

Rulemakings on the way
for VHF drop-ins, low-power TV

Broadcasting Sep 8

The newswkely of broadcasting and allied arts

Our 49th Year 1980

KSTP-TV's 10PM News share?

51%

**SOURCE: July 1980 Arbitron comparing metro 5 and 7 day averages. Subject to normal ratings qualifications.*

***SOURCE: July 1980 Arbitron comparing ADI program audience averages. Subject to normal ratings qualifications.*

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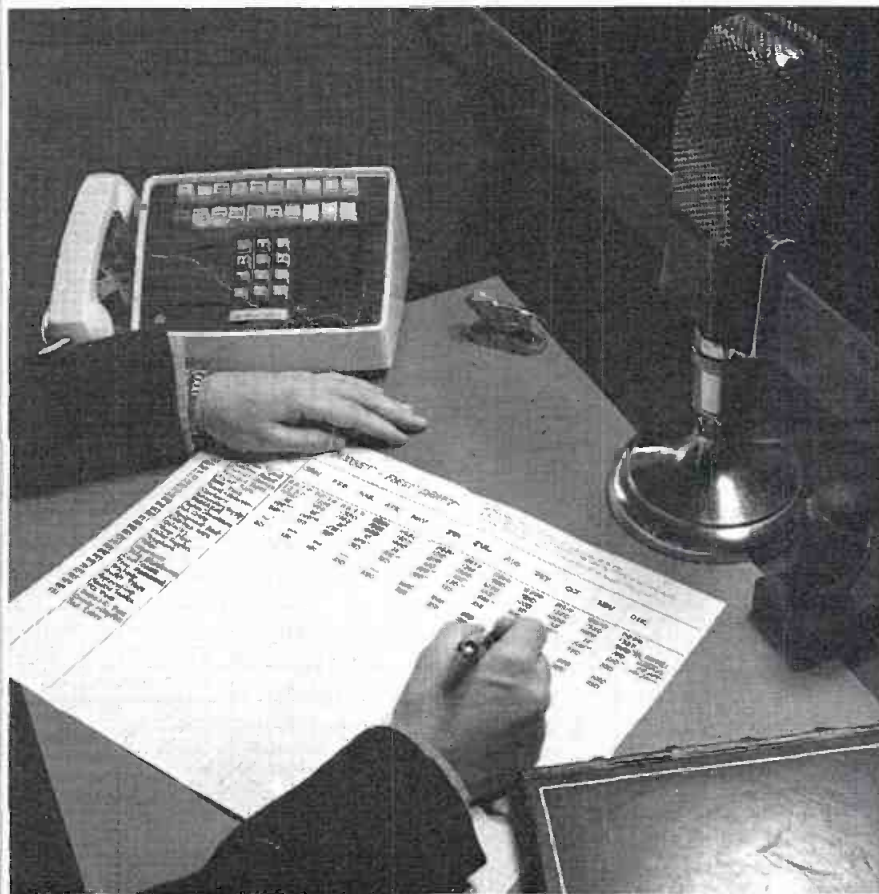
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The Week in Brief

TOP OF THE WEEK

MORE TV OUTLETS □ The FCC is expected this week to approve those four VHF drop-ins that have been waiting to drop for years and then go on with rulemakings to create low-power stations for minorities and noncommercial use. **PAGE 23.**

SHORT-TERM EXPECTATIONS □ Washington gets embroiled in election fever, but that doesn't mean the wheels of government have ground to a halt. There are busy agendas for all concerned. **PAGE 23.**

THE TV FORUM □ The debatable debates are still up in the air, but Reagan and Carter are having at each other in a more subtle fashion in television commercials. **PAGE 28.**

MAKING BUCKS FOR PUBLIC TV □ A special task force of PBS and its member stations elaborates on possible avenues for more revenues. Included is a three-way plan to realize money from satellite services and other program-related operations. **PAGE 30.**

PROGRAMMING

IN DEFENSE OF PTAR □ SRA sings the praises of the prime-time access rule as it beseeches the FCC commissioners to disregard their staff's negative evaluation of the rule. **PAGE 34.**

THE PINCH ALREADY ON □ Pay programmers, in affidavits supporting Justice Department action against Premiere, contend they already are having trouble getting product from film companies in the proposed joint venture with Getty Oil. **PAGE 36.**

TECHNOLOGY

NO SWEAT □ An NTIA study concludes that the transition to 9 khz channel spacing could be done quickly, without much expense and with little disruption to service. **PAGE 38.**

JOURNALISM

TV'S NEWEST SYNDICATOR □ News/Information Weekly Service is set up by Telepictures and United Software. **PAGE 43.**

BUSINESS

THE BOOM IN CABLE STOCKS □ Wall Street analysts believe buy-out possibilities have triggered market action and that the upward pressure has spilled over to stocks of equipment suppliers. There are warnings that start-up costs for new franchises could depress earnings in the short term, and that the rush for franchises could produce sticky local problems. **PAGE 44.**

SUMS IN THE SUN □ Money matters will again dominate the talk of broadcast financial managers at the BFM convention in San Diego next week. **PAGE 44.** Here's a complete rundown of the four-day agenda. **PAGE 46.**

LAW & REGULATION

RESUSCITATION □ The House Commerce Committee is trying to breathe life back into the Swift crossownership bill that earlier had been crushed under the weight of various amendments that committee members tried to tack on it. **PAGE 50.**

AFTER THE PARTY □ There are misgivings about AT&T's picking up the tab for an NTIA reception that capped a conference on minority women in commercial broadcasting and technology. **PAGE 50.**

CLOSING DOORS TO POLITICS □ Herman Talmadge introduces legislation that would exempt noncommercial stations from the reasonable-access provisions of Section 312 of the Communications Act. His action follows a Georgia primary incident in which an opponent got time on a state public TV network on the basis of the federal statute. **PAGE 52.**

D.C. BAR ALARMED □ Washington communications circles are upset about the possibility of an FCC move across the Potomac to Rosslyn, Va. **PAGE 53.**

PROFILE

CNN'S SCHONFELD □ When Ted Turner found Reese Schonfeld, his search for a man to set up his Cable News Network and serve as its president came to a sudden halt. It also marked the start of a new career tangent for a man who for 25 years has scrapped in the "Front Page" tradition for television news. **PAGE 77.**

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Insider report: behind the scene, before the fact

Brass under glass

Donald B. Smiley, former chairman and chief executive of R.H. Macy & Co., reportedly is heading committee of outside directors of RCA in study and evaluation of top management of company and its subsidiaries, including NBC. Smiley, recently retired from Macy's, has been RCA director since 1970 and is also on NBC board.

Activation of outsiders committee apparently stemmed from internal stress manifested in abrupt firings of RCA President Maurice R. Valente and NBC Chairman Jane Cahill Pfeiffer earlier this summer (BROADCASTING, June 23, July 14). Smiley is reportedly being paid \$250,000 for year's assignment.

How the money rolls out

Storer Broadcasting has spent in excess of \$100 million on cable expansion this year and hopes to spend as much in 1981 and 1982. Financing for outward push comes from \$70 million in long-term loans, \$100 million in revolving credit arrangement, \$50 million from stock issue in April, and \$30 million from sale of radio stations. Cash flow from seven television stations is also being poured into cable.

Additional financing may be necessary if Storer wins franchises for large urban markets. It has bids in for Philadelphia; Portland, Ore.; Dallas, and Fairfield county, Conn.

All the way

Former FCC Chairman Dean Burch, one-time chairman of Republican National Committee, is back in political harness as key aid to Republican vice presidential candidate George Bush. Burch, who had been Bush backer when former congressman, RNC chairman and ambassador was aiming for top spot on ticket, has taken what his partners call "partial leave of absence" from Washington law firm of Pierson, Ball & Dowd to serve as staff director for Bush until election.

Going up

Next Supreme Court fight over First Amendment issue is likely to involve Westinghouse Broadcasting's effort to keep one of its reporters out of jail on

contempt of court charge. Walter Roche of WBZ-TV Boston faces contempt charge for refusal to identify confidential sources used as basis of story about alleged misconduct by state district court judge. Report had led to investigation by Massachusetts Commission on Judicial Conduct—and, eventually, Roche's citation by court for contempt. He had agreed to specify only those sources who had already been identified by other means.

Westinghouse lawyers, who hope Supreme Court will grant review, cite order of Justice William Brennan staying order to jail Roche. Brennan expressed view that majority of court recognizes at least degree of constitutional protection for newsgatherer's confidences and would therefore vote to review. He also saw "fair prospect" court would reverse contempt ruling.

Carter calendar

White House choice of date to celebrate Carter administration's assistance in "minority telecommunications development" (see "In Brief," this issue) struck members of one minority as odd. Sept. 11 is Rosh Hashonah, start of Jewish new year and high holy day set aside for religious rites.

Getting ready

Although climate is regarded as improving for critical UNESCO sessions on world press in Belgrade beginning Sept. 23, Soviet Union and its adherents have served agenda notice supporting censorship and government controls that would impede free flow of information worldwide. But Western nations feel progress has been made largely through U.S. cooperation in ameliorating Third World problems, particularly that of "licensing" all journalists.

M. Amadou M'Bow, director general of UNESCO, at meeting in Paris within fortnight, told Leonard Marks, Washington attorney and former head of USIA, that World Press Freedom Committee, underwritten by U.S. publishers and broadcasters, had been of great help. He complimented committee, of which Mr. Marks is secretary-treasurer, for providing Third World nations printing presses, broadcast equipment and personnel to aid in installations. U.S. delegation of 25 to UNESCO is headed by

Robin Duke. Elie Abel, former NBC commentator and dean of Columbia School of Journalism, is delegation member.

Everybody in the act

ABC is inviting its television network affiliates along on exploration of program market offered by new technologies. ABC Video Enterprises, division dealing with videocassettes and videodisks, has passed word it's interested in any station productions that have sales possibilities outside broadcast market. It has expressed most interest in educational programing and public service. First arrangement has been made with WCVB-TV Boston and its B.B.I. Communications program arm (BROADCASTING, April 21).

Gaining audience

Viewership of Cable News Network is being scrutinized by number of cable systems, advertising agencies and research firms ("In Brief," Sept. 1), and results should dribble out in next few months.

Hardest figures are coming from Warner Qube system in Columbus, Ohio, which can poll subscribers with its two-way capability. Warner has worked out deal with CNN to do research, but neither it nor CNN is releasing numbers. One senior Turner Broadcasting official, however, let it slip that after nine weeks of CNN, 33% of total subscribers watched CNN average of four hours per week. That compares, he said, with measurement taken after four weeks that showed less than 25% watching it two and three quarter hours per weeks.

Growing up

Rocker WABC(AM), for years hands-down New York if not national radio leader until recently outgunned by FM and disco, is changing with times. Contemporary music format will remain but with important differences: Yankee baseball has been picked up for 1981 season, and disk jockeys, formerly told to keep mouths shut, now will be encouraged to display personalities.

It's effort to make station more information-oriented and broaden station's audience to older demographics (where population is trending). Management denies writing off teenagers, but with new 18-49 primary target, station clearly no longer wants image as teeny-bopper delight.

Business Briefly

TV ONLY

Aetna Life & Casualty □ Business insurance. Begins Sept. 15 for 10 weeks in Colorado and Oklahoma. News and fringe times. Agency: Case & McGrath, New York. Target: men, 25 and over.

