Women in Radio and Television* western area conference. Brown Palace, Denver.

Sept. 26-28—*American Women in Radio and Television* west central area conference. Canterbury Inn, Wichita, Kan.

■ **Sept. 26-28**—*Massachusetts Association of Broadcasters* meeting. Sheraton Regal, Hyannis.

Sept. 26—*Society of Broadcast Engineers* regional convention/equipment show. Syracuse (N.Y.) Hilton Inn. Information: Hugh Cleland, WCNY-FM-TV, (315) 457-0440.

Sept. 28-30—*New Jersey Broadcasters Association* 34th annual convention. Bally's Park Place hotel, Atlantic City.

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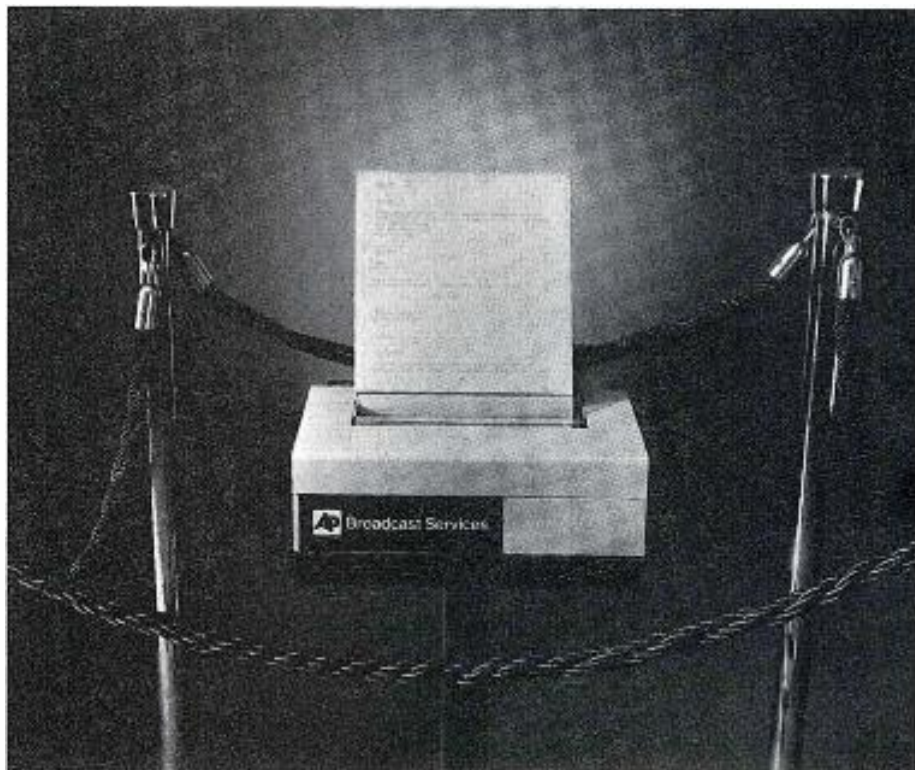
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Major Meetings

Aug. 24-27—National Association of Broadcasters radio programming conference. Hyatt Regency New Orleans.

Sept. 14-17—Broadcasting Financial Management Association 20th annual conference. Town and Country hotel, San Diego. Future conferences: Sept. 20-23, 1981, Sheraton Washington; Sept. 19-22, 1982, Hyatt Regency Kansas City, Mo.

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

Sept. 28-Oct. 1—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

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

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

Nov. 10-12—Television Bureau of Advertising annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 9-11, 1981, Fontainebleau Hilton, Miami.

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; September 1983, Orlando, Fla.; December 1984, San Antonio, Tex.

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

Jan. 18-21, 1981—Association of Independent Television Stations (NITV) convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Jan. 25-28, 1981—Joint convention of Na-

tional 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; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 12-15, 1981—National Association of Broadcasters 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 24-30, 1981—17th annual MIP-TV international TV program market. Palais Des Festivals, Cannes, France.

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

May 6-10, 1981—30th annual convention. American Women in Radio and Television. Sheraton Washington hotel, Washington.

May 25-28, 1981—National Cable Television Association annual convention. Las Vegas. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1983, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, Atlanta.

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

June 10-14, 1981—Broadcasters Promotion Association 26th annual seminar and Broadcast Designers Association third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

Oct. 1-5—Women in Communications Inc. 48th annual meeting. San Diego.

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

Oct. 3-4—National Federation of Local Cable Programming mid-Atlantic region. Fall conference. Hosted by Berks Community Television, independent community television producer, Reading, Pa.

Oct. 3-5—American Women in Radio and Television midwest area conference. Pittsburgh Hilton.

Oct. 3-5—American Women in Radio and Television northeast area conference. Turf Inn, Albany, N.Y.

Oct. 4—Friends of Old-Time Radio annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or 795-3748.

Oct. 5-7—Common Carrier Association for Telecommunications annual MDS convention. Washington Hilton, Washington.

Oct. 5-8—National Radio Broadcasters Association annual convention. Bonaventure hotel, Los Angeles.

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

Oct. 8-9—National Association of Broadcasters television conference. Hyatt on Union Square, San Francisco.

Oct. 8-9—"The World Administrative Radio Conference: An Analysis and Prognosis," sponsored by Communications Media Center, New York Law School in conjunction with International Law Association, at the law school, 57 Worth Street, New York, N.Y. 10013.

Oct. 8-10—Public Service Satellite Consortium, fifth annual conference. Washington Hilton.

Oct. 8-10—National symposium on videodisk programming sponsored by Nebraska ETV, Network, KUON-TV Lincoln, Neb., University of Nebraska-Lincoln and Office of Engineering Research, Corporation for Public Broadcasting. University of Nebraska-Lincoln. Information: Chuck Havlicek, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583; (402) 472-2844.

Oct. 9-10—Pittsburgh chapter of Society of Broadcast Engineers seventh regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 9-12—Missouri Association of Broadcasters meeting. Holiday Inn, Joplin.

Oct. 9-12—American Women in Radio and Television southern area conference. Sheraton hotel, Jacksonville, Fla.

Oct. 9-12—National Black Media Coalition annual meeting. Mayflower hotel, Washington.

Oct. 11—Florida Association of Broadcasters meeting. South Seas Plantation, Captiva Island, Fort Myers.

Oct. 12-13—North Dakota Broadcasters Association fall convention. Ramada Inn, Grand Forks.

Oct. 12-14—Pennsylvania Association of Broadcasters annual fall convention. Toltrees Country Club and Lodge, State College. Information: Robert H. Maurer, PAB, 407 North Front Street, Harrisburg, Pa. 17101.

Oct. 12-14—North Carolina Association of Broadcasters annual convention. Pinehurst hotel and country club, Pinehurst.

Oct. 12-15—CBS Radio Network Affiliates 1980 convention. Arizona Biltmore, Phoenix.

Oct. 14-15—Advertising Research Foundation's second conference on business advertising research and research fair. Stouffer's Inn on the Square, Cleveland.

Oct. 14-16—Kentucky Broadcasters Association fall convention. Hyatt Regency, Lexington.

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

Oct. 15-16—National Association of Broadcasters television conference. Hyatt Regency, Phoenix.

Oct. 15-18—National Broadcast Association for Community Affairs annual convention. Sheraton Washington, Washington. Information: Mal Johnson, Cox Broadcasting, (202) 737-0277.

Oct. 15-19—American Association of Advertising Agencies Western region meeting. Doubletree Inn, Monterey, Calif.

Oct. 16—Connecticut Broadcasters Association annual meeting/fall convention. Hotel Sonesta, Hartford. Information: Bob Meinson (203) 771-7425.

Oct. 16-18—American Women in Radio and Television east central area conference. Broad Court House, Cleveland, Ohio.

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

Oct. 22—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

Oct. 22-24—1980 Japan Broadcast Equipment Exhibition co-sponsored by Electronic Industries Association of Japan, National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.). Science Museum, Kitanomaru Park, Chiyoda-ku, Tokyo. Information: Japan Electronics Show Association, No. 24 Mori Building, 23-5 Nishi-Shinbashi 3-chome, Minato-ku, Tokyo.

Oct. 24—Colorado State University's ninth annual CSU Broadcast Day. CSU, Fort Collins. Featured guest: FCC Commissioner Anne P. Jones. Information: Dr. Robert MacLauchlin, Dept. of Speech and Theatre Arts, 312 Willard Eddy Building, CSU, Fort Collins, Colo. 80523.

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

Sept. 28-Oct. 1—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Sept. 28-Oct. 1—National Association of Black Journalists annual convention. L'Enfant Plaza hotel, Washington. Information: Mal Johnson, Cox Broadcasting, (202) 737-0277.

Sept. 29-30—National Association of Black Owned Broadcasters fall conference. National Association of Broadcasters headquarters, 1771 N Street, N.W., Washington.

Sept. 29-Oct. 2—Sixth VIDCOM International Market for Videocommunications. Cannes, France. Information: John Nathan, 30 Rockefeller Plaza, Suite 4535, New York 10020; (212) 489-1360.

Sept. 30-Oct. 1—National Association of Broadcasters television conference. Fairmont hotel, Philadelphia.

Sept. 30-Oct. 3—Public Radio in Mid-America annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

October

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

Oct. 1-2—National Association of Broadcasters directional antenna seminar. Cleveland Marriott Airport hotel, Cleveland.

Errata

Capsule on page 40 in July 28 roundup of local TV journalism efforts incorrectly credited WTMJ-TV Milwaukee with spot news coverage done by WISN-TV there.

Oct. 26-28—Kentucky CATV Association annual fall convention. Hyatt Regency hotel, Lexington.

Oct. 26-28—"Cities and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by National Federation of Local Cable Programmers and University of Wisconsin Extension. Concourse hotel, Madison, Wis. Information: Dr. Barry Orton, U of W, 610 Langdon Street, Madison 53706; (608) 262-3566.

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

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

Oct. 27-29—Scientific Atlanta Inc. sixth annual Satellite Earth Station Symposium. Marriott hotel, Atlanta. Information: Gene Lovely, (404) 449-2000.

Oct. 27-30—World Conference for Evangelical Communicators, sponsored by Evangelische Omroep (Evangelical Broadcasting) of Holland. RAI Conference Center, Amsterdam.

Oct. 28-29—Ohio Association of Broadcasters fall convention. Carrousel Inn, Columbus.

Oct. 29-30—National Association of Broadcasters television conference. Omni International, Atlanta.

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

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

November

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

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

Nov. 10-12—Television Bureau of Advertising's annual meeting. Hilton hotel, Las Vegas.

Nov. 12—American Women in Radio and Television executive committee meeting. Washington.

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

Nov. 12-14—Institute of Electrical and Electronic Engineers engineering management conference. Colonial-Hilton Inn, Wakefield, Mass.

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

Nov. 12-15—Unda-USA annual general assembly of national Catholic association of broadcasters and allied communicators. Capitol Hilton, Washington. Information: Jay Cormier, 153 Ash Street, Manchester, N.H. 03105; (603) 669-3100.

Nov. 13—Fifteenth annual Gabriel Awards banquet, sponsored by Unda-USA. Capital Hilton hotel, Washington.

Nov. 13—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

Nov. 14-16—Loyola University 11th national radio conference. Hyatt Regency, Chicago. Information: 820 North Michigan Avenue, Chicago 60611; (312) 565-1000.

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

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

■ **Nov. 17-21**—New York World Television Festival.

Screenings of international award-winning programs and seminars. Museum of Modern Art, New York.

Nov. 19—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

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

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

December

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

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

Dec. 3-5—1980 U.S./Southeast Asia Telecommunications Conference and Exhibit. Mandarin hotel, Singapore. Information: John Sodolski, Electronic Industries Association, 2001 Eye Street, N.W. Washington 20006; (202) 457-4934.

Dec. 3-5—Radio-Television News Directors Association international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

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

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

January 1981

Jan. 12-14—Pacific telecommunications conference, sponsored by Pacific Telecommunications Conference, independent, voluntary membership organization. Ilikai hotel, Honolulu.

Jan. 14—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria, New York.

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

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

Jan. 27-29—South Carolina Broadcasters winter convention. Carolina Inn, Columbia.

February 1981

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

Feb. 17—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

March 1981

March 2—International Radio and Television Society anniversary banquet and Gold Medal award. Waldorf-Astoria hotel, New York.

March 12—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

March 16-17—Society of Cable Television Engineers annual spring engineering conference. Opryland hotel, Nashville.

April 1981

April 8—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

May 1981

May 27—International Radio and Television Society annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York.

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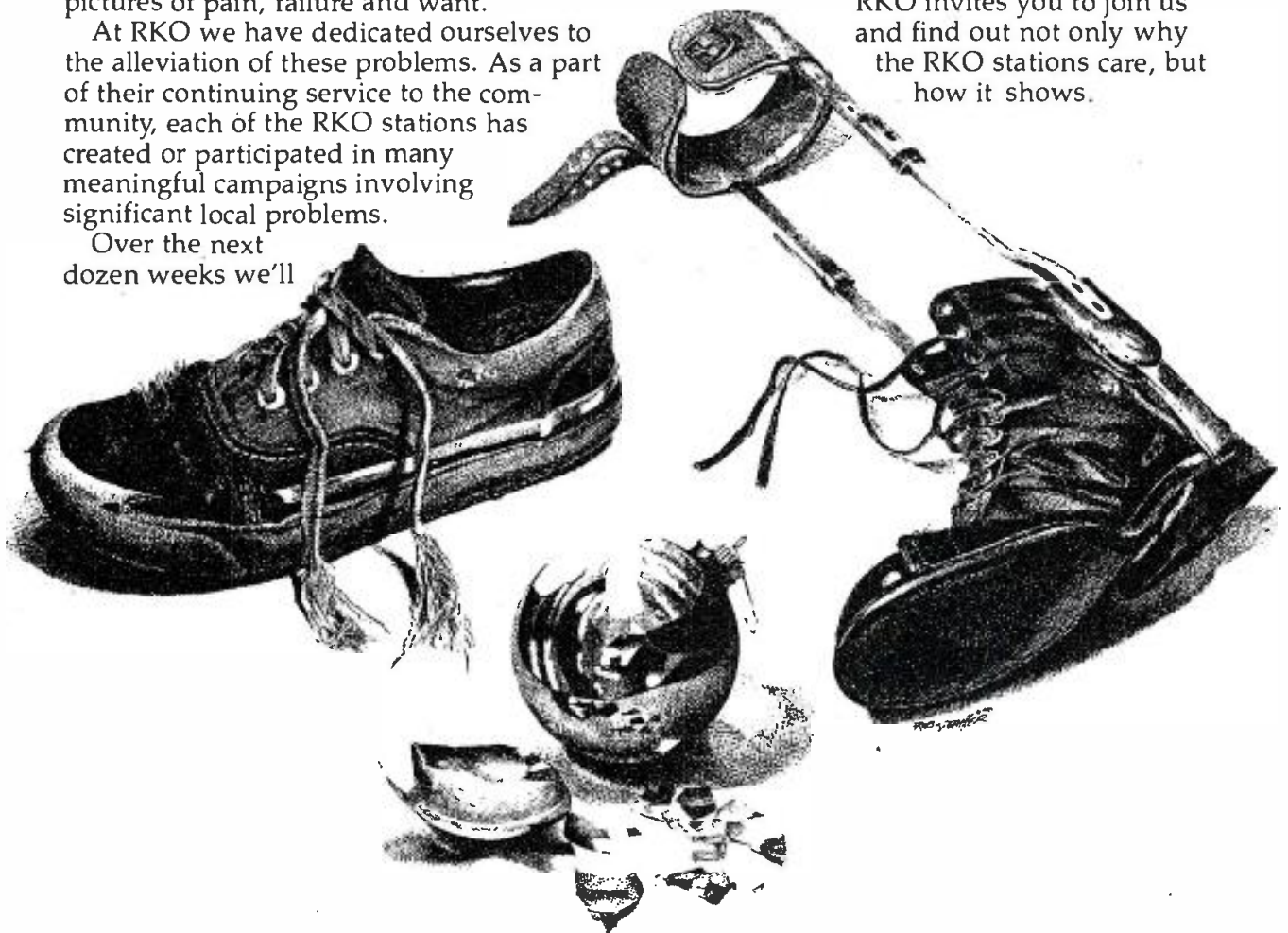
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TOP OF THE WEEK

The final days

In two-day flurry of decisions, FCC cleans off its desk in preparation for August hiatus; AM stereo, 9 khz get further notices of inquiry in two major actions last week

The FCC held its traditional summer house-cleaning last week—two days of meetings on a range of issues—before closing shop for the August recess. On Thursday, the commission considered broadcasting items (Friday was for common carrier), and routine assignment and transfer and renewal applications were at the top of the agenda. But the bigger items were held for last: As anticipated, the agency pulled back its almost-decision to institute the Magnavox system as the standard for AM stereo and, in effect, threw the proceeding open again. Besides opening AM stereo up for further study, the commission also decided the issue of 9 khz channel spacing needs a harder look.

■ Fearing that a final AM-stereo decision based on the existing record would be shot down in appeals, the FCC last week adopted a further notice of proposed rulemaking to strengthen that record.

The centerpiece of the notice is a system-evaluation matrix that ranks the five proposed systems. And from that analysis, Motorola—not Magnavox—emerges as the leading system. But all the system proponents can improve their positions on the matrix by providing data with which the FCC can fill in omissions in the matrix, by challenging the existing ratings and by suggesting new categories and new weightings for the existing categories.

By its own admission, the FCC's decision not to decide will tack on at least six months to the time AM broadcasters must wait before they can begin stereo broadcasts.

At a commission meeting on April 9, the FCC, acting on the advice of its Office of Science and Technology, tentatively selected the Magnavox system as the industry standard (BROADCASTING, April 14). The staff was ordered to write a new order, defending the selection of Magnavox's system.

Jim McNally, the staffer who wrote the notice and presented it to the FCC, said that in the course of preparing that order, the staff soon recognized that because of "ambiguities and omissions" in the record, the selection of Magnavox was not wholly defensible. It then decided to pro-

pose a further notice to clear up those ambiguities and fill the holes.

For a while at last Thursday's meeting, it appeared that the FCC would reject the item and tell the staff to go back and prepare the order it was instructed to. Commissioner Robert E. Lee, who was absent from the April 9 meeting, said he was in agreement with the decision made then. The notice, he said, "makes us look vascillating. I don't know why we can't stick to our guns."

Commissioner Abbott Washburn called the notice "a step backwards" and wondered whether it wouldn't cause the FCC "more legal problems" rather than fewer. Commissioner James Quello wanted to know why, if all five systems are "minimally acceptable," the FCC doesn't stick with Magnavox. "Let's pick one and take the heat."

But in the end, the staff, supported by Chairman Charles Ferris, was able to persuade a commission majority that the

notice was necessary to create a record that would withstand all challenges.

Chief Scientist Stephen Lukasik, who apologized for the "ambiguities, discrepancies and inconsistencies" in the present record, said the notice was needed to build up the record and replace arbitrary decisions with "hard data."

The final vote was unanimous, but only after it was agreed that a paragraph be added to the notice that asks for comments on the desirability of leaving the selection of a system to the marketplace and of the possibility for the development of a universal decoder.

On the first vote taken on the notice, Commissioners Anne Jones and Tyrone Brown voted against it, not because they favored Magnavox, but because they preferred the marketplace approach. They switched their votes in exchange for the marketplace language.

Jones and Brown aren't the only ones continuing to support the marketplace

Scoreboard. The revised AM stereo system evaluation matrix below is the basis of the FCC's further notice of proposed rulemaking on AM stereo. Proponents of the five systems will be asked for data and comments so that the commission staff can revise and complete it, and use it to support the selection of a single system. Asterisks indicate places where the staff did not have sufficient data to make a revised rating. The numbers in parentheses indicate the maximum possible score in the various subcategories. The original matrix, used by the FCC to tentatively approve the Magnavox system in April, will also be included in the notice. The notice containing the two matrices is not due out for a month, but BROADCASTING was told that the matrix published here is correct except for one figure, not identified, which is slightly different.

	MAGNAV OX	MOT OR OL A	H ARR IS	B E L A R	K A H N
I. MONOPHONIC COMPATIBILITY:					
(1) Average harmonic distortion (15)	*	9	6	12	12
(2) Mistuning effects (5)	5	5	5	5	5
II. INTERFERENCE CHARACTERISTICS:					
(1) Occupied bandwidth (10)	10	10	10	10	10
(2) Protection ratios (10)	7	10	8	*	9
III. COVERAGE (Relative to Mono):					
(1) Stereo to mono receiver (5)	*	*	*	*	*
(2) Stereo to stereo receiver (5)	*	*	*	*	*
IV. TRANSMITTER STEREO PERFORMANCE:					
(1) Distortion (10)	8	8	6	8	4
(2) Frequency response (10)	8	5	5	6	8
(3) Separation (10)	7	10	2	6	3
(4) Noise (10)	6	10	8	6	*
V. RECEIVER STEREO PERFORMANCE:					
Degradation in stereo performance over that measured at the transmitter, including consideration of directional antenna and propagation degradation (10)	*	*	*	*	*
	51	67	50	53	51

The Quiet Revol



The Rise of Made-for-TV Movies Continues: Pre-Sold to all Five CBS O&O's.

Six months ago when Paramount introduced MARQUEE II—our two-hour movie package—we pointed out the “quiet revolution” occurring in our industry: the rise of made-for-TV movies. Since then, MARQUEE II has been sold in over 45 markets, including the CBS O&O's.

Now, we're introducing MARQUEE III—our ninety-minute movie package—because demand for this efficiently priced product is continuing to rise. Just consider these facts: for the past two seasons over two-thirds of network first-run movies were made-for-television. And, research for the '78/'79 season shows that these movies combine excellent rating delivery with less

fall-off in repeat airing than theatricals—a distinct programming plus.

MARQUEE III is a carefully selected package of 18 titles that has already been pre-sold to all five CBS O&O's. It offers an unbeatable combination of range, versatility and dynamic performance: averaging an outstanding 19.5/32 in its first prime time exposure, with more than three-quarters of the titles in the 30 plus share category!

Each of MARQUEE III's titles were chosen to keep attracting large audiences. They feature current and compelling themes, like the fast-paced, death-defying adventure of “Stunts Unlimited”; critically acclaimed

ution Explodes!

Marquee III

18 OUTSTANDING MOVIES FROM PARAMOUNT TELEVISION

MARQUEE III
MARQUEE III
MARQUEE III
MARQUEE III
MARQUEE III
MARQUEE III
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AVAILABLE
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1981

with Marquee III...

dramas with awesome delivery, like the 46-share, "The Secret Life of John Chapman," starring Ralph Waite; thrilling dramas like "Locusts," starring Ron Howard and Ben Johnson as father and son struggling against impending disaster; suspense thrillers like "Night of Error"; haunting stories of the occult such as "The Devil's Daughter"; and the hilarious comedy antics of Sammy Davis, Jr. and Jack Klugman in "Poor Devil"; plus stories of romance and mystery starring television's most impressive names.

MARQUEE III. It has the top-draw ratings, exciting stories, and promotable stars to keep you on top of the made-for-TV movie revolution!



**Paramount Television
Domestic Syndication**



idea. Richard Shiben, chief of the Broadcast Bureau, which wrote the April 9 order endorsing the concept, said that the bureau's opinion hadn't changed. And Nina Cornell, chief of plans and policy, also indicated her office's support.

At the meeting, the FCC turned down a number of requests by Leonard Kahn, inventor and promoter of the Kahn/Hazeltine system, and by others for oral hearing.

In pressing the staff on why the FCC should not go with its original decision, Quello said that the outpouring of broadcaster dissatisfaction with the Magnavox selection that he was promised at the National Association of Broadcasters convention in April never materialized. He and Fogarty said that they had received few letters. (The docket contains over 60 anti-Magnavox letters. Most were written at the urging of the losing proponents.)

In a prepared statement, Magnavox President Kenneth C. Meinken said: "We are naturally disappointed in the commission's decision to delay final action on AM stereo for at least six months and possibly a year or more . . . Nobody wins in this game of retesting, forced by vocal and dissatisfied competition. The big—and the silent—loser is the public."

Norm Parker of Motorola said simply: "We're happy. We think they did the right thing."

Kahn, the great proponent of the marketplace, was also delighted. He said that if the question of the marketplace hinges on the question of a universal decoder, "we absolutely know the answer." He said the cost of a universal

decoder would add only four to six percent to the cost of a receiver and that "one of the largest firms in the world has confirmed our pricing."

■ The FCC also decided on a second round of inquiry into 9 khz AM channel spacing. The notice adopted last week seeks comment on "tentative views" reached late last year by the commission on 9 khz.

First and least tentative of these views is that it's official U.S. policy in the international area to push for reducing AM spacing from 10 khz to 9.

Also, the commission invited "showings of interest" in allocations that the FCC proposed in line with an International Telecommunication Union requirement that the U.S. submit a projected list of AM station needs through 1987. Deadline for comments is Oct. 1.

Some other tentative views deal basically with signal interference problems and adjacent channel protection that 9 khz spacing could necessitate. In response to the first notice of inquiry on 9 khz, the commission's feeling is that an additional 3-5 db protections standard will be required for first adjacent channels, but is not necessary for second and third adjacent channels.

One other "view" concerns the economic impact that the shift in bandwidth would cause. The final results of a study to determine the cost for existing stations to switch from 10 khz to 9, conducted by consulting engineers Moffet Ritch & Larson, is due by the end of August. Based on preliminary findings of this study the commission tentatively concluded that the

transition cost will be \$15 million. This figure accounts for the switch in frequency only and does not take into consideration modifications that may be needed to compensate for additional interference.

Among the other actions decided at last week's meetings:

■ The commission conditionally renewed the license of the Educational Broadcasting Corp.'s noncommercial WNET(TV) Newark, N.J.-New York.

Last November, the commission found that WNET's studio facilities were inadequate to serve its principal city of license, Newark (BROADCASTING, Nov. 26, 1979). Since 1961, the station had been operating under a waiver of commission rules allowing a station's main studio to be located outside its city of license as long as adequate facilities are maintained to provide service to the licensed community.

The New Jersey Coalition for Fair Broadcasting argued that WNET's New York facility did not adequately serve New Jersey residents and asked the commission to deny WNET's renewal application.

The FCC ordered the station to come up with a "bricks-and-mortar" proposal to fulfill its licensee responsibility.

WNET's proposal provides for the long-term lease of over 10,000 square feet of space at the Gateway building in downtown Newark and for provision of space for a studio, control room, dressing room, office space, etc. WNET said its also anticipates a direct microwave link to the station's transmitter in New York providing for live broadcasting from Newark.

WNET also said it expects to hire 11 full-time and four part-time employees for

InBrief

NBC's search for top-level public relations executive in president's suite ended Friday with appointment of **James R. Holland**, 50, since 1976 vice president, corporate relations, Miller Brewing Co., Milwaukee. Holland, White House assistant press secretary during Nixon and Ford administrations, becomes senior vice president, NBC, succeeding M. S. "Bud" Rukeyser Jr., now PR chief at *Newsweek*.

■ **American Federation of Musicians joined striking actors** at midnight last Thursday (July 31), walking out on producers of most television entertainment shows. With some 300,000 members across nation, AFM's 5,000-member Los Angeles local shut down most pre- and post-production musical scoring of television and theatrical product. As are members of Screen Actors Guild and American Federation of Television and Radio Artists, musicians are holding out for new contracts covering payments for work in new video technologies (see page 39). In related action late last week, Hollywood's Inter-Guild Council (representing directors, writers and some producers) voted unanimous support for striking actors and issued statement saying, in part: "We are with them, we support their aims, and when it comes our turn at the bargaining table, we will not waiver on the fundamental issues they are confronting head-on."

□ Attorneys for KBCI-TV Boise, Idaho, on Friday **sought court judgment** that Ada county prosecutor Jim Harris **violated free press rights** guaranteed by U.S. and Idaho constitutions in seizing station's videotapes of inmates rioting at Idaho state penitentiary (see page 32). Complaint, filed in Idaho's fourth district court, also seeks injunction barring Harris from searching newsroom in future and order requiring prosecutor to return tapes seized on July 26. Suit was filed **day after**

Harris and station's attorneys reached agreement aimed at enabling Harris to decide whether he will seek search warrant for original videotapes. Station had surrendered copies. Under agreement, intermediary agreed on by both sides will examine copies, then view originals in station's possession to determine whether they contain everything that was shot inside walls. Investigators believe some material was edited out of copies. Harris said he reserves right "to demand everything that was covered in the [original] search warrant." Station attorney William Russell, however, said station would resist further effort to search station.

□ **Canada's secretary of state for foreign affairs**, Mark MacGuigan, has **expressed disappointment and regret** at President Carter's decision to seek legislation to **retaliate against Canada** for its law denying tax deduction for advertising that Canadians place on U.S. stations and that is aimed at Canadian audiences (see page 43). However, MacGuigan, in statement released by Canadian embassy in Washington, said tax law at issue is important element of Canadian cultural policy and would not be changed. He said law was aimed at maintaining economic viability of Canadian broadcasting system so as to insure Canadians opportunity for cultural self-expression.

□ **Department of Justice last week issued draft guidelines** aimed at limiting occasions when government lawyers may request, or consent to, **closing of judicial proceedings**. Under proposed guidelines, on which public and media have been invited to comment, government lawyers could not seek or agree to closing of any portion of judicial proceeding without receiving permission of top Justice Department official. And that permission could not be granted unless request met criteria that, Justice said, are designed to assure that proceedings are not closed except where "plainly essential to the interests of justice." Attorney General Benjamin R. Civiletti said guidelines "constitute an exercise of self-restraint."

Newark and to promote the existence of the facility on-air.

The FCC gave WNET until June 1, 1981, the end of its license term, to comply.

■ The FCC denied the issuance of a tax certificate in connection with the 100% transfer of control of KEYN-AM-FM Wichita, Kan., from Mr. D's Radio Inc. to Long-Pride Broadcasting—contrary to a staff recommendation.

Entertainer Charlie Pride, who owns 45% of LPB plus a 10% voting trust in the company, had requested the tax certificate pursuant to the commission's minority ownership policy. However, the commission felt that the 10% voting trust was given to Pride, a black, merely to establish his majority control and therefore be eligible for the tax break.

The staff argued that since Pride is the largest stockholder, there is "sufficient basis to believe Pride would take an active interest in the operations of the stations." The commission, however, said it was clear from the application that Pride would have no active interest in the stations and ruled against the tax break.

■ The commission denied a petition for rulemaking filed by Citizens Communication Center to require broadcasters to air public service announcements reporting the existence of the FCC's Consumer Assistance Office. The FCC said such a rule would "represent an inappropriate intrusion into broadcasters' discretion."

■ The commission decided it may be time to revisit its so-called Golden West policy, which holds that a licensee-owned representative company may not represent a station that serves the same community

in which a station commonly owned with the rep is located.

The action was the result of three rep-firm petitions: Torbet Radio had filed for a waiver of the policy, McGavren-Guild had requested an opinion and Buckley Radio Sales had submitted an application for review of an earlier staff decision.

The commission denied those petitions, but said since the policy was adopted in 1969, it may now be useful to gather information on whether it should be retained, modified or eliminated. Hence, it issued a notice of inquiry.

■ The commission issued a further notice of proposed rulemaking which seeks to delete the FCC examination requirements for operators who install, service, maintain and adjust transmitting equipment at AM, FM and TV stations. The rulemaking also proposes to abolish the first class operator license.

Nielsen gets first good grip on cable and viewing levels

Wired homes watch more television and push up over-all sets in use, although local stations may experience declines in their market

A first-time look at differences and similarities between viewing habits in cable and noncable homes is provided in a new special research study by the A.C.

Nielsen Co. Conducted in eight markets chosen for their differences, the study charts declines of varying proportions in home stations' share of viewing in cable homes and undertakes to track the audiences of such alternatives as pay cable, cable originations, superstations and subscription TV as well as to appraise the effects on network affiliates, independents and public stations.

The special study shows that cable homes in the eight "test markets" have substantially higher viewing levels than noncable homes—also a basic finding of Nielsen's ongoing pay cable reports, which have been conducted in conjunction with the Nielsen Station Index's regular local measurement sweeps since February 1979 and now number five.

One of the bottom-line findings is that "the pay cable household watches just as much general television as anybody else, but it watches more television because of the [pay cable] programming," Dwight M. Cosner, Nielsen analyst, said of the findings in the five cable reports thus far. "There is very little erosion of the commercial TV audience," he said, although the latest study turned up general declines in local-station audiences in cable homes.

Where the sweeps-related studies have dealt primarily with comparisons between audiences in pay cable homes and those in total TV homes, the special study attempts to track viewing wherever it is done—to home stations, "outside" stations, pay cable, cable originations and the like. Nielsen officials say this has never been done before.

For the study, Nielsen picked markets

Satellite Television Corp., subsidiary of Comsat General Corp., has retained Foote, Cone & Belding Communications Inc. to **assist in developing programming for its proposed satellite-to-home subscription television service.** David Ofner, president of FCB advertising, said chores will be handled by company's programming unit, FCB/Telecom, headed by Jack McQueen.

□

"Significant package" of Paramount films has been picked up by NBC-TV including "Airplane," "Meatballs" and "North Dallas Forty" for undisclosed price believed to be in **\$50 million-\$60 million range.**

□

Legal counsel to Arbitron Radio Advisory Council said Friday that **antitrust suit** against Arbitron or approach to Justice Department for **formation of all-industry radio negotiating committee** seem most viable approaches to free radio stations from being "dictated to by Arbitron" on "contracts, pricing and service." Counsel, Jason Shrinky of Washington, acted after getting legal opinion from New York firm on whether all-industry committee could be formed to negotiate with Arbitron, as advisory council had proposed (BROADCASTING, June 2).

□

Tax returns for 1979 made public by Republican presidential candidate **Ronald Reagan** show he **earned \$58,453 from his radio program** syndicated by Harry O'Connor. He listed tax payments of \$230,886 on \$515,878 in adjusted gross income.

□

Kayo(AM) Seattle became **first radio station in country to receive high-fidelity feed of AP Radio Network** last Wednesday (July 30), via Western Union satellite. Kayo official said higher fidelity transmission was "spectacular." Satellite provides audio range of 8 khz, compared to 3 khz of telephone feed. AP Radio says satellite system eventually will carry network to more than 1,000 of its affiliated stations, will transmit RKO

Radio Network under shared-use agreement and will make similar arrangements with other news organization.

□

FCC Broadcast Bureau has **postponed** action until September on NAB request to form joint **government-industry advisory committee** to study various commission proposals affecting AM and FM bands. Bureau wanted to deny request, but majority of commissioners was in favor of it. Earlier in week, group of NAB officials met with State Department to establish liaison to contribute input on international communications matters.

□

House Appropriations Subcommittee with jurisdiction over public broadcasting recommended in closed session last week that Corporation for Public Broadcasting receive **\$172 million for fiscal year 1983**—far short of \$220 million CPB had been seeking.

UpComing

Near picket lines: Federal Mediation Service schedules negotiating session today in Hollywood between striking AFTRA-SAG and Motion Picture Negotiating Committee (see page 39). **In San Francisco:** Cable Television Administration & Marketing Society continues Aug. 3-7 convention at St. Francis hotel. **In Washington:** Meeting of NAB Task Force on Radio Allocations. In attendance will be officials of State Department with which NAB hopes to have ongoing liaison on international communications policy. NAB executive committee meets Tuesday and Wednesday with major focus of agenda on recent FCC and Copyright Royalty Tribunal decisions. **In Boulder, Colo.:** FCC Commissioner Anne Jones will speak Tuesday at common carrier telecommunications conference sponsored by NTIA and Duke University.

contrasting in size, number of home stations and cable penetration: New York; Detroit; Hartford-New Haven, Conn.; Tulsa, Okla.; Des Moines, Iowa; Peoria, Ill.; Meridian, Miss., and Zanesville, Ohio. They range in rank from first (New York) to 198th (Zanesville), in cable penetration from 2% (Detroit) to 62% (Zanesville) and in home stations from one (Zanesville) to 16 (New York). Cable/noncable data on four markets was obtained from diaries from Nielsen's November 1979 sweep and for the others from February 1980 sweep diaries.

The report, prepared by Tricia Dignam, manager of NSI's analysis/information department, has this to say about cable's effect on home-station shares:

"The share of viewing to home stations is smaller in cable homes [but] this varies according to what is available in the market.

"Meridian and Zanesville have fewer than three network affiliates. The cable homes viewing outside stations in these markets seek mainly additional affiliate choices. In both these markets superstations—primarily WTBS [Atlanta] but also WGN-TV [Chicago]—provide the only available independent signals; they are viewed most heavily in early fringe.

"Peoria, Des Moines and Tulsa have all three network affiliates and no independent stations. Here the cable homes viewing outside stations tuned in primarily to the independents, both to the indies in adjacent markets and to the superstations. New York has a great variety of home stations: three network affiliates, six independents and seven public stations. For the most part, the cable homes that were not viewing home stations were not tuning to other markets but to the pay cable channels."

Some examples:

In Des Moines (five home stations, 14% cable penetration) in roughly prime time (7:30-11 p.m. NYT), 97% of viewing in noncable homes was directed to home stations, 2% to Cedar Rapids stations and 1% to an Ottumwa, Iowa, station. In cable homes, 77% was with home stations, 9% with pay cable, 5% with two superstations, 5% with a Kansas City independent, 1% with an Omaha affiliate, 1% with the Ottumwa station, and 1% with a Cedar Rapids station.

In New York (16 home stations, 13% cable penetration), also in the 7:30-11 NYT period, 98% of viewing in noncable homes was with home stations. In cable homes this figure dropped to 83%, while 8% went to pay cable, 1% to cable originations and the rest to various outside stations. Home-station viewing of networks dropped from a 78% share in noncable homes to 67% in cable but the networks picked up five more cable-home percentage points through viewing of affiliates outside New York.

In Zanesville (one home station, 62% cable penetration): In noncable homes, 36% of the 7:30-11 p.m. viewing went to the home station, 63% to four Columbus,

Ohio, stations and 1% to a Wheeling, W. Va.-Steubenville, Ohio, station. In cable homes, the home station's share dropped to 30% and the Columbus stations' to 54%, while pay cable accounted for 3%, cable originations 2%, the WTBS superstation 3%, a Charleston-Huntington, W. Va., station 2% and Wheeling-Steubenville stations 6%.

In Detroit (eight home stations, 2% cable penetration): In noncable homes in the 7:30-11 p.m. period 96% of the viewing went to home stations. In cable homes this dropped to 85%, with 3% going to pay cable, 3% to the KTVU(TV) San Francisco superstation, 4% to Toledo, Ohio, stations, 2% to Canadian stations.

In other markets, the prime-time levels of pay-cable viewing were 4% of cable homes in Meridian; 6% in Peoria, 8% in Tulsa and 8% in Hartford-New Haven. In the 11:30 p.m. to 1 a.m. NYT period, the figures tended to run higher in most markets.

The share of viewing for cable originations—that is, all cable services except pay and broadcast signals—generally ran at 1% or less in prime time, and in most markets in late night. However it reached 3% in New York and Meridian and 6% in Zanesville in the 11:30-1 period.

The report concludes: "Programming is the key to viewership, whether it be broadcast, pay cable or cable origination. Given a wide selection of program options the viewer can gravitate to the material of greatest personal interest. Further, it appears that the availability of increased program selection is associated with increased viewing levels—programming attracts viewers to the TV set."

Similarly, Nielsen's Cosner noted that Nielsen's ongoing studies—the latest from the May 1980 sweep—show that pay cable tends to do better in broadcast TV's rerun periods, for example.

During this year's May sweep, a mostly rerun month, pay programming did exceptionally well. For the first time since Nielsen started the studies, the Home Box Office pay service had a higher average share of prime-time viewing than any of the networks for a full week. HBO averaged a 25 share, ABC 23, CBS 23 and NBC 17.

This happened in a week that, as Cosner put it, "HBO loaded up its schedule the way the networks do in sweep periods."

HBO's centerpiece for the week was its premiere of the blockbuster movie, "Deer Hunter," on Sunday, May 18. Between 8:30 and 9 p.m., "Deer Hunter" had a 41 rating in HBO homes, compared with an 8 for "Mysteries of the Sea" on ABC, a 12 for *One Day at a Time* on CBS, an 11 for *CHiPs* on NBC and, in homes with the Showtime pay service, a 2 for Showtime's "The Me Nobody Knows." Among all U.S. TV homes during this half-hour, each of the network shows had an 18 rating.

"Deer Hunter's" 41 rating was the second highest pay cable rating Nielsen has recorded, exceeded only by "Saturday Night Fever's" 44 on HBO in February.

"Deer Hunter" also showed strength in its Showtime premiere earlier in May when, scheduled on a Saturday night, it pulled a 28 rating for the 9:30-10 half-hour in Showtime homes against a 17 for ABC's *Love Boat*, an 8 for CBS's "Billy Jack," and a 4 for NBC's *Joe's World*. In HBO homes in the same half-hour, the premiere of a Bette Midler special scored an 18 rating to lead ABC by two points, CBS by eight and NBC by 12.

Despite these and lesser instances of superior pay cable appeal, Nielsen's Cosner notes that the Nielsen studies have consistently shown that pay cable homes watch nonpay programming—that is, all TV programming except pay—as much as the general population does, and often more. They're also watching pay programming about an hour more per week than they did a year ago—five hours and two minutes out of 40 hours and 19 minutes of total viewing this past May, versus three hours and 47 minutes out of the same weekly total in May 1979. In addition, he says, pay cable has been reaching 75% to 80% of its subscribers in an average week, while each of the commercial networks was reaching 88% to 93%. (That was the average on an all-day basis, 7 a.m. to 1 a.m., whereas pay cable generally doesn't start until late afternoon.) In pay cable homes in May 1979, the average weekly cums were 90% for ABC, 89% for CBS, 88% for NBC and 75% for pay.

Adding insult to injury: CRT gives only 3.25% to broadcasters

Program producers get 75% of cable royalty payments; noncommercial TV gets 5%; court fight is very likely

For the broadcaster, the news from the cable front has gone from bad to worse. Last week the Copyright Royalty Tribunal said that of nearly \$15 million in copyright royalties collected from the cable industry in 1978, commercial TV stations should get \$475,958—3.25% of the total—and that has to be shared with Canadian stations. The National Association of Broadcasters had requested a 21.5% cut for U.S. television alone. Three-quarters of the royalty payments will go to program producers; noncommercial television's slice of the pie is 5%.

The CRT action followed by less than a week the FCC decision to lift the last remaining rules restricting cable signal carriage and simultaneously to reject retransmission consent, the broadcasters' long-shot hope to right what they see as an imbalance in the marketplace. In turning down retransmission consent, the commission said that any such redress was the

responsibility of the copyright tribunal or Congress.

The CRT's action last week divided the approximately \$12 million due from cable for 1978, plus more than \$2 million in interest collected since then.

Although the CRT notice issued last week is not final, the formula is not expected to change substantially, if at all. By law, the CRT must conclude the proceeding by Sept. 11, and its remaining business is to decide how the joint claims will be distributed among individual claimants. The tribunal said it would not spell out the reasons behind the allocations to joint claims until it determines the individual disbursements.

Reaction in broadcasting was shock, but there is no recourse at the tribunal. The decision can be appealed, however, to the U.S. Court of Appeals, which appears to be a certain course of action.

Under the formula released last week, the \$14,644,871.44 will be distributed as follows: Motion Picture Association of America, Christian Broadcasting Network and other program syndicators, 75%; joint sports claimants and the National Collegiate Athletic Association, 12%; the Public Broadcasting Service, 5%; music performing rights societies, 4.5%; U.S. and Canadian TV broadcasters, 3.25%, and National Public Radio, .25%. Commercial radio will get nothing; NAB had asked for 1.5%.

Among its other conclusions, the CRT ruled that copyright owners of cartoon characters were not entitled to payments, and fees could not be allocated to broadcasters for the secondary transmission of the broadcast day as a compilation.

The formula issued last week differed considerably from the version proposed by NAB, but was not too different from proposals offered by other claimants, most of whom suggested that the broadcasters were not entitled to more than 3%-6%. In the final analysis, all claimants received less than they had asked for, but the broadcasters' total was in the greatest disparity to the original request.

This latest blow to broadcasters came as about 20 communications lawyers were meeting at NAB headquarters in Washington to, as one source put it, "plug the hole in the dike before the whole thing breaks down."

In response to cable deregulation by the FCC, NAB assistant general counsel Jim Popham said there are essentially three options: asking the FCC for reconsideration, filing an appeal in court, or filing as an intervenor in Malrite Broadcasting's appeal, filed in the Second Circuit Court of Appeals in New York immediately after the commission decision (BROADCASTING, July 28).

And there's no doubt that an appeal will be taken, he said. But its course will be determined largely by the language of the FCC order, which is not expected out for three weeks.

But Popham indicated that NAB will take each issue one step at a time. David Polinger, vice president and assistant to



Decision-makers. Members of the Copyright Royalty Tribunal (seated l-r): Mary Lou Burg, current chairman, worked in both radio and TV, including terms as general manager and sales manager of WYLO(AM) Jackson, Wis., before serving as vice chairman and deputy chairman of the Democratic National Committee in 1970-77; Clarence James, an attorney, was director of law/deputy mayor of Cleveland, 1968-71, special counsel to the Ohio attorney general, 1972-77, and on the staff of the Carter presidential campaign in 1976; (standing l-r): Thomas Brennan, first chairman of the tribunal, was chief counsel of the Senate Subcommittee on Patents, Trademarks and Copyrights, which was responsible for present copyright law; Frances Garcia, chairman of the tribunal's budget committee, was audit and office manager of the Austin office of Arthur Anderson & Co., an international accounting firm; and Douglas Coulter, a freelance writer who worked in both the Carter and McGovern presidential campaigns. Tribunal members ordinarily will serve seven-year terms, although Garcia and James are serving five-year terms. All five commissioners, who are in the third year of their terms, and who rotate the chairmanship every year, receive pay comparable to a GS-18 civil-servant rating, approximately \$50,000.

the president of WPIX(TV) New York and head of NAB's ad hoc committee on cable copyright royalties, agreed that "each of these areas is going to have to be taken on its own merits."

Broadcasters are prevented from appealing the CRT's decision at this point because the proceeding is not conclusive. Popham said an appeal at this time would be "premature."

NAB will get some direction from its executive committee when it meets this week. John Summers, NAB's executive vice president and general manager, said that NAB must decide not only how to appeal the two decisions but also "what do we try to get from Congress to remedy the situation."

Even though the copyright law now provides for adjustments in fees when there are regulatory changes, Summers said it's no longer enough. "We need a stronger copyright law. The whole cable industry has grown from an infant to an emerging giant. We need a realistic copyright law," he said.