Progresso Foods □ Spaghetti sauce. Begins Oct. 6 for 10 weeks in about 30 markets. Day, fringe and news times. Agency: Chalek, Dreyer, Comerford & Lubalin, New York. Target: women, 25-54.

Murphey-Phoenix □ Murphey's oil soap. Begins this week for about six weeks in 22 markets. Day, fringe, prime and weekend times. Agency: John E. Goulet Advertising, Cleveland. Target: women, 18-49.

ITT Gwaltney □ Hot dogs. Begins Sept. 22 for four weeks in about 15 Southern markets. Day, fringe and weekend times.

Agency: D'Arcy-MacManus & Masius/deGarmo, New York. Target: women, 25-54.

Danola Foods □ Hams. Begins Sept. 15 for five weeks in five markets. Day, fringe, weekend times. Agency: Telecat, Los Angeles. Target: total women.

Lloyds Bank □ Begins Oct. 20 for four weeks in Los Angeles, San Francisco, Sacramento and Fresno, Calif. Fringe, prime and sports times. Agency: Della Femina, Travisano, Los Angeles. Target: adults, 18-49.

Excel-Mineral □ Cat litter. Begins Sept. 22 for seven weeks in 11 West Coast markets. Day, fringe, prime and weekend times. Agency: Larson/Bateman, Santa Barbara, Calif. Target: women, 25-54.

Classic Laboratories □ Classic Nails and Topsy Tips artificial fingernails.

Begins in mid-October for three weeks in 100 markets. Agency: A. Eicoff & Co., Chicago. Target: total women.

Skaggs Corp. □ Pantyhose. Begins Sept. 29 for varying flights in 30 markets. All day parts. Agency: Alan Frank & Associates, Salt Lake City. Target: women, 25-54.

Eberhard's supermarkets □ Begins Sept. 15 for one week in various Michigan markets. All day parts. Agency: Mars Advertising, Southfield, Mich. Target: women, 18-49.

Aaron Rents □ Furniture. Begins Sept. 29 for varying flights in 10 markets. Day, fringe, prime access and weekend times. Agency: Paces East Advertising, Atlanta. Target: total adults.

Conoco □ Motor oil. Begins Sept. 15 for four weeks in 60 markets. News and fringe times. Agency: Metzdorf Advertising Agency, Houston. Target: men, 18-49.

Jimmy Dean Meats □ Taco filler. Begins in late September for four weeks in 16 markets. Day and fringe times. Agency:

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Phone service. Cunningham & Walsh, New York, has created two new commercials for AT&T's ongoing "First Step" campaign promoting Bell System Yellow Pages. Airing throughout fourth quarter on network TV, spots will push Yellow Pages as solution to variety of consumer problems. Commercial entitled



"New Arrival" focuses on nursery scene, where new parents depend on Bell for all baby supplies; from wallpaper to bottles. Other spot features wedding party singing "For food ... for the photographer ... for the chauffeured limousine ... we took the first step."

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“TO TELL THE TRUTH”

**Goodson-Todman's all-new
“To Tell The Truth”
starts this September in New York
and 65 other markets.**



Specializing. Dancer Fitzgerald Sample, New York, has formed DFS/Corporate Advertising Group as subsidiary to handle agency's corporate advertising accounts. Some DFS/CAG executives are based in New York; some in San Francisco. They include Peter F. McSpadden, DFS president, who also heads DFS/CAG; David Hill, DFS executive vice president and partner in DFS/CAG (San Francisco), and Dennis Kaane, DFS senior vice president and partner in DFS/CAG (New York). Among accounts are Boise Cascade, American Insurance Association, Collins & Aikman, Esmark, Glass Packaging Institute and Lane Publishing.

Fall line-up. In consumer awareness campaign promoting its Paramount line of lawn and garden tools, Allegretti & Co. will launch multimedia effort late this month. Utilizing spot TV in 107 markets, commercials feature Allegretti spokesman, Los Angeles Dodger Steve Garvey. Supporting TV are radio spots in selected markets plus magazine ads. Warner Advertising, Dearborn, Mich., created campaign.

Classic sponsor. ITT has signed as full sponsor of two-hour *Little Lord*

Fauntleroy, new, produced-in-England adaptation of the classic novel by Frances Hodgson Burnett, on CBS-TV. Air date has not been disclosed but it's expected to be during Christmas season. Needham, Harper & Steers is ITT agency.

Collectively speaking. Heading American Dairy Association of Wisconsin's radio and TV push breaking Sept. 15, is jingle, "Taking Time for Milk." Aimed at audiences aged 6 to 34, theme features young adults enjoying milk as part of group activities, such as racketball. CreatiCom Advertising handled campaign which runs in Wisconsin and Illinois markets. ADA of Wisconsin is cooperative of dairy farmers.

Secret's out. Radio Advertising Bureau announces "Retail and Co-op Confidential," series of 10 meetings giving stations information on "biggest money-making opportunity in radio sales." Retailing and manufacturing executives expert in co-op advertising will be featured guests. Dates and locations are Sept. 30, Dallas; Oct. 2, Atlanta; Oct. 7, Cincinnati; Oct. 9, Washington; Oct. 16, Denver; Oct. 21, San Francisco; Oct. 23, Seattle; Oct. 30, New York; Nov. 3, Minneapolis; Nov. 5, Chicago.

Sumner & Berry, Dallas. Target: women, 25-54.

John Breuner Co. □ Fall home show sale. Begins Sept. 30 for one week in San Francisco, San Jose, Sacramento and Fresno, all California, and Phoenix, Reno and Las Vegas. Day, early fringe and fringe times. Agency: Allen & Dorward, San Francisco. Target: women, 25-49.

Elaine Powers □ Figure salon. Begins Sept. 14 for one week in about 20 markets. Agency: CPM Inc., Chicago. Target: women, 18-49.

New York Telephone □ Business usage. Begins Sept. 22 for nine weeks in various New York markets. Prime, fringe and sports times. Agency: Young & Rubicam, New York. Target: men, 25-54.

Swift □ Soup Starter. Begins Oct. 1 for four weeks in about 20 markets. Day, early fringe and late fringe times. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

General Mills □ Hamburger Helper. Begins Sept. 15 for eight weeks in about 65 markets. Day, early fringe and prime times. Agency: Needham, Harper & Steers, Chicago. Target: women, 18-49.

Karastan Rug Mills □ Carpets. Begins in late September for three weeks in five markets. All dayparts. Agency: Media Basics, New York. Target: adults, 25-54.

RADIO AND TV

United Jersey Bank □ Begins this month for fourth quarter in New York markets. TV spots run in early and late news times. Agency: Keyas, Martin & Co., Springfield, N.J. Target: adults, 18-49.

Century 21 □ Real estate. Begins Sept. 29 for 12 weeks in 250 markets during prime, fringe and news times on TV. Agency: Wells, Rich, Greene, Los Angeles. Target: adults, 25-49.

Jones College □ Enrollment. Begins Sept. 15 for six weeks in various Florida markets. All dayparts. Agency: Hilton Advertising, Tampa, Fla. Target: adults, 18-34.

RADIO ONLY

Best Products □ Catalogue store grand openings. Begins this month for three weeks in 12 markets. Agency: Webb & Athey, Richmond, Va., Target: adults, 18-54.

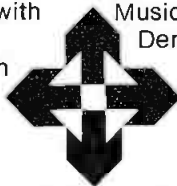
Sumitomo Bank of California □ Begins Sept. 24 for three weeks in Los Angeles and San Francisco. All day parts. Agency: Nathanson Advertising, North Hollywood, Calif. Target: adults, 35-plus.

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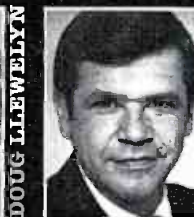
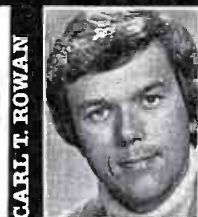
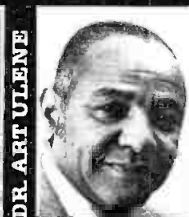


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THE TIE BREAKER

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50	Birmingham

Monday Memo®

A broadcast advertising commentary from Michael McLintock, advertising manager, Keystone Group, Peoria, Ill.

Cultivating the farmers with radio and television

Agricultural advertisers are investing more dollars than ever before in the broadcast media. This is evidence of a growing trend toward the use of television and radio to reach a special consumer segment—the farmer.

Agri-advertisers have traditionally weighted their media mix in favor of print media, concentrating the bulk of their ad dollars in specially targeted consumer farm magazines. While print still provides the most cost-efficient coverage of the consumer farm market, the broadcast media provide the farm advertiser with vehicles that dramatically build the reach, frequency and impact of its sales message during an ad campaign.

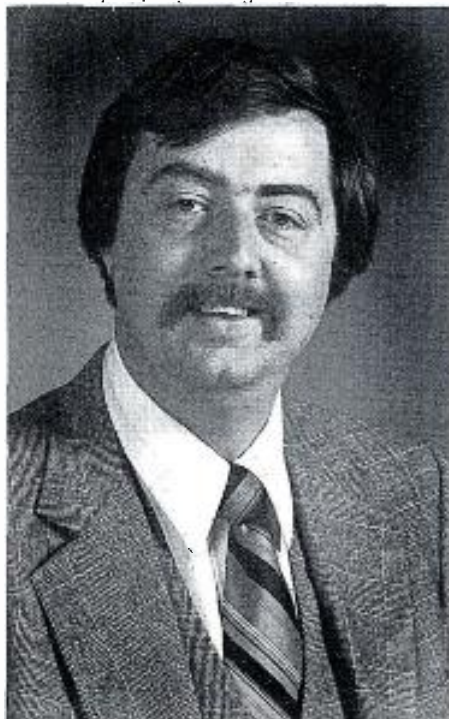
Radio expenditures for farm advertising have more than doubled since 1975, reaching an estimated \$36 million in 1979. This growth is not surprising in light of the advantages that radio offers the agri-advertiser. From all indications, farmers depend a great deal on radio as a source of farm-related information, such as weather and market reports. One recent survey shows that farmers listen to the radio an average of 3.4 hours during a working day. The major tractor manufacturers are responding to this trend, increasing their radio installation rate up to about 65% to meet the demand. Farmer listening habits make radio an ideal medium for the agri-advertiser.

Through radio, farm advertisers can reach their specific target at efficient cost. Special farm radio programming provides selective coverage of the farm audience, while the multitude of farm-oriented radio stations enable advertisers to match their markets with relatively little waste coverage.

It is more difficult to eliminate the waste coverage inherent in television media buying. Because of the limited availability of special farm programming, many agri-advertisers resort to spot purchases during news, sporting events and even prime or fringe time slots to reach the farm audience.

Despite the waste, agricultural advertising expenditures for the medium have reached new heights. Farm television expenditures outpaced farm radio expenditures for the first time ever in 1979, hitting close to the \$45-million mark.

The continued increase in spot television purchases by agri-advertisers may lead to a greater emphasis on farm programming. There have already been signifi-



Michael McLintock is the advertising manager for Keystone Group, of Peoria, Ill., a steel wire manufacturer and subsidiary of Keystone Consolidated Industries. He has been with the Keystone Group since 1978, when he left his position as manager of advertising and publicity at Martin Engineering Co. He also spent six years as an account manager, handling industrial, agricultural, retail and consumer accounts for Ross Advertising.

cant developments in this direction. Many stations feature early-morning local programming aimed at the farm audience, while others structure the midday news segment to include market reports and other farm-related information.