Perhaps one objective might be full copyright protection for broadcasters, he indicated, acknowledging that this would entail a form of retransmission consent.

Although industry sources said there would likely be heavy lobbying in the fall, apparently some in Congress have already taken notice of the decision. Representative Tom Railsback (R-Ill.), a member of the Subcommittee on Courts, Civil Liberties and the Administration of Justice, which has CRT oversight responsibilities, sent a letter to subcommittee Chairman Robert Kastenmeier (D-Wis.) expressing concern about the decision.

Predictably, the Motion Picture Association of America was more than pleased with the decision. MPAA President Jack Valenti called it "a splendid and deserved victory" for his organization.

"The tribunal, acting on a record that is clear and decisive, demonstrates that it understands the complex world of syndicated television programming," Valenti said. "We are grateful to the tribunal for that understanding."

"The tragedy of this whole procedure is the lamentable fact that the tribunal has no power to correct the basic unfairness of the Copyright Act of 1976. Program owners are getting from the copyright pool only a tiny fraction of the true worth of their programs."

Claimants in the case had put in for well

over 100% of the total pool. At one time most of them had worked out a formula among themselves for distribution of the funds, but it was rejected by the MPAA, leaving the task to the CRT (BROADCASTING, May 5, July 14).

NAB arrived at the 21% figure with the aid of a computerized data base consisting of information from reports filed by cable systems with the Copyright Office, and data from the 1978 annual programing report, which is compiled by the FCC.

Rewrite victory tempered by Senate delay

House Commerce Committee moves Van Deerlin's bill to amend Communications Act, including telephone company deregulation; Senators Packwood and Goldwater call for more hearings which may stall consideration

The move to get communications legislation through Congress took a major step forward last week. And then another step back.

The House Commerce Committee, by a 34-to-7 vote, approved H.R. 6121, which would amend telecommunications sections of the Communications Act. At the same time, however, the Senate Commerce Committee all but closed the door for this congressional session on its revisions of the Communications Act, which contain broadcast and cable provisions.

Senate actions notwithstanding, it was a happy Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, who had repeatedly been frustrated in earlier attempts to get a bill to the House floor. Although the legislation still faces some hurdles, Van Deerlin predicted after last Thursday's (July 31) vote that the bill could be before the full House shortly after Labor Day.

As reported, the bill would substantially deregulate the telephone industry, stipulating that competition shall be relied on to the fullest extent possible. The bill deals heavily with the structure of AT&T—an area that sparked the most heated debate during the mark-up process.

The bill requires AT&T to set up at least one fully separate subsidiary, over an eight-year transition period, for offering any unregulated telecommunications services. However, under an amendment offered by Representative Timothy Wirth (D-Colo.) and approved by a 25-to-5 vote, AT&T itself would be barred from offering mass media services, such as teletext. Adoption of the amendment was a clear victory for the American Newspaper Publishers Association, which had expressed concern that the bill would have allowed AT&T to edge into the business of delivering news and advertising services.

The amendment, which had the support of Van Deerlin, allows AT&T to offer the facilities necessary for electronic information services, provided they are made available to all users on a nondiscriminatory basis. AT&T would be prohibited, however, from offering the types of information being offered by newspapers, periodicals, radio or television.

Supporting this concept was CBS, which has been actively eyeing the teletext market. In a letter to Van Deerlin, CBS Inc.'s Washington Vice President, William Lilley, wrote that CBS agrees "the only way to encourage entry by others in the provision of information services is to limit AT&T to originating information like directory listings and time and weather. AT&T would still be allowed to operate a computer service," Lilley added, "but information and news stored in the computer would be provided by others."

In allowing AT&T to compete in areas not regulated by the FCC, the bill modifies a 1956 consent decree between AT&T and the Justice Department. This has caused concern among members of the House Judiciary Committee, who also believe the legislation could have an effect on Justice's pending antitrust case against AT&T, which is scheduled to go to trial this fall. At the request of seven members of the Subcommittee on Monopolies and Commercial Law, Judiciary Chairman Peter Rodino (D-N.J.) has asked that the bill be referred to his committee before going to the House floor for consideration. If his request is granted, the bill will have to face more, and perhaps tougher, scrutiny.

Although AT&T endorses the concept of the bill, it has expressed displeasure about being prohibited from entering the data processing field. It also has voiced its objections about the Senate bill, S. 2827, and its differences with key members of the Commerce Committee apparently have not been resolved.

Last week, Senators Howard Cannon (D-Nev.), chairman of the Commerce Committee, and Communications Subcommittee Chairman Ernest Hollings (D-S.C.) sent a letter to Senators Robert Packwood (R-Ore.) and Barry Goldwater (R-Ariz.), co-authors, suggesting that consideration of the bill be postponed.

The letter said numerous comments about the legislation had been received, and some serious questions still remain.

"We believe that adequate exploration of these questions will require comprehensive hearings," they wrote. "As a practical matter we realize that this decision greatly compounds the present scheduling difficulties in the Senate and makes Senate passage of S. 2827 or any other communications legislation unlikely during this Congress."

Neither Packwood nor Goldwater would officially endorse that position, however. In a letter to Hollings, Packwood wrote: "I don't agree we should scuttle the Communications Reform Bill . . . If necessary, we should have one or two more days of hearings and then go to a mark-up. I am convinced, Fritz, that we can get a bill through the Senate, through conference with the House, and to the White House prior to adjournment."

Industry observers agreed that the request for hearings closed the door even tighter on the chance of legislation this year, but not everyone was willing to write off the chances of passage completely.

Van Deerlin said he thought there was still "some powerful support" for a Senate bill, and approval of the House version would "compel them to move along."

Van Deerlin said he expected a tough fight on the House floor, which is not unusual. "It always is with landmark legislation," he said. He added that his bill had the "absolute support" of the administration, and if the bill goes to the President in its present form it will be signed into law.

In adopting the bill, the House Commerce Committee voted down an amendment offered by Representative Edward Markey (D-Mass.) that would have expanded the FCC's authority over the deregulation of AT&T. Van Deerlin, Wirth and Representative James Broyhill (R-N.C.) argued that the amendment would have gutted the intent of the entire bill.

The bill also included an amendment offered by Representative Richardson Preyer (D-N.C.), previously introduced as a separate bill, that makes illegal the unauthorized reception of subscription TV signals. As worded, however, the language is limited only to common carriers, and does not mention broadcast or cable.

Cooperation. With the telecommunications bill having been approved by the Commerce Committee, the staff will work on finishing report language to accompany the bill. A concern of broadcasters when the bill was introduced was that it would alter the FCC's "must-carry" rules, which guarantee the carriage of local broadcast signals by cable systems. As a compromise, the National Association of Broadcasters and the National Cable Television Association have agreed to ask that language be included in the report stating that the bill is not intended to affect the commission's authority to require cable systems to carry local television stations. "Such regulation is 'reasonably ancillary' to its responsibilities for the regulation of broadcasting and the commission's power to impose signal requirements is unaffected by this act" is the language suggested by NAB President Vincent Wasilewski, in a letter to Representative James Broyhill (R-N.C.). "In light of this agreement, the NAB has no position on any proposed amendment to strike cable common carrier exemption from the bill," Wasilewski wrote. "We would hope, however, that to the extent there are issues which are of legitimate concern to interested parties that the committee give due and proper consideration to those issues in its continuing oversight of telecommunications policy"

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Boise prosecutor fulfills fears created by 'Stanford Daily'

KBCI-TV newsroom subjected to search by authorities armed with warrant and looking for tapes of prison riot; action may spur Hill to legislate

As the Senate and House were moving toward completion of action on legislation aimed at protecting newsrooms from such incursions, an investigator for the Ada county, Idaho, prosecutor's office and five sheriff's deputies showed up on Saturday morning (July 26) at KBCI-TV Boise with a warrant to search for videotapes made earlier in the week inside the walls of the riot-torn state penitentiary. The incident, although perhaps not a classic example of the kind of thing journalists say a Supreme Court ruling has made possible, could help speed enactment of legislation to bar such searches. The incident has already taken on the trappings of a major cause among media groups.

The tapes had been made Wednesday night and Thursday morning (July 23-24) by a news team headed by Bob Loy, the station's managing editor, who had been invited into the prison to hear the grievances of inmates who had taken over the prison and were holding two guards hostage. The ENG camera rolled for two hours as the crew—the only journalists inside the walls during the takeover that ended peacefully on Thursday morning—toured the facility with some inmates.

To KBCI-TV, the news team's visit made for an important piece of journalism. The tapes provided material for a half-hour documentary broadcast on Wednesday evening. To Ada county prosecutor Jim Harris, however, the tapes contained potentially valuable evidence for use in prosecuting convicts for crimes committed in connection with the takeover, which resulted in up to \$15 million in damages to the prison.

So Harris decided to go after the tapes. And the station, whose policy is not to make available to anyone material that has not been aired, was bound to resist—to the limits permitted by law. Surrendering what amounts to reporters' notes containing confidential material, said Paul Riess, the station's news director, would damage KBCI-TV's credibility for protecting sources. "No one in town will talk to us if they think we'll divulge sources as soon as the

police come waving the flag," he said. Thus, the grounds for conflict were set.

The authorities did not swoop down, unannounced, on the newsroom. That is probably the darkest fear journalists have as a result of the Supreme Court decision, in the *Stanford Daily* case, in 1978, that police need only a court-issued warrant to search a newsroom for evidence, even if none of the journalists involved is suspected of a crime (BROADCASTING, June 5, 1978). Indeed, Harris issued a news release on Friday (July 25) announcing his intention to search. But it was unsettling enough.

Harris obtained a search warrant on July 24, the day the prison riot ended, and on the next day met with the station's attorneys in an effort to obtain the tapes voluntarily. The attorneys refused to make them available, then made an unsuccessful effort to obtain a court order to quash the warrant on the ground the material was confidential and protected by the First Amendment. On Saturday, shortly before 9 a.m., Harris called the station's attorneys and said the warrant would be served that morning. The prosecutor's team, headed by A. Dee Pfeiffer, an investigator, entered the newsroom at about 9:30 a.m.

A videotape of the incident made by the CBS affiliate and shown that evening on the *CBS Evening News* records Riess as saying, "I feel this is a clear infringement of our First Amendment rights. But seeing how we have no legal recourse, I suppose we have to let you search."

The segment broadcast by CBS then showed investigators looking through desk drawers and file cabinets—doing the kind of rummaging journalists say could turn up confidential information—before leaving with two videocassettes. Pfeiffer said the random search was made only after Riess refused to direct the deputies to the tapes. Riess said he had no intention of helping but that Harris's team included an "expert"—a former Boise television newsman, John Rooney, now a spokes-



Searching. Sheriff's deputies in the KBCI-TV newsroom.

man for the Idaho Department of Law Enforcement—who could have told the searchers where they might look. In time, one of the station's attorneys, William Russell, directed the team to the area where the tapes were located.

But that has not ended the incident. The tapes proved to be copies; dubs had been made after the station learned Harris wanted the material. Pfeiffer said he dispatched two deputies to the station attorneys' law office after being informed the originals were there, and Pfeiffer said they came upon a colleague of Russell's leaving "with a box of videotapes." The originals are still in the attorneys' possession, but Russell has assured Harris they will not be removed from his jurisdiction.

Last week, one issue that was developing was whether Harris would seek a search warrant for the originals to determine if the copies are complete. Harris has said his investigators believe the tape has been edited. And Pfeiffer indicated a warrant would be sought. "There is material of evidentiary value" in the tapes that were turned over, he said. "I can only assume the material we don't have would have some value." (Harris was expected to make a decision on a second search warrant later in the week.)

Riess insists the tapes contain everything covered in the warrant. But Loy said they do not contain "all the material that was shot. A lot of video was shot in and around the administration building."

Station officials and their attorneys were



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engaged in a continuing round of discussions last week to consider what their next step might be. One question that might be taken to the state courts is whether Harris's investigators overstepped the authority of their warrant in rummaging through reporters' desks. Another question apparently being pondered is how the station would respond to a second subpoena.

There was also the possibility that Harris might attempt to call Loy as a witness—an attempt that would probably spark another First Amendment dispute. Loy last week said he would refuse to divulge his sources or the information given him in confidence. "I'm prepared to go to jail on this," he said. "I don't want to go to jail, but that would be better than having my First Amendment rights and those of my sources stripped away."

Harris, however, contends that Loy has no First Amendment rights under the circumstances. He said the KBCI-TV representatives had acted not as reporters but as "newsmakers." He said they were "acting as agents for the inmates who requested their presence to communicate with the administration" and as "an agent for the administration. They were not acting under First Amendment rights."

Whatever new direction the issue takes, it has already attracted nationwide attention. Riess has received calls from radio and television stations, as well as newspaper reporters and columnists, asking for comment. And in addition to the piece on the *CBS Evening News*, on July 26, the story received national attention on ABC's *Nightline*, on Tuesday, during which Riess and Harris were interviewed live, and in further stories on the *Evening News* on Wednesday and Thursday.

And the publicity is stimulating pledges of support. Riess said he had received expressions of support from the National Association of Broadcasters, the Radio-Television News Directors Association, and CBS. CBS News President Bill Leonard and RTNDA President Curtis Beckmann, of WCCO(AM) Minneapolis, issued statements deploring the search of the KBCI-TV newsroom. Beckmann called it "a vivid illustration of the totalitarian-style abuse made possible by the Supreme Court's unfortunate decision in the *Stanford Daily* case."

And he and Leonard cited the incident as proof of the need for enactment of legislation that Congress is considering that would bar searches of newsrooms by police armed only with a warrant.

The Senate is expected to act this week on a bill (S. 1790) requiring police to obtain subpoenas before searching newsrooms. A bill (H.R. 3486) pending in the House, which is broader—also protecting nonsuspect third parties, such as lawyers and doctors—is expected to reach the floor after the Democratic national convention next week. Subpoenas cannot be issued without advance warning, which permits the request for one to be opposed in court. Senate and House aides who have been working on the legislation regarded the Boise police action with hardly suppressed glee. "It strengthens our posi-

NewsBeat

Waiting. U.S. district judge in Philadelphia has deferred ruling on motions to quash subpoenas of reporters for *New York Times* and NBC News, whom lawyers for four defendants in Abscam case want to question. Judge John P. Fullam said he will make his decision after government decides whether to disclose report of its investigation of news leaks in Abscam case. Reporters whose testimony is sought are Leslie Mailland of *Times* and Brian Ross of NBC. Subpoenas have also been issued for NBC News President William Small and Anthony Marro, manager of *Newsday's* Washington bureau. Attorneys for Philadelphia lawyer and three city councilmen are seeking dismissal of indictments against them. They are contending that prosecutorial misconduct and leaking of information to reporters on Feb. 2, before indictments were issued, have made it impossible for defendants to have fair trial.

□

Turned down. U.S. district court in New York has dismissed complaint of 26 independent film producers and directors aimed at preventing ABC, CBS and NBC from continuing policy of airing only those television documentaries they produce themselves. Plaintiffs said policy violated their First Amendment rights and antitrust law. Judge's order, however, leaves plaintiffs option of repleading one argument—that internetwork conspiracy exists.

‡

tion," said one.

Pfeiffer gave two reasons a subpoena was not sought. He said Idaho law requires that a request for a subpoena name a defendant, and the state had not developed a case against any individuals. What's more, he said, prisoners—their quarters destroyed in the riot—were being shipped to prisons outside the state. However, Pfeiffer said the bulk of prisoners regarded as likely to have been involved in any crimes during the riot had already been transported out of state by time the tapes were examined on Saturday.

Court decision in CBS case favors, in part, journalists' rights

Appeals court says reporters have 'qualified privilege' not to reveal unpublished material, including outtakes

Journalists' claim of First Amendment privilege for unpublished material—including television outtakes—has received substantial backing by a U.S. Court of Appeals. The court, for the Third Circuit in Philadelphia, held that journalists possess "a qualified privilege not to . . . disclose unpublished material in their possession in criminal cases." It is the same qualified privilege that extends to confidential sources.

The ruling, in a case involving CBS's *60 Minutes*, was less than a complete victory for the network, which was appealing a district court's contempt order for failing to turn over material in a fraud case. The contempt order was affirmed in part. Nevertheless, First Amendment lawyers found grounds for satisfaction in the opinion.

Indeed, CBS will accept the decision; a spokesman said it will not appeal.

And Floyd Abrams, a New York lawyer specializing in First Amendment cases

who filed a friend of the court brief in behalf of NBC, said that while the decision constituted "a mixed bag," it was "a big step forward." He noted that the opinion provides authority for protecting outtakes.

At issue in the case was a Dec. 3, 1978, edition of *60 Minutes* that contained a segment on Wild Bill's Family Restaurants. The piece, "From Burgers to Bankruptcy," alleged that executives of the New Jersey chain had attempted to defraud investors of millions of dollars. The following September, several principals of the chain were indicted on counts of conspiracy and fraud. And it was the material they sought from CBS in preparing their defense—notes and outtakes of interviews conducted during the production of the segment, as well as any documents—that sparked the litigation with the network.

The trial court held that the two subpoenas the defendants served on CBS were overbroad. It modified them to require CBS to give to the court for its inspection, in chambers, all film and audio tapes or written transcripts of interviews with prospective witnesses and franchisees or potential franchisees. Some of the latter are among the government's witnesses.

CBS refused to comply with the order, and appealed.

The Third Circuit, in an opinion written by Chief Judge Collins J. Seitz, held that CBS must turn over to the trial judge "all verbatim and substantially verbatim statements" of witnesses the government intends to call at the trial. The judge would determine after the witness testifies whether the defendants' need for the information outweighs CBS's First Amendment privilege. The defendants want the material to determine whether to attempt to impeach witnesses' testimony.

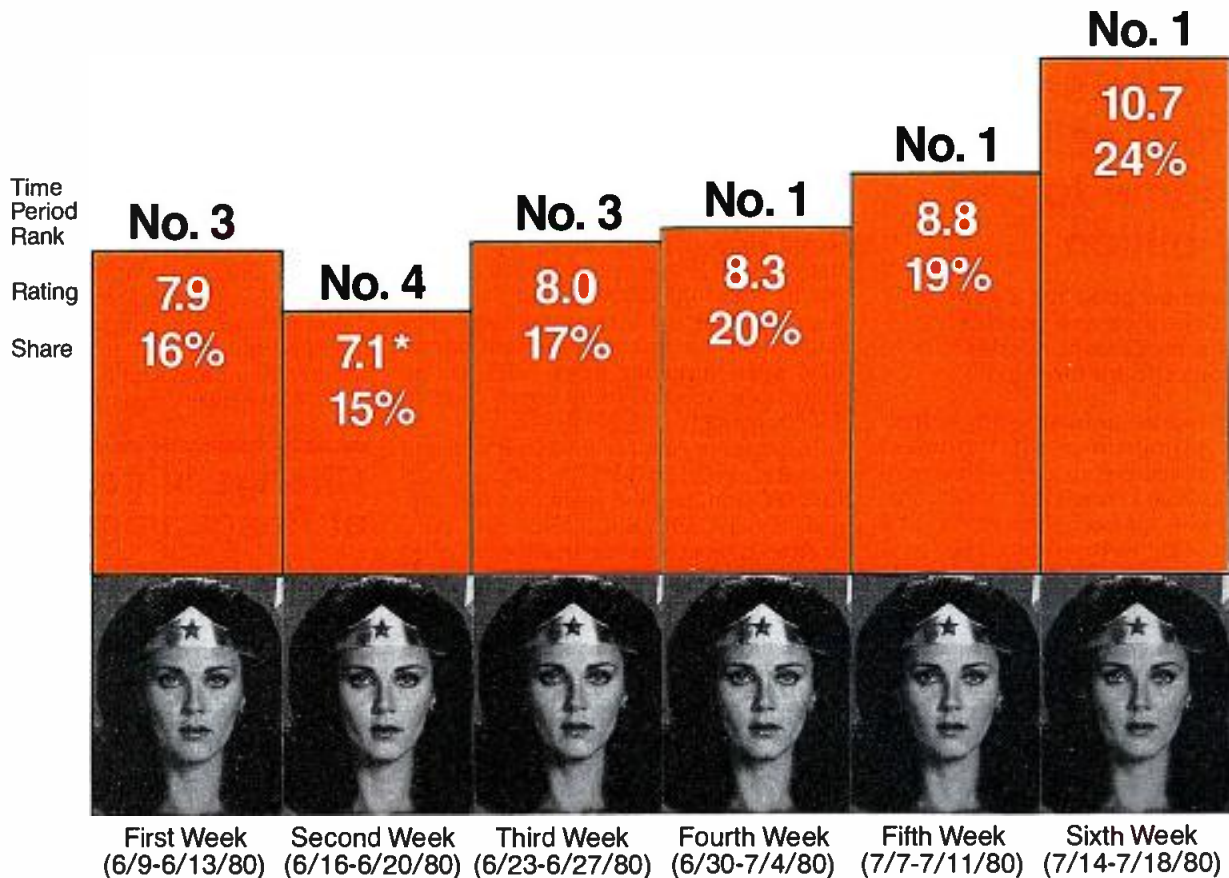
But the appellate opinion held that the network need not turn over its material on interviews with nonwitnesses. The appeals court based its decision on requiring CBS to turn over the material on two grounds—the material was "centrally relevant" to the defendants' case and available from no other "unprivileged" source.

But the good news in the opinion was

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*Wonder Woman ratings for second week are based on Monday, Tuesday and Friday only due to pre-emptions for Angels baseball.

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Seitz's language extending the qualified First Amendment protection courts have afforded to unpublished material from confidential sources. "The compelled production of a reporter's resource materials can constitute a significant intrusion into the newsgathering and editorial processes," Seitz wrote. "Like the compelled disclosure of confidential sources, it may substantially undercut the public policy favoring the free flow of information to the public that is the foundation for the privilege."

Tough time in Iran for journalists

With the withdrawal from Iran of five Western broadcasters who had been arrested by authorities, few Western jour-

nalists are still in the country, and U.S. networks are having a difficult time reporting events from there.

American journalists have not been allowed into Iran for some time. The networks have been relying on local contacts, and other foreign broadcasters, especially those working for the news syndication services, UPITN and Visnews.

Two UPITN and one Visnews reporter were among those most recently arrested, and both services decided to pull them out of the country after their release.

The networks have also been secretly using broadcast journalists from other countries. This is believed to be the reason for the temporary arrest of two broadcasters from Danish and Turkish television.

Not surprisingly, most editors will say little about their arrangements for Iranian

coverage, wanting to keep a low profile and avoid risks to any Iranians who might be assisting them.

Only the French and Japanese are still in Iran in any strength. French broadcasters have little trouble obtaining visas, and their interviews with key Iranian figures provide a major source of information for other networks and news agencies.

Among British network people, only Patrick Brodie of BBC Radio remains in the country. The BBC also provides a major source of information through its monitoring of Iranian radio that is telexed to news agencies and networks.

The outlook for foreign correspondents has also recently worsened with calls within Iran that the Intercontinental hotel, from the beginning a headquarters of foreign news media, be closed and turned into a mental hospital.

Business

Networks say up-front selling will come to \$1.6 billion

That's seen as good for a year without Olympics and politics and with a recession; scatter buying looks to be strong

The TV networks up-front selling of their 1980-81 prime-time entertainment schedules is nearing an end with executives of all three seemingly confident that the total will approach last year's \$1.6 billion ("Closed Circuit," July 28).

Coming close, they reason, will be more than satisfactory, considering the uncertainties raised by the recession and the fact that unlike a year ago, there are no Olympics and national political campaigns coming up next year to reduce the commercial inventory and impel advertisers to stake their claims early.

At each network, executives have their own estimates of how they—and their competitors—are doing. Those estimates vary, usually in favor of the one doing the estimating, but they are not far apart on what the total, three-network up-front entertainment market will be: ABC and CBS sources estimate \$1.4 billion to \$1.5 billion, while NBC sources say "around" \$1.5 billion.

ABC executives said last week their up-front prime-time sales had reached \$460 million—not counting sales of Monday-night and other prime-time sports and 20/20, which could account for \$100 million more. CBS sources said their total prime-time sales will approach \$600

million—a figure roundly challenged by ABC and NBC—while NBC executives said theirs were approaching and would certainly pass \$500 million, not counting World Series and other prime-time sports and news.

A CBS official said company policy would not permit him to say what CBS's upfront total is now or is expected to reach but he added that \$600 million "is a little high" but "is not a crazy number." The implication was that total up-front prime-time sales, including news (CBS has no prime-time sports) would come close to \$600 million.

Increases in cost-per-thousand were put at averages of 10%-12% for CBS, 8%-10% for NBC and, because its ratings had slipped, 6%-8% for ABC. Even so, ABC sources claimed their prime-time C-P-M was still the highest of the three: They put it at \$4.90 to \$5 and estimated CBS's at \$4.50 to \$4.60 and NBC's at \$4.20 to \$4.30.

ABC executives said their major up-front advertisers thus far included Armour, Borden, Gillette, Johnson & Johnson, Kraft, Lever, Oscar Mayer, Polaroid, Procter & Gamble, Prudential Life, Ralston-Purina, 7-Up, Warner-Lambert and Wrigley. NBC sources identified as among their larger ones Ralston-Purina, Plough, Toyota, Lever, Gillette, Johnson & Johnson, Pfizer and Sears. CBS officials declined to release advertiser names "for policy reasons."

Two of network TV's biggest advertisers, Procter & Gamble and General Foods, were reported in the process of completing their final orders on all three networks last week. With that, the up-front selling season would be almost over, except for what one executive called "drips and drabs." For all practical purposes it is expected to be completed this

week or next.

The selling of scatter plans has already started, and by all accounts it's a strong market. An ABC official noted that the market for the upcoming season is more directly comparable to 1978-79 than to 1979-80, because of the absence of Olympics and national politics. Compared with 1978-79, he said, preliminary scouting indicates the current scatter market is up by 70% or more. He estimated that prime-time up-front and scatter together should account for around \$2.3 billion, or close to 50% of all network revenues.

Change in command at Reagan agency

Savage out at Campaign '80 after one month; O'Reilly takes over

Campaign '80, the advertising agency being put together to promote Ronald Reagan's presidential campaign, is getting off to a rocky start. One month after John Savage took over as general manager, with day-to-day responsibility for running the agency's offices in New York and Washington, he has been replaced. The new operating head is Richard T. O'Reilly, an advertising consultant.

The switch was sudden. As late as 5 p.m. on Tuesday, Savage was operating as the general manager and making appointments for the remainder of the week. Later that night, he resigned, and the announcement of O'Reilly's succession was made.

Phil Joanou, who is a principal in Dailey & Associates, of Los Angeles, the parent firm, and who served as president of Campaign '80, declined to discuss the reasons for Savage's sudden departure. "We just

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came to a parting of ways," he said.

Under the new administration, O'Reilly, who will continue his consulting work, will serve as president, and Joanou will move into the position of vice chairman. Joanou said that is in keeping with his role, which is "advisory." He is based in Los Angeles where, he said, he has "a full-time job with Dailey." Peter Dailey is chairman and chief executive of the campaign agency.

Savage, a former president of Norman, Craig & Kummel, had served as a consultant to the Federal Trade Commission for a year before taking the post with Campaign '80. O'Reilly, who is 58 and who served as an adviser to the November Group, the agency that did the advertising for President Nixon's re-election campaign in 1972, has held top posts with a number of blue chip agencies before he began consulting four years ago—vice chairman of Wells, Rich, Greene, executive vice president of SSC&B, and vice president of N W Ayer, among them.

Thus far, only the broadest outlines of the campaign to be conducted in behalf of the Reagan candidacy have emerged. Dailey and Joanou say it will rely heavily on network and spot television, as well as network radio. "Radio will be used for Reagan speeches," Joanou said. All told, Campaign '80 will operate on a budget of some \$15 million, about half of that allotted to Reagan by the federal government.

The creative thrust has not been fully defined. But the agency executives are thinking in terms of two themes—one anti-Carter, the other pro-Reagan. "Carter has no vision" and has provided erratic government, Dailey said. Reagan, on the other hand, "is a man of vision with a sense of where the country should go," Dailey said. He also said Reagan's experience as a two-term governor of California, the nation's most populous state and one of the most diverse in terms of economy and population, would be stressed. The Reagan commercials will begin appearing in September. Thus far, none has been prepared.

Taft says first quarter could have been worse

Profits are off 10%, the bottom range of projected drop; Mechem says company will be up for year

The earnings data reported to stockholders at Taft Broadcasting's annual meeting came close to being better than the company had earlier projected (BROADCASTING, July 21). Against a suggested 10%-15% drop in earnings for the fiscal first quarter ended June 30, the actual results were down barely 10%, at \$6,323,000. Revenues for the quarter were up 7.5% to \$55,900,000. Earnings per share decreased 22%, to 83 cents, reflecting growth in shares outstanding.

George E. Castrucci, vice president for finance, told those gathered at Kings Island, site of one of the company's amuse-

ment parks, that "the country's unfavorable economic conditions" were the major factor for the earnings dip, but maintained that the company expects "more positive results" for the full fiscal year.

According to Taft Chairman Charles S. Mechem Jr., "confidence in the continued strength of your company's operations" on the part of management was one reason for its recommendation of a dividend increase from 19 cents to 21 cents per share, one that was approved by the Taft board after the annual meeting. Another reason Mechem cited for the increase was Taft's "record earnings attained this past fiscal year."

The broadcast group remained the largest profit center at Taft, and earned

\$12,555,000 on \$29,835,000 in revenues in the quarter. The entertainment group avoided what the company had suggested might be a "modest loss" and earned \$289,000 on \$10,801,000 in revenue. Amusement park revenue was \$15,143,000, earnings \$1,477,000.

At the meeting, Taft stockholders approved an increase in the number of authorized common shares from 10 million to 30 million, although the company indicated there is no present intention to issue additional stock. Shareholders also elected a slate of directors that included a new name, but one familiar to broadcasters: Margita Eklund White, former FCC commissioner ("In Brief," June 16).

Bottom Line

Consolidation. GalaVision, Spanish-language premium pay television service, and Spanish International Network, which operates SIN National Spanish Television Network, have been merged into SIN Inc. GalaVision and SIN National Spanish Television Network, along with MagnaVerde Productions, which functions in closed-circuit television, will operate as divisions under new corporate name. SIN is owned 25% by Rene Anselmo, president, and 75% by Televisa S.A., Mexican television network. Emilio Azcarraga, of Televisa, remains chairman of SIN Inc.

Post off. Net earnings at Post Corp., Appleton, Wis., slipped 42% in second quarter, down to \$857,000, 47 cents per share. Revenues were up 10.6% to \$19,851,000, but advertising softness, particularly in classified listings, and higher interest costs caused earnings dip. Softness is now showing up in broadcast advertising, company said, although for quarter, broadcast division's earnings were off only 17% compared to newspaper division's 60%.

Multimedia gains. Increase of 11% in second-quarter earnings was reported by Multimedia Inc., Greenville, S.C., with profits hitting \$5,830,000, 58 cents per share, on \$42,662,000 in revenues, 24% increase over year earlier. Newspaper revenues were up 12%, broadcasting 17%, according to firm. For first half, earnings were up 14% to \$9,636,000, 96 cents per share, on 24% revenue increase to \$76,561,000.

Ahead by hair at Blair. Earnings advanced 4% for John Blair & Co., New York, in second quarter; company reported \$3,838,000, 90 cents per share. Revenues for three months ending June 30 were up 20%, to \$54,787,000. For six months, revenues were \$106,084,000, ahead 21%, while earnings slipped 5%, down to \$5,320,000, \$1.43 per share. Loss operation continues to be story at KOKH-TV Oklahoma City, previously noncommercial station Blair acquired in late 1979.

Ampex up. Ampex Corp., Redwood City, Calif., announced pretax earnings of \$44.2 million from revenues of \$460 million in year ending May 3. Earnings were up 33% while revenues rose 24%. Biggest corporate gainer was audio-visual products division, major supplier of broadcast equipment, reporting 44% increase in sales for total of \$190 million. Company's sales in foreign countries totalled \$189 million, 41% of gross revenues.

Collection aid. Help on delinquent accounts and related credit services is now being offered broadcasters by American Newspaper Publishers Association Credit Bureau. This wholly owned subsidiary of ANPA has expanded its presence in broadcast field and currently has seven radio station clients, according to Jim Ralph, vice president in charge of day-to-day operations of Reston, Va., bureau. Charges for collections: 10% of delinquent bill for subscribers; 15% of amount for nonsubscribers. Ralph said subscribers are also entitled to credit reports on potential sponsors, bulletin advisories on fraudulent advertising incidents, monthly alert listing of advertisers with possible problems, status reports on agencies in similar circumstances and general information on advertiser corporate set-ups to facilitate contacts. In addition, bureau regularly conducts credit seminars. Yearly subscriber rate for radio is five times maximum one-minute spot charge. Rate for television is one-fifth of highest one-minute charge. Mailing address: Box 17022, Dulles International Airport, Washington 20041. Telephone: (703) 620-3700.

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell.....	9 mo. 6/29	\$25,626,000	+22.9	1,814,000	+ 38.9	.99	20,853,000	1,306,000	.74
American Broadcasting Co.....	28 wk. 6/28	1,125,365,000	+18.0	78,115,000	- 5.4	2.77	953,426,000	82,426,000	2.94
Capital Cities Communications.....	6 mo. 6/30	227,228,000	+14.6	35,716,000	+ 17.8	2.71	198,242,000	30,322,000	2.20
Comsat.....	6 mo. 6/30	142,232,000	+14.9	19,018,000	- 15.5	2.38	123,597,000	22,508,000	2.81
Cox Broadcasting.....	6 mo. 6/30	144,010,000	+24.9	22,748,000	+ 6.6	1.68	115,297,000	21,335,000	1.59
Dun & Bradstreet.....	6 mo. 6/30	579,948,000	+30.9	51,238,000	+ 13.9	1.84	442,951,000	44,981,000	1.61
Loe Enterprises.....	9 mo. 6/30	103,306,000	+18.6	15,963,000	+ 45.2	2.22	87,095,000	10,994,000	1.51
Media General.....	6 mo. 6/30	162,353,000	+20.5	13,933,000	+ 19.6	1.93	134,781,000	11,651,000	1.56
Metromedia.....	6 mo. 6/29	213,569,000	+11.9	25,486,000	+ 43.6	5.58	190,717,000	17,414,000	3.79
Telepictures.....	year 3/31/80	8,003,200	-	*1,213,700	-	.59	50,900	*-490,900	-.25
Texscan.....	year 4/30/80	16,095,910	+49.1	809,698	+149.4	.76	10,797,855	324,574	.33
Time Inc.....	6 mo. 6/30	1,363,736,000	+17.0	68,961,000	0.0	2.45	1,165,679,000	68,948,000	2.47
Viacom.....	6 mo. 6/28	72,231,000	+44.7	6,731,000	+ 9.0	1.54	49,905,000	6,175,000	1.62
Warner Communications.....	6 mo. 6/30	876,945,000	+12.0	60,599,000	+ 18.8	2.13	783,275,000	51,010,000	1.91
Walt Disney Productions.....	9 mo. 6/30	649,001,000	+17.3	94,562,000	+ 28.0	2.91	553,206,000	73,851,000	2.28
Wometco Enterprises.....	24 wk. 6/14	153,166,000	+13.7	9,446,000	+ 6.0	1.07	134,747,000	8,909,000	1.04
Zenith Radio.....	6 mo. 6/30	530,000,000	+11.2	10,700,000	+ 78.3	.57	475,800,000	6,000,000	.32

*1979 data covers from Sept. 6, 1978, inception of company to March 31, 1979.

Programing

Hollywood strike: maybe a long haul

SAG-AFTRA and producers get down to negotiations, but new-technology issue will be big hang-up; NBC may be set the best in fall with 'Shogun' in can plus World Series

The strike by some 60,000 members of the Screen Actors Guild and the American Federation of Television and Radio Artists enters its third week today (Aug. 4) with no end in sight. The Federal Mediation Service has scheduled the first face-to-face meeting between the unions and the Motion Picture Industry Negotiating Committee since July 22 for today.

"We welcome the resumption of negotiations," said SAG's Chester Migden, national executive secretary, "although we believe the road to a settlement will still be a long and arduous one. We can only hope that by further exploring our substantial differences in the areas of pay television, videocassettes and disks, we will find some avenue for resolution."

His opposite number, William H. Hunt, chief negotiator for the producers, also said that the producers welcomed the return to the bargaining table but, in a press conference last Monday, made it clear where his side stood on the central issue of compensation for pay television, cassettes and disks: "They're going to have to give in that area for any settlement to be achieved."

The unions are demanding 6% of the

gross of all sales to the supplemental markets. The producers have countered with offers of 3.6% of gross on drama and variety shows made for pay television and 2% on other nondramatic programs. In the home video market, the producers do not want to pay additional compensation until a cassette or disk has sold 100,000 units.

(The residuals structure for reruns of network programs and network programs sold in syndication and for movies sold to television are based on complex formulas featuring sliding scales based on salary and on the price the program fetches.)

From the producers' point of view, however, there is considerably more at stake in the strike than compensation for actors and actresses. Last Thursday was the deadline for negotiations with the American Federation of Musicians, and payment for the new technologies was also a key issue. Next year, the contracts of both the Writers Guild of America and the Directors Guild come up for renewal.

"We hope no more of them strike," Hunt said last week. "It is our hope that if we reach a resolution with the actors, that will be a patterned resolution for the other guilds."

The immediate effect on national television has yet to be gauged. All three of the commercial networks have reserved official comment on the course of the strike, but, privately, network officials have conceded that it may well have an adverse effect on the start of the fall season. Each network has movies to fill in the empty time as well as specials and reruns.

NBC's schedule is heavy with shows not affected by the strike: *Primetime Friday*, *Speak Up America*, *Games People Play*

and *Real People*. Likewise, ABC has *Those Amazing Animals*, *That's Incredible*, *NFL Monday Night Football* and *20/20*. CBS, on the other hand, has only *60 Minutes* and the *Tim Conway Show* among its regularly scheduled prime-time series not affected.

In the specials department, NBC is especially strong with two completed miniseries, *Shogun* (already scheduled to open the season) and *Beulah Land*, and the World Series is slated for October.

More programing for pay cable

Rainbow is formed by three MSO's to offer two services—movies and cultural shows—and will be delivered on Comstar II

Three cable television companies have joined together to create a new pay television venture, Rainbow Programing Service Corp. Rainbow will be offering cable systems across the country two satellite-delivered programing packages, designed to serve opposite extremes of the cultural spectrum.

Rainbow is the child of three mid-sized multiple system operators: Cablevision, Comcast and Daniels & Associates. It plans to distribute both services on a Comstar II transponder, leased from Times Mirror.

The two services will time share the single transponder. *Escapade*, featuring action/adventure movies, will be distributed Tuesday through Saturday nights and *bravo!*, featuring cultural events, will be

sent each Sunday and Monday night. The regular bravo! fare will be pre-empted each second Sunday for Sneak Preview, a major motion picture previously unreleased to pay television services. The Sneak Preview will be repeated every fourth Monday. Rainbow hopes to get the services under way by Oct. 27.

Escapade is an outgrowth of two existing stand-alone cable services: Daniels's Bravo! and Cablevision's Action Plus. The other new service, bravo!, will feature selected cultural events such as symphonies, ballet and other musical events in stereo from Carnegie Hall and other cultural centers. It will also include news and feature items on the performing arts.

Tom Johnson, executive vice president of Daniels, said Rainbow's agreement with Times Mirror for use of the transponder runs "up through April and maybe longer." In the event that Times Mirror, which will move to Satcom III-R and Cable Net One, has other uses for the transponder next summer, Johnson said Rainbow has been negotiating with another owner of a transponder on Comstar II, but was not ready last week to say who that was.

Johnson was not worried by the lack of earth stations oriented to Comstar II and asserted that the news of Rainbow should go a long way toward improving the situation. "A lot of second earth stations are going to go up because of this service," he said.

PBS raises curtain

**New season will include
11 new shows, three from KCET**

The Public Broadcasting Service last week unveiled its fall line-up, which will add 11 new series to a list of old standbys.

Perhaps the most highly promoted new offering, produced by KCET(TV) Los Angeles, is *Cosmos*, a 13-part series hosted by space scientist Carl Sagan. Another new series from KCET is *The Body in Question*, 13 one-hour episodes exploring mysteries of the human body. In addition, KCET will be offering to the system *Government As It Is*, three one-hour episodes hosted by columnist Jack Anderson that will examine the inner workings of Washington.

The other new shows:

From Jumpstreet, a 13-part series on black musical heritage, produced by WETA-TV Washington.

Up and Coming, a 15-part dramatic series, produced by KQED(TV) San Francisco, which depicts the growing pains of three black teen-agers.

Vikings!, produced by KTCA-TV Minneapolis-St. Paul, which traces the travels of the Nordic sailors.

This Old House, a 39-week series produced by WGBH-TV Boston, offering information on refurbishing houses.

Matinee at the Bijou, from KMTF(TV) Fresno, Calif., offers classic films,

Monitor

In the marketplace. With newly signed KKKK-TV Albuquerque, N.M., and KVVU-TV Las Vegas, station list for Time-Life Television's *Morecambe and Wise*, British comedy import, is at 15. Among others opting for 65 half hours and two one-hour specials are WOR-TV New York, KTLA(TV) Los Angeles and WGN-TV Chicago. On other T-L front, James Mason has signed as host for upcoming four-part *Search for Alexander the Great* docudrama to be produced in cooperation with government of Greece and planned for multimedia use with Public Broadcasting Service airplay, museum exhibits, among other elements... It's 67 stations so far for new *You Bet Your Life* strip with Buddy Hackett, Hill-Eubanks Group production, with distribution by MCA TV. Half-hour series is based on old Groucho Marx hit... New exclusive production agreements have brought Marc Merson and Brownstone Productions as well as Clyde B. Phillips and Blue Hill Avenue Productions into 20th Century-Fox Television fold. Merson moves from Lorimar Productions; Phillips is veteran of Bob Banner Associates... And over at ABC-TV, Rankin/Bass Productions has signed exclusive deal, including, among other things, animated movie, *The Flight of the Dragons*... "Towards the Darkness" is first 60-minute installment of four-part *Last Great Adventure* available from Metromedia Producers Corp. It's Fireline Films production and involves true story of Transglobe Expedition team... Kelly Brothers' *Weeknight*, magazine strip for September 1981 (BROADCASTING, June 30), will be distributed by Viacom Enterprises, with Bob Long, veteran of *In Search of...* and *Real People* as executive producer. Early takers are Kellys' KCRA-TV Sacramento, Calif., and KCPQ-TV Seattle-Tacoma, and seven Gannett TV's... Viacom Enterprises and Scholastic Productions are teaming up on *The Halls of Haywood High*. Post-Newsweek Productions is working on *Young Lives*. Story lines differ but each is targeted toward youth audience with continuing drama. Both efforts will have five half-hour pilots... Despite limited amount of episodes—65—number often thought to be too few for successful syndication, Columbia Pictures Television Distribution so far is claiming 43 stations sold on *What's Happening*, off-ABC sitcom. Sales include WNEW-TV New York and WDCB-TV Washington... *Kenny Everett* package, including 26 half-hours and hour *Kenny Everett Video Show*, has been entered in U.S. syndication marketplace by D.L. Taffner/Limited. It's British-born farce, produced by Thames Television...

No for now. Federal district court judge in Buffalo, N.Y., has denied WIVB-TV Buffalo's request for preliminary injunction to prevent Group W's *P.M. Magazine* from moving from that station to WGR-TV there (BROADCASTING, June 30). First battle may have been won by Group W but programing war will continue. WIVB-TV plans to continue fight in N.Y. state court of appeals.

Play Back

Looking back. U.S. Chamber of Commerce plans collection of interviews from past programs for 1,000th broadcast of its weekly public affairs program, *What's the Issue?* Excerpts from interviews with Everett M. Dirksen, Richard Nixon, Robert Kennedy, Gerald Ford and Dwight D. Eisenhower will be featured on special broadcast, to be aired Aug. 7. Now in its 19th year, program is heard on Mutual Broadcasting System and 280 other U.S. stations.

Get out your resumes. Los Angeles-based executive search firm, Fearing, Fox & Associates, has started new Radio Talent Bank to undertake confidential, national searches on behalf of client stations for disk jockey, news and programing talent. In top-25 markets, RTB will charge \$1,000 for successful placement of DJ or newperson and \$1,500 for program director. In remainder of nation, fees will run \$500 for on-air talent and \$750 for PD. Fees are collected only if talent is placed with station.

Futuristic fantasy. *Satcon I*, 48-hour fantasy radio concert, is currently in works at Drake Chenault Enterprises. Scheduled to air Oct. 24-26, program will simulate satellite broadcast of marathon concert taking place in several cities in U.S. and overseas during weekend. Thirteen supergroups including Doobie Brothers, Rod Stewart, Bee Gees, Eagles and Wings and 60 other groups will be featured artists. Reporters in concert host cities will provide behind-the-scenes information and interviews with performers. For information, (800) 423-5084.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *It's Still Rock 'n' Roll To Me* by Billy Joel on Columbia; (2) *Magic* by Olivia Newton-John on MCA; (3) *Shining Star* by the Manhattans on Columbia; (4) *Emotional Rescue* by the Rolling Stones on Atlantic; (5) *Tired of Toein' the Line* by Rocky Burnette on EMI/America. The top five in **country radio airplay**: (1) *That Loving You Feeling* by Roy Orbison and Emmylou Harris on Warner Bros.; (2) *Crackers* by Barbara Mandrell on MCA; (3) *Love the World Away* by Kenny Rogers on Asylum; (4) *Driving My Life Away* by Eddie Rabbitt on Elektra; (5) *Looking For Love* by Johnny Lee on Asylum.

Los Angeles is now a two-station market.

In September, KBSC-TV, channel 52, becomes the second Spanish-television station in Los Angeles. But we aim to be first. And frankly, we don't think we can miss.

Not with top-rated, first-run programming direct from Mexico City. And a huge advertising budget to support programming. We'll be spending thousands on radio, print, billboard and promotions.

KBSC has professional management with a proven track record. We have a very successful Spanish-television station in New York, channel 47, and the single most successful over-the-air subscription television service in the country, ON TV, Los Angeles.

And now that there's going to be real competition, you'll get better, more responsive service as well as real competitive pricing.

We're going to succeed in Los Angeles, and that makes you a winner.

Call Bill Morrison, KBSC's Vice President of Sales at (213) 507-6522 and learn more about L.A.'s other all-Spanish TV station.



Represented nationally by WNJU-TV New York (212) 935-3480 contact Tom Johansen and in Chicago Howard Weiss (312) 263-3340.

newsreels and old cartoons.

Vegetable Soup II, a 39-part series, produced by the New York State Education Department Bureau of Mass Communications, which explores for children different ethnic groups.

Bean Sprouts, from KQED(TV) San Francisco, which examines the culture of Chinese-American children.

The Advocates/Election '80, produced by WGBH-TV Boston, which will present the views of the presidential candidates, via

their spokespersons, in a debate-style format.

At least four of the new series—*Cosmos*, *The Body in Question*, *Up and Coming*, and *From Jumpstreet*—will be captioned for the hearing-impaired.

Law & Regulation

FCC acts to end suspense when parts of station group go to renewal hearing

It will decide at outset of case whether group owner's other properties will be involved

The FCC last week adopted a policy intended to clarify the status of all broadcast licenses in a multiple owner's portfolio when one or more of them become the subject of a renewal hearing. The vote for adoption was a narrow 4-3.

Under the new policy, when a station licensed to a multiple owner is designated for hearing, the commission will simultaneously decide the fate of the licensee's other stations—whether they too will be placed in hearing, or whether the licensee is free to sell them, or try to renew them.

In the past, the commission has dealt with this issue on a case-by-case basis—either deciding at the time the fate of the other stations, or leaving them in limbo.

The problem of deciding on what to do with the licenses of a multiple owner that has been designated for hearing on character qualifications has been bandied about the commission for years. And there has never been a solution proposed to satisfy a majority of the commissioners. In fact, one commission source said that this decision is "merely making the ad hoc procedure policy." However, there is a caveat.

The commission may change its mind later on, should the hearing record indicate a "substantial likelihood that the allegations bear upon the applicant's operation of its other stations." And the converse is also true, "the commission may later remove any limitations on selling if the hearing record dispels the commission's concerns or if new facts and circumstances demonstrate that allowing a sale would serve the public interest."

The three commissioners dissenting in the decision—Abbott Washburn, Anne Jones and James Quello—felt that this new policy put the commission in a "less flexible position to deal effectively with

Perspective. FCC Commissioner James Quello, a former broadcaster, addressed the Texas Association of Business last week and offered in his speech observations from a unique vantage of being a one-time regulatee turned regulator. There is "a notable difference" between business and government, he said, and Washington looks at things in a different light. Among the differences Quello has found in his years on the commission:

"Lawyers, economists and government bureaucrats are resourceful and creative. They develop cyclical regulatory fads. Like most professionals, they tend to develop a jargon which has a special meaning among themselves. Their attitudes and ironic humor are represented by special 'buzzwords'.

"Restructuring" is one of the more popular buzzwords in Washington these days. Restructuring is generally understood to be the antithesis of the old adage: 'If it ain't broke, don't fix it.' For regulators, restructuring is a very useful tool. For a regulator who is required to regulate an industry he knows very little about, it's often useful to 'restructure' that industry. The idea is to dismantle the industry and then put it back together to conform to some theoretical or idealistic model that you've studied in school. Now, if the 'restructured' industry doesn't work—and chances are it won't—there is an obvious mandate to continue the tinkering while denouncing industry managers for failing to respond to your enlightened government policies.

"Then, there is the 'marketplace.' Don't be misled. In Washington, the marketplace does not mean a competitive environment in which industries or producers freely compete for the favor of buyers through quality and price differences. That kind of situation would leave the regulator with very little to regulate. In the broadcasting industry, for example, the marketplace requires government assistance in providing programming (product) percentages, ascertainment of community needs and interests, public access to business records, access and equal opportunity for political candidates, and regulation mandated fairness in the presentation of controversial news issues. Government also makes possible the filing of petitions to deny if a station fails to meet a single petitioner's (viewer's) private version of public interest. The petition to deny is unique to broadcasting. It is the only industry or service subject to government authorized petitions to deny your license which really means your business. No monopoly, no utility, no other business is threatened with utter extinction for violation of rules—the potential for cruel and unusual punishment is intolerable and cries out for corrective action.

"However, the marketplace concept doesn't always require government intrusion. One popular variation of this concept calls for forbearance in the one area where government involvement might be useful, the setting of technical standards. In our ongoing consideration of stereophonic broadcasting by AM stations, for example, it has been suggested that the government would be overstepping its bounds if it approved only one of the five different systems being proposed. We are urged to 'let the marketplace decide' which is best. The fact that a receiver built for one system cannot process a signal transmitted by another system in a neighboring city is of no apparent concern. Nor apparently is the question whether there will be a market for AM stereo at all if there is public confusion about which system or systems to buy.

"Diversity" has come to mean government favoring additional and splinter industries, whether needed or not, to compete with existing industries. This produces variety for many already satiated broadcast markets, new opportunities for favored entrepreneurs, possible redistribution of wealth, the satisfaction of narrower interests and all sorts of opportunities for social and political engineering."

the specific situations in each case."

In a dissenting statement, the three commissioners outlined four reasons why they felt the decision was faulty.

"First, making the decision at the very outset would be a useless expenditure of commission time and resources unless we had a transfer application before us. It is quite possible that the owner would never apply to sell during the hearing. Second, issues originally designated might be

deleted by the presiding administrative law judge. Holding all of the multiple owner's licenses hostage to possible weaknesses in the commission's case is unjust.

"Third, issues designated for hearing are allegations only. We do not designate with the certainty that the untested will be proved. Finally, if the evidence is that misdeeds are absent from all but the designated station and it is sold, then we know that the issues concerning the involved

station will never be resolved. The question then becomes whether or not to litigate the character issues by designating the other stations which, as far as we know, are uninvolved in the misdeeds."

Jones added that the rationale for the commission's distress sale policy is to save resources by avoiding the expense and time of a hearing. "Designating the same character issues against other uninvolved stations calls into question the wisdom of granting the application for distress sale."

The FCC adopted the procedure when it authorized the assignment of the licenses of KLBK-AM-FM Lubbock, Tex., from Grayson Enterprises Inc. to Southern Minnesota Broadcasting Co. for \$1,750,000 (see "Changing Hands," page 53).

In 1977, Grayson was the licensee of four television stations—KLBK-TV Lubbock, KMOM-TV Monahans, KWAB-TV Big Spring and KTXS-TV Sweetwater, all Texas—and three radio stations, KLBK-AM-FM and KCCN(AM) Honolulu. The commission designated the renewal applications of the television stations for hearing on issues involving Grayson's character, including lack of candor, fraudulent billing and program log falsification.

On March 27, 1980, the FCC approved Grayson's request to sell all four television stations by distress sale—KLBK-TV and KTXS-TV to black-owned Prima Inc. and KMOM-TV and KWAB-TV to Hispanic-owned Permian Basin Television Inc. for \$14,100,000 (BROADCASTING, April 7).

Although this terminated the hearing, it left the character issues against Grayson unresolved. And the commission was faced with deciding on granting Grayson's application to sell KLBK-AM-FM or designating it for hearing on issues raised against the television stations.

The FCC said that the ad hoc approach it has used in the past "compounds the problem since it contributes to the uncertainty felt by the parties and the public."

The FCC, therefore, granted Grayson's assignment application for the two radio stations and said for the same reasons it would permit the sale of the Honolulu station. But if the proposed sales are not consummated, the FCC said, it would designate the license renewal applications for hearing to resolve the character issues originally raised against the television stations.

Eye for an eye urged in Canadian dispute

Carter proposes 'mirror-image' legislation in answer to complaints by border stations

The 14 U.S. television stations along the Canadian border that claim Canada's tax laws are unfair to U.S. stations have won their argument. President Carter has decided to seek legislation to impose a "mirror image" sanction on Canada. The legislative proposal would remain in effect only as long as the Canadian law does.

The law that has angered and frustrated U.S. stations serving Canada denies Canadian businesses a tax deduction for adver-

tising on U.S. stations when the advertising is directed to Canadians. The proposed legislation would amend the Internal Revenue Code to deny income tax deductions for advertising primarily aimed at U.S. audiences and broadcast over Canadian stations.

The President's decision, based on a recommendation of U.S. Trade Representative Reuben Askew, was made after years of effort on the part of U.S. officials to persuade Canada to change the tax law, which went into effect in 1976. During that time, a USTR committee held two hearings on the issue. The second, last month (BROADCASTING, July 14), led to the recommendation that was passed on to Carter.

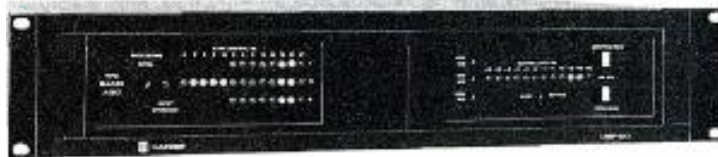
The proposed change in the U.S. tax law

would probably have less of an effect on Canadian stations than the Canadian law had on U.S. stations. The USTR said it denies U.S. border stations—more than 20 are affected—up to \$25 million worth of advertising annually. (The President's proposal is narrower than the border stations pressing the issue had urged; they had asked the sanction apply to all U.S. advertising on Canadian stations, whether or not aimed at U.S. audiences.)

Although the immediate impact may be slight, those who had brought the case to the USTR consider it a victory. They say holding that the Canadian tax law is "unreasonable and burdensome" could affect a host of cross-border issues. Bart Fisher, one of the attorneys representing the border stations, said it would be used

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The Harris Tri-Band AGC uses true RMS power sensing (vs. the typical peak or average sensing of competitive models), and coherent filtering that is bandsplit so precisely that it may be summed without error. The result is a cleaner, more dynamic sound.

In addition, the Harris Tri-Band AGC has adjustable turnover frequencies, ± 10 dB level adjustment of three bands with front panel controls, dynamic program dependent attack time—plus many other features not found in competitive AGC amplifiers.

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to lobby against Canada's effort to gain an exemption from a U.S. tax law that limits expense deductions for U.S. delegates to conventions abroad. He also said the holding could be used to oppose Senate ratification of a fisheries treaty with Canada.

A spokesman for the Canadian broadcasting industry indicated he felt that the Americans would be treating Canada unfairly if the reported recommendation were adopted. "We dispute that the [Canadian] tax law is discriminatory," said Wayne Stacy, director of government and public policy for the Canadian Association of Broadcasters. The law, he noted, is directed at all foreign media, not only U.S. television.

Furthermore, he said, Canadian broadcasting needs the "repatriated revenues. If the U.S. can say its broadcasters need the revenues [being spent in Canada] to preserve their economic health, we can't question that." Otherwise, he said, "it sounds more like a punitive measure."

A point of view more sympathetic to the American broadcasters and far more critical of the Canadian government was expressed in an editorial in the respected *Toronto Globe & Mail* two weeks ago. Headed: "Heads we win, tails too," it said that while Canada is "aggressively unsympathetic" to American broadcasters' complaints about the tax law, the Canadian tourist industry is seeking an exemption from U.S. tax law covering contentions.

The newspaper calls the approach "inconsistent" and adds, "The United States is not about to let us have it both ways—and, more to the point, we don't deserve to."

Askew said the legislative proposal, announced on Thursday, is appropriate. He said it is "directed at those interests in Canada which now benefit from the denial of Canadian advertising revenues to U.S. border broadcasters." He said it would apply to Canada "only as long as, and to the degree that, the Canadian law applies."

Word of the trade representative's recommendation had leaked to the Canadian press two weeks ago. That led some U.S. observers to speculate that the U.S. government had quietly passed along word of the recommendation to Ottawa in the hope it would be persuaded—in the absence of public pressure—to reconsider its firm refusal to alter its tax policy. However, the ploy did not work. Canada has consistently maintained that its tax laws are an internal matter, not subject to negotiation. And Canadian officials last week, in advance of the announcement regarding the President's proposal, were saying that if there was any hope in Washington Ottawa would change its mind on the tax issue, that hope would be dashed.

Cable rates deregulated in Massachusetts

Massachusetts cable television companies may now set their own rates except where reception quality and over-the-air com-

petition are inadequate.

The state's Cable Television Commission dropped its rate-setting controls effective July 31 because, in Commissioner Jeffrey Forbes's words, "There's no reason for the government to set prices when the competitive marketplace can do it."

The commission will continue to review rates in Cape Cod, Berkshire and Connecticut River Valley communities where 70% or more households subscribe to cable, on the ground that that high percentage indicates that viewers have few enter-

tainment alternatives.

Initial cable rates in Massachusetts are now approved by communities when they approve franchises. This will continue under the new ruling, but approval for later fee hikes, not subject to commission adjustment or veto, will no longer be required.

Forbes said the decision is expected to stimulate \$200-\$300 million in cable construction projects in the state by 1983. The New England Cable Television Association backed the decision in April, during commission hearings on the subject.

Washington Watch

Taken away. FCC has denied renewal of KIFM(FM) San Diego and ordered it off air by Oct. 4. FCC found that station, licensed to West Coast Media Inc., failed to make good-faith effort to carry out its 1971 programming proposal, failed to present programming responsive to community needs and failed to show that these misdeeds were attributable to circumstances beyond its control. Decision reversed that of administrative law judge, who said there were mitigating circumstances sufficient to warrant one-year renewal.

□

Upset. Federal Trade Commission is investigating Jack-in-the-Box restaurants television commercials that feature exploding clown, because of complaints from parents that spots are too violent.

□

No Ferris fan. Veteran broadcaster G. Bennett Larson has told FCC Chairman Charles Ferris that commission's decision to eliminate last stronghold of cable regulation—distant signal and syndicated-exclusivity rules (BROADCASTING, July 28)—"demonstrates [Ferris's] lack of knowledge about the broadcasting industry." Larson, who put WCAU(TV) Philadelphia (now CBS O&O) on air in 1948, and whose last station job was vice president and general manager of WOKR(TV) Rochester, N.Y., wrote Ferris that "I am now retired after having spent some 54 years in the business of broadcasting. I have seen the past chairmen and commissioners come and go, but you are without any question the worst of the entire lot. Your vast experience in broadcasting (less than three-and-one-half years) has created nothing but chaos and turmoil throughout the industry."

□

Spread the word. House has approved amendment that would add \$2.1 million to International Communications Agency appropriations, targeted for increased Voice of America programming in Middle East and Far East. "The citizens of countries where freedom of the press is denied by their governments rely on information from outside to gain knowledge of world events," said Representative Thomas Evans (R-Del.), who offered amendment. "When this information is not available, it makes it easier for anti-American propaganda to be disseminated and accepted as truth."

□

N.C. under scrutiny. FCC, acting on complaints by Coalition for Responsive Media, has conditioned renewals of entire eight-station North Carolina public television network on submission of equal employment opportunity progress reports, goals and timetables. FCC has also required EEO reports to be submitted by state-controlled public radio station. Coalition filed EEO complaints against University of North Carolina at Chapel Hill, licensee of WUNC(AM) there, and board of governors of University of North Carolina, licensee of WUNC-TV Chapel Hill, WUNC-TV Columbia, WUNE-TV Linville, WUNF-TV Asheville, WUNG-TV Concord, WUNJ-TV Wilmington, WUNK-TV Greenville and WUNL-TV Winston-Salem, charging discriminatory employment practices and violations of public files rules. FCC said although it found no need for denial of renewal or evidentiary hearing because network had been active in its recruitment program, number of women and minorities employed at stations appeared "lower than acceptable."

□

Dial tone. Representative John Ashbrook (R-Ohio), in statement inserted in *Congressional Record*, strongly criticized advertising campaign public television is undertaking for its new magazine, *The Dial* (BROADCASTING, July 14). The government, Ashbrook said, "has no business subsidizing any media, electronic or print, that operates in direct competition with privately owned enterprise. The Corporation for Public Broadcasting and the Public Broadcasting Service were created by Congress, and it remains for us to limit their expansion into an area of media operations neither contemplated nor authorized in their original charter."

CTAM in San Francisco: reflecting cable's growth

Marketing organization heads for annual convention; this year's will have expanded focus

The simple fact that 600 people have been convening for the annual convention of the Cable Television Administration and Marketing Society in San Francisco since Sunday (Aug. 3) tells a good deal about the industry and the organization itself.

It says that marketing is rapidly becoming paramount in the cable television industry and that there is a growing need among the industry's marketing people to learn new techniques and new ways of implementing old ones.

Last year's convention in Denver drew only 330 people, but since then the membership of the CTAM has grown until today the rolls list some 650 individuals.

Tom Johnson, executive vice president of Daniels & Associates and president of CTAM during this period of rapid growth,

said the increase in convention attendance and membership "is a true indication of where the industry is heading."

Johnson said the purpose of the San Francisco convention is to bridge the gap between management and marketing segments of the industry and that purpose is generally reflected in the agenda.

Nine sessions, none of which are concurrent, have been scheduled for the four-day affair. In addition, on Tuesday morning there are six concurrent workshops, four on marketing topics and two on management topics.

The scheduled Monday luncheon speakers are John L. Clendenin, vice president, resident marketing sales and service, AT&T, and Thomas E. Wheeler, president of the National Cable Television Association. On Tuesday, they will be Dean Maitlen, executive vice president of The Gallup Organization, and Jack A. Schneider, president, Warner Amex

Satellite Entertainment Corp.

A late addition to the Monday luncheon line-up was Ted Turner, president of the Turner Broadcasting Corp. and creator of superstation WTBS(TV) Atlanta and the Cable News Network. (Except to say that he would make a statement of "major interest," Turner would not reveal last week what he had in mind.)

Although the CTAM convention is not usually a forum for making business announcements, three cable companies picked the convention to announce their new pay television venture (see story, page 39).

One problem that has given the convention organizers some qualms is an ongoing hotel workers strike in San Francisco. A spokesman for the St. Francis hotel, site of the convention, said last week the picket lines are orderly and, aside from one of the dining rooms being closed, everything is normal.

The agenda: four days by the bay

Sunday, Aug. 3

Registration. 1-4 p.m. Mezzanine.

Opening session. 3-5:30 p.m. California West Room. *Welcome:* Tom Johnson, CTAM president and executive vice president/operations, Daniels & Associates, Denver. *Program overview:* Gregory J. Liptak, senior vice president, operations, Times Mirror Cable Television, Irvine, Calif. *The Great Distribution and Marketing Debate ... Or How To Get Your Share of the Pie.* Moderator: Paul Kagan, Paul Kagan Associates, Carmel, Calif. Resource people: George Billings, business development executive, Comsat Satellite Television Corp., Washington; Carl Valenti, vice president, Dow Jones & Co., Princeton, N.J.; Allen T. Gilliland, president, Gill Industries, San Jose, Calif.; Paul Magnone, president, American Trans-Video, Los Angeles; Robert Schmidt, president, Communications Technology Management, McLean, Va.; Andrew Wald, senior vice president, programing, National Subscription Television, Los Angeles.

Monday, Aug. 4

Session: Cable Television's Explosive Growth and Its Implications on Management Structure, Skills and Personnel. 8-10 a.m. California West Room. Moderator: M. Christopher Derick, president, Premiere, Los Angeles. Speaker: Larry Greiner, professor of Organizational Behavior, University of Southern California, Los Angeles; Trygve E. Myhren, executive vice president, American Television & Communications Corp., Englewood, Colo.; R. Bruce Ellis, vice president-general manager, Western operating division, Cox Cable Communications, El Cajon, Calif.; Gail Sermersheim, regional director, Home Box Office, and president, Women in Cable, Atlanta.

Session: Can Madison Avenue Find Happiness on a Coaxial Cable? 10:30-noon. California West Room. Moderator: Bill Ryan, chairman, CTAM advertising committee, and vice president-general manager, Palmer Cablevision, Naples, Fla. *Report on Cable Advertising Bureau:*

Katherine Connolly, president, Television Advertising Guide, New York; Graham Moore, corporate marketing director, Tele-Communications Inc., Denver; Trygve E. Myhren, executive vice president, American Television & Communications Corp., Denver. *Report on Cable Audience Measurement Project:* Gabe Samuels, co-chairman, CTAM ad hoc measurement committee, and vice president, media research, J. Walter Thompson Co., New York. *A Variety of Advertising Sales Approaches for Cable Television:* Presentations by: Bob Hosfeldt, executive vice president and general manager, Gill Cable, San Jose, Calif.; Bob Johnson, president, Black Entertainment Television, Washington; Tom Sassos, managing director, Cable Network Inc., New York; Carl Weinstein, president, Eastman Cablecorp, New York; Beryl J. Wolk, President, TVSM Inc., Philadelphia. *An Overview from Madison Avenue:* Maurine Christopher, deputy executive editor, *Advertising Age*, New York.

Lunch. Noon-2 p.m. Grand Ballroom. Host: Tom Johnson, president, CTAM. *Executive director's report:* Lucille Larkin. *Industry overview:* Thomas Wheeler, president, National Cable Television Association. Speaker: John L. Clendenin, vice president, resident marketing sales and service, AT&T, Basking Ridge, N.J., on "What It Means To Be in a Customer-Related Service."

Session: The Great Programing Debate ... Or Separating Fact from Fiction. 2:30-4:30 p.m. California West Room. Moderator: David R. Lewine, David R. Lewine & Associates, Los Angeles. Resource people: Thomas Del Priore, head of cable buying unit, Ted Bates & Co., New York; Graham Moor, director of corporate marketing services, TCI, Denver; Jeanne O'Grady, director of programing, Daniels & Associates, Denver.

Tuesday, Aug. 5

Workshops. 8-10 a.m. Grand Ballroom. Chairman: Bill Fogarty, vice president, marketing, Daniels & Associates, Denver. *Audience Research:* Bob Sieber, Cable News Network, Atlanta. *Credit and Collections:* Trea Smith, manager, Mission Cable, San Diego. *New-Build Marketing:* Alan McDonald, American Television & Communications Corp., Denver. *Program Guides:* Barbara Kirbach, assistant vice president, marketing, Times Mirror Cable Television, Irvine, Calif. *Recruiting and Training:* Bob

A Clear

Television's highest rated

NOV 1979 NSI



FEB 1980 NSI



Sweep!

off-network series.

MAY 1980 NSI

#1 in Prime Access

#1 in Early Fringe

#1 in Late Night

#1 in Households

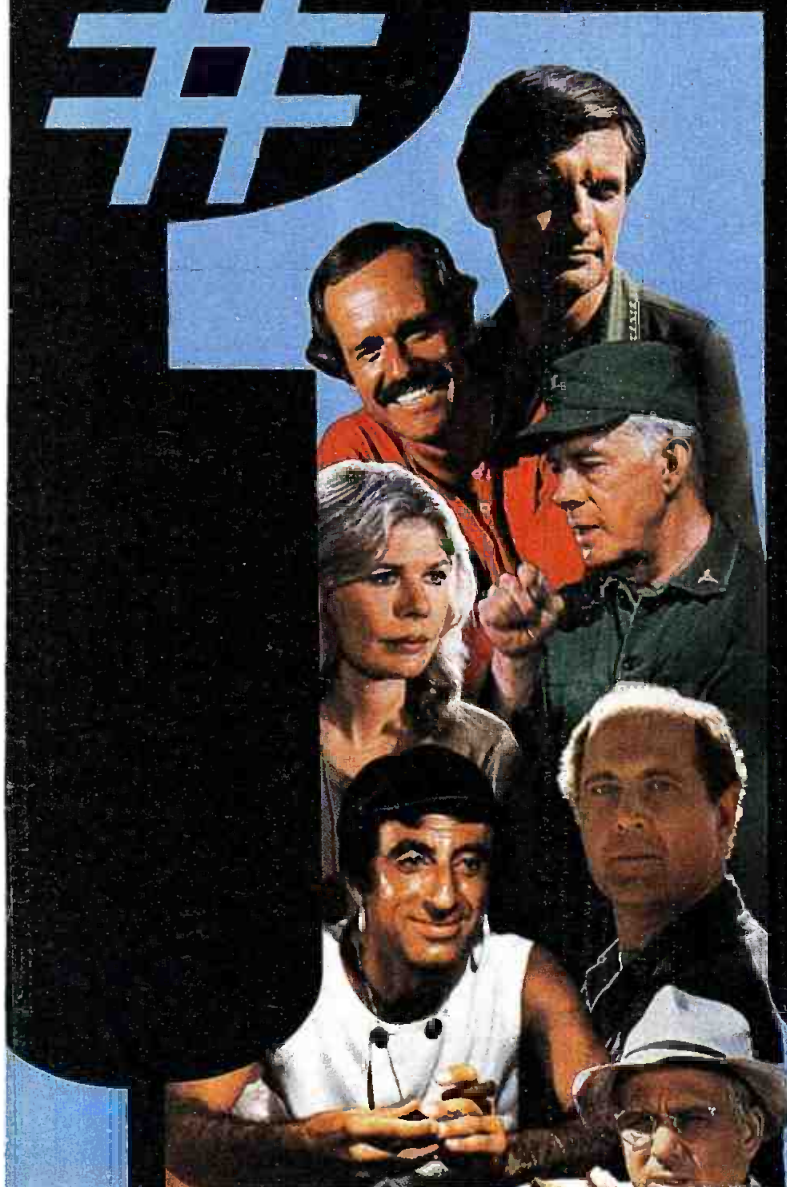
#1 in Total Women

#1 in Women 18-49

#1 in Total Men

#1 Men 18-49

M*A*S*H



Ball, Nelson, Watson & Ball, Denver. *Selling Security Service*: Jerry Mather, Tocom Inc., Dallas.

Session: Filling the Cable Television Management Void in the 1980's. 10:30 a.m.-noon. California West Room. Moderator: Sheldon Satin, president, Sheldon Satin Associates, New York. Panelists: Bryon R. Boyles senior director of organizational development, American Airlines, Dallas; Samuel Phifer, executive training director, Allied Stores Corp., New York; William N. Yeomans, manager of training and development, J.C. Penney, New York. Industry representatives: Gary Klein, director of personnel, Teleprompter, New York; J.C. Sparkman, executive vice president, Telecommunications Inc., Denver; June Travis, vice president-administration, American Television & Communications Corp., Denver.

Lunch. Noon-2 p.m. Grand Ballroom. Host: Tom Johnson, president, CTAM. Speaker: Dean J. Maitlen, executive vice president, The Gallup Organization, Princeton, N.J., on "Television—Yesterday, Today and Tomorrow." Remarks: Jack A. Schneider, president, Warner-Amex Satellite Entertainment Corp., New York.

Session: CTAM Speaks and the Industry Listens. 2:30-3:30 p.m. California West Room. A workshop wrap-up.

Session: 60 Ideas in 60 Minutes . . . Or the CTAM Gong Show. 3:30-4:30 p.m. California West Room. Chairman: Gerard A. Maglio, president, Rainbow Programming Services, Denver. Co-Hosts: Bob Gross, Showtime; Les Read, Home Box Office. Idea People: Graham Moore,

TCI; Kay Koplovitz, USA Network.

CTAM annual meeting. 4:30-5:30 p.m. California West Room.

Wednesday, Aug. 6

Sessions: Marketing, Business Office and Operations—How It Must All Fit Together. 8-10 a.m. California West Room. Moderator: Douglas H. Dittrick, president, Douglas Communications Corp., Mahwah, N.J. and chairman, National Cable Television Association. Panelists: E. Thayer Bigelow Jr., senior vice president, finance and corporate development, Time-Life Films, New York; Robert W. Hale, vice president of marketing, Mission Cable, San Diego; Bonnie LeFresne, business office manager, Manhattan Teleprompter, New York; Edward A. Bennett, vice president, marketing, Viacom Communications, New York.

Session: How Tiering Is Expanding Our Opportunities. 10 a.m.-noon. California West Room. Moderator: Gregory J. Liptak, senior vice president, operations, Times Mirror Cable Television, Irvine, Calif. Resource people: Paul M. Hancock, general partner, Housatonic Cable Vision Co., New Milford, Conn.; Don Mathison, director of Marketing, Colony Communications Inc., Providence, R.I.; Robert Schultz, president, Video Probe Index, Bayside, N.Y.; Mark L. Van Loucks, vice president of marketing, subscriber service and franchise development, United Cable Television Corp., Englewood, Colo.; Rod Warner, vice president of marketing, Storer Cable Communications, Sarasota, Fla.

Broadcasting At Large

Bill Daniels and cable television are virtually synonyms. They grew up together. As chairman of the board of Daniels & Associates, he has touched just about every company that now lists itself among major operators of cable television systems in the country. There are few in the industry who do not know of him and few who would deny that the Denver-based entrepreneur has put an indelible thumbprint on an industry that today is in the middle of the communications revolution. Some effusive admirers have dubbed him the father of cable television. What, in fact, the Western-bred financier-operator-cheerleader-elder statesmen fathered was a perception among bankers, insurance companies and other citadels of the financial world that cable television was a medium worth a gamble. During the long dark days of the fifties and sixties, his was, at times, a solitary voice preaching the gospel of cable television. Today, Daniels, 60, divides his time between his Denver headquarters and his quieter (although only slightly so) private refuge on the Pacific at Del Mar, Calif., near San Diego. As the following interview shows, he is far from retired and hardly retiring. He still preaches his gospel. Only now, more people are listening.

Are you the father of cable?

A lot of people call me the father of cable television. I don't know if I am or not. There has been a big dispute around the country on where the first cable system was—whether it was in Astoria, Ore., or whether it was in Oil City, Pa., or wherever. But they generally give me credit for making it a real industry and getting the big money in and making it what the industry is today. I get credit for that, I guess.

That's something that you've got quite a reputation for, being the only man who could find money for cable television in the '50's and the '60's. How did you do that?

Well, it wasn't easy. I've been thrown out of

more banks than any person alive, I believe.

Were the banks here in Denver?

No, banks in Denver never got active in the cable business until about three to five years ago. The original money all came from equity capital. Next we found some finance companies that were lending us money at a very high interest rate. And we mortgaged our souls to get it. Then more sophisticated investors started to come along, and that helped us with banks. Some of the Eastern banks were very aggressive with us after we'd been around 15 years.

So we're talking, like, 1970.

Yeah, they got to be very aggressive. Today, they are super aggressive, and they love the

cable industry. No bank to my knowledge has ever taken a loss on a cable TV loan.

Let's carry that one step further. Today we're also in long-term financing, which means insurance companies are lending a lot of money to our industry because we're a high cash flow industry. And both banks and insurance companies like that; we have the ability to service a lot of debt.

Any particular insurance companies that come to mind?

John Hancock, Equitable, Home Life, Teachers, J.P. Morgan Interfunding, which is the long-term lending branch of the Morgan Guaranty Bank. At the NCTA convention in Dallas there were almost as many bankers and insurance company lenders there as any of the

other auxiliary people that service our industry. It's been this way for about the last five years. They're aggressively seeking relationships with cable companies today. It's a lot of fun to see that happen.

Are the major banks as interested in the broadcast business?

Yes, I'd say both broadcasting and cable enjoy the same reputation with banks and insurance companies.

Why is Denver the capital of the cable industry?

Well, I moved here from Casper, Wyo., in 1955, and started Daniels & Associates, which is the parent firm today of all of our operations, and gradually convinced friends that they ought to move to Denver. It's a great spot. It's the perfect city in the U.S. to travel out of, if you do business on a nationwide basis.

The reason, at first, is transportation. You can go to Stapleton airport and you can be any place in the country in two and a half hours. It's easy to convince employees that they should move to Denver, especially from the East Coast.

It just kind of gradually happened. I told one of my friends to put their home office in here. That started, I guess, with Cablecom General. The president is a good friend of mine.

It's a good labor market, good living conditions. I've been pounding on the chairman of United Cable for a long time to move back here. He was from Casper and with me in the early days. He always liked Denver. American Television & Communications is headquartered here because Monty Rifkin, who is the chief executive officer, was my executive VP and we formed that company. And it started in Denver and it just made sense for us to stay here.

But now it's much larger, and that's why they're here. Bob Magnus is the chairman of Tele-Communications Inc. and we've long been friends. Bob saw the other guys moving here, and we do business with each other all the time.

Carl Williams of Televents is here, and Carl is one of my former employees. He has a sizable company now. Glenn Jones, Jones International, had worked for me at one time. And so he lives in Denver and he's got a substantial operation going. And that's about it. It just kind of happened.

It's said that one reason so many cable people are in Denver is because Bill Daniels was the only person in the country who could get the money for them.

I wouldn't agree with that. I would say that it's happened in a lot of cases. But if you mean to raise money for them, no. By the time I

convinced a lot of them to move here, they were in pretty good shape. There might have been instances when I helped them, but I don't remember what they were.

When did cable become a corporate enterprise? When did it stop being a mom and pop operation?

Well, 30% of the cable systems in this country today are owned by broadcasters, and more of them are coming in every day. That pleases the hell out of me because they battled us for years.

But moving out of the mom and pop operation? It started about 1960.

Who was the first big corporate buyer?

Teleprompter. In those days it was on the American Exchange. Not that big, but at least it



was a New York corporation that could see that cable was an ideal operation.

And the second one was, I believe, was when Cox Broadcasting came in, and that was because of Sol Taishoff [the editor of BROADCASTING]. He called me one day and said, "Bill, there's a friend of mine I'd like to have you meet. His name is Leonard Reinsch and he's from Cox Broadcasting." And I said, "You know me, I'll go any place at any time to sell cable to anybody." And I met him in a restaurant in Scottsdale, Ariz., with Sol, and the three of us met for about three hours and shortly following that I sold Leonard his first system and operated all the Cox properties for a while, until they could get their own management team together.

What did you do before getting into cable?

My dad was in the insurance business in New Mexico, in the finance business. And I worked with him after I got out of the Navy. And then I moved to Casper, Wyo., to expand our operations. We were in the oil insurance business. This was 30 years ago. I moved to Casper and expanded that operation. My dad had died, my brother and I were in it together. But they had no television in Casper, and that's how I got started in the cable business.

Did you consider yourself a wealthy man

when you went into the cable business?

Oh, God, no. Oh, no, I had about \$5,000 to my name, and very little credit. And owed maybe \$2,000 which in those days was a lot of dough.

But I was able to convince people that cable had a great future. And I got my start by convincing wealthy people to invest. And for a consideration of that. I would end up with part of the equity in the company. And over the years, those equities—those that I've kept and those that I've sold—have made me comfortable.

This is a good point at which to turn to a history of cable. Back in 1955, did you see the future beyond basic cable service?

Oh, since the day one, yes. I'm not an engineer and I'm not a lawyer. To me, television is the

greatest single event that's happened in my lifetime. I was 60 on July 1. I didn't see television until 1952. And at that time, I was 32 years old. I'd lived in the days of radio.

But even today, when I watch a program that's taking place in New York and I'm in a bar or my home or any place, and that's taking place the exact same second in New York that I'm seeing it in my living room. I still have trouble believing it's happening.

What was cable going to bring to the party? What did you see 25 years ago?

Well, there were towns all over the country, I thought, my God, there's got to be a way to bring cable to these small towns that can't afford a TV station. And then I said, well, you get a wire into the home that can communicate to the home and you can bring both the picture and sound into the home—not just the sound, like the telephone company.

That has got to have a tremendous future. A lot of the things that are happening today we talked about in those days. It just took us longer to get there. We talked about pay television, pay by the program. We talked about burglar protection, we talked about fire protection. The only thing that I could not predict in those days was what the NASA program would leave us with in satellites, which would enable us to really get cable TV going. I wouldn't say that I knew everything that was going to happen, but a lot of the things have happened.

I put the first news wire into the home, in Miles City, Mont., in June 1965. We took an ordinary news machine, put a camera on it and backed it up with the clickety-clickety-clack of the newswire. And the reason I did it in Miles City was that the owner of the newspaper and the radio station was also my part of the cable TV system. If he hadn't been, there's no way he would have let AP do this with us. From that has come the Reuters, AP and UPI news services that we now put in the

home on a very professional basis.

That's a far cry from your latest venture in this business. You just purchased 13% of Turner Broadcasting.

Well, no, I invested five million of my own money, and I'm raising another five from the cable TV industry to buy \$10 million worth of the ventures.

Is that a vote of confidence in Cable News Network?

I bet \$5 million on a guy because I know the numbers and I know what's going to happen. CNN will be here forever. Wait a minute—a 24-hour news network will be here forever. It's in place, it's operating, it's exciting. The company, by Ted Turner's admission and those who know it, is going to take one hell of a loss for about 36 months. And then it's going to turn into a tremendous moneymaker, and I feel that I have the opportunity to be in the same place as if I were Bill Paley's partner in the early days, or David Sarnoff's.

The worst that can happen to Turner and me and the other stockholders is that one of these days one of the big-shooter companies will buy CNN for one hell of a big profit, one of your big communications companies. There are a lot of them around. Times Mirror, Capital Cities, *New York Times*, Hearst, Scripps-Howard, you name it. Because we're in place. Post-Newsweek was getting ready to do it, but Turner beat them to the punch and got it going.

Is there a Bill Paley or a David Sarnoff in cable?

Well, both are outstanding men. The closest we would come to that will be Milt Shapp, if he was still in business. Shapp was founder of Jerrold and former governor of Pennsylvania, but he's out of the business now. He was a combination engineer and a guy with vision.

What's the next level that cable has to push through?

First, we've got to get through the terrible franchise battles we're going through now for permits to build cities. That in my opinion is going to all be behind us in 18 months. Then we can settle down and learn how to become better operators, provide better service to the customers. We can really get into the two-way services and perfect them and make them both a wanted service by the consumer and viable to the provider, to the company, so you don't lose too much money. You will eventually make money in that.

And then we've got to learn how to handle the advertising end of our business. We're babes in the woods there now, but we're going to get there.

But what we've got to be careful of is what we have talked about for so long. We sell programs with no advertising, and we don't want to destroy that sales tool. We've got to be very careful of that in our industry.

In the last year there have been many switchovers from the television business to the cable business.

And you're going to see a hell of a lot more of them, too.

Are those the kind of people you're going to need to teach you the advertising business?

No. In this shop today, I have from three to five applications a week for employment from young MBA's who are getting out of Harvard, Yale, Dartmouth, Stanford, Columbia, you name it. And that's been going on for about five years. They've started to take a look at our industry. Those young, eager-beaver guys are going to be of great help to us.

Plus some of the seasoned broadcasters who are coming from the networks and from the broadcast operations around the country. Leonard Reinsch was one of the first investors in cable with his company. And everybody will tell you he's a great visionary. He thinks cable is going to just go crazy. And we've seen a lot of guys that are kind of bored with broadcasting as shown today.

Is there a difference in the needs for a cable executive and a broadcaster?

You bet. A cable executive has got to be about raising a whole lot more money to raise new plant. Broadcasters don't have to worry about that for one minute. We've got to worry about dealing directly with the customer whom we take money from every month. A broadcaster doesn't have to worry about that.

We've got to make sure that we've got a good engineering staff, because we're investing a whole lot of money every month. The broadcaster, all he's got to do is have one engineer that makes sure he's got a good signal. We've got so much more to learn than the broadcaster does.

And we've had to fight some battles. We're badly outnumbered. In the early days of cable, our enemies were local broadcasters in every market we were in, the three networks, the theater owners and movie producers, the telephone company, the FCC, the city councils, the county governments, the state governments.

And we've overcome that.

You don't count any of those people as your enemies any more?

Yes, but they know that they're whipped. We're doing business today. We are basically deregulated. And I said from day one that our friends—Wall Street and Main Street, and Main Street means our customers—outnumbered our enemies. The customers in our business have always thought we were great. And Wall Street thinks we're great because the banks have never lost any money and they love to finance cable operations.

Those two factors outweigh all of the others—except it took us 25 years to get there.

Is the broadcasting-cable fight over?

No. I was asked, "What's your biggest joy today?" And I said, it's seeing the young guys succeed, make a lot of dough. And secondly, when I can do business with people like Taft Broadcasting, who've been in to see us and want to get the business. And they fought us for years. When I can see Hearst, Scripps-Howard, all the big broadcasters, that's where I'm getting my joy today, because they're all getting on the bandwagon.

And for years they tried to slit our throats. Now, the smart broadcasters ended up owning 30% of our industry, and thank God for them. Because as they came in, it gave us a little more credibility.

The battle is not over by a long shot. The maximum telecasters, they come up with all these phony arguments, trying to delay us. John Kluge of Metromedia, he's not in yet; he thinks

we're a bunch of pirates. I'll get him one of these days. Either the industry will get him or he'll be left at the starting gate.

The feud is not over yet, because the local broadcaster in a five-station market doesn't exactly go crazy when you come in overnight and bring 30 more television services. So the feud, basically, is never going to be all the way over with, but that's what's going to make broadcasting better and us better.

The day that we open up our market with the state-of-the-art, 35-channel system, all the stations get better. It's a free enterprise system, competition. They do a better job and they make more money, just because they do a better job.

CBS has announced it's going into the cable business.

They don't know what they're going to do, but they said they're going to do something. And I think that's beautiful.

Will they succeed?

They've got to provide a service that the cable operator wants and needs. And if they do that, they'll succeed. If they don't, they'll fall on their ass just like anybody else.

Do you expect all three of the networks to be in the cable business?

Sure. Either directly or indirectly. I don't think the FCC is going to let them get into ownership of cable, cable properties per se. But we'd welcome them to produce hardware, produce software, any way they want to get in, we'd be delighted to have them.

What is Gannett going to do about cable?

Oh, Gannett is like every other communications company that's now in business. They were talking to our shop. We primarily are in the deal business here, finding buyers and investors and so forth. They've let it be known they're looking for good cable investors and they're going to get in whenever they feel they're looking at the right deal. It's got to happen in the next year.

Will they get into system ownership?

Sure, logical place for them.

Is that where the money is in cable?

Oh, yes. There's going to be a lot of money in the software business and the advertising business and in the ancillary services. But the big dough is in operating.

Is that as lucrative as owning a TV station?

No, because the TV stations aren't tremendously capital intensive, building plant all the time. You get a good building and a good transmitter and a good studio—it's a money machine.

I think broadcasting is top dollar. But the action today is in cable. By that, I mean the demand for VHF network stations or independents has pretty well leveled off. And you're not going to see a tremendous increase in prices for the properties as you've seen in the last 10 years.

What do you base that on?

Well, they're priced out of the market now. They're milking it for every dime they can. Try

and buy a newspaper today. Try and buy a TV station. Try and buy a billboard company, or a radio station. The best bang for the buck today is in the cable business, by far, and in the same spot that, in my opinion, broadcasting was in 15 years ago.

What do cable systems sell for?

Various numbers. There's no formula. It depends on the market and how much potential is left. Is the market growing and is the plant in good condition?

Is there a good way you can estimate?

On my properties that I sold, they were well managed, had good physical plant and were about 55% saturated. We sold them for about 10 times cash flow.

If you reverse it, say we're only 20% saturated in the market, we'd have sold for a hell of a lot more multiple times cash flow because a lot more of the growth was left. If we were 90% saturated and there wasn't much growth, we probably would have had to sell them for eight times cash flow.

Can you lose money in cable?

If you're a bad operator and don't know what you're doing, hell, yes. Like any other business.

The 50th anniversary of *Business Week* talked about business in the last 50 years and what had taken place. They also tried to predict what's going to happen in the next 50 years. And the business of the next 50 years, in the opinion of *Business Week*, is communications by wire to the home. My friend, that's us.

What is direct-to-home satellite going to do to cable?

It's not going to do anything. We're going to provide the same thing, too, and for a hell of a lot less money.

What about cable people taking broadcast signals? Is that equitable?

Oh, sure. How do broadcasters get the money? How does a station make money? Advertising. And how does he set his rate on advertising? You'd think I was interviewing you, but let me pursue this. How does he set his rate on his advertising base? Viewer levels and who increases his viewership and gives him more homes? The cable industry. Let's take WOR-TV New York. We are just handing them a beautiful opportunity to increase their rate card. We're helping them. Why do we need the retransmission consent?

But what about the producer who sells his show to New York and he sells the same show to Harrisburg, Pa., and he doesn't get any extra money for it?

The hell he isn't. He charges the Harrisburg station less for the program and the New York station more. Now, as far as protecting the TV station owner in Harrisburg, the hell with them. Let him make his contract deals with the program producer and let him tell him the truth on what's coming into the market.

I don't feel sorry for any local broadcasters. They have had a bird's nest on the ground and have been protected by the FCC for the 30 years I've been battling them. And they have made a bundle of money. And their profits go up every year, and there's never been a case proving that we've damaged any local station. They're still going to be there, they're going to do well,

they're going to make more money because we force them to, because of competition.

And they're going to do extremely well. But they don't know that, and they don't believe that.

How do you convince them?

You don't. You just let it happen and 10 years from now say, "Hey, Charlie, I tried to tell you that 10 years ago but you wouldn't believe it."

Is broadcast management that shortsighted?

Hell, yes. They're greedy. Of course, everybody's greedy. They're protecting their little nest. The Denver stations don't want another 30 channels in here, and I don't blame them. If I owned a Denver station I wouldn't, either. But the point is, we make them work harder; they're going to produce better programs; they're going to be here forever; they're going to make more money, and the public is going to benefit, and we're going to make a hell of a lot of money, too.

They don't believe that. But that's what's going to happen.

Cable is not going to put a local station out of business?

Absolutely not. We don't want to do that. No way we want to do that.

The Denver station is understandable. What about that station in Harrisburg, when it's got 34 competitors?

It's going to have to work harder. It's going to do well. But if it doesn't, am I going to cry about it? The answer is no. They made a hell of a lot of money for 25 years, and now there's a better way to serve the public. But that's not going to happen. Ain't a TV station going out of business because of cable.

The people that are going to make the decision on everything I'm telling you is not you, me or the broadcaster or the cable people. It's the American public. And all we've ever asked—deregulate us and let the public decide what they want. And they're deciding in a hurry. The networks will be in business forever; they will prosper; we'll prosper; everybody will.

But the public is going to decide that, not you and I and not the broadcasters.

What do you see as the next big programming break?

Performing arts. We need it badly. Lincoln Center, ballet, opera, symphonies. We need it, the industry will buy it and it would be a great service, again, to the public. I don't like ballet, but I have friends who do. I'm not great on the symphony. I have friends who are. I'm not great on opera but I have friends who are. And that will fill a real void in the public's desire to have something that they really enjoy.

One thing that worries some people about the 35-channel millenium, is that so many people who know how to make television shows are making the same kinds of shows. How is it not going to reach a situation where instead of three "Charlie's Angels" on every night, you've got 35 "Charlie's Angels" on every night?

You go to CNN, the 24-hour news network. At 8, you can watch news if you don't like any of the sitcoms, any of the 25 channels, whatever. You got that news to watch. And it's a fantastic

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contribution. You'd be amazed at the people who can't see the news at 6 or 7. But they can at 8 or 9. And there are hundreds of thousands of people who like to go to bed about 9 and not wait for the 10 news to come on. Or that wake up in the middle of the night and want to know what's going on, because we live in an era of instant communications.

Enough of that. We have simply got to develop more programing. We've got to be very careful that we don't give people 35 channels with the same thing. If we do, we can't sell it.

What about local origination?

It's going to be tremendous. We've done a lousy job at it, but we haven't had the bucks to

do it. In Denver, we'll have eight, fully equipped color studios to serve different areas of town. We'll make money in it. We'll lose money for a couple of years, but then we'll get rid of them and low, low advertising. It's got a great future.