On a broader scale, there is now a network of 30 television stations carrying an early-morning farm program, *The Country Day Show*. The Hubbard Broadcasting program, represented by Media Communications Inc., Chicago, reaches an estimated 2.5 million nonmetro homes in an 11-state coverage area.

A brief case history will illustrate the advertising opportunities that a network of this type can generate. Keystone Group, manufacturer of Red Brand farm fence products, used the *Country Day* network to launch its first television commercials.

Keystone Group is one of the country's largest manufacturers of steel, wire and wire products. Its trade name, Red Brand, is the most recognized name for farm

fence and fence products among America's farmers.

The Red Brand line of agricultural fence products as well as the MidStates Brand had been advertised traditionally through trade and consumer farm publications as well as radio. In fact, Red Brand was one of the first sponsors of the WLS(AM) *Barn Dance* from Chicago, which helped to make Red Brand a household word among Midwestern farmers.

The television promotion, designed by its agency, Grubb, Graham & Wilder Inc., provided advertising support for Red and fence dealers located throughout the *Country Day* coverage area. In addition, the program was meant to stimulate dealers to schedule and finance their own locally tagged television spots. Dealers received advertising packages containing newspaper ad slicks, national print ad schedules, radio scripts, television storyboards and schedules listing the air times and stations for the 13-week flight that ran from January through April 1980. Broadcast materials were available free of charge to dealers.

A self-standing in-store display piece, which advertised both Red Brand commercials and the local *Country Day Show* station, was given to each dealer in the network coverage area. To further coordinate the over-all effort, station representatives received a listing of the dealers in their area and were encouraged to call on them to arrange television placement on a local level.

The results were impressive. This coordinated effort generated 434 additional spots placed and funded by dealers, significantly increasing the reach and frequency of the campaign. Dealer-funded television purchases amounted to over 30% of the Keystone Group's initial investment.

A farm-program network system provides a valuable alternative to spot television. Continued developments along these lines will enable agri-advertisers to capitalize on the cost efficiency of television directly targeted to the farm consumer. With an increased emphasis on farm programming in key agricultural markets, television is sure to capture a larger share of the agri-advertising media mix.

The availability of farm programming in television and radio has been an important factor in the continuous growth of farm broadcast advertising expenditures. It seems very likely that still more farm print dollars will be converted to television and radio in 1980, as farm advertisers opt for the reach and frequency power that only the broadcast media can provide.

Datebook

■ Indicates new or revised listing

This week

Sept. 7-11—*International Institute of Communications* 11th annual conference. Ottawa. Information: Robert Tritt, 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. Princess Kaiulani hotel, Honolulu.

Sept. 9-10—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

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

Sept. 10—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." New York Hilton.

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: John Summers, executive vice president and general manager, National Association of Broadcasters. Samoset-Treadway, Rockport.

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

■ **Sept. 14-16**—*National Religious Broadcasters* Western regional convention. Marriott hotel, Los Angeles.

Sept. 14-17—*Broadcast 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 annual 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—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Chicago Marriott.

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

Sept. 17—*National Press Club* luncheon. Speaker: Leonard H. Goldenson, chairman, ABC Inc. National Press Building, Washington.

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

Sept. 18—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." La Mansion Del Norte, San Antonio, Tex.

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

■ **Sept. 18-19**—*National Religious Broadcasters*

Midwest regional convention. Hotel Leamington, Minneapolis.

Sept. 19-20—Fourteenth annual South Dakota Broadcasters Day. *South Dakota State University* campus and Holiday Inn, Brookings. Information: (605) 688-4191.

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 U.S. and Canada. Information: U.S. Television Commercials Festival, 841 North Addison Avenue, Elmhurst, Ill. 60126; (312) 834-7773.

■ **Sept. 20-23, 1981**—*National Association of Broadcasters* annual Radio Programming Conference. Hyatt Regency, Chicago.

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. 23-25—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

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. 9-11—*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; Sept. 21-23, 1983, Orlando, Fla.; Dec. 3-5, 1984, San Antonio, Tex.

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

Jan. 18-21, 1981—*Association of Independent Television Stations* (INTV) 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 *National Religious Broadcasters* and *National Association of Evangelicals*. Sheraton Washington

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—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Bonaventure hotel, Los Angeles.

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. 28-28—*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. 28—*Society of Broadcast Engineers* regional convention/equipment show. Syracuse (N.Y.) Hilton

Major Meetings

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 29-June 3, 1981—*National Cable Television Association* annual convention. Los Angeles Convention Center. 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, Viktoriast. 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.

GOOD NEWS FOR SMALL STATIONS.

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

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

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

Some station owners think their listeners aren't interested in news. They're wrong. An independent survey conducted for the AP by Frank



Magid Associates shows clearly that news programming is a very important, very listened-to feature of radio. And, that holds true for all formats —from Rock to Bach—a common thread of listeners of all formats is

their interest in news.

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

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

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Station _____

Address _____

Phone _____

AP Broadcast Services

INNOVATION for better news programming

Inn. Information: Hugh Cleland, WCNY-FM-TV Syracuse. (315) 457-0440.

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

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. 29-30**—*National Association of Educational Broadcasters'* Public Telecommunications Institute seminar on license renewal. Holiday Inn, Washington. Information: PTI, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036.

■ **Sept. 30**—*Radio Advertising Bureau* co-op retail meeting. Amlac hotel, Dallas.

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 Educational Broadcasters;* Public Telecommunications Institute seminar on "Labor Relations in Public Broadcasting Stations." Holiday Inn, Washington. Information: PTI, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036.

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* television conference. Fairmont hotel, Philadelphia.

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

Oct. 1-3—*National Religious Broadcasters* Eastern/Southeastern/Intercollegiate convention. Holiday Inn and Liberty Baptist College, Lynchburg, Va.

■ **Oct. 1-3**—*National Religious Broadcasters* Eastern/Intercollegiate/Southeast regional convention. Holiday Inn, Lynchburg, Va.

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

Oct. 2—*National Association of Spanish Broadcasters* marketing seminar. "U.S. Hispanics—A Market Profile." Caribe Hilton, San Juan, PR.

■ **Oct. 2**—*Radio Advertising Bureau* co-op retail meeting. Century Airport Inn, Atlanta.

■ **Oct. 2**—*FCC* deadline for comments on *CBS's* petition for rulemaking on teletext standards (RM-3727). *FCC*, Washington.

■ **Oct. 2-4**—*National Association of Educational Broadcasters'* Public Telecommunications Institute seminar on improving managerial skills. Holiday Inn, Washington. Information: PTI, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036.

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* mid-east area conference. Pittsburgh Hilton.

Oct. 3-5—*American Women in Radio and Television* Northeast area conference. Turf Inn, Albany, N.Y. Information: Julie Nolan, (518) 385-1297.

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

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

■ **Oct. 6-7**—*National Religious Broadcasters* Southwest regional convention. First Baptist Church, Dallas.

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

Oct. 7—*National Association of Broadcasters* broadcast town meeting. University of Wisconsin, Milwaukee.

■ **Oct. 7**—*Radio Advertising Bureau* co-op retail meeting. Holiday Inn South, Cincinnati.

Oct. 7-10—*Pennsylvania Cable Television Association* annual conference. Valley Forge Sheraton. Contact: Carolyn Smith (717) 232-1898.

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. 9**—*Radio Advertising Bureau* co-op retail meeting. International Inn, Washington.

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—*National Black Media Coalition* annual meeting. Mayflower hotel, Washington.

Oct. 10-12—*American Women in Radio and Television* Southern area conference. Keynote speaker: Joel Chaseman, president. Post-Newsweek Stations. Sheraton at St. John's Place, Jacksonville, Fla.

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

Oct. 12—*National Broadcasters Hall of Fame* fourth annual induction ceremony. Caesars Boardwalk Regency, Atlantic City.

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 Great Gorge Resort and Country Club, McAfee, 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—*National Association of Spanish Broadcasters* marketing seminar. "U.S. Hispanics—A Market Profile." Mayflower hotel, Washington.

■ **Oct. 16**—*Radio Advertising Bureau* co-op retail meeting. Denver Plaza.

Oct. 16-18—*American Women in Radio and Television* East central area conference. Bond Court hotel, Cleveland, Ohio.

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

■ **Oct. 17**—*FCC* deadline for reply comments on *CBS's* petition for rulemaking on teletext standards (RM-3727). *FCC*, Washington.

Oct. 20—*National Association of Broadcasters* broadcast town meeting. Community Center Theater, Tucson, Ariz.

■ **Oct. 21**—*Radio Advertising Bureau* co-op retail meeting. Fairmont hotel, San Francisco.

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

Oct. 22-23—*National Association of Broadcasters* television code board meeting. Hotel del Coronado, San Diego.

■ **Oct. 22-23**—*Alabama Cable Television Association* fall workshop. Hyatt House, Birmingham. Information: Otto Miller, Box 555, Tuscaloosa, Ala. 35402.

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. 23**—*Radio Advertising Bureau* co-op retail meeting. Holiday Inn, Sea-Tac Airport, Seattle.

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

Oct. 24-26—Fourth annual National Student Broadcasters Convention sponsored by *WUMB, University of Massachusetts*. Hotel Sonesta, Hartford, Conn.

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

Oct. 26-28—*American Association of Advertising Agencies*, Mid-Atlantic Council second annual Washington seminar. Four Seasons hotel, Washington.

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

Oct. 27-28—*New Jersey Cable Television Associ-*

Errata

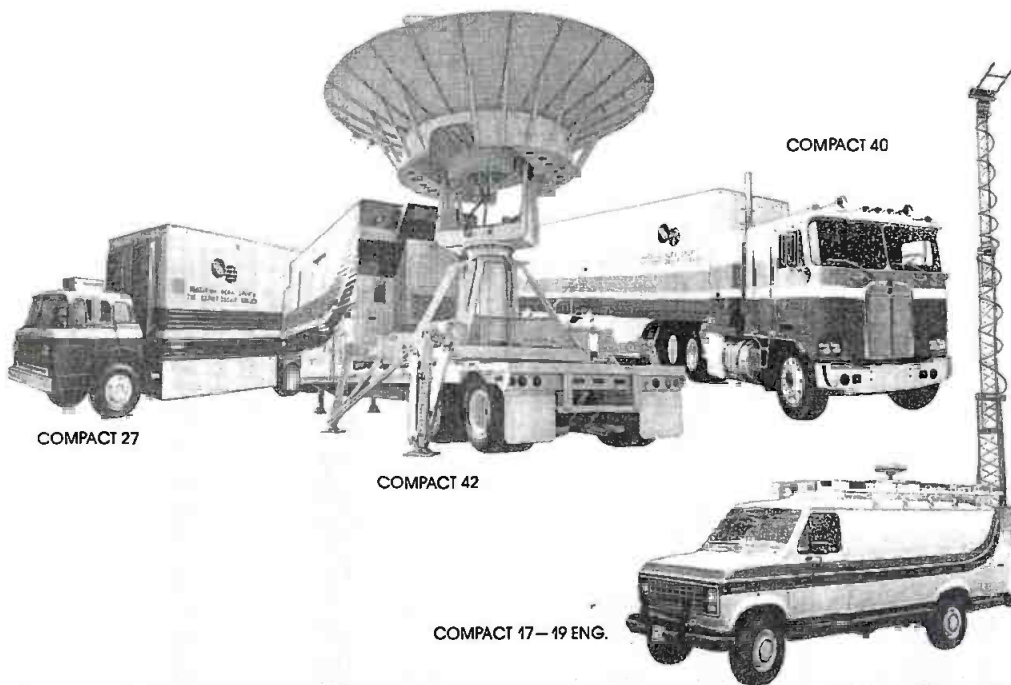
In compilation of **top 10 radio stations in top 50 markets** in Aug. 25 issue, Arbitron's list for **Birmingham, Ala.**, inadvertently omitted **WATV(AM)**, which should have been shown with average quarter-hour metro-area audience of 5,200 persons aged 12+, Monday-Sunday, 6 a.m. to midnight, and **WJLD(AM)**, with average of 4,700. **WATV** thus would have tied with **WJUC(FM)** for seventh place, and **WJLD** would have replaced **WRKK(FM)** in 10th place.

Now that we're selling.

Compact Video has pioneered video communications for almost a decade. Our user-oriented experience has earned us recognition as the experts in design, consultation and installation of broadcast and satellite transmission centers. We're also known as the foremost builders of mobile location vehicles.

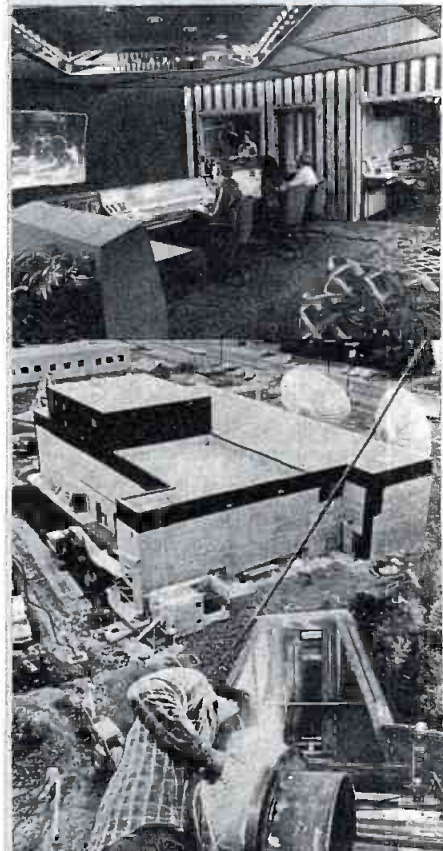
For the broadcaster and cablecaster, Compact Video offers a choice of six standard mobile location systems to meet every production demand. Or we will custom design a mobile system to your exact specifications. From our two rugged ENG's to our one-of-a-kind transportable uplink Earth station, our mobile systems are engineered to deliver maximum efficiency, optimum performance and increased profitability.

Whether you're considering a broadcast or satellite transmission center, a television complex, editing or audio facilities, or just a simple screening room, *Call on Compact Video today.* We make state-of-the-art technology practical.



...
who's
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TRINITY
TELEVISA
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KOLO-TV
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OMNICOM
SCN (Satellite Communications Network)
VIDEO WEST (Burbank, CA)



COMPACT VIDEO

Sales, Inc.

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TELEX: 494855 TWX: 910 498 4987
CMPVIDEO

ation annual meeting. Meadowlands Hilton, Secaucus.

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. 29-30—Ohio Association of Broadcasters fall convention. Hilton Inn East, 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.

Open Mike®

On target with 'A Little Late'

EDITOR: Congratulations on your Aug. 18 editorial, "A Little Late," regarding the FCC's hasty move toward 9 khz.

It was concise and brought this important matter into quick focus. I have sent a copy to my congressional delegation with additional pertinent comments. I hope every broadcaster will do the same.

Broadcasters may wonder why they don't get more of what they want from their congressman or senator. I can tell them why. They won't put their money where their mouth is and contribute with campaign funds, either locally or through the Television and Radio Political Action Committee at the national level.—*Ted A. Smith*, president and general manager, KUMA(AM) *Pendleton, Ore.*

Historical perspective

EDITOR: This September marks the 30th anniversary of the birth of FM stereo broadcasting. Your article, "Enter Multiplex," in the Sept. 25, 1950, issue, refers to the first FM stereo broadcast as well as to other multiplex services.

It took the FCC until 1955 to establish the "subsidiary communications authorization" (SCA) under which FM stations could provide revenue producing services—such as those of Muzak and many other organizations—that kept many FM stations alive during the latter part of the 1950's. And it was not until the early 1960's that the FCC established system standards for FM stereo broadcasting, leading to the commercial success of FM stations.

Now the FCC is trying to establish standards for an AM stereo broadcast service, and the Electronic Industries Association is arranging tests of proposed TV multiplex broadcast systems that will pro-

November

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

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

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

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

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

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

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

vide stereo and bilingual programs, as has been done successfully in Japan by a number of major TV stations.

Because of the importance of the stereo mode of programming to the broadcast industry, it seemed worthwhile to note this historic start 30 years ago and its growth into the AM and TV broadcast fields now on the horizon in this country.—*William S. Halstead*, chairman pro tem, *Unitel International Television Foundation, Woodland Hills, Calif.*

Another piece of the legend

EDITOR: In the piece on Gordon McLendon (Aug. 25), Don Keyes refers to the acquisition of WAKY(AM) as "the biggest coup that McLendon ever made." I happen to know how that coup came about.

He called and told me that he had bought the station for, as I recall it, \$500,000. I asked him how long he had been considering the purchase since he had never mentioned it to me. He said that the opportunity arose the day before and he had decided within 24 hours to buy it. I asked him whether he had ever been in Louisville, or indeed, if he had inspected the station. He said he hadn't. I asked him how on earth he could buy a station he had never seen.

He told me it was quite simple. He knew (1) how many stations there were in the market, (2) what their formats were, (3) WAKY's coverage and (4) Louisville's retail sales. I then asked what WAKY's gross and net figures had been and were. He said he didn't know and couldn't care less. He said he knew what he could do with the station and that was the only thing that mattered.

Incidentally, he sold WAKY several years later for about five times what he paid for it.—*Marcus Cohn*, *Cohn & Marks, Washington.*

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TOP OF THE WEEK

Getting serious at the FCC over more TV outlets

Commission set to vote rulemakings on low-power stations and drop-ins

The FCC is expected tomorrow (Sept. 9) to initiate two rulemakings that look toward the creation of many new television stations targeted for minorities and for noncommercial use. In addition, and for starters, the commission will approve four VHF drop-ins that have been hanging fire since December 1978.

One rulemaking will propose the authorization of "micro-stations," both UHF and VHF, operating at low power. The other is intended to make possible VHF drop-ins at less than prevailing mileage separations, provided interference protection standards are met.

The four pending VHF drop-ins that the commission is expected to approve are Charleston, W. Va. (ch. 11); Johnstown, Pa. (ch. 8); Knoxville, Tenn. (ch. 8); and Salt Lake City (ch. 13). There are said to be a majority of votes for all three actions.

The first rulemaking proposes to authorize program-originating 1 kw UHF and 100 w VHF television stations and will seek comments on a variety of technical questions, including potential interference problems and the impact on UHF service. Hand in hand with this rulemaking will be commission action on a request by minority-owned Community Television Network Inc. for authority to operate a network of low-power UHF stations in 10 cities (Houston; Memphis; St. Louis; Kansas City, Mo.; Denver; Indianapolis; New Orleans; Louisville, Ky.; Dallas and Tampa, Fla., with an additional four affiliates that would be locally owned in St. Petersburg, Fla.; San Antonio and Fort Worth, both Texas, and Seattle). Community Television, based in Washington, is owned by three former FCC staffers—Jim Winston, Booker Wade and Sam Cooper (BROADCASTING, April 14). A separate request for a 15th low-power television facility in Bemidji, Minn., will also be considered.

Commission staffers familiar with the low-power television inquiry speculate, however, that the commission may deny the 15 grants. They reason that to allow processing of the applications before the adoption of final rules would be to pre-judge the rulemaking. And it is this issue

that is expected to generate the most discussion tomorrow.

The second rulemaking looks toward amending the television table of assignments to allow VHF drop-ins at less than the minimum mileage separations prescribed in the existing allocations plan for co-channel and adjacent-channel operation. The drop-ins would have to modify antenna height and power to provide interference protection equivalent to that assured by the standard mileage separations.

The drop-in issue has its origins in a 1973 rulemaking petition filed by the United Church of Christ. That filing sought to add as many VHF's to the spectrum as possible. The church's premise for the rulemaking petition was a study done by the Office of Telecommunications Policy, precursor to the National Telecommunications and Information Administration, which indicated that 96 channels could be added to the existing table of assignments in the top 100 markets.

The FCC put out that proposal for comment as a rulemaking in 1977, by which time it had reduced the number of

prospective drop-in sites to four.

At that time, the proposal was strongly opposed by Commissioners Robert Lee and James Quello, who saw it as a threat to UHF expansion. The rest of the commission felt that extensive study was needed to establish proof of the feasibility of VHF drop-ins (BROADCASTING, March 14, 1977).

After several extensions of time for comments on the issue the commission, met on Dec. 19, 1978—only to decide that still more study and time were needed to resolve the issue (BROADCASTING, Jan. 1, 1979).

At that time, the commission staff had recommended that all four drop-ins be rejected—three on technical grounds and the fourth on policy grounds. Again, Lee and Quello were willing to terminate the proceeding because of the potential harm to UHF markets. Lee said UHF stations could provide better service than the proposed "bobtailed" VHF's and Quello cited the increasing "desirability and profitability" of UHF, and warned against making "drastic changes" in the television table of allocations.

Weather-watching along the Potomac

Washington concerns, some centering around the election, others simply endemic to the regulatory-legislative hub, are occupying all segments of electronic communications in this political season; here's an across-the-board reading of priorities and worries among the highly placed

Radio deregulation and radio allocations head the National Association of Broadcasters' list of priorities for the next four months. NAB is anxious that the FCC enact its radio deregulation plan shortly after the commission holds hearings on the matter next week. And sources at the commission say NAB and radio broadcasters may get their wish; the FCC hopes to vote on the rulemaking in November.

On the other hand, NAB has been urging the FCC to move cautiously on the commission's various radio allocations proceedings. The association has pushed for, and will most likely be granted at a commission meeting on Wednesday (Sept. 10), a joint industry-government advisory group that will examine the interrelated aspects of the allocations proceedings.

NAB executives pushed hard for the

formation of the committee. The association's senior vice president and general counsel, Erwin Krasnow, said: "It is essential for the FCC to have a nationally coordinated allocations plan." And John Summers, executive vice president and general manager, added: "Perhaps the commission is beginning to realize that some of the technical proceedings, with social objectives, are not as simple as when first conceived."

Tom Bolger, NAB's chairman, cautioned both Congress and the FCC against "rushing to get things out, overtaxing their resources without proper input from within as well as outside."

A major matter facing Bolger and his board when it meets the end of this month will be the formulation of a position on direct-to-home broadcast satellites. With the FCC ready to issue a notice of inquiry on DBS, and with Comsat planning to file its direct-to-home proposal with the FCC in November, the NAB must face the issues connected with this latest technology. The NAB is likely to urge Congress to initiate the regulation of DBS.

And there are a number of court cases in which NAB has a stake and would like to see concluded by the end of this year. Krasnow said perhaps the most important

is the pending Justice Department anti-trust suit challenging the commercial time provisions of NAB's television code. There were oral arguments at the U.S. District Court in Washington in May, and the NAB is hopeful that Judge Harold Greene will grant NAB's motion for summary judgment, thereby eliminating the need for a lengthy and costly trial.