Let me tell you this. I'd love to come back in 25 years. I am told that the new TV sets that we're going to see come on the market, starting in about two years, with cable coming on the way it is now, and with the videodisks and videocassettes and so forth, that you're going to be buying an instrument that is a combination Betamax, TV screen—all kinds of gadgets on it—and connected to cable and satellite. And, my God, imagine that.

Would I love to come back and watch one!

Union announces plan to oppose O&O renewals

IAM cites report saying network newscasts give inaccurate, biased reports about union interests

The International Association of Machinists and Aerospace Workers (IAM) said last week it would challenge the license renewals of three network owned-and-operated television stations to protest the networks' failure to serve the needs and interests of union viewers on their evening news programs.

The stations that IAM President William W. Winpisinger targeted for the attack at a Washington press conference last Wednesday were WRC-TV Washington (NBC), WCAU-TV Philadelphia (CBS) and WABC-TV New York (ABC). All are up for license renewal next year.

Winpisinger said other unions have shown interest in joining the IAM in going after the stations, but said it would be inappropriate for him to identify them.

The attack was precipitated by a report, critical of the network news operations, that was also released at the press conference. The report was based on the monitoring of the networks' evening news programs in February by 1,500 members of the IAM union in 48 states. The union announced its intention to look into television programing a year ago (BROADCASTING, Aug. 27, 1979).

The report concluded that issues of most importance to union members—inflation, energy, foreign trade, health and tax reform—were "covered in less than one-eighth of the broadcast stories." Moreover, it found that when those issues were covered, the corporate position as opposed to the labor position was most often expressed through interviews with corporate officials or reporters' comments. "It is this distortion which consistently erodes labor's confidence in the media," the report said.

The union monitors were asked to rank the newscasts on the basis of "fairness, accuracy, honesty and valueableness." There was no significant difference among the three: NBC led with a 79 rating, CBS placed with a 77 and ABC scored a 76.

Other conclusions of the report: The union stories that receive the most attention are strikes, and the reasons for the strikes are not given; labor's positions on national issues are not sought out; news provides more visual entertainment than information; there is a need for expanded newscasts; viewers are not informed about international situations in which there is no violent action, and there are too many commercials in the newscasts.

When asked for his opinion on why there might be a corporate bias at the networks, Winpisinger said: "The networks are corporations and that speaks for itself." He added that he trusted reporters but said that editors are employees of the corpora-

AAAA argues for advocacy advertising

The American Association of Advertising Agencies has issued a position paper supporting the acceptance of advocacy advertising in media.

The subject of advocacy or issues advertising has come to the fore because television networks and many stations oppose such advertising for fairness doctrine reasons or on the theory that large corporations, with their financial power, would have an advantage over others in advancing their views.

The AAAA defended its position by saying that "advocacy advertising prepared responsibly by corporations, or for that matter by any group, is a fully protected

right of the First Amendment, ought not to be restricted by broadcaster or editor acceptance policy or by tax policy."

The association said that advertising appearing in recent years was "born of frustration of many companies seeking a balanced presentation of business issues in the news media." The statement added that paid advertising "is an avenue where the business story can be presented carefully and thoroughly."

The AAAA said it believes that such corporate advertising should not be the subject of "special acceptance policies" or "hindered by tax policy" but should be considered an ordinary business expense.

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8/4/80

tion and "often what appears is not the way [the reporters] write it."

Winpisinger said it is necessary to challenge the station licenses to "support the notion that that is not everyday life that comes out of the tube."

William Young, a media consultant who conducted the survey and prepared the report, said the union finds "high receptivity at the local stations ... but the networks aren't responsible for anything." The only way to get to them, he said, is through the five stations each of them owns. (Young, of Oak Park, Ill., organized the Parent Teachers Association crusade against sex and violence on television and specializes in such consultations [BROADCASTING, Sept. 3, 1979].)

Young said that the license challenges

As for AFSCME. A labor union that represents more than a million state and local government workers, contends labor isn't getting a fair shake in the news coverage and other programming by commercial and public broadcasters as well as cablecasters. To explain its charges and to provide guidelines to rectify the alleged injustices, the American Federation of State, County and Municipal Employees has issued a booklet to help members gain access to radio and TV time. It explains the rights of citizens under the fairness doctrine, and the personal-attack rule; who, where and how to negotiate for media access, and the recourse of challenging a station's license renewal. An extensive appendix offers sample letters in contacting stations and cable systems as well as the FCC. There also is a bibliography of the laws and publications that can serve as background and a list of groups that provide assistance. In announcing the access project, AFSCME President Jerry Wurf maintained that organization has been "the consistent victim" of neglect and bias by the electronic media. "Fair and honest coverage of labor is a myth," he added. "The picture that often emerges is one of picket lines, violence and disruption. Negative messages about labor are found in both news and entertainment programming."

would be based on the fairness doctrine and on the stations' statutory obligation to serve the public interest, convenience and necessity. Winpisinger suggested that they might also be accused of failure to conduct proper community ascertainment.

Young said that if the license challenge fails and if Congress emasculates the license renewal process through pending legislation revising the Communications Act, the union would hit the networks through boycotts of network advertisers.

Last month the IAM released a report, based on a similar survey, that, it said, confirmed fears that "television is not only harmful to the image of unions but the image of their members as well."

The IAM will release another report with the results of its monitoring of local newscasts in September.

Changing Hands

PROPOSED

■ **KFAT(FM) Gilroy, Calif.:** Sold by Wheatstone Bridge Engineering Co. to Harvey Levin for \$2.5 million. Seller is owned by Lorenzo W. Milam and Jeremy D. Lansman (43% each), E. Vernon Buck (4%) and five others. They have no other broadcast interests. Levin is former vice president and general manager of KNEW(AM) Oakland, Calif. He owns KUIC(FM) Vacaville, Calif. KFAT is on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain.

■ **KUJ(AM) Walla Walla, Wash.:** Sold by James C. Nelly to KUJ Inc. for \$1.7 million. Nelly has no other broadcast interests. Buyer is owned by Patrick Prout, former lending officer with Chase Manhattan Bank, New York. He has no other broadcast interests. KUJ is on 1420 khz with 5 kw full time. Broker: Chapman Associates.

■ **KARD-FM Wichita, Kan.:** Sold by Kansas State Network to KKR Broad Broadcasting Co. for \$1.25 million. Seller is Wichita-based publicly traded group owner of KARD-TV Wichita and KCKT(TV) Great Bend and KGLD(TV) Garden City, both

Kansas; KOMC(TV) McCook, Neb., and KTVJ(TV) Joplin, Mo. KSN has been acquired, subject to FCC approval, by Standard Communications Inc., owned by George Hatch family (BROADCASTING Aug. 20, 1979), although transfer awaits outcome of hearing involving KTVJ and other stations in Joplin market on price-fixing charges. KARD-FM is being spun off to comply with FCC rules against acquisition of co-located radio and television stations. KARD-FM buyer is owned by John Price and children, John Steven, Janet and Jennifer (25% each). Price, Salt Lake City real estate developer, owns 50% of WAPA(TV) San Juan, P.R. KARD-FM is on 107.3 mhz with 95 kw and antenna 865 feet above average terrain.

■ **KQPD(FM) Ogden, Utah:** Sold by Wasatch Broadcasting to Sunbelt Communications for \$1.15 million. Seller is owned by Doris C. McIntyre and Robert C. Mohr (50% each) who have no other broadcast interests. Buyer is owned by seven individuals, four who operate Sunbelt and own voting (class B) stock and three who have invested in company and own nonvoting (class A) stock. Voting stock owners are C.T. Robinson, William

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Moyes and Michael Hesser (18.4% each) and Robert Magruder (10%). Nonvoting stockholders are Daniel Lassman, Gerald Wine and Murray Rosenberg (11.6% each). First four manage Sunbelt. Lassman and Wine are partners in Chicago dental clinic. Rosenberg is Chicago anesthesiologist. Sunbelt owns The Research Group, broadcast consulting, syndication and audience research service, and KVOR(AM)-KSPZ(FM) Colorado Springs; KQED(AM)-KZZX(FM) Albuquerque, N.M., and KFYE(FM) Fresno, Calif., and have purchased, subject to FCC approval, KTLS(FM) Oklahoma City (BROADCASTING March 31). KQPD is on 101.9 mhz with 96.3 mhz and antenna 39 feet above average terrain. Broker: Chapman & Associates.

■ **WBRE-AM-FM** Wilkes-Barre, Pa.: Sold by WBRE Radio Inc. to Donald Wilks and Michael Schwartz (50% each) for \$850,000. Seller is owned by David Baltimore and family, who also own WBRE-TV Wilkes-Barre. Wilks and Schwartz own WIXY(AM)-WAQY(FM) Springfield and WKZE-AM-FM Orleans (Cape Cod), both Massachusetts, and two-thirds of WPET(AM) Greensboro, N.C. They have also applied for new UHF in Middletown, Conn. (see "For the Record," page 66). WBRE is on 1340 khz with 1 kw day and 250 w night. WBRE-FM is on 98.5 mhz with 6.9 kw and antenna 1,179 feet above average terrain.

■ **KPEN(FM)** Los Altos, Calif.: Sold by

LDS Enterprises to former group owner, Don Burden, for \$630,000 ("Closed Circuit," June 16). Seller is owned by Frank DeSmidt, who has no other broadcast interests. Burden, who owned three AM's and two FM's, was stripped of all five licenses (Indianapolis-based Star Stations) by FCC five years ago for "pervasive and continuing misconduct" including alleged misuse of stations to favor political candidates of his choice (BROADCASTING Feb. 3, 1975). If FCC approves his KPEN acquisition and investment proves sound, Burden hopes to collect new station group. KPEN is on 97.7 mhz with 3 kw and antenna 175 feet below average terrain. Broker: Chapman & Associates.

■ **WFAF(AM)** Farrell-Sharon-WFAF-FM Sharpville, both Pennsylvania: Sold by estate of Sanford Schafitz to Broadcast Service Communications Inc. for \$603,750. Seller has no other broadcast interests. Buyer is owned by Robert Kassi, president, and 14 others. Kassi is former owner of WKYX(AM) Utica-WYUT(FM) Herkimer, both New York. He has no other broadcast interests. WFAF(AM) is on 1470 khz with 1 kw day and 500 w night. WFAF-FM is on 95.9 mhz with 3 kw and antenna 285 feet above average terrain. Broker: Blackburn & Co.

■ **WKAL-AM-FM** Rome, N.Y.: Sold by Maurer Broadcasting Corp. to Wooster Republican Printing Co. for \$540,000. Seller is owned by Jackson B. Maurer and family, who have no other broadcast in-

terests. Buyer is group broadcaster/newspaper publisher (*Wooster [Ohio] Daily Record* and others), which is owned by R.E. Dix and family. Dixes own WTBO(AM)-WKGO(FM) Cumberland, Md.; WWST-AM-FM Wooster, Ohio, and WRAD(AM)-WRIQ(FM) Radford, Va. WKAL is on 1450 khz with 1 kw day and 250 w night. WKAL-FM is on 95.9 mhz with 3 kw and antenna 105 feet above average terrain. Broker: Larson/Walker & Co.

■ **KLUE(AM)** Longview, Tex.: Sold by Radio Longview Inc. to McLarty Communications Inc. for \$500,000. Seller is owned by H.A. Bridge Jr. (20%), wife, Jo Ann (30%), Edwin Mahone and wife, Mildren (25% each). They also own KMHT-AM-FM Marshall, Tex. Buyer is owned by Thomas F. McLarty (50%) and brother, Francis, and wife, Nan (50% jointly). They operate family-held company that owns Ford dealerships in Hope, Ark., and Texarkana, Tex. They have no other broadcast interests. KLUE is 1 kw daytimer on 1280 khz. Broker: George Moore & Associates.

■ **WMDI(FM)** McKean, Pa.: Sold by Mikro-Dawn Inc. to Seggi Broadcasting Corp. for \$465,000. Seller is principally owned by Donald L. Mikovch, who has no other broadcast interests. Buyer is owned by Ronald, Guy and Sam Seggi, brothers (one-third each). Ronald owns Erie, Pa., advertising and public relations company. Sam and Guy operate construction business, also in Erie. They have no other broadcast interests. WMDI is on 102.3 mhz with 3 kw and antenna 400 feet above average terrain.

■ **WJEE(FM)** Jacksonville, Fla.: Sold by Robert Smith (principal) to CLW Communications Group for \$450,000. Smith has no other broadcast interests. Buyer is owned by AMG International, Chattanooga-based nonprofit religious organization. Spiros Zodiates is president. It already owns 40% of WJEE. It also owns WCRJ(AM) Jacksonville; WSCW(AM) South Charleston, W.Va.; WHYD(AM) Columbus, Ga., and WVFV(FM) Dundee, Ill. It has applications pending for new FM's in Rome, N.Y.; Alexandria, Ind., and Pittston, Pa. It has applications pending for new UHF's in Atlanta and Boulder, Colo. WJEE is on 107.3 mhz with 100 kw and antenna 350 feet above average terrain.

■ **WCSL(AM)** Cherryville, N.C.: Sold by Mark Media Inc. to Spirit Publications Inc. for \$400,000. Seller is owned by J. Ardell Sink (75%) and wife, Remelle (25%). They also own WKYL(AM) Burnsville, N.C., and WPKZ(AM) Pickens, S.C. Buyer, owned by Michael S. Jones, is publisher of weekly newspaper in Cherryville and owns recording studio there. Jones has no other broadcast interests. WCSL is on 1590 khz with 500 w day.

■ **WWWZ(FM)** Summerville, S.C.: Sold by Brothers Broadcasting to Attaway Investment Co. for \$350,000. Seller is owned by Ken Goodman, president (33%), B. Ward Wilson and John Pembroke (20.75% each), Arnold Goldstein (10%) and three

Richter Broadcasting Company, Inc. has acquired radio stations **KTAN (AM) & KTAZ-FM** Sierra Vista, Az. from Behan Broadcasting, Inc.

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others. They also own WPAL(AM) Charleston, S.C., and WXVI(AM) Montgomery, Ala. Buyer is owned by Wesley Attaway and family, who own weekly newspapers in Houston area. They have purchased, subject to FCC approval, KEES(AM) Gladewater, Tex. (BROADCASTING, June 23). WWWZ is on 93.5 mhz with 1.1 kw and antenna 460 feet above average terrain. Broker: Blackburn & Co.

■ WCKM(AM) Winnsboro, S.C.: Sold by Guardian Research Inc. to Fairfield Broadcasting Inc. for \$280,000. Seller is owned by Ben H. Davis (71.43%) and Carter B. Robertson (28.57%). Davis owns WFIS(AM) Fountain Inn, S.C. Robertson has no other broadcast interests. Buyer is owned by William B. Sanders (51%) and John E. Benson (49%). Sanders is president and general manager of WSSC(AM) Sumter, S.C. Benson is former sales representative for WSSC. WCKM is on 1250 khz with 500 w day.

■ KNFO(FM) Waco, Tex.: Fifty-one percent interest sold by Reba Robertson and son, Mark, to John M. Borders for \$250,000. Sellers have no other broadcast interests. Borders is president and 49% owner of KNFO. He has no other broadcast interests. KNFO is on 95.5 mhz with 6 kw and antenna 200 feet above average terrain.

■ KLCY(AM) Laurel, Mont.: Sold by George M. Fox (receiver) to himself for \$240,000. Station has been off air for year. Former owners are Conrad Burns and Dale Fairlee (50% each). Fairlee owns 25% of both KANA(AM)-KGLM(FM) Anaconda, Mont. Burns has no other broadcast interests. Fox, court appointed receiver of station, is former owner of Rock Springs, Wyo., oil distribution company. He has no other broadcast interests. KLCY is on 1490 khz with 1 kw day and 250 w night.

■ Other proposed station sales include WRNN-AM-FM Clare, Mich., and WHBO(AM) Tampa, Fla. (see "For the Record," page 67).

APPROVED

■ KSAX(AM) (formerly KLBK(AM)) and KLBK-FM Lubbock, Tex.: Sold by Grayson Enterprises Inc. to Southern Minnesota Broadcasting Co. for \$1.75 million. Seller is owned by Ellis Carp, Theodore Shanbaum and Lee Optical and Associated Companies Retirement Pension Plan Trust (one-third each). They also own KCCN(AM) Honolulu and have sold via distress sale, KLBK-TV Lubbock; KTXS-TV Sweetwater-Abilene; KMOM-TV Monahans and satellite, KWAB(TV) Big Spring, all Texas Basin Television Corp. (BROADCASTING, April 7, see also page 42). Buyer is owned by G. David Gentling who also owns KROC-AM-FM Rochester, Minn., KXRB(AM)-KIOV(FM) Sioux Falls, S.D. and 80% of KTYD-AM-FM Santa Barbara, Calif. Son, Gregory, owns remaining 20% of KTYD-AM-FM. Senior Gentling also owns cable system serving Crookston, Minn. KSAX is on 1340 khz with 1 kw day and 250 w night. KLBK-FM is on 94.5 mhz with 1 kw and antenna 680 feet above average terrain.

CABLE

■ Great Lakes Cable Co., Elk Rapids, Mich.: Sold by Milton C. Roskam to Essex Communications for approximately \$1.5 million. Roskam has no other cable interests. Essex is joint venture owned by Dave Pardonner and Paul Field (25% each) and Oppenheimer & Co. (50%). Pardonner is former senior vice president of cable TV division of Teleprompter Co. Field is former owner of broadcast and ca-

ble brokerage firm. Oppenheimer is privately held Wall Street investment banking firm. In March it purchased cable systems serving Frostburg and Lonaconing, both Maryland, its first cable acquisitions (BROADCASTING, March 17). Great Lakes Cable serves Elk Rapids, village of Mancelona, Acme and East Bay townships, Kalkaska, Torch Lake, Alden and Rapid City, all Michigan. Systems serve 2,500 subscribers, passing 8,000 homes.

Intermedia

More is better. National Radio Broadcasters Association has approved expanding number of NRBA regions from nine to 15 to provide wider input from NRBA members on association actions and policies.

Everything's settled. Potential for troublesome switch-over in Atlanta TV affiliations was averted last week with announcement that Sept. 1 had been agreed upon as date when WSB-TV there will move from NBC to ABC and when WXIA-TV will move from ABC to NBC ("Closed Circuit," July 28). Until agreement, there had been speculation that WXIA-TV might hold ABC to full term of its old contract and take its choice of NBC and ABC programs from Sept. 30, when WSB-TV's old NBC contract would expire, until Dec. 5, termination date for WXIA-TV's old ABC contract.

Another hitch. NBC-TV has renewed affiliation of WTCN-TV Minneapolis, which was independent until NBC took it on when NBC lost KSTP-TV to ABC-TV in March 1979, and has picked up its fourth Meyer Broadcasting Co. affiliate in North Dakota, KOCD-TV Dickinson, which began operation July 28 on channel 7. WTCN-TV renewal is for two years, effective Jan. 1, 1981.

Settled. Broadcast Music Inc. said copyright infringement actions it brought against KSRT(FM) Tracy, Calif., and Augustin Soto Sr., station's president and general manager, were being settled with defendants' agreement to pay damages (amount not specified) and acknowledgement that KSRT needed license to play BMI music. BMI also said KSRT had entered into blanket license agreement with BMI.

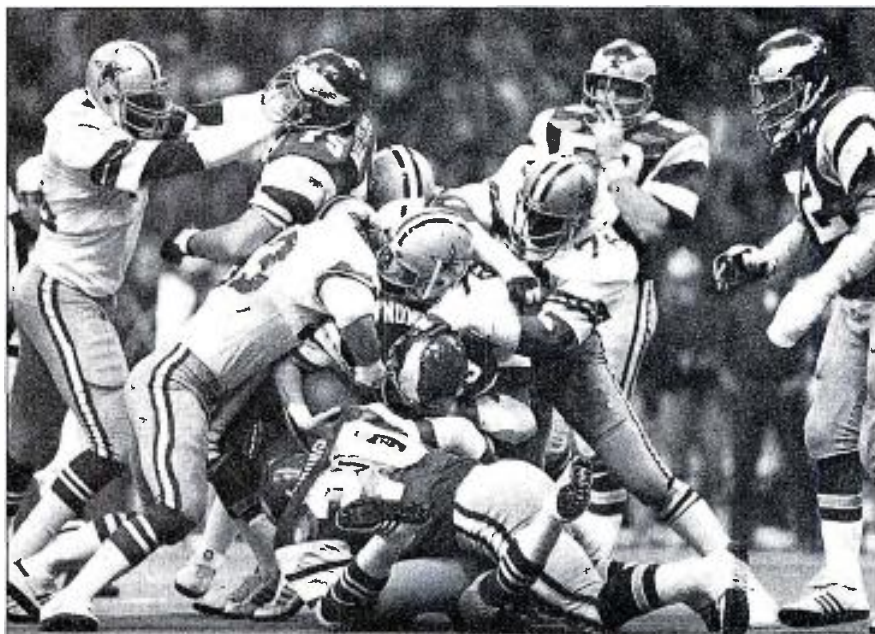
EBS boxscore. FCC reports that since it started keeping records of Emergency Broadcast System use in 1976, FCC has received 1,360 reports of EBS use. General nature of reports are weather warnings—tornadoes, flash floods, severe thunderstorms, etc. In 1980 alone, there have been 102 EBS warnings issued—most notably KHO(AM) Spokane, Wash., used EBS 13 times in one-and-a-half weeks during May to disseminate information regarding Mount St. Helens eruption.

Local use. New report by National Cable Television Association says that number of local access channels carried by cable has increased dramatically. *Cable Services Report: Local Programming, 1979-80*, found that local programming reaches 88% of total subscribership of survey; education is major use of local originated channels; nearly 30% of respondents offering local programming provide political reports; and more than 2.75 million homes receive public affairs programming on daily or weekly basis.

Back to normal. Full diplomatic relations have been restored between Britain and Saudi Arabia, after Saudis had cut many links to show displeasure over broadcast in Britain of docudrama, *Death of a Princess*. Program was shown on April 9, and since then Saudis have taken various diplomatic and commercial actions against Britain, including ban on British firms competing for new contracts. British industry sources estimate that more than \$470 million in export orders were lost during period.

Meet the people. Members of National Association of Broadcasters radio and television code boards have announced two town meetings for October. First will be Oct. 7 at University of Wisconsin at Milwaukee. Second will be Oct. 20 in Tucson, Ariz. NAB President Vincent Wasilewski will moderate both sessions.

Name change. Association for Public Broadcasting, which will be moving soon to new headquarters, separate from temporary housing at Public Broadcasting Service, has changed name to National Association of Public Television Stations—name, it believes, that more clearly reflects its mission.



Short yardage on football prices

Long-term network contracts hold total rights increases to \$6 million; 30-second spots in Super Bowl cost \$275,000

Last Saturday in Canton, Ohio, broadcasters kicked off a football season that will cost them more than \$207 million. And it will keep bouncing until the final whistle is blown Feb. 1 in Honolulu's Pro Bowl.

The \$207,241,350 is the estimated total rights payment that the nation's radio and television will pay to take their cameras and mikes into the football stadiums this season.

It's a modest \$6 million increase over last year's \$201,216,571. Most of the gain is attributable to new radio network contracts and to a slight adjustment in TV payments to the National Collegiate Athletic Association.

However, rights payments of the major television networks are virtually stabilized: The networks are in the third year of four-year contracts with the National Football League and the NCAA (BROADCASTING, Aug. 7, 1978).

Percentagewise, the biggest gains come at the local level in radio and TV rights for college and pro games.

According to BROADCASTING's annual survey of the networks, colleges and professional clubs, here is how the 1980 radio-TV rights package breaks down:

- \$199,225,000 from the television and radio networks for college and professional games. That is \$5.2 million more than the

\$194 million for last season.

- \$4,507,500 from local radio stations or rights holders for radio rights to NFL preseason and regular-season games. Last year the figure was \$4,205,000.

- \$829,000 for local TV rights for NFL preseason games, a substantial increase over 1979's \$652,000.

- \$2,679,850 for local radio and delayed TV rights to schools and colleges, 13.5% more than last year's \$2,359,571.

The networks' rights bill for the coming season will have ABC-TV paying the NCAA an estimated \$31.5 million for college games; \$46 million for NFL preseason and Monday night football; \$12 for its NFL prime-time miniseries; \$1.5 million for the Pro Bowl, and \$200,000 for last Saturday's Hall of Fame game in Canton.

CBS-TV will pay \$51 million for its coverage of the NFL's National Football Conference games in preseason, regular season, playoffs and conference championship.

NBC-TV will pay \$45 million to cover the NFL's American Football Conference during preseason, regular season, conference playoffs and conference championship. This is aside from \$6 million for its Super Bowl telecast in January from New Orleans. Super Bowl coverage alternates each year between CBS-TV and NBC-TV.

The national radio networks' coverage of college and pro games will cost more than \$6 million in payments by ABC, CBS, Mutual and NBC. A major portion of that stems from the four-year contract

renewal that CBS Radio signed with the NFL last winter. It runs through 1983 for a total of \$12.1 million. (BROADCASTING, March 10).

The game plans of local radio and TV stations' hometown coverage of the NFL action are on pages 58 and 59. And here's how the radio and television networks expect to use the rights they are buying this season:

ABC-TV was scheduled to open its football season last Saturday (Aug. 2) with the Hall of Fame game between San Diego and Green Bay. It was one of three preseason pro games on ABC's schedule. The others: Pittsburgh at Atlanta in a prime-time game Friday, Aug. 15 (9 p.m. NYT) and Philadelphia at New England Sunday, Aug. 24, at 12:30-3:30 p.m.

Numerically, ABC's pro-football schedule is the same as last year's: 16 NFL *Monday Night Football* games plus three games on Thursday nights and one on a Sunday night. The regular-season opener will be Dallas at Washington on Monday, Sept. 8, at 9 p.m. NYT. (All Monday-night games will start at 9.)

The Thursday-night specials will be Los Angeles at Tampa Bay on Sept. 11 at 9 p.m.; San Diego at Miami on Nov. 20 at 8:30, and Pittsburgh at Houston on Dec. 4 at 8:30. The Sunday-night game will be San Diego at Dallas on Oct. 26 at 9 p.m.

Howard Cosell and play-by-play reporter Frank Gifford will be joined by either Don Meredith (for 14 games of the regular season) or Fran Tarkenton (for 10 games including three preseason).

ABC-TV has not yet announced details

"The DC-10. The answers have finally caught up with the questions."

Pete Conrad

Former Astronaut

Division Vice President, McDonnell Douglas

"A year ago, there were questions. Serious, even urgent, questions in the public's mind about the airworthiness of the McDonnell Douglas DC-10 jetliner.

"Inevitably, the answers were slow in coming. They had to await the results of complex and time-consuming studies. One such test, a relatively new and highly sophisticated structural examination called Damage Tolerance Analysis, was more intensive than any previously used in the commercial aviation industry.

"The answers finally caught up with the questions in December of 1979 with the final report of the National Transportation Safety Board; and with the January, 1980 final report of the Federal Aviation Administration.

"Those answers are clear and conclusive. Teams of experienced, respected, indepen-

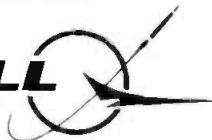


dent technical experts using rigorous, objective methods established that the DC-10 meets or exceeds every standard of aerospace technology; that the tragic Chicago accident did not result from any design deficiencies, and that steps taken shortly after the accident had eliminated any possibility of recurrence. The facts have proven, again, that the DC-10 is a totally airworthy aircraft.

"We want you, with responsibility for the dissemination of accurate information, to have all the facts about the DC-10. Our booklet, 'The DC-10, A Special Report', puts those facts at your fingertips, and answers all of the relevant questions involved in the DC-10 investigation."

For your copy, write: "Special Report," McDonnell Douglas, Box 14526, St. Louis, MO 63178.

**MCDONNELL
DOUGLAS**



of its Feb. coverage of the Pro Bowl.

ABC will also put the opener of its *NCAA Football* season into Monday night on Sept. 1, featuring Texas and Arkansas at 9 o'clock. Three regional games are scheduled for *NCAA Football's* opening Saturday edition on Sept. 6.

College games already scheduled for national telecast, in addition to Texas-Arkansas, are Pittsburgh at Penn State on Friday, Nov. 28 at 1 p.m., and Notre Dame at the University of Southern California on Saturday, Dec. 6, at 3:45 p.m.

In all, *NCAA Football* will include 13 national and 45 regional appearances, with each market receiving 23 games throughout the 13-week regular season. Among the bowl games, ABC will have the Sugar on Jan. 1 in New Orleans in addition to the Liberty on Saturday after-

noon, Dec. 27, in Memphis and the Gator in Jacksonville, Fla., on Monday night, Dec. 29.

For the NCAA games, Keith Jackson will return as the principal play-by-play reporter along with Al Michaels. The leading analysts will be Frank Broyles, former head coach at Arkansas, and Ara Parseghian, former head coach at Notre Dame.

In the NFL games, 30-second spots are being sold at \$110,000 each for 1980 or at \$115,000 each as a two-year "protected price" covering both the 1980 and 1981 seasons. Last year, advertisers who had bought for both 1978 and 1979 were paying \$85,000 per 30; those who bought for 1979 alone paid \$95,000.

In NCAA games, 30-second spots are priced at \$50,000 each for 1980 alone, or

at a "protected price" of \$54,000 covering both 1980 and 1981. For the Liberty Bowl, 30's are pegged at \$29,000 each; for the Gator, \$50,000, and for the Sugar, \$70,000. Last year the comparable figures were \$25,000, \$40,000 and \$60,000.

CBS-TV opens its professional football season on Sunday, Aug. 17, with the first of two preseason games, New Orleans at Houston, starting at 1 p.m. NYT. The second preseasoner, Pittsburgh at Dallas, is scheduled Saturday, Aug. 30, at 9 p.m.

CBS's regular-season schedule totals 104 games, predominantly between National Football Conference rivals but 23 between National and American conference teams. Kickoff date is Sunday, Sept. 7, when six regional contests are scheduled. Doubleheaders are set for eight Sunday afternoons: Sept. 14 and 21; Oct.

TEXT CONTINUES ON PAGE 60

Local TV preseason NFL coverage

Team	Originator	Regional network; games scheduled; rights holder	Team	Originator	Regional network; games scheduled; rights holder
AFC East			NFC East		
Baltimore Colts	WMAR-TV Baltimore	Regional net. of four; two live games, two tape delay; station holds rights.	Dallas Cowboys	KXAS-TV, Dallas-Fort Worth	No regional net.; one live game, one tape delay; status of other two games (on national networks) to be determined; Nevin Lyster Productions, Austin, Tex., holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional net. of two; two live games; station holds rights.	New York Giants	WPIX New York	No regional net.; four games, status TBA; station holds rights.
Miami Dolphins	WTVJ Miami	No regional net.; two live games, two tape delay; station holds rights.	Philadelphia Eagles	WCAU-TV Philadelphia	No regional net.; three games, status TBA; station holds rights.
New England Patriots	WBZ-TV Boston	No regional net.; probably two games, status TBA; station holds rights.	St. Louis Cardinals	No local preseason telecasts.	
New York Jets	WPIX New York	No regional net.; two games, status TBA; station holds rights.	Washington Redskins	WJLA-TV Washington	Regional net. of eight; two live games, two tape delay; station holds rights.
AFC Central			NFC Central		
Cincinnati Bengals	WLWT Cincinnati	Regional net. of three; two live games, two tape delay; station holds rights.	Chicago Bears	WBBM-TV Chicago	No regional net.; two live game, two tape delay; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	No regional net.; three live games; station holds rights.	Detroit Lions	WJBK-TV Detroit	No regional net.; two live games, two tape delay; station holds rights.
Houston Oilers	KPRC-TV Houston	No regional net.; one live game, two tape delay; station holds rights.	Green Bay Packers	WBAY-TV Green Bay	Regional net. of four; four live games; station holds rights.
Pittsburgh Steelers	WIIIC-TV Pittsburgh	To feed one other station; one live game, one tape delay; station holds rights.	Minnesota Vikings	WTCN-TV Minneapolis-St. Paul	No regional net.; two live games, two tape delay; Twin City Federal Savings & Loan Association holds rights.
AFC West			Tampa Bay Buccaneers	WTOG St. Petersburg-Tampa, Fla.	Regional net. of two; one live game, three tape delay; station holds rights.
Denver Broncos	KBTB Denver	Feeds to two other stations; three live games, one tape delay; station holds rights.	NFC West		
Kansas City Chiefs	KMBC-TV Kansas City	No regional net.; two live games, two tape delay; station holds rights.	Atlanta Falcons	WTCG Atlanta	No regional net.; two live games, one tape delay; station holds rights.
Oakland Raiders	KRON San Francisco	No regional net.; one live game, two tape delay; station holds rights.	New Orleans Saints	WDSU-TV New Orleans	Regional net. of four; one live game, two tape delay; Insilco Sports Network holds rights.
San Diego Chargers	KGTB San Diego	No regional net.; two live games, status of two other TBA; Bob Speck Productions holds rights.	Los Angeles Rams	KTTV Los Angeles	No regional net.; one live game, three tape delay; station holds rights.
Seattle Seahawks	KIRO-TV Seattle	No regional net.; three live games; station holds rights.	San Francisco 49ers	KPIX San Francisco	Feeds to one other station; two live games, two tape delay; station holds rights.

Local radio's pre- and regular-season NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional network; games scheduled; rights holder</i>
AFC East		
Baltimore Colts	WCBM Baltimore	Regional net. of 33; four preseason and 16 regular-season games (preseason will not be on regional net.); station holds rights with Metro Communications Sports, Rockville, Md., handling network.
Buffalo Bills	WKBW Buffalo	Regional net. of 10; four preseason and 16 regular-season games; station holds rights.
Miami Dolphins	WIOD Miami	Regional net. of 26; four preseason and 16 regular-season games; station holds rights.
New England Patriots	WEEI Boston	Regional net. of 32; four preseason and 16 regular-season games; station holds rights.
New York Jets	WCBS New York	No regional net.; four preseason and 16 regular-season games; station holds rights.

AFC Central		
Cincinnati Bengals	WLW Cincinnati	Regional net. of 40; four preseason and 16 regular-season games; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net. of 38; four preseason and 16 regular-season games; station holds rights.
Houston Oilers	Texas State Network (KTRH Houston)	Regional net. of 86; four preseason and 16 regular-season games; Texas State Network holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Regional net. of 43; four preseason and 16 regular-season games; station holds rights.

AFC West		
Denver Broncos	KOA Denver	Regional net. of 16; four preseason and 16 regular-season games; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Regional net. of about 50; four preseason and 16 regular-season games; station holds rights.
Oakland Raiders	KGO San Francisco	Regional net. of 15; four preseason and 16 regular-season games; KGO holds rights locally, Lombardo Associates holds rights outside of Bay Area, and KNX(AM) holds rights in Southern Calif.
San Diego Chargers	KSDO San Diego	Regional net. of eight; four preseason and 16 regular-season games; station holds rights.
Seattle Seahawks	KIRO Seattle	Regional net. of 44; four preseason and 16 regular-season games; station holds rights.

<i>Team</i>	<i>Originator</i>	<i>Regional network; games scheduled; rights holder</i>
NFC East		
Dallas Cowboys	KRLD Dallas	Games will be fed to Mutual Southwest network; four preseason and 16 regular-season games; station holds rights.
New York Giants	WNEW New York	Regional net. of 21; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network.
Philadelphia Eagles	WIP Philadelphia	Regional net. of 24; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network.
St. Louis Cardinals	KMOX St. Louis	Regional net. of 25-30; four preseason and 16 regular-season games; station holds rights.
Washington Redskins	WMAL Washington	Regional net. of 94; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network.

NFC Central		
Chicago Bears	WBBM Chicago	No regional net.; four preseason and 16 regular-season games; station holds rights.
Detroit Lions	WJR Detroit	Regional net. of 45; four preseason and 16 regular-season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 75; five preseason and 16 regular-season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Regional net. of approximately 25; four preseason and 16 regular-season games; Twin City Federal Savings & Loan Association holds rights.
Tampa Bay Buccaneers	WDAE Tampa	Regional net. of 35; four preseason and 16 regular-season games; Taft Broadcasting Co. holds rights.

NFC West		
Atlanta Falcons	WGST Atlanta	Regional net. of 75, with negotiations also underway with Alabama Network; four preseason and 16 regular-season games; station holds rights.
Los Angeles Rams	KMPC Los Angeles	Regional net. of 20; four preseason and 16 regular-season games; station holds rights.
New Orleans Saints	WGSO New Orleans	Regional net. of approximately 40; four preseason and 16 regular-season games; Insilco Sports Network holds rights.
San Francisco 49ers	KSFO San Francisco	Regional net. of 12; four preseason and 16 regular-season games; station holds rights.

5, 19 and 26, Nov. 23 and Dec. 7 and 21. Other coast-to-coast games are Chicago at Detroit on Thanksgiving Day (Thursday, Nov. 27); New York Giants at Washington on Saturday, Dec. 13, and Chicago at Tampa Bay on Saturday, Dec. 20.

The NFC first-round playoff is scheduled for Sunday, Dec. 28; divisional playoffs on Saturday, Jan. 3, and Sunday, Jan. 4, and the NFC championship game on Sunday, Jan. 11.

NFL Today, a pregame, half-time and postgame program, will again be broadcast by CBS on each game day.

CBS's broadcast teams for the NFL season are as follows, with the play-by-play reporter listed first and analyst second: Pat Summerall and Tom Brookshier; Vin Scully and Irv Cross; Curt Gowdy and Hank Stram; Gary Bender and John Madden; Lindsey Nelson and George Allen, and Frank Glier and Roger Staubach. In addition, Dick Stockton and Tim Ryan will also handle play-by-play, and Sonny Jurgenson and John Morris will again serve as analysts.

CBS-TV will also carry six college bowl games: Blue-Gray at Montgomery, Ala., on Dec. 25 at 3-6 p.m. NYT; Sun Bowl at El Paso, Tex., Dec. 27 at 1:30-4:30; Cotton Bowl at Dallas Jan. 1 at 2-5 p.m.; Peach Bowl at Atlanta Jan. 2 at 3-6 p.m.; East-West Shrine Game at Palo Alto, Calif., Jan. 10 at 2:30-6 p.m., and Senior Bowl at Mobile, Ala., Jan. 17 at 1-4 p.m.

CBS officials refused to discuss pricing, but it was understood that over the full season, the NFL games are priced at an average of about \$80,000 per 30-second announcement, as compared with about \$62,500 last season.

The CBS Radio network, for the third year—and the first year of its new four-year contract—will broadcast 36 NFL games: 26 regular-season contests, including all 16 Monday-night games, starting with Dallas at Washington on Sept. 8 at 8:50 p.m. NYT, and all 10 postseason games. Hank Stram and Jack Buck will cover a majority of the games; Lindsey Nelson and Jim Kelly will cover some. Dick Stockton will handle pregame reports, and Brent Musburger NFL updates and half-time reports. Don Klein rounds out the team. In addition, Stram and Buck will anchor a six-part series of 14-minute *NFL Preview* reports Sept. 1-6.

CBS Radio will also cover three college bowl games: the Sun on Dec. 27, the Cotton on Jan. 1 and the Senior, on Jan. 17, plus a *Cotton Bowl Preview* on Dec. 31.

Among advertisers signed for CBS Radio's NFL coverage are U.S. Bedding (through Grey Advertising); General Motors Acceptance Corp. (Campbell-Ewald); Owens-Illinois (Howard Swink Advertising); Buick (McCann-Erickson); True Value Hardware Stores (Home Products Marketing Association); Anheuser-Busch (D'Arcy, MacManus & Masius); du Pont (BBDO); Homelite (SFM Media Buying Services and Henderson Advertising); Stewart-Warner (Brand Advertising); Sunmark Industries (Gardner); State Farm Insurance (Needham, Harper & Steers) and CBS Entertainment (direct).

Mutual Broadcasting System will be back for the 13th year with the full Notre Dame schedule and an array of nine regular-season games between other college powers.

In addition, Mutual will be in the third year of its five-year contract, reportedly for a total of \$1.5 million, with the Southwest Conference. Under it, Mutual Southwest Radio Network will cover the entire schedules of each of the nine conference colleges. These will total 63 games, with most on a regional hook-up.

MBS's college bowl line-up will be the Holiday Bowl, Liberty Bowl, Hall of Fame

Classic, Gator Bowl, Orange Bowl and the East-West Shrine Game.

On the professional side, MBS will offer 16 NFL games on Sunday afternoons beginning Sept. 7, with each preceded by a 15-minute pregame show at 3:45 p.m., NYT.

Mutual Southwest Radio Network will again carry the Dallas Cowboys' preseason, regular season and playoff games. It will take feeds of the Cowboys' radio originator, KRLD(AM) Dallas.

Mizlou Productions, New York, again this season will handle five bowl telecasts: the Garden State Bowl on Dec. 14 (12:30 p.m. NYT); the Holiday Bowl Dec. 19 (9 p.m. NYT); Tangerine Bowl Dec. 20 (8 p.m. NYT); Hall of Fame Classic Dec. 27 (8 p.m. NYT) and the Bluebonnet Bowl Dec. 31 (8 p.m. NYT).

NBC Radio will carry the Fiesta Bowl on Dec. 26, starting at 3:30 p.m. NYT, and the Rose Bowl on Jan. 1, starting at 4:45 p.m. A spokesman said the network has not started to sell these games and therefore has not set rates for advertisers.

NBC-TV kicks off its regular-season coverage of 100 professional games on Sept. 7 with seven regional contests, three starting at 1 p.m. NYT and four at 4 p.m. Before that, it will have two preseason games, Houston at Dallas on Aug. 23 starting at 9 p.m. NYT and New England at Seattle on Aug. 29 at 8:30 p.m.

In postseason play NBC will have a wild-card playoff on Dec. 28, AFC divisional playoffs on Jan. 3 and 4 and the AFC championship game on Jan. 11. Super Bowl XV is set for Jan. 25, starting at 6 p.m. NYT.

NBC also has three college bowls: the Fiesta on Dec. 26, the Rose on Jan. 1 (at 5 p.m. NYT) and the Orange, also on Jan. 1 (at 8 p.m.).

NBC's announcing teams include Dick Enberg and Merlin Olsen; John Brodie and Don Criqui; Charles Jones and Len Dawson, and Sam Nover and Bob Trumpy.

The price for a 30-second commercial announcement in the Super Bowl has risen to a record \$275,000—up from \$234,000 last year on CBS and \$185,000 the preceding year on NBC.

In the AFC regular-season games, 30's are pegged at an average of \$70,000. In the Dec. 28 wild-card playoff they come to \$115,000; in the divisional playoffs, \$155,000, and in the AFC championship game \$140,000. For the preseason games the average is \$47,500.

In NBC's college bowl games, 30's are priced at \$45,000 each in the Fiesta, \$150,000 in the Rose and \$130,000 in the Orange.

BROADCASTING's check of local rights holders indicated that neither fears of recession nor increased station rates has appreciably stemmed the flood of up-front buying.

Ted Adkins, general manager of WTAE-TV Pittsburgh, reported in-game availabilities for the Steelers were sold out five months ago and that, for all intents, selling has been completed on adjacencies.

Gary Brandt, assistant general manager of KRLD(AM) Dallas, the Cowboys' radio

Network Line-ups

ABC-TV

Hall of Fame Game	Aug. 2
NFL preseason games	Aug. 2
NCAA college games	Sept. 1
NFL Monday Night Football	Sept. 8
NFL prime time miniseries	Sept. 11
Pro Bowl	Feb. 1
Liberty Bowl	Dec. 27
Gator Bowl	Dec. 29
Sugar Bowl	Jan. 1
Hula Bowl	TBA

CBS-TV

NFC preseason games	Aug. 17
NFC games	Sept. 7
NFC divisional playoffs	Jan. 3-4
NFC championship	Jan. 11
Sun Bowl	Dec. 27
Blue-Gray Game	Dec. 27
Peach Bowl	Jan. 2
Cotton Bowl	Jan. 1
East-West Shrine	Jan. 10
Senior Bowl	Jan. 17

NBC-TV

AFC preseason games	Aug. 23
AFC games	Sept. 7
AFC divisional playoffs	Jan. 3-4
AFC championship	Jan. 11
Fiesta Bowl	Dec. 26
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
Super Bowl	Jan. 25

CBS Radio

Package of 36 NFL games including Monday-night games, and all	
postseason games	various times
Sun Bowl	Dec. 27
Cotton Bowl	Jan. 1
Senior Bowl	Jan. 17

Mutual Radio

NFL games	Sept. 7
Notre Dame games. NCAA	
wildcards	various times
Holiday Bowl	Dec. 19
Hall of Fame Classic	Dec. 27
Liberty Bowl	Dec. 27
Gator Bowl	Dec. 29
East-West Shrine	Jan. 10
Orange Bowl	Jan. 1

NBC Radio

Fiesta Bowl	Dec. 26
Rose Bowl	Jan. 1

originator, said sales were going extremely well. "Even with economic conditions being what they are, we are confident of selling out well before the season begins," he added.

Mark Oristano, executive producer for Texas State Network's Houston Oilers' radio games, believes the current business lag will have some effect, although it hasn't hurt the network's Oilers business. "Sales are good," he said, "although there's no question that the state of the economy is affecting certain forms of advertisers. For instance, Detroit is not buying as it did in other years."

Phil Costin, general sales manager of WIOD(AM) Miami, said that tighter times have had a minimal effect on the sale of Dolphins time. "For example, Pabst is out this year due to a change in marketing strategy, but Budweiser is in," he explained. "For the second straight year all programing went in four weeks, with other advertisers in line should there be an availability. And, I'm speaking of all Dolphins programing that begins at least two hours before each game and runs as late as 8:30 in the evening."

Robert Hyland, vice president and general manager of WCBS(AM) New York, said its Jets advertising was 100% sold at prices up close to 20%. Across town, WNEW(AM) was expecting to wrap up its Giants sales by the end of last week.

A spokesman for WBBM(AM) Chicago said Bears sales "have never been better."

What major schools get from local-regional radio and local TV

Conference	Teams	Radio stations	TV stations	Total rights
Atlantic Coast	8	318	8	\$178,000
B'g Eight	8	307	16	293,100
Big Ten	10	375	16	377,750
Pacific Ten	10	132	21	509,000
Southeastern	10	771	68	527,000
Southwest	9	200	8	250,000
Western Athletic	8	50	1	110,000
Others and independents*	62	681	72	435,000
Totals	125	2,834	210	2,679,850

*Independents do not include Notre Dame

"Sales for Green Bay (Wis.) Packers games are always excellent," according to WTMJ(AM) Milwaukee, which reported it was 99% sold out by the end of July. Preseason sales at WBAY-TV Green Bay were well past the 70% mark last week.

WKBW(AM) Buffalo, N.Y., said its Bills radio games were sold out, in some cases with prices 10% more than last year. From WKBW-TV the word was that preseason Bills TV game sales were "on target."

If there was a local softness, it was in industrial cities such as Detroit and Cleveland. WJAR(AM) Detroit said its Lions sales were a little behind last year, with 75% sold to date. WJBK-TV there reported

60% of its Lions sales completed. Short of Browns sell-outs in Cleveland are WHK(AM) at 80%, and WKYC-TV at 75%.

David Halberstam, manager of the Katz Radio Sports Division, sees an erratic pattern in national and regional spot advertising for pro football. Halberstam, whose unit represents radio originators for nine clubs, said some outlets are doing "quite well" and others are "rather sluggish."

He said there is no consistent indicator to explain the differences; in some instances, he conjectured, it's due to the success or failure of the football franchise and, in others, it's stations and advertisers getting caught in the recessionary squeeze.

PIT YOUR BEST AGAINST DAN SNYDER...



Last year, nationally-known sports prognosticator Dan Snyder entertained football fans from Washington, DC to Casper, Wyoming. This fall, we're betting he'll entertain even more people.

Each Wednesday, your announcer can call our toll-free number and talk with Dan personally. (You have the choice of broadcasting live or taping for repeat shows.) These five-minute segments become an on-going, 20-week, "pick the winners" contest between your best sports sleuth and Dan. And if there's a disagreement, well . . . *that's when the fun starts!*

Each program is tailored to your audience—with special attention given to regional college football. So, you get one program that covers college and pro games in your area, plus the Monday Nite Game of the Week. And, it's yours to broadcast (at no extra charge) *as many times as you like!*

Just call 800-336-4989. We'll tell you how Dan can build your 18+ male (and female!) listenership . . . **FAST!**

Dan Snyder has the only football show that makes sense to both me as a station manager and my 18+ audience. . . . It's the show for the '80s. We're all looking forward to this new season. Dave Allen, KTWO Radio

INTRODUCTORY OFFER—1980 SEASON*			
Market	Cost	Market	Cost
Top 10	\$800	21-50	\$600
11-20	700	51-	400

WE DARE YOU!

*Twenty shows (includes 16 regular season, 3 play-off week-ends, and Super Bowl). **Special Promo Package Available!**

CBS decides to force issue on teletext

In formal announcement of petition to FCC for standards, network says EIA was bogged down; commission asked for quick action

As expected, CBS petitioned the FCC last week to initiate a rulemaking to establish teletext standards. The petition contains CBS's recommendation for standards, based on a modified version of the French Antiope system and results from CBS's one-and-a-half years of teletext testing, and a plea that the FCC move quickly (BROADCASTING, July 28).

Official announcement of the filing came last Tuesday at a press conference in Washington where Harry E. Smith, vice president of technology for CBS, suggested that teletext could be "a basic new form of communications" that might have an impact as great as the telephone.

Teletext is a means of broadcasting textual information in a repeating series of "pages." The information is digitized and transmitted during the vertical blanking interval of a television signal and does not affect normal television programming. A decoder attached to or built into the television set receives and demodulates the information, transforms it into alphanumeric or graphics and displays it on the television screen.

At the heart of the CBS standards is the French Antiope system, developed by Telediffusion de France and introduced in that country in 1974. In choosing the Antiope system, CBS broke ranks with a subcommittee of the Electronic Industries Association that has been working to come up with an industrywide standard. CBS also rejected the British-bred Ceefax-Oracle system, developed by the BBC and the Independent Broadcasting Authority.

CBS performed tests on both the British

and French systems and found merit in both. The reasons for the selection of Antiope, a variable-format system, were spelled out in the petition. The system "is compatible with other presently known communications technologies and is ... capable of incorporating future advances."

Smith said extensibility is important because there "is no way of knowing what the future requirement of teletext will be." Joseph Flaherty, vice president, engineering and development, CBS, said Antiope's compatibility will allow for interconnection with other computer-based information sources and with videotex, a technology similar to teletext in which the information is sent over telephone lines or cable.

Another reason for CBS's selection of Antiope over the British system is CBS's belief that it allows more creativity in making up teletext pages.

These advantageous qualities of the Antiope system derive from the fact that it is a variable-format, or asynchronous, system. That means, according to the petition, that the position of the data on the vertical blanking interval line is independent of the position of that data on the display.

The British system, on the other hand, is a fixed-format, or synchronous, system, in which the position of data on the vertical blanking interval line bears a direct relationship with the position of data on the television screen. In its petition, CBS said the fixed format "acts as a restraint both on the creative use of the system and on the future compatibility with other systems."



Flaherty



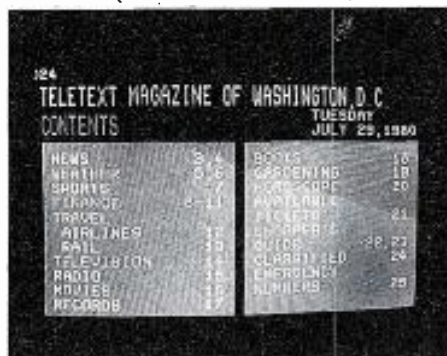
Smith

The Canadian Telidon system, another variable-format system, was not tested by CBS because equipment wasn't available last year. Flaherty said Antiope and Telidon are "very similar." Telidon produces better graphics, he said, but added that the better graphics come at the sacrifice of transmission speed and increased decoder costs.

Pierre Gaujard, president of Antiope Videotex Systems, the firm that has been promoting Antiope in the United States, said proponents of the Antiope and Telidon systems agreed last year to discuss ways of making the two systems compatible. Those discussions, he said, are continuing.

As important as the adoption of its proposed standards is to CBS, company engineers feel it is equally important that just one set of standards be adopted. "We think this is a place where marketplace shouldn't determine," Flaherty said. "A lack of a single standard here would be parallel to a lack of television standards."

CBS also believes the standards should be adopted promptly. Flaherty said that a delay in adoption will result in a proliferation of incompatible systems, particularly in cable television systems. This prolifera-



A teletext sampler: a contents page, sports scores and a local radio guide.

tion, he said, would reduce the mass market and discourage manufacturers from making decoders on a large scale. And, he warned, without large-scale production, costs of the decoders will remain high.

Despite CBS pleas for quick adoption of teletext, it doesn't seem likely. The petition must work its way through the FCC, and indications are that the CBS standards will be challenged by proponents of either the British or Canadian systems or both.

In implementing teletext, the most critical cost by far is that of the decoder, which must be manufactured and sold by the millions. Smith estimated that the cost of a set-top decoder would be \$200 and the cost of decoders built into television sets "even less."

Gaujard said the total cost to the broadcaster would be between \$30,000 and \$100,000, depending on the sophistication of the editing suite, which is needed to make up teletext pages. The multiplexer, which inserts teletext data into the television signal, now costs around \$10,000, he said, but that price should be halved once that equipment is made in quantity.

CBS's decision to go ahead without the EIA has created some controversy, but CBS believed the move was necessary. Flaherty said that the committee was one year behind schedule and had yet to reach a consensus.

According to Greg Harper, a consultant and a member of the subcommittee, the entire group was hung up on which system to endorse. Last fall, Harper said, the bickering among proponents of the three systems got so bad that an ad hoc working group was formed to analyze the three systems and determine which one is the best.

However, after meeting regularly every two weeks from November 1979 to May of this year and preparing a detailed analytical chart, the working group was also at a stalemate. Harper said that two nonbinding votes were taken and on both occasions the vote was "split right down the middle."

CBS then decided to go it alone. "The time comes," Smith said, "when you have to take it away from the engineers and turn it over to production It's a service whose time has come."

Although Flaherty demonstrated a number of potential uses for teletext at the press conference, Smith said that CBS had not devolved any definite plans for its use or for its marketing. Smith said CBS does envision some network teletext feeds such as a "syndicated network news service" but that the local broadcaster would be in control of what went out over the air. One of the CBS tests involved sending out teletext signals over conventional network links—microwave, satellite and telephone lines. William Nicholls, a CBS engineer, said that there was "no bit error at all" in three hours of network transmission from New York to Los Angeles.

Much of the impetus behind CBS's work on teletext comes from its promise to the FCC to develop a teletext system that would include closed captioning for the

deaf. The network refused to participate in the captioning system (using line 21 of the vertical blanking interval) instituted last spring by the Public Broadcasting Service, NBC and ABC.

In response to a questioner from Gallaudet college, a school for the deaf in Washington, Flaherty said that the CBS system might be made compatible with the line-21 system, but that "it is more likely the present captioning will be duplicated until a changeover [to the CBS system] takes place."

For starters, the teletext system proposed by CBS would use lines 15 and 16 of the vertical blanking interval. But Flaherty said that number will some day be expanded to include lines 10 through 14. Flaherty said CBS tests revealed that use of those lines caused visible interference in normal programming on television sets manufactured before 1974. Once those older sets are replaced—a process, he said, that might take from 10 to 12 years—additional lines of the interval can be used.

Another key parameter of the CBS standard is the data bit rate—the speed at which the bits containing the textual information can be transmitted. Based on its tests, CBS recommended 5.727 million bits per second. Since teletext, for the immediate future, is confined to two lines of the vertical blanking interval, the relatively high data bit rate is, according to

Flaherty, particularly important as it helps to reduce access time—how long it takes for a page to appear on the television screen after it's been "called up" by the user. At that data bit rate, 100 pages of teletext can be transmitted in 16 seconds, he said.

Flaherty said the access time problem should be further alleviated by the use of multipage memories, which allow the user to store many pages in the decoder during one teletext cycle and call them up at his convenience. In 1985 or 1986—"when teletext will get started as a practical matter"—the decoder will not have a one-page memory, but whether it will store two pages, five pages or 25 pages is a "crap shoot," he said.

The CBS standards also propose the use of a "time domain equalizer," a device that compensates for multipath reflections (ghosts) that cause erroneous decoding. "Known for over 20 years, such devices only now are within reach through integrated circuitry. An equalizer device may correct the teletext signal alone, or correct both the teletext and full-picture signals."

The petition also stated that the proposed rule changes will have no effect on other transmission standards. "The proposed changes are entirely additive."

It also said the changes will "neither affect operation nor contribute to obsolescence of television receivers."

Viewers rate teletext signal in L.A.

Audience of KCET participates in test of Antiope system; results show little interference, best performance from newer sets, no difference between monochrome and color receivers

Nearly 5,000 television viewers capable of receiving the channel 28 signal of noncommercial KCET(TV) Los Angeles have described the effects of carriage of a teletext signal on the television picture seen in their homes:

- Most sets display no discernible interference.

- The potential for interference is greatest when the teletext signal is carried on lines 10 through 14 of the vertical blanking interval at amplitude levels greater than 55 IRE (Institute of Radio Engineers) units.

- Newer sets, particularly those produced after 1974, experience significantly lower levels of reported interference than older receivers.

- And there is no significant difference in the levels of reported interference between color or black-and-white receivers.

The 68-page report, which has been delivered to the FCC, was the result of a March 19 half-hour broadcast, the *KCET Teletext Test*, during which some 54,000 viewing households in the Los Angeles area were asked to evaluate the test transmissions emanating from the noncommercial station. Questionnaires for the test were published that day in local

newspapers. According to KCET, 5,115 questionnaires were returned to the station, 716 of which were declared invalid by the researchers.

The program and the report were prepared under the authority of Richard Gingras, the station's director of planning and corporate development.

The experiment employed equipment loaned to the station by Antiope Videotex Systems, a French-owned company attempting, along with others, to have its teletext system adopted by the Electronic Industries Association and the FCC for use in the United States.

Over 90% of the sets in the test were built in 1970 or later, and an equal percentage were color. Forty-five percent of the sample audience had outdoor antennas; 30% received their signals via cable, and 25% had indoor antennas.

The test also broke out the audience according to receiver types—Zenith, with 21.8% of the sample, was the largest manufacturer represented; RCA (18.6%) was second, and Sony (16%) third. In all, 53 set brands were included in the test, but only 23 manufacturers were represented by more than 10 sets.

According to the report, the vast majority of viewers—80.6%—reported no interference at all during any test transmission. But the report made it clear that the evaluation was one of "viewer perception of interference" and not necessarily technical measurement.

A total of 25 tests were conducted, and a 40-IRE unit transmission on line 14 alone

was found to be the least troublesome broadcast—1.1% of the responding audience reported interference. On the high end of the scale, a transmission on lines 10 through 14 at 70 IRE units of amplitude was found to be the most offensive—13.9% of the audience reported interference.

By model year, there was a marked improvement in newer sets. Over 61% of the sets built in 1965 or before experienced picture interference while 10% of the 1980 models did. According to the study, "Receivers of model years 1974 and later have significantly less sensitivity and a more consistent response to the test transmissions."

The report does not evaluate receivers according to named manufacturers, however. Makers are evaluated, but their names are not used. "There was significant variation in the performance of various receiver brands," the report says. "However, brand performance was affected to some degree by the brand's average model year. Newer brands performed significantly better than older brands." (KCET will provide results according to manufacturer to set makers upon written request, but, citing possible legal problems in release of the breakdown to the public, the station declined to provide the data in the report.)

Finally, the differences between reception types (antennas versus cable) and set types (monochrome versus color) were found to be statistically insignificant.

InSync

Computer help. Applied Data Research, independent computer software firm based in Princeton, N.J., is offering on-line business data system designed for cable television operations. Hardware for system, called Cadre, is provided by Digital Equipment Corp. ADR says Cadre can be configured to serve needs of cable operator with as few as 5,000 subscribers and still be cost effective.

And another. Western Union has exercised option and ordered Westar V from Hughes Aircraft. Option was part of contract that Hughes was awarded by WU to build Westar IV. Both satellites will have 24 transponders; first three Westars have only 12. American Satellite Corp., subsidiary of Fairchild Industries, has purchased 20% interest in new bird.

Satellite inns. Video Vista, Houston, will provide two-channel satellite television to five Ramada Inns using Microdyne earth stations. Inns are at Omaha; St. Louis; Irving, Tex.; Birmingham, Ala., and Arlington, Tex. Lloyd Barber is president of Video Vista.

Sporting life. Enterprise Radio, Farmington, Conn., is negotiating with California Microwave for design and construction of audio satellite uplink at Avon, Conn. Enterprise Radio needs uplink for new radio network, featuring sports news and talk, it hopes to launch by Jan. 1, 1981.

It sees all. Comtech Antenna Corp., Smithtown, N.Y., has been awarded contract to manufacture Torus satellite antennas for commercial use. Torus, developed by Comsat, can simultaneously receive signals from one or more satellites.

Tag-along console. Tangent Systems Inc., Studio City, Calif., has introduced portable audio mixing console. Model BC-1, Tangent says, is designed for field production and can be powered by Ni-Cad battery pack. Price for eight-input stereo unit is \$5,400.

Balance-of-trade help. Scientific-Atlanta has announced orders for \$1.5-million package of 21 seven-meter and one 11-meter earth stations for Mexico's national television network and 36 five-meter antennas plus receivers for Indonesia's domestic satellite communications network in \$750,000 deal.

Honored. Leonard H. Kahn, founder of Kahn Communications Inc., Garden City, N.J., has been named to receive Armstrong Medal of Radio Club of America for his "outstanding contributions to radio art and science." Kahn, honored for his developments in fields of single sideband, voice processing, low distortion and high efficiency modulation techniques, will accept medal during annual awards banquet and meeting of club in New York on Nov. 21.

Two for one. For more than year, Trinity Broadcasting has been transmitting its religious programming to cable systems and television stations via Satcom I (transponder 13). And when that transponder began to suffer intermittent power outages last March—some lasting as long as three or four days—RCA Americom, operator of Satcom I, gave Trinity exclusive use of one of transponders (7V) it temporarily leased from AT&T in wake of loss of Satcom III. Trinity still pays for one transponder, but, when transponder 13 is functioning, has the use of two. According to Ben Miller, operations manager, when transponder 13 is behaving itself, Trinity is double feeding, uplinking network programming from its KTBN-TV Fontana, Calif., to Satcom I to feed network's cable affiliates and to Comstar II to feed its owned-and-operated stations. (O&O's are KPAX-TV Phoenix and WHFT-TV Miami, which Trinity contracted to buy last March and took over last month; Trinity expects to add a new station in Oklahoma City in October.) When transponder 13 is down, only television stations and few cable systems with earth stations aimed at Comstar II are able to receive Trinity programming, Miller said.

No Sale. U.S. District Court Judge Valdemar Cordova has enjoined Phoenix-based Pirate Electronics from manufacturing or selling any device capable of decoding signal of ON-TV, subscription television service owned by Oak Industries. Injunction was granted after hearing in federal district court in Phoenix. Oak is also involved in two similar lawsuits in California.

Tape for all nations. Audio Plus Video International Inc. announced new service for transfer of film programs and commercials to tape in any of world standard formats—PAL, SECAM or NTSC. Transfers can be made to quad or one-inch tape, or three-quarter or half-inch cassettes. Company has offices in Los Angeles, Northvale, N.J., and London.

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For the Record

As compiled by BROADCASTING July 21 through July 25 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. RCL—remote control location. 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

FM applications

■ Belpre, Ohio—Tillis Communications of Mid Ohio Valley Inc. seeks 107.1 mhz, 2.25 kw, HAAT: 346 ft. Address: 1722 West End Ave., Nashville, Tenn. 37203. Estimated construction cost: \$140,000; first year operating cost: \$343,000; revenue: \$325,000. Format: C&W. Principal: Lonnie M. Tillis (100%). Tillis is owner of Mel Tillis Enterprises which manages career of country singer Mel Tillis, Lonnie's brother. He owns KIXZ(AM) Amarillo, Tex., and is applicant for new UHF in Nashville, and new FM in Rome, N.Y. He owns 51% of applicant for new FM at Canyon, Tex. Ann. June 12.

■ Belpre, Ohio—Wm. Gerald Willis seeks 107.1 mhz, 1.3 kw, HAAT: 430 ft. Address: P.O. 144 Ft. Monroe, Va. 23651. Estimated construction cost: \$43,500; first-quarter operating cost: \$23,500; revenue: \$108,000. Format: C&W. Principal: Willis is U.S. Army officer. Ft. Monroe, Va. He is applicant for new FM at French Lick, Ind. Ann. June 12.

■ Village of Owensville, Ohio—WCNE Educational Community Radio Inc. seeks 88.7 mhz, 1 kw, HAAT: 170 ft. Address: P.O. 388 Owensville 45160. Estimated construction cost: \$1,580; first year operating cost: \$1,681; revenue: \$4,500. Format: Educational. Principal: Nonprofit religious and educational corporation based in Batavia, Ohio. Ronald Beach is president. Ann. July 3.

■ Port Royal, S.C.—Barnacle Broadcasting Ltd. seeks 104.9 mhz, 3 kw, HAAT: 295 ft. Address: 2964 Peachtree St., Suite 740 Atlanta 30355. Estimated construction cost: \$125,700; first-year operating cost: \$33,750; revenue: \$23,000. Format: Top 40. Principals: Freida Mitchell (20%) and Audubon Broadcasting (80%), which is owned by Pegram Harrison (51%) and wife, Ann (49%). Mitchell is founder and executive director of group of child development centers based in Beaufort, S.C. Harrison's own and operate WXAP(AM)—WNOK-FM Columbia, S.C. Ann. June 12.

■ Whitehall, Wis.—Intercontinental Communications Corp. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 599 Cardigan Rd., Box 43013 St. Paul, Minn. 55164. Estimated construction cost: \$104,700; first quarter operating cost: \$20,135; revenue: \$135,000. Format: Contemporary. Principals: R. L. Hencley (50%), W. K. Drake (13.33%) and six others. Hencley is sales manager for WDUX(AM) Waupaca, Wis. Drake is chairman and president of Minnetonka, Minn., business machine manufacturer. None of principals has other broadcast interests. Ann. June 12.

■ Gillete, Wyo.—The B-F Broadcasting seeks 100.7 mhz, 100 kw, HAAT: 522 ft. Address: 17 Mid Oaks Lane, Roseville, Minn. 55113. Estimated construction cost: \$185,000; first quarter operating cost: \$17,400; revenue: \$210,100. Format: Contemporary. Principals: Paul A. Green, Donald C. Peterson, Warren V. Nelson, Richard C. Peterson (25% each). Green is St. Paul, Minn., school teacher. Donald Peterson is employed with KTCI-TV-KTCA-TV St. Paul, Minn. Nelson is Long Lake, Minn., school principal. Richard Peterson (Donald's brother) is Minneapolis rigging foreman. They are applicants for new FM at Ida Grove, Iowa. Ann. June 12.

TV applications

■ Florence, Ala.—Alabama Management Co. seeks ch. 26; ERP: 585 kw vis., 88 kw aur., HAAT: 759 ft.; ant. height above ground: 553 ft. Address: 4600 Jackson Hwy., Sheffield, Ala. 35660. Estimated construction cost: \$1.3 million first-year operating cost: \$316,600; revenue: \$425,000. Legal counsel: Haley Bader and Potts, Washington; consulting engineer: Max A. Berryhill. Principals: Billy G. Tucker, president, (2.49%), Big Fifty Corp. (29.8%) and 29 others. Alabama Management is business investment firm in Florence as is Big Fifty Corp. Bob Curenton is president and 8.72% owner. They have no other broadcast interests. Ann. July 3.

■ Stockton, Calif.—Manning Telecasting Inc. seeks ch. 58; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,800 ft.; ant. height above ground: 346 ft. Address: 3 Park Ave. New York 10016. Estimated construction cost: leased; first-quarter operating cost: \$231,000; revenue: \$1.2 million. Legal counsel: Peter Schubruk, New

York; consulting engineer: Lohnes & Culver, Washington. Principals: Elizabeth C. Overmeyer (100%). She is vice president of Strang Telecasting which has purchased KTUX(TV) Rock Springs, Wyo., and is applicant for new VHF in Rawlins, Wyo., and new UHF in Lima, Ohio. She is also officer director and beneficiary of Clark Trust which owns Clark Television Inc., pending applicant for transfer of control of WDHO-TV, Toledo, Ohio from D.H. Overmeyer, Elizabeth's father. Manning is also applicant for new UHF's in Utica-Rome, N.Y., and Lakeland, Fla. (BROADCASTING, June 14, 21). Ann. July 3.

■ Hartford, Conn.—Hartford Television Inc. seeks ch. 61; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,015 ft.; ant. height above ground: 636 ft. Address: PO 4798 Baltimore, Md. 21211. Estimated construction cost: \$485,000; first-year operating cost: \$540,000; revenue: \$500,000. Legal counsel: Martin Leader, Washington; consulting engineer: Carl T. Jones & Associates, Springfield, Va. Principals: Julian S. Smith (49.9%), Commercial Radio Institute (39.1%) and others. Commercial is owned by Smith, who votes its shares, family and others. (See Syracuse TV application below for other broadcast interests). Ann. July 3.

■ Middletown, Conn.—Community Television of Connecticut Inc. seeks ch. 61; ERP: 4046 kw vis., 809 kw aur., HAAT: 722 ft.; ant. height above ground: 243 ft. Address: 45 Fisher Ave. East Longmeadow, Mass. 01028. Estimated construction cost: \$2.3 million first-year operating cost: \$1.2 million; revenue: \$1.2 million. Legal counsel: Haley Bader & Potts, Washington; consulting engineer: Steel Andrus & Assoc., Silver Spring, Md. Principals: Donald Wilks and Michael Schwartz (35% each) and three others. They own WAQY(FM) Springfield and WIXY(AM) East Longmeadow, both Massachusetts, and one-third each of WPET(AM) Greensboro, N.C. They have purchased WKZE-AM-FM Orleans, Mass. (BROADCASTING, Feb. 4) and WBRE-AM-FM Wilkes-Barre, Pa. (see "Changing Hands," pg. 53). Ann. July 3.

■ Syracuse, N.Y.—Comark Television Inc. seeks ch. 62; ERP: 2489 kw vis., 249 kw aur., HAAT: 955 ft.; ant. height above ground: 900 ft. Address: P.O. 267 Southwick, Mass. 01077. Estimated construction cost: \$1.3 million; first-year operating cost: \$183,750; revenue: not given. Legal counsel: Martin E. Firestone, Washington; consulting engineer: John Fergie, Feeding Hills, Mass. Principals: Richard E. Fiore, Sr., David D. Smith and LeRoy A. Wallace (one-third each). They own Comark Communications Inc., Southwick, Mass., firm specializing in transmission line systems. They are also applicants for new UHF at Daytona Beach, Fla. Fiore has 2.5% interest in applicant for new UHF in Albany, N.Y. Smith is 4.8% shareholder of Commercial Radio Institute, permittee of WPTT-TV Pittsburgh with varying interests in applicants for new VHF's in Columbus, Ohio (100%), Buffalo, Indianapolis, Hartford Conn., and St. Petersburg, Fla. (39.1% in each). It has sold, subject to FCC approval, its 39.2% interest in WBFF(TV) Baltimore to Larry Israel (BROADCASTING, June 18, 1979). Smith's father Julian is president and 21.8% owner of Commercial Radio Institute. Other family members have smaller interests. Julian Smith also has as individual, 49.9% interest in Buffalo, Indianapolis, Hartford and St. Petersburg applications. Ann. July 3.

AM actions

■ Bullhead City, Ariz.—Holiday Broadcasting granted 1000 khz, 1 kw-D. Address: P.O. Box 1604, Bullhead City 86430. Estimated construction cost: \$3,700; first-quarter operating cost: \$900; revenue \$20,000. Format: variety. Principals: Albert C. Freeman and his wife, Mildred, and Charles L. Pfeiffer, and his wife, Mildred (25% each). Group also owns KRHS-FM Bullhead (BP-790523AB). Action June 27.

■ Globe, Ariz.—James Mace granted 1240 khz, .25 kw-D. P.O. address: Box 902 Globe, Ariz. 85501. First-year operating cost: \$28,000; revenue: \$36,000. Format: country/variety. Principals: Mace was licensee of KWJB(AM) Globe until it was sold in 1975 (now KPRR[AM]). It is those technical facilities he wishes to reactivate through this same application (BP-21094).

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Action June 27.

■ Needham, Mass.—Returned as unacceptable for filing, application of Radio Needham Inc. for CP for new AM station (ARN-790605AD). Action June 25.

Licenses

■ KWXI(AM) Glenwood, Ark.

FM actions

■ Sitka, Alaska—Raven Radio Foundation Inc. granted 104.7 mhz, 11.17 kw, HAAT: 570 ft. Address: P.O. Box 936, Sitka, 99835. Estimated construction cost: \$229,825; first-year operating cost: \$147,100; revenue: \$152,100. Principal: non-profit corporation, Marika Partridge is president. (BPH-791005AH). Action June 30.

■ Palm Springs, Calif.—KPSI Radio Corp. granted 100.9 mhz, 660 w, HAAT: 640 ft. P.O. address: 174 North Palm Canyon Dr., Suite 145, Palm Springs 92262. Estimated construction cost: \$76,000; first-year operating cost: \$68,600; revenue: \$60,000. Format: contemporary pop. Principal: Applicant, owned by Rozene R. Supple. Licensee of KPSI(AM) Palm Springs. Action July 24.

■ *Savannah, Ga.—Georgia Public Radio granted 91.1 mhz, 100 kw, HAAT: 1,060 ft. Address: 2131 East Victory Drive, Savannah 31404. Estimated construction cost: \$466,701; first year operating cost: \$175,000; revenue: \$175,000. Principal: non-profit organization; Joel Lynch, an investment counselor, is president (BPED-790604A6). Action June 30.

■ *Concord, N.H.—Granite State Public Radio granted 89.1 mhz, 50 kw, HAAT 245 ft. Address: 77 N Main St. Concord, N.H. 03301. Estimated construction cost: \$206,180; first year operating cost: \$195,500; Format: educational. Principal: A nonprofit organization. Graham Chynoweth is chairman (BPED-800108AM). Action June 30.

■ Elk City, Okla.—Returned as unacceptable for filing, application of Beckham Broadcasting Co. for 96.5 mhz, 100 kw, HAAT: 426 ft. Address: 2208 W. Third Elk City, Okla. 73644. Estimated construction cost: \$89,374; first quarter operating cost: \$21,077; revenue: undetermined. Format: Soft rock. Principals: Howard M. McBee (72%), Joseph W. Tilton (25%) and two others. McBee owns one-third of KRPT(AM) Anadarko, Okla. Tilton owns 30% of KHEN-AM-FM Henryetta, Okla. They also own KADS(AM) Elk City, Okla. Action June 27.

■ *Anasco, P.R.—Centro Colegial Cristiano granted 90.5 mhz, 14.7 kw, HAAT: 125 ft. P.O. address: 16 Rafail Hernandez-Ramirez de Arellano, Mayaguez, P.R. 00708. Estimated construction cost: \$35,773; first-year operating cost: \$26,384. Format: Religious. Principal: Applicant is nonprofit educational organization (BPED-2318). Action June 24.

■ *Corpus Christi, Tex.—South Texas Educational Broadcasting Council granted 90.3 mhz, 100 kw. P.O. Address: 4455 S. Padre Is. Dr., Suite 38, Corpus Christi, Tex. 78403. Estimated construction cost: \$164,933.75; first-year operating cost: \$130,256.95; revenue not given. Format: informational variety. Principal: Nonprofit corporation organized to operate non-commercial broadcast stations. (BPED-800407AF).

Action June 30.

■ *Burlington, Vt.—Vermont Public Radio granted CP for new FM on 107.9 mhz, ERP: 36 kw, ant. height: 2,640 ft. (BPED-790718AB). Action June 30.

TV actions

■ Glenwood Springs, Colo.—Returned as unacceptable for filing, application of High Country Television Inc. for CP for new commercial TV broadcast station on ch. 3 (ARN-800312KE). Action June 24.

■ Richmond, Va.—Continental Brcdg Network granted ch. 63: ERP 1660 kw vis., 166 kw aur., HAAT: 681 ft.; ant. height above ground: 630 ft. Address: CBN Center, Virginia Beach, Va. 23463. Estimated construction cost: \$1,235,000; first-year operating cost: \$557,000; revenue: \$890,000. Legal counsel: Fisher, Wayland, Southmayd, Cooper, Wash., D.C.; consulting engineer: E. F. Lorentz & Assoc., Wash., D.C. Principals: Christian Broadcasting Network (100%), a nonprofit corporation. M. G. Robertson is president (BPCT-800122KE). Action June 27.

Ownership Changes

Applications

■ KFAT(FM) Gilroy, Calif. (FM: 94.5 mhz, 1.15 kw)—Seeks assignment of license from Wheatstone Bridge Engineering Co. to Harvey Levin for \$2.5 million. Seller: Lorenzo W. Milam and Jeremy D. Lansman (43% each), E. Vernon Buck (4%) and five others. They have no other broadcast interests. Buyer: Levin is former vice president and general manager of KNEW(AM) Oakland, Calif. He owns KUIC(FM) Vacaville, Calif. Ann. July 24.

■ WJEE(FM) Jacksonville, Fla. (FM: 107.3 mhz, 100 kw)—Seeks transfer of control of Bold City Broadcasting Co. from Robert Smith et al (60% before; none after) to CLW Communications Group (40% before; 100% after). Consideration: \$450,000. Principals: Smith has no other broadcast interests. Buyer is owned by AMG International, Chattanooga based nonprofit religious organization. It already owns 40% of WJEE. It also owns WSCW(AM) South Charleston, W.Va.; WCRJ(AM), Jacksonville, Fla.; WHYD(AM) Columbus, Ga.; and WVTV(FM) Dundee, Ill. It has applications pending for new FM's in Rome, N.Y.; Alexandria, Ind., and Pittston, Pa. It has applications pending for new FM's in Atlanta, and Boulder, Colo. Ann. July 18.

■ WHBO(AM) Tampa, Fla. (AM: 1050 khz, 250 w-U)—Seeks transfer of control of Buccaneer Broadcasting from Robert I. Barnes and Georg Burley (100% before; none after) to W. Gordon Page (none before; 100% after). Consideration: \$30,000 plus option for Barnes to repurchase 49% of station. Barnes and Burley purchased station last year and have sustained heavy losses, and are seeking waiver of 3 year rule. Page is St. Petersburg, Fla., physician with no other broadcast interests. Ann. July 18.

■ KARD-FM Wichita, Kan. (FM:107.3 mhz; 95

kw)—Seeks assignment of license from Kansas State Network to KKRD Broadcasting Co. for \$1.25 million. Seller: Wichita based publicly traded owner of KARD-TV Wichita, KCKT(TV) Great Bend and KGLD(TV) Garden City, all Kansas and KOMC(TV) McCook, Neb. It has merged, subject to FCC approval with Standard Communications Inc. (BROADCASTING, Aug. 20, 1979). Buyer: John Price and children, John Steven, Janet and Jennifer (25% each). Price is Salt Lake City real estate developer. Children have no business interests. Price owns 50% of WAPA(TV) San Juan, P.R. Ann. July 21.

■ WRNN-AM-FM Clare, Mich. (AM: 990 khz, 250-w-D-DA; FM: 95.3 mhz, 3 kw)—Seeks assignment of license from James Burke, Trustee to Kelly Communications Inc. for \$105,000. Seller: Licensee is bankrupt and has no other broadcast interests. Buyer: Henry Baskin and Bernard Schwartz (33.33% each), Paul Christides (23.33%) and wife Joan (10%). Baskin is Birmingham, Mich., attorney. Schwartz is vice president and one-third owner of Livonia, Mich., record distribution company. Christides' own and operate radio program consulting and mobile music service company. Paul Christides already has 8.33% interest in WRNN-AM-FM. Rest have no other broadcast interests. Ann. July 21.

■ KLCY(AM) Laurel, Mont. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from George M. Fox (receiver) to George M. Fox for \$240,000. Seller: Station has been off air for one year. Former owners: Conrad Burns and Dale Fairlee (50% each). Fairlee owns 25% of both KANA(AM)-KGLM(FM) Anaconda, Mont. Burns has no other broadcast interests. Buyer: Fox is former owner of Rock Springs, Wyo., oil distribution company. He has no other broadcast interests. Ann. July 21.

■ WGBG(AM) Greensboro, N.C. (AM: 1400 khz.) kw-D 250 w-N)—Seeks transfer of control of Greensboro Broadcasting Co. from Ralph M. Lambeth (100% before; none after) to Friendly Broadcasting of Greensboro Inc. (none before; 100% after). Consideration: \$800,000. Principals: Ralph M. Lambeth who has no other broadcast interests. Buyer: W.S. Wellons Sr. and family. They own Spring Lake, N.C., construction, furniture and motel businesses and have various real estate holdings throughout North Carolina. They also own WSHB(AM) Raeford, N.C. Ann. July 23.

■ WMDI(FM) McKean, Pa. (FM: 102.3 mhz, 3 kw)—Seeks assignment of license from Mikro-Dawn Inc. to Seggi Broadcasting Corp. for \$465,000. Seller: Donald L. Mikovch (84.6%) and others. They have no other broadcast interests. Buyer: Ronald G. Seggi and brothers Guy and Sam (one third each). Ronald owns Erie, Pa., advertising and public relations company. Sam and Guy operate family owned construction business, also in Erie. They have no other broadcast interests. Ann. July 24.

■ WCKM(AM) Winnsboro, S.C. (AM: 1250 khz, 500 w-D)—Seeks assignment of license from Guardian Research Inc., to Fairfield Broadcasting Inc. for \$280,000. Seller: Ben H. Davis (71.43%) and Carter B. Robertson (28.57%). Davis owns WFIS(AM) Fountain Inn, S.C. Buyer: William B. Sanders (51%) and John E. Benson (49%). Sanders is president and general manager of WSSC(AM) Sumter, S.C. Benson is former sales representative for WSSC. They have no other broadcast interests. Ann. July 18.

■ KNFO(FM) Waco, Tex. (FM: 95.5 mhz, 6 kw)—Seeks transfer of control of Sunburst Productions Inc. from Mark and Reba Robertson (51% before; none after) to John M. Borders (49% before; 100% after). Consideration: \$250,000. Principals: Sellers have no other broadcast interests. Borders is president and 49% owner of KNCQ. He has no other broadcast interests. Ann. July 21.

Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	174	491
TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

*Special temporary authorization

**Includes off-air licenses

Facilities Changes

AM actions

■ KTYM(AM) Inglewood, Calif.—Granted mod. of CP to augment standard pattern; conditions (BMP-800123E). Action June 19.

■ KWBZ(AM) Englewood, Colo.—Granted CP to make changes in ant. sys.; change TL to 0.7 mile N of Arapahoe Rd., and 0.3 mile E of Peoria St., Greenwood Village, Colo.; change to add DA; conditions (BP-791203AX). Action July 2.

■ WLAD(AM) Danbury, Conn.—Granted CP to replace top 24 ft. of existing structure with steel pole,

supporting 3-Bay FM ant.; condition (BP-800512AF). Action June 26.

■ WCRJ(AM) Jacksonville, Fla.—Granted mod. of CP to make changes in ant. sys.; conditions (BMP-800508A1). Action June 27.

■ WJNO(AM) West Palm Beach, Fla.—Granted CP to make changes in ant. sys.; conditions (BP-800311A1). Action June 26.

■ WCVS(AM) Springfield, Ill.—Granted CP to increase overall height of ant. sys. by 44 ft.; conditions (BP-791218AS). Action June 27.

■ WLYV(AM) Fort Wayne, Ind.—Granted CP to increase nighttime efficiency and change studio and remote control to 2915 West State, Fort Wayne; conditions (BP-81219AG). Action June 25.

■ WMPX(AM) Midland, Mich.—Granted CP to make changes in ant. sys.; change TL to SW of Intersection of Patterson and Poseyville Rd., Midland; and increase height of tower to 217 ft.; conditions increase (BP-790501AN). Action June 17.

■ WJK(AM) Camp LeJeune, N.C.—Granted mod. of CP to redescribe remote control and SL to 239 Western Blvd., Jacksonville, N.C. change TL to 0.6 mile NW of intersection of Rt. 74 and Pumpkin Center Pine Creek Rd.; conditions (BMP-800107AN). Action July 7.

■ WEGO(AM) Concord, N.C.—Granted CP to utilize former main trans. as aux. (BP-800411AK). Action June 25.

■ KAKC(AM) Tulsa, Okla.—Granted CP to increase power and make changes in ant. sys.; conditions (BP-790515AE). Action June 30.

■ WANB(AM) Waynesburg, Pa.—Granted CP to change TL 2.3 miles SE of Morrisville near Waynesburg; increase ant. height 291 ft.; conditions (BP-790925AB). Action June 23.

■ WKYE(AM) Bristol, Tenn.—Granted CP to make changes in ant. sys. change to add DA; change TL 1.2 miles from intersection Washington county-Scott county line NE along Reedy Creek Rd., site 0.33 miles N of Reedy Creek Rd.; conditions (BP-781212AE). Action June 25.

■ WDXI(AM) Jackson, Tenn.—Granted CP to add new MEQV's to existing pattern; conditions (BP-21,236). Action June 26.

■ WHAR(AM) Clarksburg, W.Va.—Granted CP to make changes in ant. sys.; and decrease height of tower; conditions (BP-790917AP). Action July 2.

FM actions

■ *WLJS-FM Jacksonville, Ala.—Granted CP to increase ERP 3 kw ant. height 145 ft. and make changes in ant. sys.; condition (BPED-790809AP). Action June 30.

■ KGTL(FM) Homer, Alaska—Granted CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 100 kw (H). increase ant. height 1150 ft. (H); add remote control at main SL and change TPO (BPH-800422AE). Action July 6.

■ KSFX(FM) San Francisco—Granted CP to change type trans. ERP 7.8 kw; redesignate alternate main trans. as auxiliary; conditions (BPH-800226AB). Action July 9.

■ *KCRW(FM) Santa Monica, Calif.—Granted CP to change TL to 2555 Briarcrest Rd., Beverly Hills, Calif.; studio and remote control location 1900 Pico Blvd., Santa Monica; install new ant. and make changes in ant. sys.; increase ERP 6.9 kw, ant. height 1110 ft. (BPED-790612AC). Action June 30.

■ KVNFM(PM) Panoia, Colo.—Granted CP to change TL 3 and 1/2 miles W. of Panoia; increase power to 250 w. ERP 510 w. ant. height —170 ft. (BPED-791226BQ). Action June 30.

■ WRCH-FM New Britain, Conn.—Granted CP to increase ERP 24.5 kw (2.5 kw Max.) (BPH-800206AF). Action July 9.

■ WRCH-FM New Britain, Conn.—Granted CP to increase ERP 15.5 kw for auxiliary facilities (BPH-800206AP). Action July 9.

■ WSBI-FM Brunswick, Ga.—Granted CP to increase ERP 6.0 kw (H); change type trans. (BPH-800226AC). Action July 9.

■ *WUIM(FM) Macomb, Ill.—Granted CP to make changes in ant. sys.; increase ant. height 470 ft. change TL to 1 and 1/2 miles S. of present location; condition (BPED-790515AA). Action June 30.

■ KMSU(FM) Mankato, Minn.—Granted CP to change frequency to 89.7 mhz. ERP 3 kw, ant. height 175 ft. change TL Gage Center Dormitory "A" Tower Ellis St., and Stadium Rd., Mankato State University, Campus; studio and remote control location Centennial Union Ellis St. and South Rd.; and make changes in ant. sys.; conditions (BPED-791227BA). Action June 30.

■ *KCCM-FM Moorhead, Minn.—Granted CP to increase ERP 100 kw, ant. height 640 ft. make changes in ant. sys. conditions (BPED-790329AK). Action June 30.

■ *KTDB(FM) Ramah, N.M.—Granted CP to change trans. studio, and remote control location to 0.25 miles SW of New Ramah Navajo Community Center, 17 miles SSE of Ramah; install new trans. and ant.; make changes in ant. sys.; change ERP 100 kw, ant. height 370 ft. (BPED-1.889). Action June 30.

■ WVIP-FM Mount Kisco, N.Y.—Granted CP to change ERP to 1.4 kw (BPH-800115AC). Action July 6.

■ WPLJ(FM) New York—Granted mod. of CP to increase ERP to 7.2 kw; conditions (BMPH-800128AN). Action July 8.

■ WNEW-FM New York—Granted CP to change ERP 5.9 kw (BPH-800213AA). Action July 9.

■ WNEW-FM New York—Granted CP to change TL to World Trade Center, New York; install new main and alternate main trans.; make changes in ant. sys. change ERP 3.6 kw ant. height 1420 ft. (BPH-10806). Action July 8.

■ *WFSS-FM Fayetteville, N.C.—Granted CP to change frequency to 89.1 mhz. ERP 100 kw ant. height 350 ft. change TL to Fayetteville State University; and make changes in ant. sys.; conditions (BPED-791231BH). Action June 30.

■ WLTV(FM) Fairfield, Ohio—Granted CP to decrease ERP 27 kw, increase ant. height 640 ft. and make changes in ant. sys. (BPH-800221AG). Action June 19.

■ *KLCC(FM) Eugene, Ore.—Granted CP to increase ERP 30 kw ant. height 750 ft. (BPED-800122AJ). Action June 30.

■ *WTFM Hershey, Pa.—Granted CP to increase ERP 5.9 kw (BPED-800129AE). Action July 3.

■ *WVCP(FM) Gallatin, Tenn.—Granted CP to change frequency to 88.5 mhz. ERP 1 kw, ant. height 390 ft. change TL to Hwy 109N 6 mile N of Hwy 31-E. Gallatin; install new ant., make changes in ant. sys. (BPED-790606AB). Action June 30.

■ WRXL(FM) Richmond, Va.—Granted CP to make changes in ant. sys.; change TL to Basie Road, Richmond; change studio and remote control location to 7100 Bethlehem Rd., Richmond; change type trans. and ant. sys.; increase ERP 140 kw, decrease ant. height 320 ft. TPO 30.67; conditions (BPH-800613A1). Action June 19.

TV actions

■ WHFT(TV) Miami—Granted CP to change ERP 447 kw, MAXERP 2400 kw, ant. height 1020 ft. (BPCT-800204KH). Action June 27.

■ WKPC-TV Louisville, Ky.—Granted CP to change ERP 525 kw, MAXERP 589 kw, ant. height 860 ft. (BPET-800109KH). Action June 30.

■ KCWY-TV Casper, Wyo.—Granted mod. of CP to change ERP 759 kw, MAXERP 1380, ant. height 1880 ft.; change type trans. and ant.; make changes in ant. structure (BMPCT-800519KH). Action June 27.

In Contest

FCC decisions

■ FCC has authorized Santa Monica Broadcasting Inc. to modify facilities of KSFR-FM at Santa Monica, Calif., by changing TL, decreasing power and increasing ant. height, despite objections by Hutton Broadcasting Inc., licensee of KOCM-FM Newport Beach, Calif. KSFR-FM stated reason for move was deterioration of its signal to Santa Monica because of interference from high-rise construction in city. FCC said KSFR-FM's proposed change would not result in interference to KOCM-FM's coverage area, nor would change in facilities result in any greater overall interference. Action July 17.

■ FCC has denied Warren J. Moity Sr. review of Oct. 2, 1979. Broadcast Bureau denial of his complaint that 12 Louisiana stations failed to give him reasonable access when he was candidate for Insurance Commissioner of Louisiana in Oct. 27, 1979 open primary. Bureau held that since there was no requirement that broadcasters sell program time to non-federal candidates, stations were not unreasonable in refusing to sell him 30-minute program time and offering to sell him spot time instead. Moity contended spot time was too costly. Action July 17.

■ FCC has granted Dogwood Broadcasting Corp. reconsideration of staff action returning its application for CP to build new commercial television station on ch. 19 at Nacogdoches, Texas. Action July 17.

■ FCC has authorized its Broadcast Bureau to renew license of WQAL-FM Cleveland for full term extending through Oct. 1982. In 1976 WQAL-FM's application for renewal was designated for hearing by FCC to determine whether or not station's programming was responsive to ascertained problems, needs and interests of community. WQAL's license was renewed by administrative law judge for short-term which expired Dec. 1979. No appeal was taken of that decision. Action July 8.

Allocations

Petitions

■ Buena Park, Calif.—Buena Park School District requests amendment FM table of assignments to change from class D to class A at Buena Park (RM 3704). Ann. July 21.

■ Kennet, Mo.—KBND Inc. requests amendment FM table of assignments to assign 105.7 mhz to Bend, Oregon. (RM 3708). Ann. July 21.

■ Riverhead, N.Y.—Marken Properties Inc. requests

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amendment FM table of assignments to assign 96.7 mhz to East Hampton, New York. (RM 3706). Ann. July 21.

■ North Charleston, S.C.—William G. Dudley III requests amendment FM table of assignments to assign 95.9 mhz to Eastover, S.C. (RM 3710). Ann. July 21.