Krasnow said the NAB is also looking toward a final resolution of the long-standing family-viewing case. NAB is hoping for Supreme Court denial of a rehearing requested by the five plaintiffs, including the Writers Guild of America and Tandem Productions.

Sources at the NAB agree with various communications groups that there is a rush on at the commission to launch a number of important rulemakings before the November election.

Whatever the election outcome, Summers agrees with a number of NAB staff members that no change is expected in NAB's strategy on any number of issues. "There are a number of basic issues we have always pushed for, like radio deregulation," Summers said. "I don't expect that to change."

■ Although all is quiet on the cable front, there is activity in the trenches and a shoring up of defenses: The National Cable Television Association is not giving an inch on the advances it's made.

In July the FCC dropped its last two rules restricting cable systems' use of broadcast signals. It was a major victory, which NCTA will be forced to defend against motions for stays, petitions for reconsideration and court appeals in the months ahead.

The NCTA is also buttressing its defense of the Copyright Act of 1976,

which sets the guidelines for the cable industry's payments for retransmission of broadcast programming. NCTA will battle the movie producers, NAB or anybody else who would push a law through Congress that would up the rates.

A more immediate battle—one that may get started later this month—is the adjustment of the copyright rates to allow for inflation. It's a safe bet that the Motion Picture Association of America and others will try for more than even the high rate of inflation entitles them to.

The presidential elections should have no profound effect on the recent good fortunes of the cable industry. The Ferris commission and its deregulatory philosophy have been good to cable, and a Republican president and a more-to-the-right commission might only be better (deregulation is inherent in the Republican philosophy).

NCTA would like to see the Senate Communications Act rewrite with its provisions beneficial to cable become law, but, like the rest of the communications industry, has acquiesced to the fact that it won't happen this Congress. Referral of the House rewrite to its Judiciary Committee is indefinitely delaying action on that bill.

Since there is no crisis confronting cable at the moment, NCTA can afford to be contemplative. The centerpiece of its two-day board meeting in Washington next Monday and Tuesday will be a three-year plan that plots the industry's future and what role NCTA should play in that future.

And then there is the continuing problem of franchising, where cable has to defend against itself. NCTA's role has been to caution against excesses that could lead to scandal and cause Congress and the

FCC to tighten the reins that have gone slack of late. Talks with the National League of Cities about drawing up a code of franchising ethics applicable to both cities and cable companies, which were disrupted by NLC over the cable provision of the Senate rewrite bill, will be resumed ("Closed Circuit," Sept. 1). There is also concern that cable companies will not be able to fulfill their promises to build franchises. There has been such an explosion in franchising that there are simply not enough people and equipment around to do the job. Having awarded franchises on strict, specific building time-tables, cities are not apt to be lenient.

■ At the networks, as with the NAB and broadcasters in general, the focus for the final quarter of the year is on Washington.

Everett H. Erlick, senior vice president and general counsel of ABC Inc., finds his chief concerns centering on the capital. "Over-all" he said, "a major general concern is what would appear to be an attempt in both regulatory policy and legislative policy, and in the administration's policy, toward favoring the new technologies against conventional broadcasting.

"We think the time has come to put all these things on an even basis—for example, look at the unfair results of the Copyright Act of 1976, giving cable virtually free use of the entire broadcasting inventory.

"We're not against competition, but everybody should start from the same gate and nobody should be given a headstart. There's a great need to equalize the competition between cable, pay cable, broadcasting and all the other means of program distribution."

A CBS executive who asked not to be

InBrief

Talks in eight-week-old **SAG-AFTRA** strike were suspended indefinitely last Thursday (Sept. 4). Breakdown in talks came after nearly week of bargaining that failed to resolve basic issue—formula for payment to actors from revenues generated by pay television, videodisks and cassettes.

□

What was only possibility has quickly become probability: **FCC Washington headquarters will be relocated** from present spot among thicket of communications law firms to Twin Towers office building in Rosslyn (Arlington), Va., immediately across Potomac (earlier story, page 53). Congress last week began pushing through riders on appropriations bills that will circumvent little-noticed provision in Communications Act that requires that commission main office be in District of Columbia. It's expected that FCC employees currently housed outside principal 1919 M Street facility will move within year, those at 1919 M within two years.

□

Carter Mondale Re-Election Committee is seeking ruling from FCC that could require stations selling time to so-called **independent committees** for pro-Ronald Reagan commercials to **make free and equal time available to President Carter**. Carter/Mondale says commercials—offered by such committees as Americans for Change and Citizens for Reagan in '80—in which Reagan appears are clearly "uses" by him under equal-time law. Only question, it adds, is whether use should be free or paid. And in view of Federal Campaign Election Act, committee said, equal time made available should be free. Committee noted that under law, each candidate is limited to campaign expen-

ditures of \$29.4 million and that none of money spent by "independent" committees can be controlled by candidate's organization. But Reagan, committee adds, will benefit from ads provided by pro-Reagan committees. And commission ruling that Carter is entitled to "paid" time would be "of no consequence." Commission, which regards question as novel, is inviting comments; they are due by Sept. 12. Reagan forces fear Carter/Mondale request for ruling is device to cause broadcasters to refuse to sell time to independent groups until ruling is issued—which could be weeks off.

□

Fred Silverman, NBC president and chief executive, has been given **18-month extension of employment contract**, reportedly at same \$1-million annual salary provided by initial agreement. First contract, for three years, would have expired June 8, 1981; now it runs to Dec. 31, 1982, giving him three more prime-time schedules to construct (including this year's, whenever it starts). Edgar H. Griffiths, chairman of NBC's parent, RCA, said Silverman "has accomplished a great deal in difficult circumstances and a highly competitive environment. We believe the extension will give him added opportunity to accomplish his goals." Silverman used to say he'd have NBC-TV in first place in prime time by Christmas this year; more recently he's said there would be ratings improvement by then, or he'd be prepared to resign.

□

Four public television stations that publish *Dial*, one-issue-old magazine that premiered two weeks ago (BROADCASTING, Sept. 1), were told by Postal Service last week that they could **not continue to mail magazines at second-class rate**. Ward Chamberlain, president of WETA-TV Washington, one of magazine's publishers, said group is now confronted with higher mail rates. Chamberlain and other publishers are appealing case at Postal Service. But *Dial* had some good news last week to go with bad. As promised, House Communications Subcommittee Chair-



Making contact. Since Ken Schanzer took office last February as the National Association of Broadcasters senior vice president for government relations, he has been conducting regional seminars to help local broadcasters deal more effectively with all levels of government. The latest of these get-togethers was held last Tuesday in Detroit; representatives of 16 Michigan licensees were on hand. The highlight of the meet-

ing was the luncheon speaker, Representative John Dingell (D-Mich.), the probable next chairman of the Commerce Committee. In Detroit (left photo, l-r): Gene Cowen, ABC Washington; Mike Lareau, WOOD(AM) Grand Rapids, Mich.; Robert McBride, WJBK-TV Detroit; Lee Hanson, WORS-FM Detroit, and Dingell. Right photo (l-r): Lowell Newton, WXYZ-TV Detroit, Hanson and Schanzer.

identified, but who like Erlick often finds regulatory and legislative matters—or the consequences of such matters—on his daily agenda, succinctly described his major concerns as: “Washington—the FCC, the Federal Trade Commission, the House, the Senate. Washington overshadows everything else.”

He declined to say what effects he thought the re-election of President Carter, or election of Ronald Reagan, might have on broadcasting, cable and related fields. But he noted that congressional elections could affect the political composition of House and Senate and thus in the end affect legislation in these fields. He did not put the economy high on his list of concerns, he said, because “that affects everybody,” and he omitted the current actors’ strike because that would be relatively “short-term,” whereas “Washington goes on forever.”

Corydon Dunham, NBC executive vice

president and general counsel, is also inclined to scan the Washington skies when identifying major concerns.

“Broadcasting has always had legal problems,” he said. “What is different about this period is that the commission seems determined to promote an elitist pay service at the expense of the general public—which for the most part, of course, depends on free broadcasting for its entertainment and information services.

“In programing,” Dunham continued, “the FCC has shown some sensitivity to broadcaster discretion, but it hasn’t hesitated to move when it wanted to. The children’s television proceeding is one example and the Carter-Mondale decision is another, putting the commission in both the programing and political arenas.

“On the technical side, we’ll learn more about the commission’s attitude toward satellites fairly soon. But they’ve shown a

willingness to degrade present signals by drop-ins, narrowing bandwidths and the like.”

■ For the FCC, the last quarter of 1980 will be busy, with major items coming before the commission such as radio deregulation, children’s television, direct broadcast satellite, VHF drop-ins, low power television (see story, page 23) and others.

How politically motivated is this packed agenda, especially in light of the presidential election campaign? One highly placed commission staffer believes it would be a “normal reaction when faced with the uncertainty of a longer tenure.” For Chairman Charles Ferris to “get everything done that he can get done . . . he’s going to push like hell” to complete new directives started during his chairmanship, the source said.

Commissioner Joseph Fogarty could not say whether the November election is hav-

man Lionel Van Deerlin (D-Calif.) along with Commerce Committee Chairman Harley O. Staggers (D-W. Va.) and Representative John D. Dingell (D-Mich.), Commerce Committee member, sent letter to House Speaker Thomas P. O’Neill (D-Mass.) **objecting to amendment attached to appropriations bill** by Representative Robert Bauman (R-Md.) that they say “would bar disbursement of federal funds to any public broadcasting station that publishes a program magazine containing advertising.” They said all subsidiary functions of public stations **falls within jurisdiction of Commerce Committee** and that for provision “to become law without due deliberation by the Congress would make a travesty of the legislative process.” The congressmen said, however, that in response to questions from several publishers, their staff is reviewing plans for *Dial*. “We also intend to examine fully such subsidiary activities next year in connection with public broadcasting reauthorization legislation,” they added.

□

White House will hold briefing and reception on Sept. 11 in honor of **administration’s minority program**. Affair will celebrate doubling of minority ownership, from 62 to 124, since start of program in January 1978. FCC Chairman Charles D. Ferris and Henry Geller, of National Telecommunications and Information Administration, will be among those briefing guests, who will include minority owners, in old Executive Office Building. President Carter will attend reception in East Room of White House.

□

Bill that would make it **crime** for anyone, including news media representatives, to **disclose identities of U.S. intelligence agents** cleared House Judiciary Committee last week by 21-8 vote. Bill, designed to protect identities of Central Intelligence Agency’s covert agents, as well as government’s other undercover operatives, is aimed particularly at publications such as *Covert Action Information Bulletin*,

which regularly publishes names of alleged CIA agents working in U.S. embassies. Critics of legislation—similar to bill pending in Senate—say prosecution of media representatives and other unofficial persons would violate First Amendment.

□

‘**Incredible Hulk**,’ which will be entering fourth CBS-TV season after strike ends, **has been placed in syndication** by MCA TV/Universal, with more than 100 episodes for fall 1982 starts. Series, starring Bill Bixby, has been time-period winner for network.

Up Coming

At the FCC: Rulemakings looking toward drop-in of four VHF’s and establishment of low-power TV stations is expected Tuesday (see page 23). And, after four weeks of waiting for commissioners’ signatures and two-week wait for duplication, further notice of rulemaking on AM stereo is scheduled to be released Thursday. **On the Hill:** House Commerce Committee Tuesday may revive Swift crossownership bill. There is also expectation that Maguire legislation to require FCC to give commercial VHF to New Jersey will be revived (see page 50). **At the NAB:** Executive committee will meet at Washington headquarters Tuesday and Wednesday. **Also in Washington:** League of Women Voters this week will decide Anderson eligibility to participate in presidential debates. **In New York:** Nippon Electric, Panasonic, Quantel Ltd. and Vital Industries will be honored for contributions to TV engineering at NATAS awards ceremony tonight in Rainbow Room of RCA Building. **In New York:** ABC Inc. executives will confer with security analysts Tuesday at ABC headquarters. **In Los Angeles:** NBC President Fred Silverman will address Hollywood Radio and Television Society newsmaker luncheon Tuesday at Beverly Wilshire hotel.

ing a direct influence on the frenetic pace of commission activity this fall. He did say, however, that the commission will continue to "promote a pro competition policy," which he feels is quite "consistent with the public interest."

Commissioner James Quello believes that although there are many important items coming before the commission in the next couple of months, he would be hard put to prove that that is the case, "just because it's an election year."

Another high-level source, admitting that comments of this nature were "pure speculation," feels that the chairman, as a Carter appointee, wants to bolster the FCC record as much as possible, so "Carter can point to it as good."

In contrast to that reaction, another staff source with a Hill background is of the opinion that the presidential campaign has "no impact and no discernible effect" on commission policy. People working at the FCC "aren't very political," and are generally "nonpartisan," this source said.

■ Time is running out for Congress to pass communications legislation before its scheduled Oct. 3 adjournment and the November elections. The House is closer to action on some matters; at least it has scheduled hearings and meetings on communications matters.

In the Senate, the low priority of S. 2827 is evidenced by Commerce Committee Chairman Howard Cannon's call for hearings that he has never scheduled. The bill contains revisions of the Communications Act. Down the list even farther is S. 3079, a bill that would exempt noncommercial stations from the reasonable access provisions of the Communications Act (see page 52).

The House Judiciary Committee has scheduled a hearing tomorrow on H.R. 6121, the Lionel Van Deerlin (D-Calif.) bill that has been approved by the House Commerce Committee, whose only communications-related provisions deal with common carrier.

The Commerce Committee meets tomorrow and may revive H.R. 6228, which codifies FCC crossownership rules (see page 50). The committee hopes to move the bill, which had been relatively noncontroversial before it was saddled with amendments.

The push to get reporters shield legislation seems to have slowed a bit since early August when the Senate passed its version, S. 1790, in the aftermath of the KBCI-TV Boise, Idaho, newsroom search. But House sources do expect H.R. 3468 to be scheduled for floor action before the Oct. 3 adjournment date.

On Thursday Sept. 11, the Copyright Royalty Tribunal, under House Judiciary Committee jurisdiction, is scheduled to issue the final distribution formula among members of joint claims for 1978 cable royalties. The tentative formula CRT issued in July gave U.S. and Canadian broadcasters 3.25% of the \$14.6 million pie (BROADCASTING, Aug. 4).

■ The Carter administration, as one of

its officials put it last week, is stuck "in neutral," at least as far as telecommunications matters go, as it moves deeper into the election season. For the most part, that is a deliberate decision on the part of officials who feel they should delay new initiatives until they learn whether they will have a fresh mandate after Nov. 4. But in at least one case—that involving the Quello seat on the FCC—inaction seems to reflect indecision on what to do, or at least when.

Among White House staffers involved in screening applicants for the FCC seat now held by Commissioner James Quello, a consensus seems to have formed around Peter Lopez, a 31-year-old attorney who is a member of a large law firm in Los Angeles. Like Quello, a Democrat, Lopez is regarded as bright, articulate, and well versed in communications matters—he became interested in the field at UCLA law school, in a program that has been conducted by a series of former public interest lawyers—and has continued that interest in a law practice in which he has served clients in the entertainment and communications fields. He is also a Hispanic, a not insignificant matter in view of the pressure the Hispanic community has applied on the White House to name one of their own to the commission and the impact the selection of a Hispanic might have on the large number of Hispanic voters.

Many are convinced that no nomination will be made before the election. As a practical matter, it is said, it would be virtually impossible to secure Senate confirmation before Congress's scheduled adjournment, early next month. However, officials last week were saying a final decision on whether or not to send a nomination to the

Senate before it adjourns has not been made.

For that matter, there are those who say Quello's chances of getting the nomination are not completely dead. He is said to have some support at the White House.

Of course, a Ronald Reagan victory would make all Carter administration plans for the future irrelevant. It was with that reality in mind that Henry Geller, who as head of the National Telecommunications and Information Administration is the administration's chief spokesman on telecommunications matters, said last week that there would be no new initiatives unless Carter is victorious. "We're working. We'll participate in what's going on," he said. "But new initiatives depend on a new mandate."

Geller indicated NTIA will be ready to use a new mandate, if given one. He said one area in which it will be prepared to recommend government action is cable television. "What should government policy in the area be?" is a question NTIA would address. "Is government policy consistent with sound considerations?" In search of answers, NTIA officials are reviewing a draft report on pay cable and cable television prepared by Technology and Economics Inc., of Cambridge. Geller also said NTIA is engaged in other projects, "a lot of them" involving broadcasting, and common carrier. One involves both fields—direct broadcast satellites. NTIA plans to participate in the DBS proceeding the FCC is expected to initiate, as well as to play a major role in preparing the U.S. position for the conference of western hemisphere nations on DBS scheduled to be held in 1983.

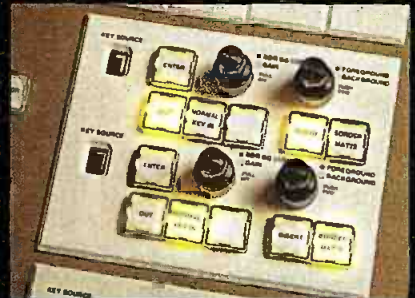
So there's plenty of work to do. Whether NTIA under Geller will proceed with it is, in a real sense, up to the voters.



Man of the quarter century. Kenneth R. Giddens (l), chairman and president of WKRG-TV Mobile, Ala. (and its co-owned WKRG-AM-FM), was honored last Thursday (Sept. 4) as that station celebrated its 25th anniversary. On hand for the occasion: James Rosenfield (c), president of the CBS Television Network, with which WKRG-TV is affiliated, and C.P. Persons Jr., executive vice president and general manager of WKRG-TV. Giddens—a former director of the Voice of America—and his organization were honored by the Mobile Chamber of Commerce. In remarks on that occasion, CBS-TV's Rosenfield defended television's heavy concentration of money, time and manpower on political convention coverage. "In a society that prides itself on its openness, where people run for what is called 'public office,' it is our job to make it as public as possible," he said. Are the networks "overzealous" in their coverage? "If we are," Rosenfield answered, "what is the motive? Is it for profit? Certainly not. Is it for competitive reasons? If that includes wanting to perform better, move faster, get there first with the most news, then the answer is yes."



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That means Ampex stands behind it. We

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The 4000 Series from Ampex. Its creative results and simple operation make it the logical choice for all productions.

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TV battle begins for the candidates

They're still arguing over the debates, but meanwhile, Reagan and Carter hit the air with contrasting commercials

The question of whether presidential debates will be held this year—and if so, who will participate—last week continued to hang over the political landscape like a harvest moon. But while it did, another debate of sorts got under way—the one between the advertising agencies working for President Carter and his Republican opponent, Ronald Reagan. Their commercials are popping up all over the airwaves. The Anderson difference remains to be celebrated in 30's and 60's, but a ruling of the Federal Election Commission last week should make it easier for independent John Anderson to raise the funds needed for an advertising campaign. For a campaign opener, it wasn't a bad week.

The debates issue may be resolved this week, although not, perhaps, without the playing out of a game of chicken. The chief hangup continues to be whether Anderson will be included in the first of three presidential debates the League of Women Voters plans to sponsor. (The first is tentatively scheduled for Sept. 21, in Baltimore.) The Carter forces seem determined that he will not. ("We obviously think our best interests are served by a one-on-one meeting," said Carter's campaign manager, Robert Strauss, in a burst of candor while appearing on the *MacNeil/Lehrer Report*, last week.) The Reagan forces insist that he will. (Reagan speaks of fairness, but a top aide in his campaign, James Baker, appearing on the same *MacNeil/Lehrer* edition, also spoke of the political advantage Reagan would gain in a three-way session.) The League of Women Voters' board of trustees meets in Washington this week to review the polls to determine whether Anderson has achieved the 15% standing the league has established as the criterion for inviting him. If he does not, the issue is settled.

But what if he does? Strauss on several occasions has come close to a categorical statement that Carter would not participate in an initial debate in which both Reagan

and Anderson take part. Anderson last week was not making things easier; he said he would not turn down an invitation from the league, even if it meant saving the debates. The league was being hardnosed, too. League officials insisted the debates will be held as long as two candidates—any two—show up. And the Reagan camp was not ruling out a Reagan-Anderson debate. Baker said it is "leaning" toward Reagan participating in such a match-up, but he was not about to lock Reagan into a commitment.

Thus, President Carter could face the prospect of sitting in the White House on Sept. 21, watching two other guys on television debate the issue of the presidential campaign without him. Some observers do not think it would come to that. They note that Strauss has always left the door open to a change of heart on the President's part.

Meanwhile, the commercials and five-minute programs that have been produced by Rafshoon Communications for the President, and by Campaign '80, the agency established by advertising man Peter Dailey to handle the Reagan campaign, are chasing each other and spots for detergents, soap and cars across the airwaves, day and night.

So much for the presidential side.

The human side is shown in a couple of commercials filmed two weeks ago in northern Virginia—he is talking to a group of housewives in one and to residents of a senior citizens home in the other—and in a five-minute program on a presidential town meeting, which he is credited with inventing. In all, Carter is seen as warm, knowledgeable and concerned about citizens' feelings. (Although the material avoids mentioning Reagan, it contains a number of veiled digs at the Republican candidate. At one point, Vice President Walter Mondale is shown talking of the burdens and complexities of the job, and adds, "There's nothing 9 to 5 about the Presidency," a reminder of remarks that the 69-year-old Reagan likes to maintain a normal working schedule. Another commercial showing the President in a sweater, sitting alone at night in the Oval Office contains a voice-over remark that the President cannot avoid the responsibility for deciding alone—which recalls Reagan's stated preference for delegating authority and relying on advisers.)

The Anderson campaign's commercials

are still under wraps. David Garth, the New York media adviser who is now running Anderson's campaign, has produced some commercials, but a lack of funds has apparently prevented the campaign from putting them on the air. But last week, Anderson received a boost in the form of a ruling from the FEC that his candidacy is the equivalent of a third-party movement and is entitled to a federal subsidy—provided Anderson receives at least 5% of the vote in the election. How much he receives will depend on the number of votes he gets in relation to the average number of votes received by Carter and Reagan. In any event, he can use the ruling in seeking to borrow money needed to fuel the campaign.

The ruling, he said, was "very significant" for his campaign. Similar good news from the League of Women Voters this week, on the question of his eligibility to participate in its debates, would be at least as significant.

And while the question of whether there is more than George Wallace's dime's worth of difference between the two candidates is something for the voters to ponder, there's no question there is substantial difference between the advertising approaches being taken, in mood and substance. The Carter ads, produced principally by Eli Bleich, a San Francisco filmmaker who produced the movie on Carter that was shown at the Democratic convention last month, use mood music and photography and show the President in a variety of locations, from the prosaic—a neighborhood backyard—to the majestic—the deck of a U.S. carrier at sea and the White House—to make their points. Reagan's producers, on the other hand, rely on a determinedly simple approach. For the most part, the candidate looks into the camera and says his piece, on the economy, jobs and peace, in three five-minute programs, one 60- and four 30-second spots. "There's no fancy razzle-dazzle," said Dick O'Reilly, of Campaign '80, last week. "The governor is his best advertisement. He speaks with honesty and is convincing."