■ Washington, D.C.—George S. Walker III requests amendment FM table of assignments to assign 104.9 mhz to Milan, Ga. (RM 3709). Ann. July 21.

■ Spokane, Wash.—Tri-County Broadcasting requests amendment FM table of assignments to assign 107.1 mhz to Deer Park, Wash. (RM 3707). Ann. July 21.

Actions

■ Uvalde, Crystal City and Pearsall, all Texas—Broadcast Bureau, in response to petition by Sharon Hess, proposed reassigning 102.3 mhz from Crystal City to Uvalde or 95.3 mhz from Pearsall to Uvalde as its second FM assignment, comments due Sept. 15, replies Oct. 6 (BC Docket No. 80-397). Action July 15.

■ Laurel Hill, N.C.—Broadcast Bureau, in response to petition by David M. and Sabrina D. Raley proposed assigning TV ch. 59 to Laurel Hill, comments due Sept. 11, replies Oct. 1 (BC Docket No. 80-389, RM-3557). Action July 11.

■ Albuquerque, N.M.—Broadcast Bureau denied petition by The Albuquerque Radio Broadcasters Association seeking substitution of ch. 42 for ch. 14 at Albuquerque (RM-3396). Action July 11.

Cable

■ The following cable service registrations have been received:

■ Metrovision of Green Township Inc. for Green, Ohio (OH0766) new system.

■ Eufaula Cable TV for Eufaula, Ala. (AL0074) add signal.

■ Ohio Valley Cable Corp. for Hambleton, Hendricks and Parsons, all West Virginia (WV0181, 2, 3).

■ United Cable Television of Northern Ind. for Hammond and East Chicago, both Indiana (IN 0103, 4).

■ Teleprompter Southeast Inc. for Indian Rocks Beach, Belleair Bluffs, Largo, Seminole, Belleair Beach, Manatee, New Port Richey, Treasure Island, Pasco, Indian Shores, Port Richey, Holmes Beach, Anna Maria and Bradenton, all Florida (FL0044, 6-9, 67, 126, 32, 2, 168, 72, 7, 8, 83) add signal.

■ Western Ohio Cablevision for Jefferson, Ohio (OH0381) add signal.

■ Santa Anna TV Cable for Santa Anna, Tex. (TX0121) add signal.

■ Commonwealth Cablevision Corp. for Elkton, Va. (VA0144) add signal.

■ Bobs TV Cable for Ivydale, W.V. (WV0625) new system.

■ Warner Amex Cable Communications Inc. for George AFB, Calif. (CA0804) new system.

■ Six Star Cablevision of Corona Inc. for Corona, Calif. (CA0805) new system.

■ Lower Bucks Cablevision Inc. for Yardley, Pa. (PA1874) new system.

■ Western Arizona CATV Corp. for Parker, Ariz. (AZ0050) add signal.

■ Warner Amex Cable Communications for Alliance, Ohio (OH1763) new system.

■ Franklin Cablevision Corp. for Anthony, Tex. and Anthony, N.M. (TX0634, NM0089) new system.

■ Stayless TV Cable Co. for Oak Creek, Ariz. (AZ0104) new system.

■ Continental Cablevision of Miami Valley Inc. for Bellbrook, Ohio (OH0767) new system.

■ Bruce Cable TV for Bruce, Wis. (WI0224) new system.

■ Wissota Cable TV for Lafayette, Wis. (WI0225) new system.

■ Futurevision Cable Enterprise Inc. for Red Bank, Tinton Falls and Long Branch, all New Jersey (NJ0433, 4, 6) new system.

■ Rockport Cable TV Inc. for Tulton, Tex. (TX0633) new system.

■ Ross County Cable TV for Adelphi and Laurelville, both Ohio (OH0768, 9) new system.

■ Davy and Lovett Enterprises Inc. for Capon Bridge, W.Va. (WV0638, 9) new system.

■ City of Sumas TV Cable System for Sumas, Wash. (WA0241) new system.

■ Salisbury for Salisbury, Mo. (MO0112) add signal.

■ Watts Cable TV for Mingo, W.Va. (WV0633) new system.

■ Storer Communications of Illinois Inc. for Wenona and Toluca, both Illinois (IL0156, 8) add signal.

■ Viacom Cablevision of Cleveland for Richmond Heights, Ohio (OH0765) new system.

■ Commonwealth Cablevision Corp. for Luray, Stanley, Mount Jackson, New Market, Shenandoah, Strasburg and Woodstock, all Virginia (VA0041, 124, 56, 27, 45, 26, 5) add signal.

■ Sanlando Cablevision Inc. for Seminole, Fla. (FL0495) new system.

■ UA-Columbia Cablevision of Westchester Inc. for Eastchester, Ardsley, Bronxville, Dobbs Ferry, New Rochelle, Pelham, Pelham Manor, Scarsdale, Tuckahoe, Elmsford, Rye, Greenburgh and White Plains, all New York (NY0739, 93, 50, 92, 700, 803, 4, 701, 43, 468, 814, 5, 05) add signal.

■ Metrovision Southwest Cook County Inc. for Bridgeview, Ill. (IL0400) new system.

■ Metrovision Suburban Communications Inc. for Northlake, Ill. (IL0397, 8).

■ Franklin Cablevision Corp. for Clint and Fabens, both Texas (TX0556, 7) add signal.

■ Lake Shore Master Antenna Corp. for Greenville, Ala. (AL0174) add signal.

■ Elmore Cable TV for Maxwell AFB, Gunter AFB, Wetumpka, Elmore, Carrville, Coosada and Eclectic, all Alabama (AL 0174, 3, 41, 6, 2, 4, 3) add signal.

■ Teleprompter Southeast Inc. for St. Petersburg, Gulfport, South Pasadena, Safety Harbor, St. Petersburg Beach, Belair Shores and Bradenton Beach, all Florida (FL0196, 209, 11, 33, 4, 271, 91) add signal.

■ Warner Amex Cable Communications for Anderson, Ohio (OH0764) new system.

■ Elmore Cable TV for Tallassee, Ala. (AL0145) add signal.

■ Jones Intercable Cable TV Fun for Pinckneyville, Ill. (IL0275) add signal.

Actions

■ FCC has denied Clear View Cable TV Inc., authority to add signals of KTVU Oakland, Calif.; WGN-TV Chicago; WOR-TV New York; and WTBS Atlanta, to its cable systems serving Sutherland, Oakland, and unincorporated areas of Douglas County, all Oregon. Clear View did not perform cumulative market-wide impact analysis as required by FCC. Action July 8.

■ FCC has waived its rules to permit United Cable Television Corp. of Connecticut to add WPIX(TV) New York to signals carried by its systems serving Berlin, Bristol, Farmington, New Britain and Plainville, all Connecticut. Systems are in overlapping market zones of Hartford-New Haven-New Britain-Waterbury major television market. Action July 22.

■ FCC has waived its signal carriage rules to permit Waterloo Cablevision Inc., operator of proposed cable system at Waterloo, Iowa, to carry extra distant signal, KTVU(TV) Oakland, Calif. Action July 8.

■ FCC has waived its rules to permit Colorado Springs Cablevision Inc. to add WGN-TV Chicago and WTBS Atlanta to its cable TV systems serving Colorado Springs, Green Mountain Falls, El Paso County and Manitou Springs, all located in Colorado Springs-Pueblo, Colo. smaller television market. Opposing waiver were Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, and Sangre de Cristo Communications Inc., licensee of KOAA-TV Pueblo. FCC concluded that projected impact was unlikely to impair capability of any of market stations to serve their respective audiences. Action July 8.

■ FCC has denied Indiana Cablevision Corp. (ICC), operator of integrated cable television system in South Bend-Elkhart, Ind., smaller television market, waiver

of rules to permit it to add four distant signals: WBBM-TV (CBS), WMAQ-TV (NBC) and WLS-TV (ABC)—all Chicago, and WKZO-TV (CBS), Kalamazoo, Mich. FCC concluded that ICC failed to make prima facie showing that carriage of four requested signals would not unduly harm three local network stations. Action July 8.

■ FCC authorized Hernreich Broadcasting Stations Inc., licensee of station KAIT-TV Jonesboro, Ark., to increase its power from 57.5 kw to 316 kw, to move its trans. from present location 5 miles north of center of Jonesboro to location near Egypt School, Egypt, Ark., 13 miles west of center of Jonesboro, and to increase its ant. height from 420 to 1,750 feet above average surrounding terrain. In granting station's request FCC denied objection by Turner-Farrar Inc., licensees of UHF station KPOB-TV, Poplar Bluff, Mo. KPOB-TV Ch. is satellite of station WSIL-TV, Harrisburg, Ill. Action July 17.

Other

■ Total of 5,207 complaints from public was received by Broadcast Bureau in May 1980, increase of 1,735 from April. Other comments and inquiries for May totaled 2,967, increase of 868 over previous month. Bureau sent 1,110 letters in response to these comments, inquiries and complaints. Ann. July 24.

Call Letters

Applications

Call	Sought by
	New AMs
KGJM	James Mace, Globe, Ariz.
WSPC	Yearly Broadcasting Inc., St. Paul, Va.
	New FM
WCNV	Amherst Broadcasting Corp., Amherst, Va.
	New TVs
*WPBB	Public Broadcasting Foundation of Palm Beach County Inc., West Palm Beach, Fla.
KAME-TV	Page Enterprises, Reno.

	Existing AMs
KFIG	KARM Fresno, Calif.
WTWN	WLAV Grand Rapids, Mich.
WDEY	WTHM Lapeer, Mich.
WIDA	WVOZ Carolina, PR.
KFMV	KREM Spokane, Wash.

	Existing FMs
WDEY-FM	WTHM-FM Lapeer, Mich.
WSEG	WMDI McKean, Pa.
KKOV	KNTD Wichita Falls, Tex.

	Existing TVs
WSTG	WNET Providence, R.I.

Grants

Call	Assigned to
	New FMs
KCRJ-FM	Verde Valley Broadcasting Co., Cottonwood, Ariz.
KCMA	John K. Major, Owasso, Okla.

	Existing AMs
KISD	KSHA Medford, Ore.
WBOW	WSCR Scranton, Pa.
WEHA	WENR Englewood, Tenn.

	Existing FMs
WLLZ	WBFG Detroit
WQTR	WENC-FM Whiteville, N.C.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Sales Manager with opportunity to become general manager in near future. Western N.Y. small town full time 1 kw AM. Need person with strong sales and promo experience and ability to rebuild existing sales dept. Salary plus strong incentive, other fringes. Box G-186.

New owners need new manager for KNOR in great university community, Norman, Oklahoma. Tremendous opportunity for leader who can motivate and sell. Must operate strong news, sports, and special events programming with total local involvement. Bonus incentives based on production. Know FCC rules. EEO. Send resume, references, and performance record to Monte Moore, PO Box 1450, Porterville, CA 93257.

Radio Manager to implement PTFP planning grant for 100 KW public radio station. Duties: prepare applications for FCC CR/PTFP construction grant; budget development; community liaison; other activities needed to get on the air. Qualifications: BA (MA preferred); Five years radio experience including management (three in public radio); familiarity with FCC, CPB, NPR, PTFP procedures. Staff position, salary competitive. Send resume, references, audition tape by August 25, to Chancellor Sam H. Frank, Louisiana State University at Alexandria, Alexandria, LA 71301. An Equal Opportunity/Affirmative Action Employer.

General Manager—WBSU-FM—a new 10 watt station with 100 watt application pending. First on air time scheduled for fall 1980. Manager reports to Brockport College Administration, operating budget funded by Student Government, 99% of staff-students. Bachelors required, Masters in Broadcasting, Telecommunications or related field preferred, four years in Public or Commercial Broadcasting, minimum of two years as supervisor, third-class FCC Radio-Telephone License with broadcast endorsement preferred. Salary range \$12,000 to \$16,000 for 12 months. Apply with resume and references to Dr. Patrick Smith, Vice President for Student Affairs, State University College at Brockport, Brockport, NY 14420. August 18, 1980.

Gen-manager for religious station in large Florida market excellent opportunity leading to part ownership. Box H-23.

HELP WANTED SALES

Experienced Salesperson—medium market AM & FM in North Carolina. Assume active list. Draw against commission. Many benefits. EOE. Box G-204.

Sales Manager needed now for the only beautiful music signal in an incredibly active and prosperous market in beautiful Central NY-Ithaca! 12 station group with great advancement opportunities. Salesperson with aggressive, hardhitting track record definitely considered. Send resume immediately to Great Scott Stations, c/o Rick Ducayne, WRLX, Metcalf Plaza, Auburn, NY 13021.

Sun, fun, money and growth are what we offer. WFOG, Norfolk, Virginia's Premier Beautiful Music Station has a terrific career opportunity for a proven salesperson. Upward mobility with a professional, expanding company. Send resume and accomplishments to Sales Position, WFOG, 330 W. Brambleton Avenue, Norfolk, VA 23510. An equal opportunity employer.

Radio Sales—No. 1 Adult Contemporary in large Florida market. Ground floor opportunity for experienced self starter. Good income potential, great benefits. Send resume to Box G-223.

Beautiful Burlington, Vermont powerhouse FM looking for aggressive small market salesperson to move up to major regional station. 36,000 watts from Mt. Mansfield blankets Northern Vermont, Northeastern New York, and Montreal with beautiful music. Resumes to Tom Pierce, WEZF FM 93, PO. Box 22, Burlington, VT 05402. Equal Opportunity Employer.

Experienced Sales help needed for Virginia medium market stations. Send resume, billing record and references to Wynn Hott, General Manager, WJJS-WLGM, 8th & Church Streets, Lynchburg, VA 24504.

Greedy person, experienced, who wants to fill his/her sack. 100,000 watt Contemporary FM. Good draw, commissions. Advancement for competency. EEO. Minorities urged to apply. KOIP-FM, Suite 513 American Bank Bldg., Odessa, TX 79761.

Live and work in beautiful Eastern Long Island. Stereo FM adult contemporary station with No. 1 TA 25-54 position wants aggressive salespeople. Knowledge of retail sales and RAB technique helpful. Great opportunity for right people. Send resume and references. First letter to WSBH, Stereo 95.56 Jagger Lane, Southampton, NY 11968, Attention General Manager.

The opportunity demands you investigate. If you are presently an account executive or a sales manager and are looking to learn, grow, contribute and prosper; I strongly suggest you investigate this exciting AM-FM sales manager opportunity. The pay is excellent, the market is prosperous and the future is bright. We are an equal opportunity employer and employees know about this advertisement. Send a mailgram or letter to Box H-56.

Sales Manager—Hustler with radio experience for burgeoning AM/FM in Nebraska. Call G-M, 402—463-1314.

I'm looking to expand my sales staff. I need a pro with 4 to 5 years of local radio sales experience, both direct and agency. Compensation commensurate with experience. If you feel you've outgrown your job or market, we can offer you unlimited growth potential in Fairfield County, Connecticut. Send resumes to: Box H-20.

Salary plus draw plus commission minimum guarantee \$12,000 for experienced doer with references. Will consider no experience. Class C FM in city of 20,000 in Central Texas. KLSN, 2408 Coggin Avenue, Brownwood, TX 76801 915—646-5576.

Excellent growth opportunity for sales pro with at least one year street experience. RAB, co-op experience valuable. Full details to Burt Levine, WROV, PO Box 4005, Roanoke, VA 24015. EEO.

Wanted-Sales Manager for medium market combo. Must be able to motivate growing sales staff. We want a born leader. \$25,000 to \$50,000 for the man with the plan. Box H-62.

Account Executive—possible Sales Manager. New 100,000 watt FM in rich Red River Valley wants an experienced sales person. Real opportunity to grow. Contact M. Leighton, 218—281-6820 Crookston/Grand Forks, ND (EOE).

HELP WANTED ANNOUNCERS

Air talent needed immediately for 50,000 watt country AM and 100,000 watt rock FM in North Carolina. Must be strong on production, personality and community involvement. Send tape and resume to: Joe London, Program Director, WFNC-WOSM, Box 35297, Fayetteville, NC 28303. EOE/MF.

Texas Panhandle City of 30,000 seeking on-air announcer with strong production background. Minimum, one year experience. Send tape and resume to: KGRO Radio, PO Box 1779, Pampa, TX 79065 or call Brad Mink 806—669-7918.

Super Music Director wanted for first class AOR station, knowledge of all record companies, reporting to trades, daily air shift, tight production, must be experienced, females encouraged. Tape and resume to S.R. Novak, 1428 E. 98th St., Brooklyn, NY 11236.

Experienced air personalities/production needed for Little Rock's leading contemporary music station. Deep voice a must. Tapes and resumes to: Dave Taylor, KLAZ, 1501 N. University, Suite 768, Little Rock, AR 72207. No calls.

Successful AM-FM southwest operation is seeking a unique broadcaster to become our morning announcer. If you can entertain inform and converse we want to hear from you. Excellent production is a must. Not interested in lightweights. Tapes and resumes to KLMR, PO Box 890, Lamar, CO 81052.

Morning Personality, strong on copy and production, needed by San Juan MOR English language CBS affiliate. Some knowledge of Spanish preferred. Air check, resume and references to GM, Radio Station WOSO, Box 4349, San Juan, Puerto Rico. 00905.

Hot Country Opportunity. Greater Akron's newest country station. Drive time slot open for creative personality with strong, production, promotion and music. Join this growing company with new building, new studio, new format. Excellent salary and benefits. Hiring now. Call Bill Klaus. WKNT 1—216—673-2323. EOE/Affirmative Action.

Major/Medium market anchor-personality. Strong on personality delivery. Talk hosts should apply, too. We need assistant news director who will become news director. Dominant No. 1 station in the Southwest. Rush. E.O.E. Call Ken Gaines, 405—840-5271.

Central New York 50,000 kw. FM needs complete new staff for Superstar type format. Send resume and salary history to Box G-206.

Cape Cod's music leader is seeking an outstanding mid-day air personality with strong production skills. Top-notch facilities in a great living area. This is an exceptional opportunity with above average salary and benefits. Send tape and resume to: Ray Brown, PD, WCOD-FM, Hyannis, MA 02601. Contemporary format.

Southern Coastal Station seeking aggressive qualified program director/announcer for contemporary high power gospel format. Previous experience with gospel/religious format desired. Applicants must be self starters with good management capabilities and good air sound. Minority applicants encouraged. Box G-230.

Top rated Upstate N.Y. station has opening for morning drive personality. Must be witty ... articulate ... an entertainer. Good pay/benefits. EOE. Tape/resume: Telecommunications Inc. UPO Box 3858, Kingston, NY 12401.

Production wizard to do morning 3 hour shift and create award winning commercials. Group owner, good advancement possibilities, 100,000+ market, located in heart of Rockies. Station is No. 1, 18-34 and we plan to stay that way. Send T&R with at least 10 production samples to Steve Benedict, XT93 Radio, PO Box 4106, Missoula, MT 59806. EOE.

100,000 watt contemporary top 40 FM station has opening for a full-time announcer. Must be a "personality", have a good voice, sharp production skills, and enjoy working remotes. Only experienced persons should apply. Send tape, resume, and references to Hal Harrison, KROK Program Director, PO Box 31130, Shreveport, LA 71130. Salary commensurate with experience and ability. Equal Opportunity Employer.

Midwest medium market Modern Country looking for Music Director. Must be able to handle morning drive. Send inquiries to J.R. Greeley, Box 4407, Topeka, KS 66604.

Talk Show Personality for competitive mid-south market. Send tape-resume and salary requirements to PO Box 17527, Memphis, TN 38117.

Clean air... no traffic jams. No. 1 ratings. CBS Country outlet with emphasis on personality and information will have a rare daytime opening this fall. We pay major market dollars plus full company benefits. Tapes, resume to: Tom Wynn, KFGO, Box 2966, Fargo, ND 58108.

Meridian, Mississippi gospel station needs morning announcer with sales experience. Call Larry O'Neal, WDAL. 601—693-2381 or write PO Box 5314, 39301.

HELP WANTED TECHNICAL

Chief Engineer: For leading AM/FM facility in one of the best recreational areas of the Ohio Valley. Directional AM, Class C FM, group stations. Need permanent, hard working individual with good references—applicant should be knowledgeable in studio and transmitter maintenance and directional operations. EOE. Send resume and salary requirements to: General Manager WKYX, PO Box 2397, Paducah KY 42001.

Full time staff engineer with qualifications and desire to become Chief Engineer in all areas of radio engineering. E.O.E. Send resume to Chester Grubbs, KTOK Radio, Oklahoma City, OK 73101.

Top Notch Engineer required to build a new FM for this AM/FM combo committed to engineering excellence. Must be into state of the art, and strong on maintenance, especially FM and studio. Box G-195.

Radio Maintenance Engineer: Strong maintenance background required for major market broadcaster. First Class FCC license required. Salary commensurate with ability. A reply to PO, Box 4146, Atlanta, GA 30302. Equal Opportunity Employer. M/F.

Wanted: assistant chief engineer for major Southwestern broadcaster. Experience in contemporary audio, digital, and directionals a must. First phone necessary. BSEE helpful. No beginners. Send resume and salary requirements to James E. Foss, Chief Engineer, Thunderbird Broadcasting, 1209 N. Chester Ave., Bakersfield, CA 93308.

Chief Engineer for growing broadcasting group which currently consists of 3 AMS and 4 FMS. Send resume and salary requirements to Box G-180.

National Public Radio has an opening for an engineer who will be responsible for assisting public radio stations on satellite terminal site engineering. Individual should hold a BSEE or equivalent with 4 years engineering management or radio station engineering experience, and have a working knowledge of microwave systems installations and operation and/or satellite terminal installations. Position requires incumbent to have responsibility for coordinating overall engineering efforts in planning of new station interconnections and specific planning and consultative support for individual stations in the process of station terminal construction, modifications and acceptance. Submit resume, including salary history/requirements, to: DeNise Johnson, National Public Radio, 2025 M St., NW, Washington, D.C. 20036. AA/EOE.

Chief Engineer/Announcer for quality minded Beautiful Music FM in West Texas. Some announcing required but heavy emphasis on maintenance. Send resume to Guy Smith, Box 3280, Albuquerque, NM 87190 or call 505-884-5833.

Broadcast Chief Engineer/Radio needed immediately for group owned WPOC FM, Baltimore. Complete charge of technical department. Hire own assistant. Position is Chief Operator of station in charge of all maintenance, construction, hiring of technical people and insurance of station's complete technical compliance to FCC rules. Candidates must have management experience, FCC First Class License, own automobile, plus experience in both studio and transmitter construction and maintenance. Salary commensurate with experience. Great benefits package. For interview call General Manager at 301-366-3693, or send resume with references to General Manager, WPOC, 711 W. 40th Street, Baltimore, MD 21211. No beginners please. A Nationwide Communications, Inc. Station, An Equal Opportunity Employer.

Growing Midwest Radio Group needs full time first phone chief engineer to maintain two stereo stations and production facilities. Applicant must have experience in STL, stereo, transmitters, and studio design, construction and maintenance. Ideal working conditions, benefits. Please submit resume, references, salary history and compensation requirements to Box H-44.

Broadcast Engineer needed for AM/FM operation in the Winston-Salem area. Must have first class FCC license, ability to read schematics, and trouble shoot for all types of electronic equipment. Send resume to J. Jessup, WSJS/WTQR, Box 3018, Winston-Salem, NC 27102. Equal Opportunity Employer.

Chief Engineer for N.E. Pennsylvania directional AM. Excellent opportunity with group broadcaster. Reply Box 511, Beacon, NY 12508. 914-831-8000.

Chief Engineer: Immediate opening. Good facility, people and location. 1 KW/500 DA-N, CP-5 KW. WTKO, Box 10, Ithaca, NY 14850. EOE.

Chief Engineer for group owner to manage AM/FM and supervise other AM/FM Stations in New York, New Jersey, Ohio. Must have at least 5 years experience, complete responsibility. Good equipment. Box H-18.

We need a competent engineer immediately! 5KW directional AM and powerful Class B FM on the beautiful Central California Coast. Salary commensurate with experience. Management oriented preferred. Equal opportunity employer. Send resume and references to Kai Coast Radio Corp., PO Box 220, Arroyo Grande, CA 93420. Attn: Gary Owens. Phone 805-489-1280.

Chief Engineer for Milwaukee area AM-FM. Excellent salary and fringe benefits for experienced, hard-working engineer. Position available immediately at this group-owned station. Send resume to Box H-48.

HELP WANTED NEWS

News Director Wanted for one of the Midwest's outstanding radio news departments. Need experience, judgment and penchant for hard work. Resume and tape to Dick Record, WIZM & Z-93, La Crosse, WI. American's number one small city.

Newsperson wanted for immediate opening! We're No. 1 and you might have the professional attitude and need to excel that we're looking for. Large group with advancement potential. Our beautiful Finger Lakes will dazzle you. Ability to back up on play by play would help. Send tape resume now to Susan Beckner, WMBO, Metcalf Plaza, Auburn, NY 13021 E.O.E.

News director, one-person news department for small market AM/FM station. Report local interest stories. Send resume, requirements to WSVS, Crewe, Va 23930. E.O.E.—minorities and females encouraged to apply.

Top Dollar: Take charge small southwest suburban. Extra bucks for sports and PBR EOE. Tape and resume to KARS, Box 860, Belen, NM 87002.

Morning drive news WHEB seeks broadcaster with minimum two years experience, good voice, excellent reporting and writing skills. Award winning news operation. Send tapes and resumes to John Ryan, News Director, Box 120, Portsmouth, NH 03801. EOE.

Searching for other half of experienced team at leading radio news operation in northern Alabama. We need an equally dedicated News Director/Reporter to assume the administrative and anchor duties of the team. Present News Director's nose for stories leading him away from office. Send resume/tape to: Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804.

Experienced newperson capable of news directing needed to join an active full-time news staff. Must have strong delivery. Excellent opportunity and working conditions. Good pay and fringes in northwest medium market. Minorities encouraged to apply. Box G-231.

Major San Francisco adult station needs part-time and vacation news anchor-reporter. High AFTRA scale and the right to free-lance can give you a good income. We want a creative person who can find news on weekends and write and read it well. If you read wire copy, or write your own so it sounds like UPI, save your tape and postage. If you stand out from the pack and want to show what you can do in a major station, send an aircheck to News Director, Box 7350, Rincon Annex San Francisco, CA 94120. Equal opportunity employer.

Top rated Gulf Coast AM/FM station need afternoon reporter/anchorperson and talk show host. Solid news background a must. Five figure salary. Excellent benefits. Tape and resume to: Charles Moss, WKRG-AM, Box 2367, Mobile, AL 36652. E.O.E. 205-432-5501.

Strong radio news reporter wanted for mid-sized Southern market. One year experience or equivalent education required. Contact Wesley Usher, 803-279-2330, Monday-Friday, 9-4; or send resume and tape to: WZZW, Box 1584, Augusta, GA 30903. E.O.E.

Live Line and Public Affairs Producer for all-news station. Staff expansion position to produce hourly live/taped interviews and half-hour public affair programs. Requires strong interview, production, delivery skills. Resume, non-returnable audition tape, including interview samples, references to Thomas Wright, News Director, WEBR Newsradio 970, 23 North Street, Buffalo, 14202. No telephone calls. WEBR is an equal opportunity employer.

Eastern AM/FM Medium market seeks take charge news director. Must work alone to build news service for top 40 FM, country AM. Good salary. Minorities encouraged to apply. E.O.E.

Radio news anchor/street reporter. To program our news radio service. The news service will offer spot news and documentaries on socio-economic and scientific issues of medicine and will be available to all radio stations via a toll-free number. Applicants must be experienced electronic media reporters who are creative; strong interviewers; and skillful news writers and able to do physical tape editing. Some travel involved. This position is on a contract basis to begin Dec. 1, 1980. We are an equal opportunity employer M/F. Send resume to: Tom Nilles, American Medical Association, 535 N. Dearborn, Chicago, IL 60610.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

I Like Radio People with first class tickets because they tend to be serious about the business. If you have one and other radio skills (PD, MD, PBP, strong copy/production, etc.), Tell me about it. Box G-55.

Take-charge Program Director for small market AM/FM station. Previous broadcast experience required with excellent production. Previous program automation experience helpful. Send tape, resume, requirements to WSVS, Crewe, VA 23930. E.O.E.—minorities and females encouraged to apply.

WNYS seeks Director of Public Information. Director will supervise all promotion activities including press relations, advertising, publication of monthly program guide, and listings. Salary: up to \$20,000 depending upon experience. Send resume and current salary to Director, WNYS, 2500 Municipal Building, New York, NY 10007.

Experienced Program Director to train and motivate air staff of 5 KW adult contemporary station located in the mountains of the Northwest. I need a person who knows production, music, promotion and can rule with an iron fist. Also must run a board shift. Don't apply if you're not willing to put the time into the job. I need a pro! Great working conditions and benefits in a growing group operation. An equal opportunity employer. Send resume and references to Box H-26.

SITUATIONS WANTED MANAGEMENT

General Manager: experienced in all phases of station operation. Sales — programming — FCC renewals. Looking to grow with right station. Box G-161.

Experienced commercial broadcaster with managerial background, able to communicate with and stimulate people, and with a B.S. in communications, seeking a change of direction to a college setting and management of a non-commercial facility. Prefer Northeast. Box H-6.

General Manager ... Former owner and general manager, who can make us both money. Prefer a buy-in or buy-out of an AM-FM combination in 25,000 to 100,000 market in Wisconsin or the Midwest. Let's talk. We can't make money if we don't. All replies confidential. Box H-21.

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Excellent administrator, strong sales management, plus all other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box H-10.

Experienced General Manager for a large or medium market in the Midwest. Successful record achieving maximum profits with an AM/FM in a 25 station market. Desire a competitive situation where I can exercise all of my administrative skills to their fullest. Carefully looking for a long term association with a quality organization. Box H-60.

SITUATIONS WANTED MANAGEMENT CONTINUED

Ambitious individual. with 9 years experience in small and medium market radio, interested in a position as General Manager/Station Manager of a small market radio station. Phone Martin Garbus, 213-842-3364.

General Manager. I am an innovator, creator and motivator who can make a radio station "hummm". 20 Years experience in all phases of management including RAB and NBC at the network level. Looking for possible equity position in medium/major market. Box H-50.

SITUATIONS WANTED SALES

Saleswoman with 11 years Radio, TV and Adv. Agency experience. Prefers medium East Coast market. Will relocate. Box H-38.

Enthusiastic Salesperson, dependable, two year degree. Ready now. Resume available. Call Mike Walby 313-881-4336 afternoons or nights.

SITUATIONS WANTED ANNOUNCERS

Consider: pleasant voice, creative production, copywriting experience, communications degree, and dedication. Desire small market experience anywhere. For tape, resume, call Bill: 413-733-8804.

One creative and dependable air talent available for immediate hire. Four years experience. Call Frank. 312-739-3068.

Experienced DJ, seeks AOR format, young, ambitious, have good voice, knowledge of music, third phone. Bernie Ross, 826 N. 15th No. 13, Milwaukee, WI 53233, 414-342-6630.

Expert PBP in hockey, football, baseball & basketball. I am willing to relocate immediately in Canada or U.S.A., and I also have PBP tape and personal resume available. Ask for Joe 312-652-2452. Call after 5 p.m.

DJ/Sportscaster. 3 years experience. 3rd ticket. College grad. Relocate anywhere. Handle all formats. Specialty Oldies. Strong PBP news reporting of all sports. Tape, resume, references, photo. 201-338-4100, leave message. Or Jim Spiro, 12 Cambridge Road, Bloomfield, NJ 07003.

Announcer with 4 years experience seeking job in the Northwest. Country and MOR experience. Will consider all locations. Call B.J. Reader now at 208-233-7778.

Cookin Top 40 personality. Creative, dependable, hardworking afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2916. Jon Conlon, 264 Sharon Dr., Barrington, IL 60010.

DJ, experienced, good board work, news and commercials, can follow directions any format. Box G-184.

Sports Director in Chicago area looking for any type of sports work. Can do P-B-P, color, daily sportscasts, sports talk, even combo. Have job, will travel. Doug Strickland, 208 North Loomis, Naperville, IL 60540. 312-420-9585.

Reliable young chick ready to kick! Prefer Top 40's format. Tape, resume available. Diana Marzano, 10812 S. LaPorte, Oak Lawn, IL 60453, 312-636-4350 or 312-636-0925.

38 year old greenhorn is seeking his first station. Have 3rd class. Bruce Langdon, 590 Anita St., No. 4, Chula Vista, CA 92011.

Nashville area radio vet presently in syndication and agency production looking for position with top C&W station. Experienced in all phases of radio. All offers considered. 615-890-2047.

Read well. Good voice. Professionally trained. Eager learner. Available now. Keith Hierimeier, 5121 N 66th St., Milwaukee, WI 53218. 414-462-6292.

Dedicated, hardworker, seeking to find a station that's interested in my talents and broadcasting ability. Can do any format. Third Class. Good voice. Will relocate immediately. Contact Charles (Chuck) Robinson 312-787-8220. Top 40, Disco, R&B or Jazz.

College GM-PD,MD, TM+ Seeks 6-mid AOR FM. Some pro exp. Michael Hart 714-233-8833.

Experienced 1st looking for contemporary small or medium market station prefer nights or all night mid-west area 312-484-5603. Rollin Reetz, 3332 Clinton, Berwyn, IL 60402.

Dependable-aggressive. A.O.R. preferred. Call for resume and tape. Mark 219-844-3431 or 219-844-2849.

Experienced Professional, good communicator seeks move. Creative, witty, and can write good copy. Tape and resume available. Will relocate. Salary optional. Jim Wagoner 916-488-0367 or 916-922-8631. 1605 Safari Ct., Carmichael CA 95608.

Dependable DJ, 2 years experience, third class license, seeking top 40 or MOR position in the Detroit market. Tape and resume. Call Mike Walby, 313-881-4336 afternoons or nights.

Good news for small stations—Graduate from B.C. School NYC. From Michigan want to re-locate in Mid-West. Versatile, great rapp for all formats—impressions—hard working and high energy. Third phone very strong in sales and production. Keith Packard 212-564-1927 work, 212-625-4774 home.

Rhythms and sounds in leaps and bounds. Scales and notes and endless quotes. If AOR is where you are, call Rod at 312-392-0685 or 312-394-3434.

Seek Boston Area part-time or swing position. Nine years experience including MOR, AC, TV, PD, and agency. Good voice and on-air personality. 32, M.A., affirmative action employee. Box H-29.

Dee Jay/News-caster. Dependable, creative, versatile. Authoritative, aggressive, some experience. Resume/tape. Telephone 212-944-9401 or write. Anthony Small, 4336 Edson Ave., Bronx, NY 10466.

Experienced communicator seeks move to major market pop adult/talk format. Stable track record includes college football play-by-play and management. I'm looking for a long tenure with a sound company. Box H-39.

SITUATIONS WANTED TECHNICAL

Heavy Construction and Chief experience in AM-FM-Studio-Microwave-Transmitter and some TV, with over ten years in broadcasting. Looking for a permanent position. Resume on request. Ask for Greg 305-745-3785.

Experienced Chief Engineer/Technician with directional AM/FM & two way radio experience, seeks position in north east or north central states, Box G-218.

Chief engineer of small station in major market seeks challenging, interesting position. Intelligent, creative person (BA Radio Eng) with considerable experience in studio design and construction. Does not have to be in radio broadcasting. Send reply to Box H-37.

9 Years experience AM-FM-TV operations/maintenance, studio/transmitter. Relocatable. Box H-51.

First phone looking for a technicians job. Can show success in past occupations but have got to work in radio. I am serious, good natured and will provide good service. Box H-9.

Radio technician—First Phone, thoroughly experienced, capable, mature, family. Chief or assistant. Box H-55.

Is 100 hours a week enough? If that's what it takes to prove myself—you've got it! FCC First Phone with light experience and unquenchable energy. Carmine, 201-634-3297.

SITUATIONS WANTED NEWS

Experienced newswoman ... currently working in Milwaukee. I'm good on the air, phone, beat work. Call 414-282-0508 afternoons.

Sportscaster, 6 years, Network exp football, basketball, baseball, Dan Lee, 316-231-6205.

News director with six years experience in small and medium markets seeks medium market NO position or major market reporter position. Minimum salary \$15,000. Call 217-243-6675.

Experienced pbp man available, solid production sales jock background will relocate Mitch 212-376-4664.

200% GM backup—Accomplished Anchor-Reporter-(Professional approach)-R-TV News/Sports. Degree-Journalism. Hank Holmes 617-679-6957 after 2 p.m./eves.

Experienced Anchor/Reporter. Five years radio news experience. Presently afternoon drive in top 75 market, seeking to move up in market size. Have college degree. Prefer Northeast, but will relocate. Call 617-822-6480 evenings.

Sportstalk Host seeks major market challenge. Fiery, opinionated knowledgeable, creative saleable, respected. Currently doing sportstalk in big league market. Major league PBP experience on 50,000 watt radio and television. Box G-125.

Looking for small market sports break. Experience in PBP & sports reporting! Call for resume & tape. Phil Wald, 312-274-4947. 7533 N. Seeley, Chicago, IL 60645.

Localized reporting and interviewing are this Sports Director's specialties. Can also do news well. Call Mike 319-372-4349 after 2 pm CT.

College grad, 11 months experience. Looking for news or sports position in small market. Can do board shift. Bob 703-667-0791.

Experienced news pro seeking serious news operation to use my talents. Box H-32.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Major college/pro sports, talk, program manager background. Available immediately. George Taylor, 2464 Monterey, Sidney, NE 69162. 308-254-7389.

Imaginative! Innovative Communicator! Several years experience in major market radio looking for combination Program Director and air shift position in any size market. Desire station strong in information and community involvement. Relaxed, well-modulated voice with a B.S. in communications plus teaching experience. Call Bruce King, 216-732-8383.

All psyched up with no place to go! Eight years' worth of helpful ideas gained in non-commercial radio, where I'd rather stay. News. Production. Music programming. Public relations. More! At large in Metro New York, Long Island, Northern New Jersey. Will consider other locales if conditions are mutually favorable. 3rd endorsed (endangered species). Burt Stein, 6801 21st Avenue, Apt. A-1, Brooklyn, NY 11204. 212-259-7237.

Top 10 Pro rated first: 18-49 females. Proven PD. experience. Available now to make your fall book a winner! Box H-13.

Program-Music Director/Announcer seeking similar position with good company. 8 years experience in station operations. Proven No. 1 Arbitron record. Let's form an effective management team to enjoy profits/high ratings. Bill McCown 803-226-1408.

Dedicated pro seeks medium to large market programming or operations position. 12 years experience as air personality, program/music director, operations manager. Good organizational skills, good with people. Family man looking for stable job. Box H-25.

First Phone: Professional experience in studio production, audio, Chyron III, 16mm and ENG news photography, and some editing. Plus more. Looking for production, news, or engineering position. Hard worker. Diverse talents. Willing to relocate. Kenneth Hazlett, 1629 Gilcrest Ave., East Lansing, MI 48823. 517-351-7359.

TELEVISION

HELP WANTED MANAGEMENT

Staff Analyst: Assists GM in performing institutional research, preparing and coordinating requests for financial assistance, design and application of management systems. \$1439/month. Application deadline: 8/15/80. Contact Larry Condit, KTEH, 100 Skyport Drive, San Jose, CA 95110.

HELP WANTED MANAGEMENT CONTINUED

Promotion Manager for fast-growing, well-equipped network affiliate in top 100 southern market. We currently have the best local programming, production expertise and promotion in our market. You'll be a Department Head with good-sized budget and plenty of encouragement. Send resume and tape to Ken Gerdes, General Manager, WAFF-TV, PO Box 2116, Huntsville, AL 35804. (EOE).

Production Manager. Job opportunity in Top 50 market for aggressive individual with creative, technical and supervisory experience. Excellent opportunity for growth and advancement. Excellent benefits. An Affirmative Action/Equal Opportunity Employer. Send resume with salary requirements to Box G-225.

President/Development Director. Duties: plan and direct station goals, achievement of community identity, fund raising including memberships, underwriting, auction, grants, volunteers, and the offices of business management and public relations assisted by the director of broadcasting and staff. Requirements: minimum of 10 years TV station experience, 4 years of upper level PTV station management position with established track record of successful fund raising. Minimum BA degree. Application deadline: August 15, 1980. Contact: Mr. Noel Palmer, Chairman, Search Committee. The address is WLWI/21, 1425 Old Country Rd., Plainview, NY 11803.

Major TV group seeks general manager for VHF network affiliate in growing southeastern market. EOE. Box G-240.

Director of Broadcasting, North American Soccer League seeks Broadcast Executive with experience in the industry. Candidate should have familiarity with contracts, production, advertising sales and developing technologies. Salary commensurate with experience. Send resume to Personnel Director, North American Soccer League, 1133 Avenue of the Americas, NY 10036.

HELP WANTED TECHNICAL

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WECA-TV 904—893-3127.

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

Master Control Operating Engineer—applications being accepted for the position of master control operating engineer. The applicant should have knowledge of quad-video recording and playback, 3/4" U-matics, Marconi Mark VIII cameras, Telecine operations, and audio mixing. FCC first or second class license preferred. Send salary requirements and resume to Robert J. Parkhurst, Chief Engineer, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Maintenance Engineer—Florida suncoast TV station; minimum 3-5 years experience in television or production house; for details, call Peter J. Ford, WTSP-TV, 813—577-1010, or send resume to P.O. Box 10, 000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

TV Maintenance engineer for west coast network affiliate. Must be experienced with maintenance and repair of all TV studio and transmitter equipment. Possible future promotion to assistant chief engineer or CE. EOE. Send detailed resume to Box G-207.

Maintenance Engineer: Minimum 3 yrs. broadcasting experience. Send resume to Fresno County Department Education, 2314 Mariposa St., Fresno, CA 93721.

TV Broadcast Technicians—Washington, D.C.—Federal Agency is accepting applications from individuals with a minimum of five (5) years operations and maintenance experience in video, audio, camera and quad videotape for work in color studio production facility. Beginning salary \$20,611 for qualified applicants. Normal working hours from 8:45 a.m. to 5:30 p.m. Mon-Fri. Interested applicants send standard Federal application form SF-171, obtainable at most Federal offices to Employment Branch 267-77, International Communication Agency, 1776 Pennsylvania Ave., N.W., Washington, D.C. 20547. An EOE.

KBDI-TV is the nation's first independent non-commercial television station. We need a technician strong on industrial video repair & use, familiar with FCC rules, RF systems, and audio systems. We are especially interested in hearing from people who can help find innovative ways to "put video" into untrained hands. Send us your resume, plus lists of specific equipment you have used and lists of specific equipment you have repaired. We want to know your ideas about how you would like to build a TV station. Write POB 6060, Boulder, CO 80306. EEOC rules apply.

Supervisors and Engineers needed for new UHF station in New York's beautiful Hudson Valley. Ampex and Norelco experience helpful. Send resumes to Jim Boslough, Family Television, Box 549, Poughkeepsie, NY 12602. EOE.

Maintenance Engineers required for television station in South Pacific. KVZK-TV (owned and operated by the Government of American Samoa) needs both studio and transmitter engineers. A two year contract is offered at a salary of approximately \$18,000 per year depending on experience. Low cost furnished housing is supplied. Travel and shipping is paid to and from American Samoa. No shift work and a forty hour work week. Five weeks annual leave. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Chief Engineer: Sunbelt area. Take charge chief engineer. Responsible for all facets of technical operations. Call, will discuss on phone—Bill Moore 713—833-7512.

Technicians wanted for maintenance and operation of major television facility. Formal training in electronics and First Phone. Previous TV experience desirable. Send resume and salary requirements to: Jack Verner, 1018 West Peachtree St., Atlanta, GA 30309. An Equal Opportunity Employer.

Operating Engineer, N.Y.C. duplication facility seeks operator with Quad and 1" experience. Send resume to Richard Cohen, P.A.T. Video, 630 Ninth Avenue, N.Y., NY 10036.

KPBS-TV seeks a Maintenance Supervisor. Responsible for all studio equipment. Must be familiar with broadcast videotape formats. TBC's color cameras, video switchers, ITFS, and CCTV equipment. Supervisory experience and First Phone required. Salary: \$21,203-\$25,536/year ... Apply before 8/15/80 to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer.

Broadcast Engineer. Air switching and maintenance. Requires FCC 1st and experience. Salary: \$15,516. Contact: Leon Drye, WSWP-TV, Beckley, WV 25801. E.O.E.

Chief Engineer, 4 station network, group owned. Minimum 5 years experience in management, ENG, 3/4" and 2". Weather Radar, microwave, transmitter, multi-studio locations. Full responsibilities, personnel, purchasing, maintenance. Salary commensurate with experience. An Equal Opportunity Employer. Send resume and references to Box H-17.

HELP WANTED NEWS

Top southwest sports crazy major market city wants the best most creative sports ENG photographer/editor in the country. Play by play, hard stories, features and specials all in a week's work. Must know sports. Many years experience and hard work a requirement. E.O.E. M/F. Box G-56.

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits. equal opportunity employer. Send reply and resume to Box G-50.

Sports Director: For Midwest medium market ABC affiliate. Must have commercial TV sports anchoring and reporting experience. ENG production experience helpful. Must be able to produce fast-paced sportscast and soak up knowledge about sports crazy metro area. E.O.E. Resume to Box G-187.

Reporter/Photographer wanted for one of our news bureaus. We need a self-starter who can put together a polished package from both ends of a film camera. Large, aggressive organization. Send resume and tape to Jim Cairo, News Director, WBHH TV, 3719 Central Avenue, Fort Myers, FL 33901.

Immediate opening for experienced News Producer to produce late newscast and supervise night reporter and photographer assignments. Must be totally familiar with live remotes, graphics, fast-paced video for highly competitive news market. Degree journalism or related field helpful. An Equal Opportunity Employer. Send resume to Bill Wilson, News Director, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127.

KTHV, the CBS affiliate in the nation's 55th television market, is seeking an experienced ENG/Film photographer. KTHV is also seeking to update its files. If you're an experienced anchor, reporter, producer, or photographer who might be interested in consideration for future openings, send your resume, tape, and salary requirements to Tony Windsor, News Director, KTHV-TV, PO Box 269, Little Rock, AR 72203. All tapes will be returned. An E.O.E., M/F.

Reporter: General assignments/investigative. Experience/degree required. Send tape and resume to News Director, KTBS-TV, PO. Box 44227, Shreveport, LA 71104. Equal Opportunity Employer.

Photographers/Editors, Special Projects Producer, Sports Producer, Associate Producer and Desk Assistant for major market news operation. Must have thorough knowledge of ENG production and techniques. Experience or college course work in journalism or television necessary. Photogs. submit tapes. Submit letter and resume specifying which job you are interested in to: PO. Box 1986, Pittsburgh, PA 15230. An Equal Opportunity Employer. M/F.

Feature Reporter. We're the top station in one of the most interesting and beautiful areas of the country. Don't apply unless you can write and perform with flair. Contact Jim Cairo at WBHH TV-20, Fort Myers, FL 33901.

News Reporter: Expanding staff, need additional broadcast journalists. Experience in straight, hard news gathering. Must be familiar with ENG and other technical equipment; willing to relocate; salary DOE; submit resume and audition tape to Linda Imboden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EEO/ M-F.

Immediate opening for Assignment Editor. Knowledge of TV equipment required. Two years TV experience and Broadcasting degree preferred. Box H-35.

Aggressive Reporters for all ENG operation. At least 2 years experience, general assignment, creative, college preferred. Equal Opportunity Employer. Send tape & resume to: Phil Thomas, news director, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308.

Number One Network Affiliate in Medium Midwest Market looking for top rated reporter. Experience necessary. Equal Opportunity Employer. Send resume and salary requirements to Box H-41.

Reporters and photographers for states No. 1 news operation. 2 years TV reporting experience. Send tape, resume & salary history to John Miller, WVEC-TV, 110 Third St., Norfolk, VA 23510. E.O.E.

Small Southwest VHF news department needs news director-anchor, photographer-reporter. Experienced only EEO. Box H-27.

Weekend Sports Anchor/Reporter. Small/medium market needs local sports oriented pro. Some news. Chance to move into weekend anchor plus report. E.O.E. Resume to Box H-2.

ENG Camera Operators. Previous TV news experience required. TK-76 is our line camera. Equal Opportunity Employer. Send tape & resume to: Phil Thomas, news director, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308.

Co-Anchor. We are expanding our news commitment. Position includes some reporting. Willing to pay for right person. Send resume and salary expectations to Box H-3.

Weathercaster/Science Reporter WRBL, Columbus, Georgia. Send resume 3/4" tape to News Director, WRBL, Box 270, Columbus, GA 31994.

Reporter for midwest medium market station with heavy news commitment. Previous experience is a must to join the best reporting team in this competitive market. EOE. Box H-57.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer for daily magazine-type program. Extensive experience in daily booking, post-production, and unit management necessary. Major Eastern market. An Equal Opportunity Employer, M/F. Letter and resume to Box G-208.

Top leading California Independent station is seeking full-time promotion assistant in an expanding department. Position involves heavy emphasis of on-air production work. Good writing skills essential. EOE/M-F. Send resume to Box G-196.

Promotion Manager (Information Specialist II) for KWSU-TV. Requires B.A. in Communications, English, Journalism or related field and two years writing/editing experience. Additional full-time writing/editing experience may be substituted, year-for-year, for educational requirements. Significant experience with broadcast promotion techniques and experience in on-air fund raising highly desirable. Writing portfolio required of all applicants. Finalists will be required to submit an audition tape. Projected salary \$1,269-\$1,625 per month effective October 1, 1980; current salary \$1,197-\$1,533. Apply by August 14, 1980, to Staff Personnel, Washington State University, Pullman, WA 99164 509-335-4521. Equal Opportunity Employer.

Field Producer—for top ten market prime time magazine show. Our ratings have been going up for the last three years. If you're experienced at telling great visual stories and can keep up with us, we'd like to see your resume. Please don't apply unless you can show us a great sample tape later. E.O.E. Box F-202.

Grants Support Manager for KETC-TV, St. Louis, Mo. Major responsibility is to increase operating income through establishment, implementation & evaluation of aggressive grants development program. Superior communication skills with BA or BS or equivalent required. Experience in grant writing preferred. Salary \$15,000-\$20,000 per year. This position is funded by a two year Corporation for Public Broadcasting training grant. Send resume to: Grants Support Manager, KETC-TV, PO Box 24130, St. Louis, MO 63130. By: August 11, 1980. Equal Opportunity Employer M/F.

Morning Show Host—Ability to produce quality feature stories and conduct in-depth interviews a must. EFP experience preferred. Send resume and tape to: Duncan Brown, Production Manager, WVEC-TV, 110 3rd Street, Norfolk, VA 23510. EOE.

On-air Promotion Producer: Strong writer with imagination and flair who has at least two years experience in location and in-studio productions. Position demands quick and efficient ability to conceptualize and produce high quality promos for both radio and TV. Responsibilities include scheduling promos, maintaining slide and promo storage systems, and processing paper work. Send resume and tape to: Nina Sedita, Department B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Videographer/editors. Wanted for innovative variety-magazine to be produced by one of the nation's leading stations. Program is entertainment oriented and will be shot on location throughout Ohio. One year magazine and/or feature oriented experience a must. Knowledge of music a plus. Send recent tape and resume to: David R. Sams, WBNS Television Center, 770 Twin Rivers Drive, Columbus, OH 43215. WBNS is an equal opportunity employer M/F.

Producer-Host/on-air. Plan and coordinate various aspects of T.V. documentary programs for KAET-TV. Write scripts for segments. Research chosen or assigned subject matter and determine segment format and theme. Serve as on-air talent and interviewer for program segments. Require a Bachelor's Degree and 4 years experience in broadcast or print journalism. Experience considered in lieu of degree. Applications accepted thru August 31, 1980. Send resume & video cassette to Personnel Dept., Arizona State University, Tempe, AZ 85281. An Equal Opportunity/Affirmative Action Employer who complies with Title IX of the Educational Amendments of 1972.

News Promotion Director responsible for planning and executing news promotion campaigns with emphasis on print and on-air for large market. South Florida VHF. Knowledge of control room and video tape editing equipment necessary. Production background and strong writing skills a must. On-air promotion experience and BA degree preferred. An Affirmative Action/Equal Opportunity Employer. Box H-34.

SITUATION WANTED MANAGEMENT

General Manager with outstanding credentials! Practicing TV since '52! Progressively-increasing managerial responsibility. Demonstrated expertise in administration, competitive-programing, sales-production, promotion, community-involvement, news, etc. Leadership and motivational skills. Intuitive ability. Big-picture strengths accompany strong financial capability. Accustomed to bottom-line responsibility and compensation based on performance. Produces spectacular ratings, sales and profits, plus prestige. Box H-7.

Co-op/Sales Training Specialist: Successful Radio/TV sales and sales management experience. Currently employed training local sales teams for major groups and independents who want to add big bucks from co-op and retail. Strong leader and motivator looking for a permanent group situation in Southeast. If you're a group owner who recognizes the huge potential and needs someone with know-how to help your stations, contact Box H-33.

Experienced Affiliate/Station relations pro. Radio, TV. Broadcast or Cable. If you're building a network or have problems with an existing one, I'll make it succeed. Box H-36.

Want the expertise of three? See me. 1. PR-Lean copy. Strong PR Skills. 2. Sales-Slick, professional. Proven success. 3. Personnel-Screen & recruit. Know all FCC EEO R&Rs. An achiever. Non-minority female. 30. Want to hear more? Will give you a call. Write Box H-53.

SITUATIONS WANTED TECHNICAL

Technical school grad. With first class looking chance to learn TV maint., transmitter duty, studio operations, etc. Prefer midwest, west coast, but consider others. Full time position only. Married. Bill Coleman, Jr. KA4DAP, 114 Circle Drive, Rocky Mount, NC 27801 919-443-7282 best after 5 pm.

Chief or Transmitter Supervisor—Experience chief, strong on transmitters with broad background in several related communication fields. Prefer east. Box H-12.

Chief Engineer: Several years as number 2 man, ready for more responsibility. Box H-43.

SITUATIONS WANTED NEWS

Broadcast Meteorologist—4 years experience—looking for market where weather is important. AMS Seal of Approval. Excellent visuals and delivery. Experienced in radar and satellite interpretation. Have presented many weather-related PR talks. Box G-183.

Anchor-reporter-news director-producer, with small and medium market experience, looking for career move. Good track record. Call 609-561-0619.

A qualified creative sports director/reporter with PBR directing, editing, and ENG experience. Is ready to relocate to a sports crazy market. Box G-229.

Reporter. 1980 B.A. communications. Experience in reporting, some producing. Currently employed as news PA in top 25 market. Good appearance. Resume & tape available. Beverly Trimble, 816-761-7641, 9357 Newton Dr.-D Kansas City, MO 64138.

Satisfaction guaranteed in reporting position. Television production and radio stringer experience. BA Broadcast Journalism. Good writing and delivery. Will relocate. For video tape contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210, 704-552-2473.

I'm seeking a job and an opportunity not a position. 35, 9 years radio, currently GM small market AM-FM. My first love is broadcast journalism. Desire anchor, reporter, writer opportunity. No TV experience, but offer: Ability, dependability, experience, responsibility, common sense, competitiveness, hard work, management background. Good appearance and voice. VCR & Resume. Box H-30.

Young, veteran journalist ready to help your sports department. Have worked in major market and can contribute to any sports staff in the country 318-433-2971. Box H-28.

21 years in radio. National and state awards in news and sports. Some on-camera TV experience. Stable, dedicated, married and not a clock-watcher. Box H-42.

Medium market reporter seeks similar position in major market. Twelve years experience general assignment and beat reporting. Relocate immediately. Box H-19.

City Hall Reporter seeks Top 40. Experienced with live. BA Journalism. VTR available. Box H-15.

Black Female, anchor/reporting small TV market ready for move. Anchored 3½ years at three Top 10 Radio Stations. Box H-14.

Experienced, dedicated News Director seeks small/medium market TV ND position. Box H-49.

Young aggressive broadcast journalist with three years experience seeks position as reporter and/or anchor. Also have producing experience. Recent graduate of Emerson College, Boston. Willing to relocate. Gerry Wardwell, 57 Seymour Street, Bristol, CT 06010, 203-582-5378.

TV meteorologist, hard working with good on air presentation willing to relocate. Box H-16.

Weathercaster-entry level. Some air experience, well grounded in meteorology and related equipment. Will relocate anywhere. Full or Part time 813-482-4117, Bill.

Experienced Foreign Correspondent for major TV news company seeking to resume TV news career stateside after several years noted achievement and acclaim covering headline stories around world. Wide editorial and technical experience with bureau management responsibilities in important international newsmaking area. Consider any field, news or public affairs. Relocate anywhere. Available for interviews and resumes/references on request 201-279-6760.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director—Heavy commercial production, news, public affairs. Experienced in all phases of EFP and editing. Masters degree. Solid and creative. Looking for challenging producing or directing position. Box G-193.

Studio Manager/Announcer/Cameraman. Now employed in top 20's Calif. market with 15 years experience, seeks production opening out of the smog. Box G-234.

Experienced auditor with over 5 years in broadcasting seeks senior accounting or auditing spot. Will travel and relocate. Resumes furnished. Box G-35.

EFP/Studio Production Specialist. Lighting/set design/camera/floor/carpentry and electrical. 16 years experience stage and TV. Prefers west. Resume on request. Box H-45.

Intelligent, ambitious male seeks entry position with production future. Relocate immediate. N. Alabama. Tennessee. Audio background. FCC 3rd class, BA Broadcasting, Auburn University. Robert Hill, 813-321-3656.

Woman with beautiful delivery, excellent copywriting skills, feature news experience, basic production seeks new position. 1980 Clio finalist. Communications and Theater degree. Will relocate. Call 609-989-9413.

Creative ENG Photographer employed producing News/Commercials desires position with Magazine/People Show. Box H-47.

Bright, hard-working producer/director seeks position with small/medium PBS/commercial station. ENG/EFP experience. Glenn DeTurk, 1029 E. 12th Street, Brooklyn, NY 11230.

CABLE

HELP WANTED MANAGEMENT

Six year old non-profit cable public access organization seeks growth-minded Executive Director. Salary open. Budget \$150,000; 8 to 10 employees; cable company contracts; production equipment on lease; public board. Policy expertise, administration skills, fundraising ability required. Send qualifications and salary requirements to: Community Video Center, 339 W. Broadway, Suite 204, San Diego, CA 92101. Deadline August 15.

ALLIED FIELDS

HELP WANTED SALES

Salesperson Wanted: Outstanding opportunity to join the world's largest supplier to the broadcast industry. Travel a must. Please call David Tyler, William B. Tanner Company, collect at 901-320-4340.

Northwest location. Business oriented, successful salesman with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. Paul Chapman, Cahpman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Video Engineer-Operator: Job emphasis on maintenance of professional video studio equipment. Some operations involved. Experience required. Resume to Byron Motion Pictures, Inc., 65 K St., N.E., Washington, DC 20002. Attn: Video Mgr. EEO.

HELP WANTED INSTRUCTION

Broadcast Teaching Position. Search reopened. Tenure track position, rank and salary negotiable depending on qualifications and experience. Ph.D. with recent professional experience preferred. Duties include advisement of R-TV majors, curriculum and facilities development, teaching load 12 hours per semester. Courses: basic and upper-level R-TV, broadcast journalism, broadcast writing, directed projects and internships. Position available January or August 1981. Applications accepted until position filled. Send letter of application, vita, official transcripts placement credentials and three current recommendations to: Dr. Peter Consacro, Head, Dept. of Interdisciplinary Studies, The University of Tennessee at Chattanooga, Chattanooga, TN 37402. Affirmative Action, Equal Opportunity Employer.

Instructor/Assignment Professor: Teach lower and upper division courses in R/TV and Speech Communication. Produce weekly FM Public Affairs program, advise students. Ph.D. preferred, minimum M.A.; evidence of successful teaching experience. Salary commensurate with experience. Send letter of application, resume, and letters of recommendations to Professor Robert Scheeler, Minot State College, Minot, ND 58701.

Broadcast generalist with specialty in management, sales and advertising needed for Department of Journalism and Broadcasting. Knowledge of journalism and ability to supervise college FM station helpful. Professional broadcast experience required, teaching experience helpful. Starting date: August 24, 1980. Department has new multi-million dollar facilities for professionally oriented 4-year degree programs in Broadcasting, Broadcast Journalism, and Journalism. Send resume and list of references to Dean, Arts and Sciences, Mississippi University for Women, Columbus, MS 39701. EEO/AA Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide 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.)

Wanted: Mark X Ampex Ball Bearing Heads, Plumbicon Tubes for PC-70 Cameras, 2- Camera Heads for PC-70 Cameras. Call: Jim Nelson 312-236-5535.

50 kw AM high level modulation. WINB, Red Lion, PA, F. Wise 717-246-1681.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz 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.

FM Equipment, used-Collins 310Z1 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp. Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

RCA TT-10AL VHF Transmitter—Working good. Channel 6, many spares. \$5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition. Channel 10, \$20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares. Channel 11, \$12,000.

Sony 2850 3/4" Video Recorders—Good condition, \$1,500 ea.

Sony 2860 3/4" Video Recorders—Excellent condition, \$2,500 ea.

Spectavision 3/4" Editor—works with 2850 or 2860. \$3,000 ea.

Complete film island—PE 240, Eastman 285's, TP7, Eastman multiplexer. \$30,000.

IVC 500A Color Cameras—complete, beautiful pictures, ea. \$7,500.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$4,000.

GE PE-240 Film Camera—Automatic gain & blanking. \$8,000.

CDL VSE-741 Switcher—12 input, chroma key. \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA TP-8 Projectors—Reverse, good condition, ea. \$1,000.

Ampex 1200 A VTR'S—Amtec, Colortec, one with editor, ea. \$22,000.

Norelco PC-70 Color Cameras—16x1 200M Lens, in hancer, scope, monitor, 2 available, new low price, ea. \$14,000.

New Edutron CCD-2H Time Base Corrector—Broadcast specs, \$5,800.

VHF Antenna—RCA Batwing, Available now, \$8,000.

UHF Antennas—Various Models and Prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

20 KW FM CCA 20,000DS. 3 yrs. old, going to higher power, like new. M. Cooper 215-379-6585.

1 KW AM Gates BC-1F with 500 w cut-back s.s. power supply. M. Cooper 215-379-6585.

For sale-2-Chyron II Character Generators complete with all factory modifications and current updates including new key boards. Telephone: J.J. Kresnicka, ABC-TV Chicago, 312-263-0800.

20 KW FM Wilkinson, 20E. 7 yrs. old rated to 25 KW with exciter and stereo. M. Cooper 215-379-6585.

5-KW FM XMTR, just removed from service in Class A facility. Don Heinen, KUTI, Yakima, WA 509-248-2900.

RCA-TK-76 Mini/Cam \$25,000 415-676-7260.

5KW AM, Gates BC-5P-2, recently passed FCC proof, top condition, plenty of spares. Other 5kw, 10kw and 20kw AM and FM units in stock. Besco International, 5946 Club Oaks Drive, Dallas, TX 75248, 214-630-3600.

Model 147A Tetronix—NTSC Test Signal Generator; Model 1440 Tetronix—Automatic Video Corrector; Model 1441 Tetronix—VIR Signal Deleter/Insertor; TSG-3000 GL Telemation-Broadcast Synchronizing Generator; Frequency Modulation System; Sequential Switcher, Ampex-Editec, Amtec & Colortec; 400 Feet Norelco Camera Cable; 100 Feet Grass Valley Switcher Cable; Fujinon TV Lens 1:2 F-11-80 MM Model K7 x 11 RM-2; Best offer. Call: Jim Nelson 312-236-5535.

Remanufactured Ampex 1200B VTR, Amtec, Colortec, Mark II Editec, Overhead Bridge, Spare Head, Compressor, Venturi Vacuum System, Manuals, and Extenders. Less than 125 hrs. use since AFA rebuild. mint condition. Call Bob Chetrick, 1-800-253-9239.

2 Philips LDH-20 Cameras 1 yr old. \$13,000 each. WGC-B-TV, Red Lion, PA, F. Wise, 717-246-1681.

Sale RCA 5000 watt Stereo FM Transmitter-S8500. 8 Channel Stereo Console, 10 Channel Stereo Console-Reasonable. Box H-54.

For Sale: Three Norelco PC70 cameras with XQ1020 series tubes, two have Angenieux J11 lenses, one has Schneider TV-1 lens, twin TV33 cable, CCU's in consoles with casters, monitoring included. Tripods, Vinton heads and some cable included. Contact Herb Schubarth, KBTV, 1089 Bannock, Denver, CO 80217.

For Sale: RCA 20E1 FM Transmitter. Contact telephone 402-467-2717.

Sell and erection of towers, AM, FM, TV; new and used. Painting, lighting, general maintenance. Good prices. Bill Angle, Jr., Angle Tower Erectors, PO Box 55, Greenville, NC 27834. 919-752-7323.

UHF Transmitter. Ampex (Townsend) TA30A, 30KW. Good condition and presently operating on Channel 30. Available about February, 1981. Prefer buyer disassemble and remove. Also for sale: Jampro Channel 30 directional antenna. For equipment list, inspection opportunity, and bid procedure, contact Art Hafer, D.E., WGTE-TV, 415 N. St. Clair, Toledo, OH 43604. Phone: 419-255-3330.

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.

MISCELLANEOUS

Custom, client jingles in one week. PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-9873.

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.

RADIO PROGRAMING

Astro-Projections—Find out what tomorrow holds for your audience! Astro-Projections, a 5-day-a-week, 4 times a day, daily program for each zodiac sign. Demo available. Astro-Promotions, Inc., 26651 Sudbury Drive, Cleveland, OH 44070.

"Top 20 Countdown:" 15 weekly 4 & 7 minute radio football shows beginning 8/30. More info—Demo: JT Productions, Box 747, Pittsburg, KS 66762. 316-231-9200.

Radio Comedy: The Rhino Farm. Wild, irreverent, hilarious. The SNL of radio. Truly different. Will syndicate or relocate. Send for Demo: Box 6207, Huntington Beach, CA 92646.

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 September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

San Francisco, FCC License 6 weeks 9/2/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St. SF 94105 415-392-0194.

RADIO Help Wanted Management

MAJOR MARKET

Sales manager wanted for top rated Cleveland radio station, WDOK/FM 12+ share 8.3. Experience, enthusiasm, creativity required. Send resume to: Tom Wilson, WDOK Radio, The Park, 1250 Superior Ave., Cleveland, Ohio 44114.

Help Wanted Management Continued

MAJOR MARKET GENERAL MANAGER

Automated beautiful music FM, opportunity for sales oriented pro to help build under-developed station to No. 1. Opportunity to earn over 75K per year with starting guarantee of 45K. Send resume in complete confidence to Box H-24.

Help Wanted Announcers

EXPERIENCED D.J.

who can relate to young modern L.A. community. Disco/oldies format. Must have warm, friendly approach. Part time. Box G-199.

Equal Opportunity Employer

Mellow announcer

Wanted for Topeka's Beautiful Music KSWT. Long-term position open for person dedicated to quality control. Send a recent aircheck, resume and salary requirements to J.R. Greeley, KSWT Radio, P.O. Box 4407, Topeka, Kansas 66604. KSWT is an Equal Opportunity Employer.

CREATIVE AFTERNOON DRIVE PERSONALITY

For 50KW Capital Cities' Operation. High profile adult contemporary format with heavy community involvement. Demonstrated "personality" more important than years of experience. Excellent opportunity for the right person. Tapes & resumes to: Neil McGinley, Program Director, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

Help Wanted News

MORNING NEWS ANCHOR

50,000 watt KCMO, Kansas City seeks one person to serve as part of our morning news block team.

This person will sound mature, authoritative, will exhibit excellent news judgment. 3-5 years of medium to major market experience required. Must have management potential.

KCMO is Kansas City's News/Talk station.

Send tape and resume to News Director, KCMO Radio, 4500 Johnson Drive, Fairway, Kansas 66205. No telephone calls.

KCMO is an Equal Opportunity Employer, M/F.

Help Wanted Programing, Production, Others Continued

MAJOR MARKET P.D. Wanted

Major Group Flagship Station in major market, needs a very special Adult Contemporary P.D. We need someone with large market experience; a fantastic track record, both in ratings and in handling people; and needs a great challenge. We're a new group about to explode on the scene as a very impressive broadcasting company. We pay very good, our benefits are great, and we're an equal opportunity employer. Send replies to:

Box G-128

Situations Wanted Management

BOB BOLTON

20 year broadcasting veteran seeks immediate position as small to medium market G.M. or

major market operations manager with company offering exciting future. Call 919-467-7851.

GENERAL MANAGER

Presently managing major station in Top Twenty Market. Masters Degree, 34 years old and a proven winner. Seeking a management position with an aggressive organization to fully utilize my talents. Strong management and sales background with experience in programming, budgeting, FCC ... etc. Write Box H-5.

Situations Wanted Announcers

VICTIM OF INFLATION

Station has returned to sales/announcers. Last position A.M. drive/prod. Avail immediately. Seeking air/prod. Recommendation from former G.M. avail. Many other respon. last job. Call Wayne Byers, 315-363-0820. Married, family, responsible.

SPORTSCASTER FOR SALE

wants to join existing major-medium market staff or build new department. 9 years news, spots and talk experience. Currently employed in Detroit. (313) 534-0251 after 1 PM. Eastern time.

TELEVISION

Help Wanted Programing, Production, Others Continued

WDVM TV 9 WASHINGTON, DC

The #1 station in the Nation's Capital is looking for the best on-air talent/producer in the country to Co-Host **PM MAGAZINE** with Henry Tenenbaum.

You must have extensive on-camera experience.
You must be a good writer.
You must be able to produce informative, entertaining, and absorbing features.



Send your tape and resume to:
Melanie S. Donahoe, Producer
WDVM TV 9
4001 Brandywine Street, NW
Washington, DC 20016

An equal opportunity employer

**Help Wanted Programing,
Production, Others
Continued**



Now seeking candidates for Talent (host and hostess) and Producer for January premiere of PM Magazine. Preference given Producer/Talent combo. Prior experience with magazine-type format a must for Producer. Send resume, tape and salary needs to Jared VanHorn, KWWL-TV, Waterloo, Iowa 50703.

An EEO Employer

PRODUCTION MANAGER

Top 25 California market station seeking current Production Manager or experienced producer/director to manage production dept. Must be thoroughly familiar with studio and on location production techniques and strong ability to lead and supervise people. If qualified send resume to Box H-58. An equal opportunity employer. M/F.



Co-host needed to work with female on this year-old, 7 person staff. In addition to performing, the ability to write and produce feature material is required. Submit resume and cassette to Gene Walsh, WXEX-TV, P.O. Box 888, Richmond, VA 23207. We are an equal opportunity employer.

TALK SHOW PRODUCER

WDIV-TV, Post Newsweek in Detroit is looking for an experienced talk show producer. Our program will be new, our host exciting and our new producer—someone with a creative track record and the managerial ability to motivate and build a staff from the ground up. Major market experience is a requirement for this position. If qualified, please send your resume and tape to Bill Pace, Executive Producer, WDIV-TV 622 W. Lafayette, Detroit, MI 48231.

An equal opportunity employer

Help Wanted Management

**MANAGER OF TV
STUDIO OPERATIONS**



WABC-TV

Due to the expansion to new state of the art facilities, WABC-TV, the Flagship Station of the ABC Owned and Operated TV Division, is seeking a seasoned professional to manage its studio operations. Initial duties would include direct supervision of studio and control room operations which requires an experienced technical manager with additional expertise in administrative and financial controls.

Qualified applicants should send resume and salary history in confidence to:

**Tom Huban, Personnel Manager
American Broadcasting Companies, Inc.
40 W. 66th Street, New York, NY 10023**

Men and Women of all races are encouraged to apply

American Broadcasting Companies, Inc.



Help Wanted News

Co-Ancor

WTVF-CBS/Nashville is seeking co-anchor/reporter — male or female. Excellent salary and benefits for warm, attractive person who is also a solid street reporter. We have a strong commitment to news and need you immediately. Strong anchoring experience a must! Resume to Box H-52. E.O.E.

NEWS PHOTOGRAPHER

Experienced in all phases of ENG, microwave transmission and editing. We have all the equipment and opportunities for a dedicated, hard-working professional. Top 30 Midwest Market. Salary requirements and resume to Box H-31.

NEWS PRODUCER

TOP 20 MARKET SEEKING EXPERIENCED TV NEWS PRODUCER. Experience in News Production should include writing, editing, production with both tape and live shots. The person we are looking for must have energy, imagination, ambition, and the ability to work well with people. Send resume and tape to:

WFLA-TV

Richard W. Roberts
Corporate Personnel Director
905 East Jackson St.
Tampa, Florida 33601

An Equal Opportunity employer M/F

CO-ANCHOR

Top 25 market station seeking co-anchor. The person we hire probably will be working in top 10 market (or be a network reporter). The person we hire will want to make a long term commitment to our community. Salary and fringe benefits are above average. We need a person with a track record to help lead our commitment to news, which includes several microwave units and live helicopter. This is a career opportunity which comes along only once in a lifetime. Please send resume to Box G-133. E.O.E., m/f.

Help Wanted News Continued

REPORTERS PHOTOGRAPHERS PRODUCERS

We're On Our Way To Becoming The Most Respected News Organization in South Florida. Care To Join Us?

That's a mighty big statement. But we're willing to back it up with a total commitment in personnel, equipment, promotion and the support of management.

But don't think it's going to be easy. If you're not willing to give 100%, and become a solid team player, then this isn't the position for you.

We need (EXPERIENCED REPORTERS, PHOTOGRAPHERS (ENG/FILM) AND ONE DYNAMITE PRODUCER.

If you're ready to put your experience to work with an organization that offers unlimited possibilities and professional satisfaction, send your **RESUME, TAPE AND SALARY REQUIREMENTS TO:**

Personnel Department
WPEC-TV
Fairfield Drive
West Palm Beach, FL 33407
Equal Opportunity Employer

WDIV, Detroit, Post-Newsweek's flagship station, is looking for the following persons:

NEWS PRODUCER

An aggressive leader with sharp production and editorial skills. Minimum 3 years experience producing a major newscast. Send resume, script samples and show tape to Steve Wasserman, Executive Producer, WDIV, 622 Lafayette, Detroit, MI 48231.

NEWS ASSIGNMENT EDITOR

Experienced news assignment editor to plan and direct the news gathering function for the station, including assignment of reporters and ENG crews. Major market experience and college degree preferred.

ENG EDITOR

Applicant must have the ability to tell stories through visual and audio techniques. Experience in electronic news gathering preferred. Should be able to make minor repairs and perform simple maintenance.

ENG MAINTENANCE TECHNICIAN

Person with strong skills in mechanical and technical ability with an emphasis on good engineering practices. Prefer 3-4 years ENG maintenance experience.

ENG MAINTENANCE SUPERVISOR

Applicant must be familiar with ENG production and techniques and have technical skills sufficient to perform basic maintenance on all equipment. This person will be responsible for all ENG equipment, including maintenance, purchase and technical developments.

Send resume to Robert Warfield, Asst. News Director, WDIV, 622 Lafayette, Detroit, MI 48231.

EQUAL OPPORTUNITY EMPLOYER

Miscellaneous



Jingles... I.D. Packages

creative
commercial
production

CONTINENTAL RECORDINGS, INC.

210 SOUTH STREET
BOSTON, MASSACHUSETTS 02111
617-426-3131

XINHUA NEWS AGENCY

China News Service is offering to hold a seminar in Beijing, PRC for news editors and writers. (For editorial work only movie and TV taping not allowed). The seminar will be on news gathering techniques within the PRC and how to increase the news flow between the two countries. Held Sept. 27, 1980, cities visited Shanghai, Nanking and Beijing. Takes 12 days from U.S. west coast, total cost \$2,850. Contact tour coordinator John E. Felber, editor International Intertrade Index, Box 636, Newark NJ 07101, phones 201-623-2864 or 201-686-2382.

ALLIED FIELDS

Help Wanted Management

Director of Broadcast Services

A national industry public relations organization, headquartered in New York, is seeking a director for its broadcast services department. Responsibilities include: working with broadcast media, writing and producing audio-visual presentations, including video and film operating a 3/4 inch video facility and directing a video training program.

Please send a detailed resume and salary history in confidence to:

Edward O'Hare, VP-Media Relations
Insurance Information Institute
110 William St., New York, NY 10038

We are an equal opportunity employer m/f

ASSIGNMENT EDITOR

Top 25 California market seeking News Assignment Editor. Applicants for this management position should have extensive professional television journalistic experience. Send Resume to Box H-61. An equal opportunity employer, M/F.

WEATHERPERSON

Top 25 market station searching for a weatherperson who can communicate. Environmental reporting a must. We are committed to News/Weather. Our commitment includes Color Radar, NAFAX, UNIFAX II and ACCU-WEATHER. Please send resume to Box H-11. An Equal Opportunity Employer, M/F.

Help Wanted Technical

TELEVISION ENGINEER SATELLITE EARTH STATION CABLE NEWS NETWORK OPERATING CENTER

Satellite of America, a common carrier specializing in satellite transmission for television and radio broadcasters and operating the Cable News Network's Los Angeles studio facility is accepting applications from qualified engineers to fill an assistant manager's position. FCC 1st class license and television or radio station experience desired. Salary commensurate with qualifications. Send resume and salary requirements to Jim Hollinger, Manager:

SATELLITE OF AMERICA, INC.
6290 Sunset Boulevard
Hollywood, CA 90028
Equal Opportunity Employer

Help Wanted Technical

Manager, Broadcast Equipment Factory Test and Field Engineering

Cetec Broadcast Group seeks an experienced radio equipment engineer to direct our factory test program and customer-service engineering. CBG product line includes microprocessor program automation, AM and FM transmitters, mono and stereo audio consoles, all produced in our new Carpinteria headquarters facility 70 miles from Los Angeles on the Pacific shore. Good schools, excellent recreational and cultural opportunities. Top salary and attractive employee benefits.

Inquiries should be addressed to Kenneth M. Leondar, Vice President, Cetec Broadcast Group, 1110 Mark Avenue, Carpinteria, CA 93013 (805) 684-7886.



Cetec Broadcast Group
Division of Cetec Corporation

SALES

BROADCAST EQUIPMENT SALES

If you enjoy solving technical problems in video operations; if working with Chief Engineers and News Directors appeals to you; if you think representing a top company with top lines like Ikegami, Sony, ADDA, and Conrac can make you a lot of money, we want to talk to you. We're looking for an ambitious person to take over a profitable mid-atlantic territory calling on broadcasters and production houses. Very little overnight travel is required.

Our company provides an excellent salary and company paid benefits. We can use your talents now. Call collect, or write to: PHIL GANTT (215) 879-7171.

PEIRCE-PHELPS, INC.

2000 N. 59th St.
Philadelphia, PA 19131
Equal Opportunity Employer M/F

Employment Service

**B
A
L** **BROADCASTER'S
ACTION LINE**
The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47138

Services

NEED NUMBERS??
The Image Generators are at your service. Get Major market production/voices/ideas to help generate numbers in your marketplace. Rates vary w/market size. Interested? All inquiries to 301-262-2119 or 11408 Fair Oak Drive, Silver Spring, MD 20902.

Radio Programing

**The MEMORABLE Days
of Radio**
30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884

Products

**Professional Audio
Recording
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Reels • Cassettes
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Ask for our recording supply
Polyline catalog
Corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60016
24

Public Notice

**PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION
LICENSE**
IPSWICH, MA
The Town of Ipswich will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 p.m. on Wednesday, October 15, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Ipswich. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.
All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.
This is the only period during which applications may be filed.
Board of Selectmen
Edwin H. Damon, Jr., Chairman
Town Hall
Ipswich, MA 01938

Public Notice Continued

**Cable Television
Request for Proposals
City of Poquoson, Virginia**
The City of Poquoson is requesting proposals for the non-exclusive right and privilege to construct, operate and maintain a cable television system within the City of Poquoson for a term of fifteen (15) years and upon certain conditions to be granted in the City's cable television franchise ordinance. Such proposals shall be submitted in writing in the format prescribed in the City's "Cable Television Request for Proposal Package," a copy of which may be obtained from the City Manager's office, 830 Poquoson Avenue, Poquoson, Virginia, 23662. Proposals shall be submitted to the City Manager at the above address in a sealed package prior to 7:30 PM, October 28, 1980 at which time all proposals received by the City shall be given to the Mayor of the City of Poquoson who shall open all such proposals in an open session of City Council. No proposals shall be accepted by the City after 7:30 PM, October 28, 1980. The City of Poquoson shall have the right to reject any and all proposals received.
John L. Rowe, Jr.
City Manager

**NOTICE OF AVAILABILITY OF AN INVITATION
FOR
APPLICATION FOR A CABLE
COMMUNICATIONS FRANCHISE**
The City of Luverne, Minnesota, invites applications for a cable communications franchise. A Standard Application Form shall be completed and submitted in accordance with the system design and services as specified in the "Invitation for Applications" both of which are available from:
Craig Osvog
City Administrator
203 E. Main St.
Luverne, Minnesota 56156
(507) 283-2388
Applications will be accepted until 1:00 PM., (CDT) on the 22nd day of September, 1980, then publicly opened and considered under the direction of the City Council.
All proposals shall be made on proposal forms to be supplied by the City of Luverne and shall be addressed to:
City of Luverne
Luverne, Minnesota 56156
Attention: Mr. Craig Osvog
City Administrator
The right is reserved to reject any or all bids, or to accept such bid or bids as, in the opinion of the City of Luverne, Minnesota, will be to the best interest of the City of Luverne, Minnesota.
Each such application shall be accompanied by a \$50.00 non-refundable filing fee payable to the City of Luverne.
Published by authority of the City Council of the City of Luverne, Minnesota.
Craig Osvog
City Administrator
203 E. Main St.
Luverne, Minnesota 56156
(507) 283-2388

Wanted To Buy Stations

Midwest Radio
With financially qualified buyers. Seek full time AM, FM, or AM/FM combination. Brokers protected. Replies held in confidence. Box G-220.

Wanted To Buy Stations Continued

HAVE 30-40 THOUSAND

for downpayment on small market station must be in south or mid-south. Details to Box 474, Grand Blanc, Mich. 48439.

Want to Buy AM/FM or FM Only

In any size midwest market. Brokers protected. All replies held in strict confidence. Contemporary Media, Inc., 514 Earth City Plaza, Suite 223, Earth City, MO 63045 (314) 291-8899.

For Sale Stations

NORTHWEST GROWTH MARKET

Fulltime AM/Excellent Real Estate
Priced under 2 X Gross
Box H-46

5000 Watt

day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 P.M. 517-321-1763.

**BILL-DAVID
ASSOCIATES**
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

FLORIDA

Experienced broadcaster would buy small, maybe medium mkt. radio facility—principal to principal Bill: (219) 874-5245

R.D.HANNA COMPANY

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Ln., Suite 505, Dallas, Tx. 75225 • 214-696-1022

8340 E. Princeton Ave., Denver, Co. 80237 • 303-771-7675

1819 Peachtree Rd. N.E., Suite 606, Atlanta, Ga 30309 • 404-351-0555

For Sale Stations Continued

THE KEITH W. HORTON COMPANY, INC.

For prompt service
contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385

Suite 214

11861 San

Vicente Blvd.

Los Angeles, CA. 90046

202/223-1553

Suite 417

1730 Rhode

Island Ave. N.W.

Washington, D.C. 20036

RADIO STATION

for sale. Successful Spanish and English language station in southern Arizona. Good cash flow, and owner will finance. Radio Futures, Inc. 303-543-7195.

OFF THE AIR- MUST SELL!

- Low Frequency
AM/Class "A" FM
- County Pop. 75,000
- SE Arizona
- Dramatic Increase
In Retail Sales
- \$375,000
- Very Liberal Terms
To Qualified Buyer

Call 901/767-7980
In Complete Confidence!



**MILTON Q. FORD
& ASSOCIATES**
MEDIA BROKERS/APPRISERS

5050 Poplar • Suite 816 • Memphis, Tn. 38157

- Fulltimer. Major market ID. \$680,000 terms.
- AM/FM in Alaska. \$1,425,000.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment, \$5,225.80/month for 10 years.
- Two AM's. CA. fulltimer and daytimer.
- Class C plus powerful daytimer. SE \$4 million cash.
- SE 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytimer. \$450,000.
- Fulltimer W. Va. city. \$420,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Ethnic station in large Northern city. \$1,900,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$200,000 down. Good coverage.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Drop by our Hospitality Suite at the NAB Radio Programming Conference. Hyatt Regency, New Orleans

FULL TIME AM STATION

Gross \$326,000 year, \$825,000. Jim Alspaugh, Calif Business Brokers, 714/283-6246 PO Box 4737, San Diego, CA 92014.

STEREO FM IN IL.

2½ times gross which equals over \$500,000. 12% interest. \$150,000 down. Real estate included. 10 year contract to qualified buyers. All information first letter. Box G-117.



CHAPMAN ASSOCIATES®

nationwide service

STATION				CONTACT	
S	Small	AM	\$185K	\$54K	J.T. Malone (404) 458-9226
S	Small	FM	\$225K	\$40K	Bill Cate (904) 893-6471
SW	Small	AM/FM	\$375K	29%	Dan Rouse (214) 387-2303
MW	Metro	AM	\$400K	Terms	Peter Stromquist (218) 728-3003
MW	Metro	Fulltime	\$1300K	\$377K	Jim Mackin (312) 323-1545
E	Major	FM	\$2650K	Cash	Art Simmers (617) 848-4893

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.

Shaheen INC


435 NORTH MICHIGAN AVE • CHICAGO 60611

312/467-0040



Major Southeastern market daytimer with PSA

Profitable ethnic programming. \$550,000. Excellent opportunity for minority or other owner/operator. Financially qualified only reply to Box H-4.



Select Media Brokers
(912) 883-4917
P.O. BOX 850 ALBANY, GA. 31702

OK	AM & FM	975K	Small
IA	Fulltime FM	600K	Suburban
IL	Daytime AM	660K	Suburban
FL	Daytime AM	400K	Medium
GA	Daytime AM	350K	Medium
MI	Daytime AM	370K	Small
WY	Fulltime AM	235K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
NC	Daytime AM	350K	Small
NC	Fulltime AM	210K	Small
MN	Daytime AM	225K	Metro
FL	Fulltime AM	135K	Small
NJ	Daytime AM	395K	Small
MO	AM—Down payment \$20,000		
SC	AM—Down payment \$25,000		
TN	AM—Down payment \$25,000		

Dan Hayslett

& ASSOCIATES, INC.



Media Brokers

RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

EXCELLENT OPPORTUNITY FOR YOUNG, INDUSTRIOUS PERSON WITH LITTLE CAPITAL

Georgia AM Station for sale. Only \$25,000 down. Interest only for one year. Owner financing at 10 per cent. Box G-181.

Active or silent minority interest

available, with option to purchase majority, in Denver, Colorado area suburban station in Colorado's fastest growing county. Box H-1.

AAA RADIO STATION AVAILABLE

Honolulu, Hawaii. High power, Clear Channel. Seller will finance with 29% down, balance over 7 years. With NO interest. This is a great opportunity. Call Dave Wagenvoort, Media Broker (808) 949-6648.

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434 1750

East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288 0737

MEDIA BROKER, APPRAISER...

318-797-8668

Single market combo in Geo. 300 K; Ark. combo 550K; Regional rural FM Class C, 1.35 M, 10 times cash flow.

JOHN mitchell

P.O. Box 1065 Shreveport, LA 71163

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.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. 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: \$80.00 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.

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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.

Fates & Fortunes

Media



Goddard

John Goddard, executive vice president of Viacom Communications, cable division of Viacom International, has been named president, filling vacancy left by M. Christopher Derick, now president and chief operating officer of the upcoming Premiere pay-cable service (BROADCASTING, July 14). Goddard, 39, and with Viacom since its inception, had been responsible for Viacom's West Coast cable systems (more than 350,000 subscribers) and active in planning and operation of entire division. His new job puts him in charge of Viacom's 450,000-plus basic subscribers as well as Showtime and other premium services. Although his predecessor, Derick, had been based in New York, Goddard will be continuing to operate from his San Francisco base. Major shift for other Viacom Communications staff members, however, is said not to be envisioned.

Samuel T. Johnston, VP-new market development, Taft Broadcasting Co., Cincinnati, named senior VP. He will work on special assignments at direction of chairman of board or president of company. **John T. Lawrence Jr.**, VP-investor and public relations, Taft, named VP-community affairs and investments management. **James Pldcock**, general manager of Taft's WDAE(AM) Tampa, Fla., and **Robert Dickey**, general manager of Taft's KQV(AM)-WDVE(FM) Pittsburgh, named VP's.



Lang

dale-Miami.

Perry Ury, executive VP-general manager of Ten Eighty Corp., licensee of WTIC-AM-FM Hartford, Conn., named president and chief executive officer, succeeding **Robert Tyrol**, who becomes vice chairman of corporation after 40-year career, starting as announcer for WTIC. **Cheryl Chase Freedman** named VP-corporate counsel for Ten Eighty, while continuing as in-house counsel for Chase Enterprises, Hartford. **Leonard Patricelli** remains as Ten Eighty board chairman.

James C. Worthington, director of programming at *Des Moines (Iowa) Register & Tribune's*

WQAD-TV Moline, Ill., named executive VP-general manager of co-owned WIBA-AM-FM Madison, Wis. **Tom Mikkelsen**, chief engineer, WQAD-TV, named director of operations.

Steve Rogers, VP-engineering, noncommercial WPBT(TV) Miami, named general manager. **Judy Stocks**, administrative services coordinator, named auction manager. **Grace Silensky**, assistant auction manager, named auction coordinator. **Sandy Sierra**, director of Latin American international development, named manager.

Robert Hartman, general sales manager, WUAB(TV) Lorain (Cleveland), Ohio, named assistant general manager.

Dwight Gregory, general sales manager, KCWY-TV Casper, Wyo., assumes additional duties as assistant general manager.

Treas Lindberg, sales, KRLT(FM) South Lake Tahoe, Calif., named general manager.

Dick Sherry, assistant manager and sales manager, WDAD(AM)-WQMU(FM) Indiana, Pa., named general manager.

Thomas Hardy, assistant professor in radio, television and film department, Howard university, Washington, joins noncommercial WAER(FM) Syracuse, N.Y., as station manager.

Ronald J. Castell, VP, Warner Amex Cable Communications, named VP of marketing and affiliate relations.

Robert Chaisson, VP-New York office manager, Blair Radio, joins ABC Radio there as director of network development.

Dr. Maxine Rockoff, VP for planning and research, Corporation for Public Broadcasting, Washington, has resigned, effective Aug. 31. She will join Merrill Lynch, Pierce, Fenner & Smith, New York, in September. **Paul Mutino**, deputy general counsel for CPB, and legal counsel for its satellite interconnection project, named acting general counsel and secretary for CPB.

Louis Dorfman, senior VP, advertising and design, CBS/Broadcast Group, named VP, corporate advertising and design, CBS Inc., with broadened responsibilities with all CBS groups, divisions and units.

Mark Tomizawa, promotion assistant KYW(AM) Philadelphia, joins WCAU-TV there as manager of research.

Advertising

Paula Drillman, executive VP of Marschalk Co., New York, named chairman of agency's executive committee, succeeding **Robert James**, former chairman-president of Marschalk, who moved over last month to parent company, Interpublic Group of Companies, as vice chairman. **Barry Linsky**, senior VP and management service director, Marschalk, named executive VP and member of agency's executive committee.

Richard G. Farrell, VP-general manager of

Pittsburgh office of Marsteller, named executive VP-general manager of New York office. **Arthur Zimmerman**, VP-group manager in Pittsburgh, succeeds Farrell.

William Noble, VP-director of promotion, Benton & Bowles, New York, named senior VP.

Hugh Zielske, with Los Angeles office of Foote, Cone & Belding, named VP-national director of media research, based in Los Angeles. **Nicholas Jellicoe**, from Marsteller, New York, **Gary Bahl**, from Ketchum, MacLeod & Grove, Washington, and **Richard McDonald**, from BBDO, join FCB, New York, as account executives.

Mary Ann Quick and **Sandy Stern**, associate creative directors, Tatham, Laird & Kudner, Chicago, elected partners. **Tom McDonald**, account supervisor, named management supervisor.



Goulazian

Peter Goulazian, VP-director of marketing, Petry Television, New York, and formerly with The Katz Agency, New York, rejoins Katz as VP-broadcast resources. **Margaret Caputo**, manager of Katz Television Continental's bronze research team, New York, named account executive for Katz

Television Continental's New York sales staff. **Mary Camacho**, account executive, Katz Television Continental, reassigned to Atlanta office. **Gay Trigg**, from TVS Television Network, New York, and **Tom Raponi**, formerly on staff of St. John's university, New York, named to sales staff of Katz American Television in New York.

Philip Sweeney, local sales manager for ABC's WXYZ-TV Detroit, named manager of ABC Television Spot Sales in Chicago.

John D. Chapman, VP-government affairs and marketing, Taft Broadcasting Co., Cincinnati, named VP-marketing and new product development. **Frank De Tillio**, general sales manager of Taft's WGR-TV Buffalo, N.Y., named general sales manager of Taft's WDCA-TV Washington.

James Norton, sales manager, KVUE(TV) Austin, Tex., named general sales manager. **Scott Slaughter**, local sales account executive, named local sales manager.