Gerald Rafshoon, who heads Rafshoon Communications, describes the 20 Carter pieces thus far produced—they include 16 30's and 60's and four five-minute programs—as "positive." And most would agree. (Of course, the batch shown reporters last week were only the first to be

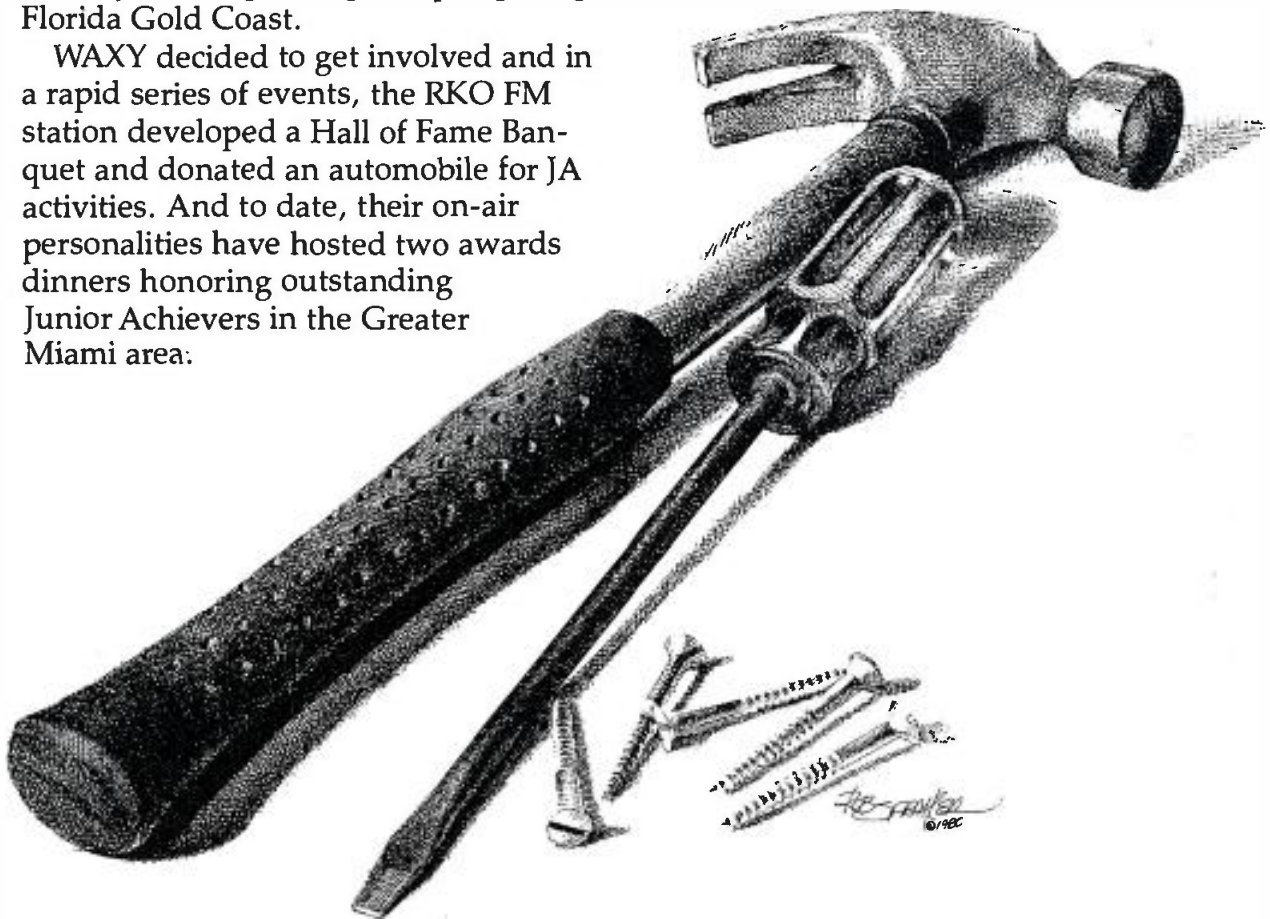


Tooling up.

Junior Achievement had a problem in South Florida. Although it is a primary resource for tomorrow's leadership in the business community, it had no identity on the growing and prospering Florida Gold Coast.

WAXY decided to get involved and in a rapid series of events, the RKO FM station developed a Hall of Fame Banquet and donated an automobile for JA activities. And to date, their on-air personalities have hosted two awards dinners honoring outstanding Junior Achievers in the Greater Miami area:

There is no lack of identity for Junior Achievement in South Florida today, all because WAXY tooled up to solve a crucial community problem.



The RKO STATIONS

We care. And it shows.

WNAC-TV • WRKO • WROR Boston/WFYR Chicago/
WAXY Fort Lauderdale-Miami/KHJ • KHJ-TV
• KRTH Los Angeles/WHBQ • WHBQ-TV Memphis/
WOR • WOR-TV • WXLO New York/KFRC San Francisco/
WGMS AM-FM Washington, D.C.

cut; there will be time for negative ads, if they are believed necessary.)

The material shows Carter in the various roles the commercials say Presidents occupy—as “chief of state, commander in chief, educator and planner of the nation’s future.” And the former peanut farmer from Georgia never looked so . . . presidential. He is shown in the company of the world’s leaders, at home and abroad. He is described as a military man—his Annapolis graduation and 11 years in the Navy are cited—and a man of peace. A 30-second spot shows the president at the end of the day, climbing the steps of the south side of the White House as a voice-over talks of Carter’s accomplishments in the fields of energy, aid to the cities, and airline deregulation. Camp David is also mentioned. Then, as the President disappears into the building and a light goes on in his second floor study the voice-over adds, “He’s not finished yet.”

Entrepreneurial spirit rising in public TV

PBS and member stations moving ahead with plans to develop revenue from satellite services, other program-related operations

A special task force formed by the Public Broadcasting Service and the National Association of Public Television Stations met last week in Washington and suggested that the parent organizations explore a variety of means to extend service and produce additional revenue.

Groundwork for the 13-member task force was done by the PBS staff, which laid out the options in an inch-thick document. In public meetings last Wednesday night and most of last Thursday, the task force discussed the staff’s recommendations and adopted them with little alteration. The task force also approved a budget that recommends that \$236,000 be earmarked for research and start-up costs.

The chief hopes for new revenues center on the PBS satellite network. Dan Wells, a senior vice president at PBS, said there are three ways public television can make money from the system: earth stations sharing with Western Union (there are 10-meter dishes at over 150 PBS stations), value-added services and relinquished transponder time. Wells said not only would Western Union pay for time on the PBS earth stations, but it would also install satellite receivers that could be used by the stations when not being used by Western Union. According to the staff report, Western Union “has guaranteed a minimum payment of \$5 million by the end of 1985” for use of the earth stations.

The revenue, Wells said, would be split evenly between the Corporation for Public Broadcasting, which paid for the satellite



Grossman



Gruenwald



Wells

system, and the participating stations. The report said Western Union began sharing the main PBS uplink in suburban Washington on July 1 and it plans to begin sharing an additional 20 earth stations this month.

Value-added satellite service would consist of recording, duplicating and delivering television programming distributed by satellite for commercial broadcasters. The PBS stations would not market the services, but sell them to satellite syndication operations such as Blairsat and Vidsat.

Eric Sass, PBS’s director of development, said 93 of 132 stations contacted have either signed contracts or otherwise expressed willingness to participate in the business. The report said Blairsat would like to start on Oct. 1, and that Vidsat would also like to begin some time in October. The report estimates stations would derive \$3.9 million in the first year of service, while PBS would receive \$191,000. Stations participating in the service will have to absorb some of the costs for the taping and duplicating equipment, but even this burden will be shared. Blairsat has offered to provide one-inch videotape machines or equivalent compensation to 23 stations, the report said.

Currently, PBS leases three full-time transponders from Western Union on Westar 1 under a special tariff. Come January a fourth transponder will be added. When that happens, Wells said, PBS will have unused time during early morning hours that can be turned back to Western Union, which will then sell the time—mostly to the syndicators who are dealing with the PBS stations—at regular occasional-use rates. And, Wells said, 90% of what Western Union collects for the time will be returned to PBS in the form of credits that will reduce the amount PBS pays for the four transponders.

Another revenue source that excited the task force was satellite teleconferencing. Although all saw the potential of teleconferencing, which is already done by some PBS stations and regional public networks, there was some discussion about who would profit from the business—PBS or member stations. That question was left unresolved.

An agenda item that promised no immediate return and, in fact, demanded

spending money, was pay cable. The task force recommended that \$100,000 be spent to investigate the possibility of establishing a pay cable service along the lines of PACE, a service proposed by the Carnegie Commission to produce and sell to cable subscribers highbrow cultural and performing arts programming.

There was some concern that it might be too late for PBS to create such a service. Richard Pinkham, a member of the board of directors of WNET(TV) New York, wondered if it wouldn’t be “an exercise in futility” to develop that type of service now that CBS has indicated that it would include large doses of cultural programming in its planned advertiser-supported cable service. But PBS President Larry Grossman rejected Pinkham’s suggestion, saying no one really knows in which direction CBS is going and that “to withdraw from the fray without investigating it would be inappropriate.”

And Henry Cauthen, president of the South Carolina ETV Commission, was worried that if PBS doesn’t pursue the cable market and somebody else does, PBS stations will be “losing a potential area of programming.”

The discussion of pay cable led to one on the impact cable may have on public television. The task force adopted a proposal that the study on pay cable be broadened to include the larger question. The discussion also led Grossman to urge public television to get involved in the local franchising processes to insure that some cable channels are reserved for public television. Cauthen said that in the cable system of the future, “if you only have one channel, forget it.” He said public television stations should think in terms of “a dozen of them.”

The task force also recommended that \$12,000 be spent to look into ways of improving the reach of public television; that PBS consider buying a standards converter, a \$250,000 machine that changes PAL and SECAM video to NTSC and vice versa, for use by its member stations and commercial stations, and that it investigate the marketing of videocassettes and videodisks.

The task force was headed by George Gruenwald, chairman of the Campbell-Mithun agency.

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Mutual Radio wins the attention of millions of football fans in the Southwest every week.

Mutual scores big.

The Mutual Southwest Radio Network reaches an average of 3.3 million* listeners each week for the college games and 3.7 million* fans who follow the Cowboys, over 200

stations in seven Southwestern states.