Ellen Shuler, assistant sales manager, WWBT(TV) Richmond, Va., named general sales manager.

E. Kersh Walters, from KHS-AM-FM Los Angeles, joins KSRF(FM) Santa Monica, Calif., as general sales manager.

C. Richard Wade, general sales manager, WLFI-TV Lafayette, Ind., joins WKBN-TV Youngstown, Ohio, as national sales manager.

Lesley Norman, account executive, WSB-AM-FM Atlanta, named national sales manager.

Martin Sherry, from WZGC(FM) Atlanta, joins WSB as local sales manager.

Brian Robinson, VP and Minneapolis office manager, Blair Radio, joins co-owned WHDH(AM) Boston as national sales manager.

Greg Fitzmaurice, account executive, KMBZ(AM)-KBEQ(FM) Kansas City, Mo., joins KUDL-FM Kansas City, Kan., as sales manager.

Kay Smith, former account executive, KOKY(AM)-KLaz-FM Little Rock, Ark., joins KXLR(AM) there as sales manager.

Programming

Lee S. Eden, VP-programing, television stations division of Corinthian Broadcasting Corp., New York, named president of TVS Television Network, New York, part of Corinthian. He succeeds **George Gallup** who has been named VP of Entertainment and Sports Programing Network, Bristol, Conn. Succeeding Eden as VP-programing, television stations division of



Eden



Dorkin

Corinthian is **John Dorkin**, director of broadcast operations for Corinthian's KXTV(TV) Sacramento, Calif. **Gary Vautin**, program director, KJEO(TV) Fresno, Calif., named program director, KXTV.

Richard Weston, VP-business affairs, Paramount Television, named senior VP-business affairs and administration. **Joseph Lucas**, assistant to senior VP for international distribution, Paramount Television Distribution, New York, named director of operations, international television sales.

Jack Singer, director of television sales, ABC Pictures International, New York, named VP-television and theatrical sales.

Gregory Cascante, general manager for program acquisition for Time-Life Television, New York, named VP for international distribution, Time-Life Films.

J. Ronald Castell, corporate VP, with responsibilities in franchising and governmental relations, Warner Amex Cable Communications, joins Premiere, Los Angeles, as VP-director of marketing.

Bill Padalino, director of national sales, USA Network, Glen Rock, N.J., named VP-national affiliate sales. **Jim Zrake**, freelance producer, Los Angeles, joins USA Network as field producer for network sporting events originating from West Coast.

David E. Gordon, regional manager, Latin America and Caribbean, Alberto Culver Co., joins ON TV Chicago as VP-general manager. ON TV will introduce over-the-air subscription television to Chicago in September.

Roni Lipton, former municipal consultant with New York State Commission on Cable Television, joins American Cablesystems Corp. of

Boston as VP for program development.

Michael Zannella, creative consultant, New York, joins NBC's *Saturday Night Live* as associate producer.

James N. Ricks, from Paramount Television's Southeastern sales division, named Southeastern regional sales manager for Metromedia Producers Corp., based in Daytona Beach, Fla.

Mike Baer, sales executive for Major Market Sales division of TM Productions, Dallas, named general sales manager, TM Productions. **Bill Shaughnessy**, creative director, O'Connell Advertising, Cincinnati, and formerly with TM, rejoins TM Productions as commercial library manager.

Dennis Meeks, sales representative for station ID's, TM Productions, Dallas, joins Criterion Productions there as VP-sales manager, responsible for sales of company's production libraries, commercials and radio and TV ID's.

Jonathan Kling, advertising representative, *Racquet* magazine, joins Worldvision Enterprises, New York, as assistant advertising and promotion manager.

Mary Ann Walker, executive producer of *PM Magazine* on wish-TV Indianapolis, joins *The World of People*, Sausalito, Calif., as producer. *World of People* is daily half-hour television strip show scheduled to start in fall, produced by Hillier/Okulski.

Van Gordon Sauter, president of CBS Sports, was married to **Kathy Brown**, sister of California Governor Edmund G. Brown Jr., on July 31. Wedding took place in Los Angeles, where Sauter was VP and general manager of CBS's KNXT(TV) from late 1977 until named CBS Sports president earlier this month (BROADCASTING, July 14).

Ellen Beckwith, program administrator in programming department of Entertainment and Sports Programing Network, Bristol, Conn., named administrative manager, remote productions.

Therese Kiely, formerly with Madison Square Garden Television, New York, joins Group W Productions, New York, as account executive.

Eleanor Moore, formerly with Xerox Corp., joins TPC Communications, Pittsburgh, as sales representative.

Brooke Sectorsky, assistant program director and special projects director, KTVU(TV) San Francisco, joins KTLA(TV) Los Angeles as director of programing.

Steven Israel, promotion manager, WQAD-TV Moline, Ill., named director of programing. **Roger Wolfe**, director, WOC-TV Davenport, Iowa, joins WQAD-TV as production manager.

Peter Salant, program director and operations manager, WAVZ(AM)-WKCI(FM) New Haven, Conn., joins WYNY(FM) New York as program manager. **Bill St. James**, formerly with WNEW(AM) New York, joins WYNY as afternoon air personality.

Jane Began, producer-director, WKBS-TV Philadelphia, named production manager.

Michael Hurdalbrink, executive producer for special programs, WLWT(TV) Cincinnati, joins WDMV-TV Washington as production manager.

Dante James, acting production-operations manager, noncommercial WGVC(TV) Grand Rapids, Mich., named production-operations

manager. **David Striks**, promotion director, WKZO-AM-TV Kalamazoo, Mich., named producer-director for WGVC.

Kathy Greene, former assistant director of creative services, WGTU(TV) Traverse City, Mich., joins WPNB-TV Traverse City as production director and executive producer.

David Baxter, field producer, *PM Magazine*, WBTV(TV) Charlotte, N.C., joins WFMV-TV Greensboro, N.C., as executive producer for *PM Magazine*. **Susan Gosling**, field producer and unit coordinator, *PM Magazine*, WBT, joins WFMV-TV as story producer for *PM Magazine*. **Delois Strickland**, administrative assistant for operations, WFMV-TV, named programing manager.

Frank Holler, program director, WKLS-FM Atlanta, joins WWWW(FM) Detroit in same capacity.

Joseph Lowe, announcer, WVJS(AM) Owensboro, Ky., named program director.

John Spence, sports commentator, WOTW-FM Nashua, N.H., named program director.

Eugene Katt, administrative officer in office of television activities, Corporation for Public Broadcasting, Washington, named deputy director of CPB's program fund.

Mary Smits, 10 p.m. co-anchor, WFRV-TV Green Bay, Wis., and **Dean Javes**, actor in Appleton, Wis., named co-hosts of *PM Magazine* on WFRV-TV. Smits continues as 10 p.m. co-anchor.

Ron Mack, production manager, Corinthian's KXTV(TV) Sacramento, Calif., joins co-owned WANE-TV Fort Wayne, Ind., as program-production manager.

Denise Kranich, reporter and weekend weathercaster, KJAC-TV Port Arthur, Tex., joins WCTI-TV New Bern, N.C., as *PM Magazine* co-host.

Julie Wagner, news producer, KCRA-TV Sacramento, Calif., named executive producer of *Weeknight*, daily magazine show on KCRA-TV.

Joe Daggett, freelance sportscaster, and formerly with KPHO-TV Phoenix and KING-TV Seattle, joins WIS-TV Columbia, S.C., as sports director.

Kim Lepak, from sports position with WSAU-TV Wausau, Wis., joins WMTV(TV) Madison, Wis., as assistant sports director.

Tom Stocker, sports reporter and weekend sports anchor, WREG-TV Memphis, named 6 and 10 p.m. sports anchor.

Jeffrey Charles Purtee, sports director, WITY(AM) Danville, Ill., joins WSB-AM-FM Atlanta as sportscaster.

Dave Armstrong, sports director, KAYS-TV Hays, Kan., joins KARD-TV Wichita, Kan., as sports reporter-weekend anchor.

Greg Rittman, assistant sports director, WXOW-TV LaCrosse, Wis., joins WTVc(TV) Chattanooga as sports reporter and weekend sports anchor.

Grayle Howlett, producer of *Sports Page* on KVI(AM) Seattle, named sports director. **Bob Eldred**, sportscaster, KSFO(AM) San Francisco, joins co-owned KVI as sports announcer.

Norm Hitzges, formerly with Newsweek Broadcasting in New York, and with KABC-TV

Los Angeles, joins WFAA(AM) Dallas as anchor of sports program.

Richard Balls and **John Ulett**, air personalities, KSHE(FM) St. Louis, named music director and assistant music director, respectively.

Jeff Skibbe, formerly with noncommercial WSIU(FM) Carbondale, Ill., joins WUWF(FM) Pensacola, Fla., as music director.

Al Winnerman, manager of program underwriting, noncommercial WPBT(TV) Miami, named manager of program underwriting and planned giving. **Arlene Lipman**, production assistant, named associate producer.

Joan Stora, traffic manager, KSTW(TV) Tacoma, Wash., joins KCPQ-TV there in same capacity.

Miguel Contreras, producer and host of program on noncommercial KTEP(FM) El Paso, Tex., named operations coordinator.

Josh Violette, with KJYE(FM) Kailua-Honolulu and co-owned KKBG(FM) Hilo, Hawaii, named operations manager and public affairs director.

James Stasko, program manager, noncommercial WSRE(TV) Pensacola, Fla., joins noncommercial WEDU(TV) Tampa, Fla., as director of programming services. **Allen Slansky**, from noncommercial WCET(TV) Cincinnati, joins WEDU as coordinator of production.

Sara Hassinger, producer-director of public affairs and weekend news, WSPA-TV Spartanburg, S.C., joins WDIV(TV) Detroit as producer-director.

Robert Comiskey, formerly with Connecticut Public Television, joins WCVB-TV Boston as director of its all-night talk show, *Five All Night/Live All Night*. **Larry Jordan**, former director of syndicated weather program from Baltimore, *AM Weather*, joins WCVB-TV as staff director.

Jack Elliot, formerly with KJR(AM) Seattle, joins KPLZ(FM) there as air personality.

George Goldtrap, weekend weathercaster, WSM-TV Nashville, takes on additional duties as executive producer of syndicated *Amazing Grace Bible Class*, produced by Christian Productions Inc., Madison, Tenn.

News and Public Affairs

Frank Anthony, VP-news director, WOR-TV New York, named VP-director of special projects and executive producer of *What's Happening America*, station's monthly news show. **Steve Osborne**, managing editor and producer, named acting news director.

Charles Munro, executive producer of 5:30 and 11 p.m. news on ABC-owned WXYZ-TV Detroit, joins ABC's WABC-TV New York as assistant news director.

Randy Parlett, executive news producer, WTOL-TV Toledo, Ohio, joins KQTV(TV) St. Joseph, Mo., as news director and 6 and 10 p.m. anchor.

Allan Hoffman, assistant news director, WCIX-TV Miami, joins WAAY-TV Huntsville, Ala., as news director. **Jim Anderson**, reporter, WJKS-TV Jacksonville, Fla., joins WAAY-TV as assignment editor. **Donna Hembree**, reporter, WERC(AM) Birmingham, Ala., joins WAAY-TV as general assignment reporter. **Rich Forester**, photographer, KWGN-TV Denver, joins WAAY-TV as chief photographer.

Richard Minton, producer and reporter, New Jersey Public Television, joins WRBV(TV) Vineyard, N.J., as director of news programming.

William J. Perez, news director, WAPA-TV San Juan, P.R., named director of news and programming services, responsible for news, public affairs, programming and promotion.

Eileen Fredman, producer of 10 p.m. news on KMOX-TV St. Louis, named executive producer-news broadcasts. **Tripp Frohlichstein**, producer of 6 p.m. news, named executive producer-field operations. **Thomas Ritchie**, writer-editor, named news producer.

David Ahrendts, news director, KLMS(AM) Lincoln, Neb., named assignment editor, KETV(TV) Omaha.

Mark Minnick, news director, WQUA(AM) Moline, Ill., named assignment editor for WQAD-TV there.

Bart Riltner, news anchor and host of talk show, WPTF(AM) Raleigh, N.C., named news director.

Susan Dawn McLean, reporter, WKNE(AM)-WNBX-FM Keene, N.H., named news director.

Pam Moore, weeknight co-anchor, WHAS-TV Louisville, Ky., joins KXAS-TV Fort Worth as noon and 5 p.m. co-anchor.

Jennifer Smith, reporter and weathercaster, WWBT(TV) Richmond, Va., joins KXTV(TV) Sacramento, Calif., as noon co-anchor.

Karen Church, reporter, WMT-TV Cedar Rapids, Iowa, joins KYTV(TV) Springfield, Mo., as co-anchor and reporter.

Patricia Lynch, investigative producer and

writer for *Special Segment* on *NBC Nightly News*, has joined *ABC World News Tonight* as coordinating producer of its *Special Assignment* series.

John G. McCurdy Jr., with special programs unit of KYW-TV Philadelphia, joins NBC-TV, New York, as supervisor, electronic journalism.

Porter Versfelt III, former reporter-photographer, KARD-TV Wichita, Kan., joins KRBC-TV Abilene, Tex., as reporter-photographer.

Leonard Simpson, reporter, anchor and producer, WNCT-TV Greenville, N.C., joins WFMV-TV Greensboro, N.C., as reporter and assignment editor.

Alan Riley, 11 p.m. news producer, WNAC-TV Boston, named executive news producer.

Franklin Graham, assistant managing editor, *Rockford* (Ill.) *Register Star*, joins WDTN(TV) Dayton, Ohio, as executive news producer. **John Broholm**, news producer, KOMU-TV Columbia, Mo., joins WDTN(TV) in same capacity.

Alan Cox, from WMT-AM-FM Cedar Rapids, Iowa, joins WTMJ-TV Milwaukee as reporter.

Jan Skunda, weekend weather reporter and producer-host of current events interview program, WTOL-TV Toledo, Ohio, named reporter-photographer.

Audrey Ramsey, formerly with WRCB-TV Chattanooga, joins WTVC(TV) there as news and public affairs reporter.

Francesca Stevens, copy coordinator, WABC-TV New York, joins KXMD-TV Williston, N.D., as general assignment reporter.

Thomas Doerr, formerly with WHP-TV Har-

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risburg, Pa., joins WGAL-TV Lancaster, Pa., as news producer.

Julie Matsko, reporter, KQEO(AM) Albuquerque, N.M., named news producer.

John Martin, executive producer, WEBR(AM) Buffalo, N.Y., joins WEAN(AM) Providence, R.I., as news program host. **Dyana Koelsch**, news director, New England Radio Network, joins WEAN as reporter and weekend anchor.

Bill Wyatt, from WEBR(AM) Buffalo, N.Y., joins WSYR-AM-FM Syracuse, N.Y., as morning anchor and editor. **Lisa Napolillo**, from WINC(AM)-WQUS(FM) Winchester, Va., joins WSYR as city hall reporter and anchor.

Philip Knapp, news director, WKWK-AM-FM Wheeling, W. Va., joins Arkansas Radio Network, Little Rock, as reporter.

Mark Geschwind, graduate, Newhouse School of Broadcasting, Syracuse (N.Y.) university, joins Maine Information Radio Network, Augusta, as reporter.

Corinne Sheppard, graduate assistant in office of information and public services, Murray State university, Murray, Ky., joins noncommercial WKMS-TV Murray as assistant news director.

Paul Jacobson, news director and general manager of noncommercial WAER(FM) Syracuse, N.Y., joins WGIR-AM-FM Manchester, N.H., as anchor and reporter.

Liz Cavanaugh, formerly with noncommercial KWLC(AM) Decorah, Iowa, and graduate, Luther college, Decorah, joins KRNA(FM) Iowa City, Iowa, as reporter.

Clarence Page, reporter on urban-ethnic affairs, *Chicago Tribune*, joins WBBM-TV Chicago as director of community affairs.

Gerril Bryant, community affairs director, WIFK(FM) Philadelphia, joins WCAU-AM-FM there as director of editorials and public affairs.

Mark Mohr, formerly with KXTV(TV) Sacramento, Calif., joins KCRA-TV there as news producer.

Sixto Escobar, formerly with noncommercial WGBH-FM-TV Boston, joins WNAO-TV there as producer-host of public affairs series for Hispanic community.

Allan Farrell and Gene Tiebloom, producer-reporters, noncommercial WPBT(TV) Miami, named senior producer-reporters.

Steve Neighbors, KLFD-AM-FM Litchfield, Minn., and **Jack Kolars**, KEEZ-FM Mankato, Minn., elected president and VP, respectively, of Minnesota AP Broadcasters. **Tom Mapes**, WJAK(AM) Jackson, Tenn., elected president of Tennessee AP Broadcasters. **Jim Collins**, WTVG(TV) Chattanooga, elected VP. **Al Voecks**, WSM-AM-FM-TV Nashville, elected treasurer. **Max Showalter**, KFIZ(AM) Fond du Lac, Wis., and **Pete Devlin**, WNFL(AM) Green Bay, Wis., elected president and VP, respectively, of Wisconsin Associated Press Broadcasters.

Promotion and PR

Stella Giammasi, senior publicist, noncommercial WNET(TV) New York, named publicity manager. **Roslyn Boyle**, former publicity director, WOR-TV New York, joins WNET as senior publicist. **Max Friedman**, senior writer, WNET, named editorial services manager. **Audrey Koota**, agency relations coordinator,

named manager of agency relations.

Woody Perkins, VP of Visions Advertising, Davenport, Iowa, joins WQAD-TV Moline, Ill., as promotion manager. **Jeff Swanson**, from production department of WQAD-TV, named assistant promotion manager. **Ron Hartshorn**, production manager, named creative services producer.

Liz Kern, account executive with Washington public relations firm of David Swanston & Associates, joins WQVM-TV there as marketing specialist concentrating on press and public relations.

Jim Corboy, director of promotional development, WLS(AM) Chicago, joins WMET(FM) there as promotion director.

John Bloodwell, assistant promotion and research director, WMMR(FM) Philadelphia, joins WWWW(FM) Detroit as promotion director.

Vicky Purnell, admissions counselor, Old Dominion university, Norfolk, Va., joins WTAR(AM) there as audience promotions manager.

Lee Sneath, marketing director, The Nasher Co., and public relations director, Trailways Inc., joins KCBN Public Relations, Dallas, as general manager. He will also serve as manager of investor relations services.

Technology

Andy Devereaux, former chief engineer and director of Fundy Cablevision Ltd. of St. John, New Brunswick, joins American Cablesystems Corp. of Boston as executive VP for engineering.

Atul Tucker, general manager, Tri-Electronics, Chicago, joins American Satellite Corp., Germantown, Md., as director of customer services.

Jack Pender, regional sales manager, Fuji Magnetic Tape, New York, joins TDK Electronics Corp., Garden City, N.Y., as assistant Midwest regional sales manager, based in Chicago.

Kenneth Erickson, director of operations for *Des Moines (Iowa) Register & Tribune's* WQAD-TV Moline, Ill., named director of television engineering for Register Broadcast Group, headquartered at its KHON-TV Honolulu. **Rick Serre**, maintenance supervisor, WQAD-TV, named assistant chief engineer.

Stephen C. Crook, chief engineer, WPOC(AM) Baltimore, named chief engineer, KFHC-TV Oklahoma City.

Larry Krupa, maintenance engineer, noncommercial WPBT(TV) Miami, named engineer in charge of maintenance. **Omar Valdes**, engineer in charge of post production, named engineering supervisor.

Kevin Storhaug, chief engineer, KDIX-TV Dickinson, N.D., joins KCWY-TV Casper, Wyo., as assistant chief engineer. **Doug Warburton**, maintenance engineer, KTWQ-TV Casper, joins KCWY-TV in same capacity.

Robert E. Miller, former electro-optical engineer and project manager, Hughes Aircraft Co., Culver City, Calif., named manager of fiber optics systems engineering, Times Fiber Communications, Wallingford, Conn.

Jacob Weisbarth, executive producer for TestPatterns, New York commercial production

company, named executive director, sales, for new Los Angeles sales office of video standards conversion company, Audio Plus Video International.

Dr. Erich Burlefinger, general manager of ITT Semiconductors in United Kingdom, named division VP, Electro-Optics and Power Devices, RCA Solid Division, Somerville, N.J., which includes closed-circuit video equipment.

Allied Fields

Kathryn F. Broman, president of Springfield Television Corp., group station owner, named chairman of Television Information Committee, which sets policy for Television Information Office. She succeeds **Peter Storer** of Storer Broadcasting, who became ex officio member of committee.

Eric Norberg, former VP in charge of programming, Consolidated Communications Consultants, La Crescenta, Calif., named VP-general manager.

Wanda Townsend, coordinator of employment clearinghouse, National Association of Broadcasters, Washington, named associate director of government relations, National Cable Television Association, Washington.

Nathan Kingsley, VP and secretary, Radio Free Europe/Radio Liberty, Washington, joins *U.S. News and World Report* as senior editor, special projects.

Dennis Israel, president of Greater Long Island Communications, licensee of WGLI(AM) Babylon, N.Y., and president of Israel and Hilton, management consultants in broadcast communications, named adjunct professor in department of communications, New York university, Washington Square campus.

Deaths

Roger Burkham Read, 66, retired VP-administration and planning, Taft Broadcasting Co., Cincinnati, died July 1 of lung disease in Woodland Hills, Calif. He joined Taft's WKRC-TV Cincinnati in 1949 as salesman. He served station as local sales manager, general sales manager, and in 1958, was named general manager. He had been VP-administration and planning since 1960, and was elected to Taft's board of directors in 1963. Read retired in 1974. Survivors include his wife, Allee, and one daughter.

L.H. (Curt) Curtis, 63, VP, corporate development, Bonneville International Corp., Salt Lake City, died July 30 while vacationing in Sun Valley, Idaho, after having suffered heart attack. Curtis had planned to take early retirement in October. Survivors include his wife, Lois, and seven children.

Charles Handel, 67, retired copy editor and publicist, ABC, died July 24, in Miami after heart attack. Handel retired in 1977 and was 19-year veteran of network. Survivors include his wife, Elsie, son and daughter.

Robert E. White, 78, retired announcer-producer for Voice of America, Washington, died July 24 of pneumonia and respiratory failure in Cape Cod hospital in Hyannis, Mass. He joined VOA in 1962. Earlier in his career, he worked for Westinghouse's WBZ(AM) Boston, KDKA(AM) Pittsburgh and KYW(AM) Philadelphia. White spent short time with WTAE(TV) Pittsburgh before joining VOA. Survivors include his wife, Josephine.

Stock Index

Exchange and Company	Closing Wed. July 30	Closing Wed. July 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30 7/8	29 7/8	+ 1	+ 3.34	5	870
N Capital Cities	61	56 1/4	+ 4 3/4	+ 8.44	12	803
N CBS	51 3/4	50 3/4	+ 1	+ 1.97	7	1,500
N Cox	82	82			13	1,105
A Gross Telecasting	24 1/2	24 1/2			7	19
O LIN	51 3/4	51	+ 3/4	+ 1.47	10	142
N Metromedia	78 1/4	76 1/2	+ 1 3/4	+ 2.28	8	332
O Mooney	10	9	+ 1	+11.11	13	4
O Scripps-Howard	54	53 1/2	+ 1/2	+ .93	8	139
N Storer	26 1/2	26 7/8	- 3/8	- 1.39	8	288
N Taft	29 3/4	27 3/8	+ 2 3/8	+ 8.67	8	259

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	23	20 3/8	+ 2 5/8	+12.88	19	42
A Affiliated Pubs.	19 3/8	19 3/4	- 3/8	- 1.89	8	99
N American Family	8	8 1/4	- 1/4	- 3.03	4	84
N John Blair	22	21	+ 1	+ 4.76	7	81
N Charter Co.	17 1/8	19 5/8	- 2 1/2	-12.73	1	476
N Chris-Craft	26 3/8	25 3/8	+ 1	+ 3.94	13	70
N Coca-Cola New York	5 3/4	5 1/8	+ 5/8	+12.19	13	101
N Cowles	24 3/4	24 1/2	+ 1/4	+ 1.02	17	98
N Dun & Bradstreet	50 1/8	48 3/8	+ 1 3/4	+ 3.61	15	1,396
N Fairchild Ind.	47	47			14	268
N Fuqua	16 1/4	16 3/4	- 1/2	- 2.98	3	206
N Gannett Co.	53 1/8	50 5/8	+ 2 1/2	+ 4.93	14	1,867
N General Tire	17 5/8	17 5/8			7	416
O Gray Commun.	43 1/2	34 1/2	+ 9	+26.08	9	20
N Harte-Hanks	31	30 1/4	+ 3/4	+ 2.47	15	289
O Heritage Commun.	14 7/8	16	- 1 1/8	- 7.03	8	45
N Insilco Corp.	16	15 1/8	+ 7/8	+ 5.78	7	172
N Jefferson-Pilot	28 3/4	28 3/4			6	630
O Marvin Josephson	13 3/4	14 3/4	- 1	- 6.77	9	35
O Kansas State Net.	28 3/4	28 3/4			23	54
N Knight-Ridder	25	27 1/4	- 2 1/4	- 8.25	9	814
N Lee Enterprises	20 3/8	20 7/8	- 1/2	- 2.39	10	146
N Liberty	14 3/4	15 1/8	- 3/8	- 2.47	6	190
N McGraw-Hill	31 7/8	32 3/4	- 7/8	- 2.67	10	785
A Media General	30	29 7/8	+ 1/8	+ .41	8	213
N Meredith	40	38 3/8	+ 1 5/8	+ 4.23	6	125
O Multimedia	25 1/2	26 1/4	- 3/4	- 2.85	13	256
A New York Times Co.	25 1/4	23 3/8	+ 1 7/8	+ 8.02	8	303
N Outlet Co.	23 1/4	24 3/8	- 1 1/8	- 4.61	34	58
A Post Corp.	15 1/4	17	- 1 3/4	-10.29	8	27
N Rollins	28 5/8	28 7/8	- 1/4	- .86	12	384
N San Juan Racing	18	17 5/8	+ 3/8	+ 2.12	20	45
N Schering-Plough	42 1/8	41	+ 1 1/8	+ 2.74	10	2,236
O Stauffer Commun.	35	35			9	35
A Tech Operations	11 3/4	11 5/8	+ 1/8	+ 1.07	13	16
N Times Mirror Co.	38	37 1/4	+ 3/4	+ 2.01	9	1,289
O Turner Broadcasting	13 1/4	13 1/2	- 1/4	- 1.85		130
A Washington Post	19 1/2	18 3/4	+ 3/4	+ 4.00	8	276
N Wometco	21 7/8	19 5/8	+ 2 1/4	+11.46	10	193

CABLECASTING						
A Acton Corp.	12 3/8	11	+ 1 3/8	+12.50	9	37
N American Express	37 1/8	35 1/2	+ 1 5/8	+ 4.57	8	2,646
O Burnip & Sims	10 1/2	10 3/8	+ 1/8	+ 1.20	13	91
O Comcast	22	21 1/4	+ 3/4	+ 3.52	25	176
O Entron*	5	5			5	4
N General Instrument	66 7/8	62 1/2	+ 4 3/8	+ 7.00	11	579
O Geneve Corp.	42 5/8	38 1/2	+ 4 1/8	+10.71	30	47
N Tele-Communications	15 1/8	16	- 7/8	- 5.46	15	334
N Teleprompter	22 1/2	20 3/4	+ 1 3/4	+ 8.43	19	382
N Time Inc.	53 3/4	51 7/8	+ 1 7/8	+ 3.61	10	1,511
O TOCOM	16 3/4	16 3/4				50
O UA-Columbia Cable	51 1/2	48	+ 3 1/2	+ 7.29	38	172
O United Cable TV	31 3/4	32 3/4	- 1	- 3.05	22	130
N Viacom	43	42 1/4	+ 3/4	+ 1.77	16	181

Exchange and Company	Closing Wed. July 30	Closing Wed. July 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 3/8	3 1/2	- 1/8	- 3.57	3	10
N Columbia Pictures	31 1/8	30 3/4	+ 3/8	+ 1.21	9	312
N Disney	51 7/8	49 7/8	+ 2	+ 4.01	13	1,685
N Filmways	10 1/4	8 7/8	+ 1 3/8	+15.49		68
O Four Star	1 5/8	1 5/8			16	1
N Getty Oil Corp.	85	88	- 3	- 3.40	10	6,983
N Gulf & Western	17 3/8	17 1/2	- 1/8	- .71	4	971
N MCA	44 3/4	46 7/8	- 2 1/8	- 4.53	7	1,051
O Medcom	7 1/8	5 5/8	+ 1 1/2	+26.66	25	12
N MGM Film	8 3/8	8 1/8	+ 1/4	+ 3.07	5	271
O Reeves Commun.	23 3/4	23 1/4	+ 1/2	+ 2.15	17	57
N Telepictures	3 7/8	4 1/8	- 1/4	- 6.06	18	9
N Transamerica	17 7/8	17 7/8			5	1,168
N 20th Century-Fox	47 1/2	47 1/2			8	382
O Video Corp. of Amer.	9 3/4	9 5/8	+ 1/8	+ 1.29	20	9
N Warner	47 3/8	44 1/2	+ 2 7/8	+ 6.46	12	1,348
A Wrather	19 1/4	18 1/2	+ 3/4	+ 4.05		43

SERVICE						
O BBDO Inc.	42 1/4	39 3/4	+ 2 1/2	+ 6.28	9	106
O Compact Video	16 3/4	17 1/2	- 3/4	- 4.28	16	31
N Comsat	37 3/4	37 3/8	+ 3/8	+ 1.00	8	302
O Doyle Dane Bernbach	35 1/4	31	+ 4 1/4	+13.70	10	92
N Foote Cone & Belding	27 7/8	28	- 1/8	- .44	7	74
O Grey Advertising	54 1/2	50 1/2	+ 4	+ 7.92	5	33
N Interpublic Group	32 3/4	33 3/4	- 1	- 2.96	7	146
O MCI Communications	10	9 3/4	+ 1/4	+ 2.56	50	304
A Movielab	7 3/8	7 1/4	+ 1/8	+ 1.72	6	11
A MPO Videotronics	5 1/8	5 3/8	- 1/4	- 4.65	14	3
O A. C. Nielsen	30 5/8	30 1/8	+ 1/2	+ 1.65	13	336
O Ogilvy & Mather	24 3/4	25	- 1/4	- 1.00	7	101
O Telemation	1 1/2	1 1/2			9	1
O TPC Communications	6 3/4	6 1/2	+ 1/4	+ 3.84	48	6
N J. Walter Thompson	36 5/8	34 1/2	+ 2 1/8	+ 6.15	8	111
N Western Union	24	22 7/8	+ 1 1/8	+ 4.91		364

ELECTRONICS/MANUFACTURING						
O AEL Industries	9 3/4	8 3/4	+ 1	+11.42		16
N Ampex	25 1/8	24 1/2	+ 5/8	+ 2.55	12	287
N Arvin Industries	12 5/8	12 3/4	- 1/8	- .98	6	98
O CCA Electronics*	1/8	1/8			1	
A Cetec	5 7/8	6 1/4	- 3/8	- 6.00	7	12
A Cohu	6	6 1/8	- 1/8	- 2.04	8	10
N Conrac	17	17 3/8	- 3/8	- 2.15	7	34
N Eastman Kodak	62 1/8	60 1/4	+ 1 7/8	+ 3.11	10	10,026
B Elec Missile & Comm.	4 5/8	4 5/8			58	12
N General Electric	56	54 3/8	+ 1 5/8	+ 2.98	9	10,336
N Harris Corp.	44	40 5/8	+ 3 3/8	+ 8.30	16	1,331
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video*	1 1/8	1 1/8				3
O Microdyne	28	28			21	3
N M/A Com. Inc.	38 5/8	37 3/8	+ 1 1/4	+ 3.34	34	353
N 3M	59 1/8	56 1/2	+ 2 5/8	+ 4.64	10	6,886
N Motorola	54 7/8	53 3/4	+ 1 1/8	+ 2.09	10	1,566
O Nippon Electric	44 3/8	45 1/2	- 1 1/8	- 2.47	34	1,457
N N. American Phillips	31	31 1/4	- 1/4	- .80	5	373
N Oak Industries	32 3/8	30 7/8	+ 1 1/2	+ 4.85	11	168
A Orrox Corp.	5 5/8	5 1/4	+ 3/8	+ 7.14	18	9
N RCA	24 3/8	24 3/4	- 3/8	- 1.51	6	1,824
N Rockwell Intl.	30	30			8	2,226
A RSC Industries	4 1/4	4 1/8	+ 1/8	+ 3.03	11	10
N Scientific-Atlanta	36 3/8	34	+ 2 3/8	+ 6.98	32	354
N Sony Corp.	9 5/8	9 7/8	- 1/4	- 2.53	16	2,075
N Tektronix	64 1/2	59 7/8	+ 4 5/8	+ 7.72	14	1,160
O Texscan	15 3/4	12 1/2	+ 3 1/4	+26.00	31	16
O Valtec	37	36 1/8	+ 7/8	+ 2.42	37	147
N Varian Associates	27 1/2	25 1/2	+ 2	+ 7.84	12	210
N Westinghouse	26	25	+ 1	+ 4.00	6	2,236
N Zenith	14	12 3/4	+ 1 1/4	+ 9.80	13	263

Standard & Poor's 400 Industrial Average 138.41 137.93 + 0.48

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed, company registered net loss. *** Stock split. +Stock traded at less than 12.5 cents.

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.



ATC's Monty Rifkin: He knew a good thing (cable) when he saw it

"This is the age of consumerism, and cable is the epitome of a relatively inexpensive service—not transportation or energy dependent—that is conducive to the life style of the eighties," believes Monroe Rifkin. "The country is entering the age of communications as opposed to transportation. And we're right on the leading edge of that."

Monty Rifkin, president of the nation's second largest multiple cable system operator, American Television & Communications Corp., makes his home base in Denver, the cable capital of the nation. And Rifkin believes his company and his industry just may be unsinkable. He's pragmatic and realistic, but he is convinced that the tide of history is running in his favor.

And he's thought that for a long time—at least since 1959 when he saw his first cable system. He was a vice president of Teleprompter Corp. at the time. The company was then involved with closed-circuit telecasts of sports events. He was visited by Bill Daniels, the Denver-based broker, who attempted to convince Rifkin that his and the company's future just might be in the young cable television industry.

Rifkin traveled to the West with Daniels to take a look at cable. When he returned to New York, as Rifkin recalls, he went straight to the Teleprompter board and told them, "We ought to take every cent we have and invest it in the cable industry." The company, of course, did move into cable and soon became the industry's largest operator. By the end of this year, ATC is expected to replace Teleprompter as the nation's number-one MSO.

If that happens, the bulk of the credit will go to Rifkin. An accountant by training, he is a no-nonsense operator whose managerial emphasis is on sound fiscal policies. So sound, in fact, that in 1971, just three years after the founding of ATC, the company was already in the black—a rare accomplishment in a capital-intensive industry. Most of the company's expansion has come from internally generated funds, and ATC has a strong financial reputation in the cable industry.

Although Rifkin stresses his managerial expertise, that does not mean he fails to take the broader, more visionary view of cable. In fact, that 1959 trip to see cable systems in Casper and Rawlins, Wyo., and Silver City, N.M., opened his eyes forever. He recalls those first impressions:

"I saw an opportunity, a latent giant. It was an undiscovered business that could not miss."

Rifkin had already spent part of the year investigating and deciding against a move



Monroe M. Rifkin—chairman and president, American Television and Communications Corp., Denver; b. Aug. 27, 1930, Brooklyn, N.Y.; graduated New York University 1951, BS in commerce and finance; accountant, Touche Ross & Co. New York, 1952-56; controller, treasurer and executive vice president, Teleprompter Inc., New York, 1956-63; president, Daniels Management, 1963-68; founded with title of president, ATC, 1968; named chairman, 1974; m. Rella Meyers, Dec. 6, 1952; three children—Stuart, 25; Bruce, 23, and Ruth, 20.

into direct-to-home satellite broadcasting. He was turned off to that technology, he says, by the economic, legal and technical barriers prevalent at the time. "That," he says, "told me that the cable business was going to be very big."

In 1963, Rifkin took the plunge head first. He left Teleprompter and moved west to join Daniels's company. Five years later, he took another chance and started ATC. The company was acquired by Time Inc., the parent of Home Box Office, in 1978 for \$140 million in stock.

Although HBO, the nation's leading pay-cable programer, and ATC have a common parent, Rifkin says the two companies have a "totally arms-length" relationship. That differentiation between the programming business and the operating business extends to Rifkin's management team, as well, he says. He looks for managers with research, marketing and audience measurement backgrounds. "We have the Paul Klein and Fred Pierce types as opposed to the more flamboyant programming geniuses," he says. "Cable has not traditionally been in the programming business. Our task has been to pick and choose from what's out there."

Indeed that philosophy was developed early, back in the late fifties and early sixties. Back then, programming was not of paramount concern to Rifkin and other cable operators—"There was no need to think about the catalogue, we were busy inventing the form."

"We used to say that the services would follow the cable. We always had a unique chicken-and-egg situation. There was never any question that the consumer would take more and watch more if more were available. But more would not be made available unless there were enough homes to make it interesting. So the cable really had to be the forerunner of all this. The critical mass had to be built up to a point where it was meaningful."

That critical mass of subscribers, Rifkin says matter-of-factly, is here today. So what's left to be done? "Wire the nation, attract the advertising dollars and probably refine the legislative and regulatory environment. Come to think of it, maybe that should come first," he says.

In addition to leading his company, Rifkin has been an active spokesman for the cable industry as well. He has served as secretary, treasurer and board member of the National Cable Television Association. He chaired the NCTA's long-range planning committee and was instrumental in directing the industry's interest toward two-way communications early in the 1970's.

He and ATC have also been active in the Cable Television Administration and Marketing Society, which is meeting this week in San Francisco.

As a leader of the cable industry, however, Rifkin is aware that cable, unlike broadcast television, has no dominant personalities shaping the system the way the founders of the commercial networks have placed their imprints on broadcasting. "I don't think we have a driving force," Rifkin says. "It's too fragmented. And the older cable gets, the less chance there is for a dominant force. It's a different industry with different economics."

"You don't even have unanimity among the cable industry. Take CATA [the Community Antenna Television Association]—that's an association of small operators. It has totally different objectives from the large operators. In terms of regulation and legislation, they have taken positions contrary to NCTA many times. Within the industry, there's no common front. We're common in a lot of areas but not common in others. CATA believes the industry is essentially a reception service. The rest of us believe we're a combination of reception and programming—tantamount to being a carrier, really."

In his free time he likes to play golf (his office overlooks a course) and ski in nearby Vail, Colo., where he has a vacation home. He adds, however, that he's a "poor" golfer and only "fair" as a skier. His wife, Rella, by the way owns a gourmet cooking store in Denver and is said to be an accomplished cook.

Not so for her husband. "I'm an eater," he says.

Endurance contest

The actors' strike against the television and motion-picture producers centers on uncommonly sticky issues. Pay demands are usually sticky enough by themselves. When the dispute also involves payments never made before for media just beginning to emerge, it can quickly deteriorate into a long standoff.

Labor-management relations being what they usually are, it is natural for the Screen Actors Guild and the American Federation of Television and Radio Artists to want their members paid when their programs are sold for use on the "supplemental" technologies such as videocassettes and videodisks. And it is natural for the producers to want to keep the pay formula low, and if possible to defer it altogether, until the new media provide a bigger market.

The issue obviously has great importance for both sides. Some see it as perhaps the most significant in the entertainment field since 1960, when performers demanded additional pay for movies sold to television, and eventually got it through an SAG strike that was led, incidentally, by Ronald Reagan, then the SAG president. Whether the "supplemental" media will prove as lucrative a field as movies sold to television will depend on how big a market the new media create, but neither side seems ready to take a chance on its not becoming big enough to fight over.

The performers' case is complicated by the precedent that the producers fear it could set in forthcoming negotiations with other guilds and the American Federation of Musicians. The stage would seem to be dressed for an extended halt in movie and television production.

That could mean that television networks will have to postpone the mid-September razzle-dazzle that has been planned for the introduction of new schedules. Last week network officials were putting up brave fronts of real or feigned indifference. At least they jointly face the same dearth of product if the strike goes on.

Undoing 'Stanford Daily'

If members of the U.S. Supreme Court watched television news last week, they could have observed their *Stanford Daily* decision of two years ago come back to haunt them. There, for all the audience to see, were sheriff's deputies ransacking the newsroom of KBCI-TV Boise, Idaho, just as though they had learned how from the Palo Alto, Calif., police whose raid on the campus newspaper the Supreme Court sanctioned.

The footage that KBCI-TV's journalists had the presence of mind to shoot while enduring the humiliation of violated privacy may just be the medium to undo the damage done by the court in *Stanford Daily*. Not that the court will provide the cure. As reported elsewhere in this issue, the incident in Boise has stimulated interest in corrective legislation on the Hill. The Senate this week may act, surely favorably, on a bill requiring authorities to obtain a court subpoena for evidence they want from journalists who are not themselves suspected of a crime.

Subpoenas must specify what authorities are looking for and may be resisted by the targets of search. They provide infinitely more protection against random prying into newsroom secrets than warrants of the kind used by the Boise lawmen.

The Senate bill confines the subpoena protection to journalism offices, although it instructs the attorney general to issue guidelines covering searches of other places. A House bill, also awaiting action, extends the subpoena requirement to premises occupied by private persons unsuspected of a crime. As reported

here a month ago (BROADCASTING, June 30), disputes between supporters of the conflicting bills were delaying action.

This page has been on the side of the broader coverage if only because the Fourth Amendment, which forbids unreasonable searches and seizures, is supposed to apply equally to everyone. Perhaps the Senate can persuade itself to widen the subpoena protection so that its bill will coincide with the one the House is expected to take up after the Democratic national convention. At the least some kind of compromise is indicated.

If the KBCI-TV footage could be screened on the Senate floor, there wouldn't be a vote against corrective legislation.

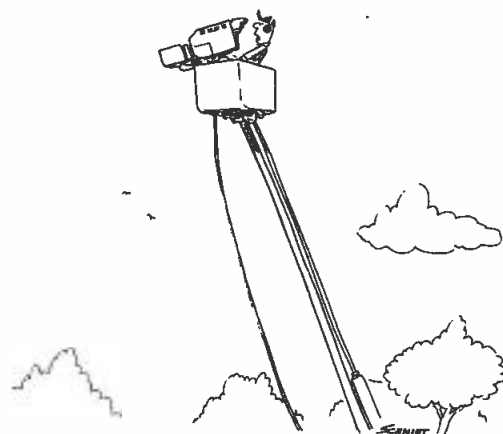
Curtain raiser on the Hill

The commercial broadcasting system was rebuffed once again in Washington last week when the Copyright Royalty Tribunal made its first distribution of fees collected from cable systems in 1978 for the privilege of carrying broadcast programming. All commercial telecasters in the U.S. and Canada combined were given \$475,958 to divide among themselves—a dime tip for providing the basic cable content in this country. At the next distribution, if it gets away with this, the tribunal will presumably spit in the broadcasters' faces.

The commercial broadcasters' pittance, 3.25% of the \$14.6 million collected from cable in 1978, is inexplicably less than the 5% allocated to noncommercial television broadcasters and utterly beneath comparison with the 75% handed out to program distributors and 12% to sports. Perhaps the ultimate index to the tribunal's contempt for the commercial system is the allocation of .25% to National Public Radio and zilch to the 8,000 commercial radio stations on the air.

This indignity comes while television broadcasters are still deploring the FCC's decision of a week before to repeal its distant-signal and syndicated-exclusivity rules that were in effect for cable when the copyright law that created the royalty tribunal was passed. The tribunal's action of last week will intensify interest, already aroused by the FCC's action, in legislative review of copyright and cable.

Important leaders in the Congress have publicly stated their intention to revisit the copyright act at the next session. The Copyright Royalty Tribunal gave them more to talk about when the revisitation begins.



Drawn for BROADCASTING by Jack Schmidt

"That's right. I have to go to the bathroom."



There's Only One
San Francisco-Oakland

An "Emmy" and a "Mandel"

On Monday, April 21, 1980, two days after the Northern California Emmy Awards, a respected San Francisco

television critic had no idea that he had just created this ad. We thank him for telling our story.

represented by TeleRep

Bill Mandel



The most heartening development Saturday night was the triumph of Channel 2 (KTVU), which won two of the biggest awards: Best Local News Program and Best Television Personality, which went to Bob Mackenzie...

The "10 O'Clock News" now attracts the second largest late news audience in the Bay Area after Channel 7's "News Scene." That's pretty impressive, since "10 O'Clock" competes with prime time network entertainment programs. More and more, I overhear people saying to

one another, "I can only watch Channel 2's news. It's the only news that doesn't insult me..." (News Director Fred) Zehnder and his staff plug all their experimentation and razzle-dazzle into exciting stories, new technical approaches, longer reports and snappier packaging (for example, the magazine-style "Segment Two" won another Emmy for best on-going segment). Some other stations spend their time trying to find just the right blend of viewer manipulation rather than the right blend of journalism and news judgment.

Bill Mandel, S.F. Examiner
Monday, April 21, 1980

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

The links where quality is never missing.



Regardless of whether your programs originate from another city, a local sporting event, or an ENG assignment, your video transmission links have to maintain the same high quality standards. Day in and day out.

No manufacturer of video transmission equipment is more aware of that fact than Farinon Video. That's why we offer the finest lines of microwave radios, receivers, and related video transmission equipment available.

STL and Intercity Relay Links

- ☐ FV-F Series Heterodyne Microwave Radios provide almost transparent signal transmission in all available spectrum allocations worldwide.
- ☐ FV40 Transmission Equipment provides extreme flexibility for conditioning video and audio signals applied to any transmission medium.
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- ☐ FV-P Series Portable Microwave Radios offer frequency agility, fingertip tuning and rugged construction.

ENG Links

- ☐ FV-MP Series Miniature Portable Microwave Radios are extremely lightweight, compact, and completely self-contained.
- ☐ FV-MF Series Miniature Microwave Radio Transmitters provide a high degree of flexibility for airborne or vehicular installation.
- ☐ FV-CR Series Central Receivers feature synthesized channel selection, unsurpassed dynamic range, superior selectivity, and excellent inherent RFI protection.

We also offer a variety of ancillary equipment, including low-noise preamplifiers, power amplifiers, and portable test units.

You can depend on Farinon Video for transmission links where quality is never missing. Call or write HARRIS CORPORATION, Farinon Video, 1680 Bayport Avenue, San Carlos, CA 94070; (415) 595-3500; Telex 34-8491. In Canada, 657 Orly Avenue, Dorval, PQ H9P 1G1; (514) 636-0974; Telex 05-82-1893.