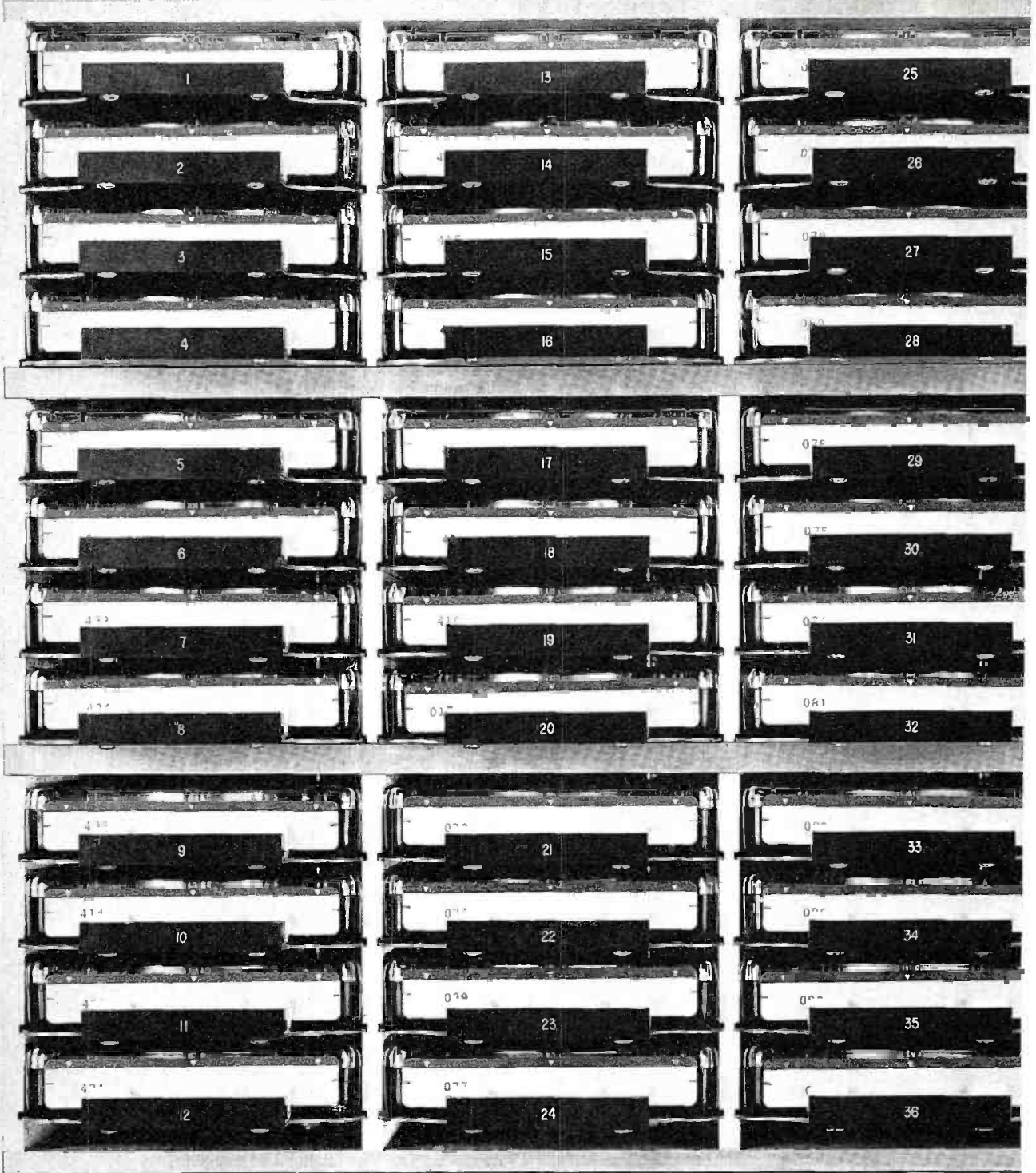
Mutual makes the big plays.

Mutual Radio carries more football than any radio network in America. Hear the best broadcasting team in the field, and win the Southwest every week on Mutual.

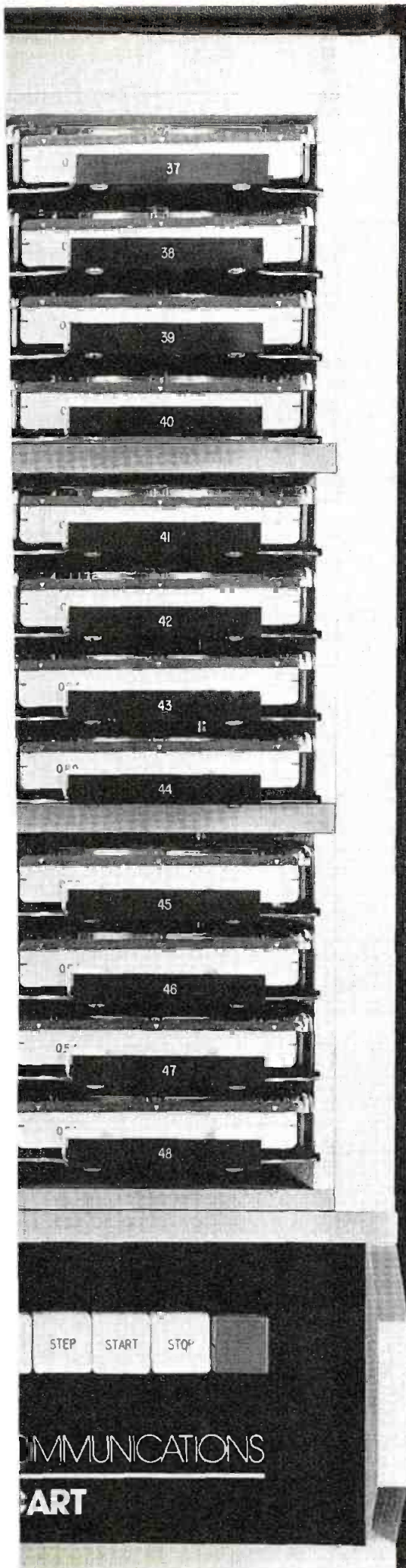
*Opinion Research, 1978

 **MUTUAL BROADCASTING SYSTEM**

Radio is our only business.



1	2	13	14	25	26	37	38
3	4	15	16	27	28	39	40
5	6	17	18	29	30	41	42
7	8	19	20	31	32	43	44
9	10	21	22	33	34	45	46
11	12	23	24	35	36	47	48



FORTY EIGHT HEADS ARE BETTER THAN ONE.

That's what the IGM Instacart gives you.

Forty-eight playback heads, one for each cart in the machine.

That's a thousand times better than a rotating player with 48 trays and one head.

Because it frees you to do instant random access programming.

No search time.

You can program the entire day without ever repositioning a cart. Simply tell the Instacart what sequences to play and you've got it. In any order, even back to back.

Instantly.

It can even record sentence fragments from different carts and play them back as a single continuous sentence.

At the touch of a button.

It gives the "live" disk jockey or the pre-recorded format programmer total control, speed, and freedom to do what they do best.

Creative programming, instead of wasting time juggling cartridges.

It's also an engineer's dream. Perfect fidelity. Comes in modules of 12. And gives you plug-in electronics for easy maintenance.

It's no wonder the IGM Instacart has become the standard of the industry.

And no wonder it came from IGM. We've been in the radio equipment business since 1929. And nobody knows more about this kind of equipment than us. To find out more, return the coupon, and we'll get back to you.

Instantly.

Dear IGM:

- I'm interested. Send me your salesman.
- I'm curious. Send me your brochure.
- I'm not ready yet. But send me more facts next year.

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Station _____

Position _____

Address _____

City _____ State _____ Zip _____

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INSTACART

1410 Home Road Bellingham, WA Ph: (206) 733-4567

Praising PTAR

In letters to FCC commissioners, SRA tells of the value, successes of prime time access to counter the commission staff's negative evaluation of the rule's effects

The Station Representatives Association told the FCC last week that the prime-time access rule (PTAR) has, too, done what it was meant to do—and more—and that it should be retained.

Eliminating the rule, SRA Managing Director M.S. Kellner said in a letter to each FCC commissioner, would be a disservice to viewers, stations, independent program suppliers and local and regional advertisers.

The commission has not proposed eliminating PTAR, but an FCC staff report earlier in the summer treated it as a regulatory failure (BROADCASTING, June 23).

SRA's Kellner said that part if not all of the access hour created by PTAR for local programming—7-8 p.m.—would be taken over by the networks if the rule were removed. The 7:30-8 p.m. period would be "recaptured by the networks," Kellner wrote, and, in view of network interest in expanding their early-evening newscasts, the 7-7:30 period might be, too.

Despite PTAR, he continued, network program time has increased by 29 hours a week—from 253.5 hours a week, or 63.5% of all broadcast hours, in March of 1971, the last pre-PTAR year, to 282.5 hours a week, or 70.8% of all hours, in March 1980. "There is every reason to believe expanding network occupation of local station time will continue," Kellner asserted in the letter.

"PTAR," he continued, "has fostered the development of an independent syndication industry, has restrained total network domination of prime viewing time and, most important, has assisted local licensees in exercising their own judgment in choosing programs, local and syndicated, which best respond to the needs, interests and tastes of their communities."

Kellner said the FCC staff report "concedes the success of the PTAR in meeting each of its primary objectives" and yet concludes that it has failed to produce "the larger benefits the commission envisioned" such as a large number of "quality" programs.

He said the report acknowledges that some programs would not have been produced had there been no PTAR but that it mentioned only *The Muppets* and *PM Magazine*, plus some unidentified "locally produced and other programs addressed to local issues."

The report, he continued, could have "mentioned such fine local-access-time productions as *Miller's Court*, *House Call* and *Park Street Under* on WCVB(TV) Boston; *Weeknight* on KCRA-TV Sacramento, Calif.; *Northwest Illustrated* on KOIN-TV Portland, Ore.; *Probe* on WSTM-TV Syracuse, N.Y.; *Meeting House* and *City Lights* on KYW-TV Philadelphia; *Pacific Currents* and *All Together Now* on KPIX(TV) San Francisco; *Louisville Tonight* on WHAS-TV Louisville, Ky.; *Agronsky & Co.*, *Everywoman* and *Harambee* on WDVM-TV Washington, and *Your Money and Your Life* on WPLG(TV) Miami.

"Or the report might have discussed other syndicated and station group produced information and issue-oriented programs such as *The Baxters* and *World of People*; Post-Newsweek's *Hittin' Home*; Group W's *Fight Back With David Horowitz*, *Hour Magazine* and *Wide World of People*; Capcities' *Family Specials* and *Runaway*, and Multimedia's *Young People's Specials*, *Mandy's Grandmother* and *The Last Prom*."

More than that, Kellner added, "for all the derogatory remarks they suffer, the inescapable fact is that most access time game shows are nonviolent, family entertainment which, at the very least, cannot be said to be self-evidently less in the public interest than much of the network fare which follows them."

Kellner said PTAR not only had produced its intended benefit but also had brought some probably unanticipated advantages: By loosening the network hold on 7-8 p.m., he said, it enabled independent stations to compete more successfully with affiliates and thus "economically stimulates" them and "encourages the start-up of new independents."

"In assessing the importance of PTAR in this regard," he continued, "it is important to know that while 7% to 8% of the nonnetwork revenues of network-affiliated stations comes from the 7-8 p.m. hour alone (more than from any other hour), an even higher percentage of total broadcast revenues of independent stations (e.g., 19.9% San Francisco and 28% in Philadelphia) comes from that hour.

"Ironically, one of the goals approved by the network inquiry report—development of a fourth and fifth television network—is dependent on the viability of independent stations fostered in significant degree by PTAR."

In addition, Kellner said, the PTAR hour "is the period offering the largest nonnetwork full-family audience available for local and other nonnetwork advertisers." Thus, he said, "reoccupation of access time by the networks would substantially reduce the ability of local and regional advertisers to reach their customers with their advertising messages."

PlayBack

Planning stages. Ralph Guild of McGavren Guild, is helping Society of Radio Personalities and Programers plan its first annual convention and awards ceremony, scheduled for July 17-19, 1981 in Cincinnati. Convention planning committee plans to meet for first time in November. Kansas City, Mo.-based society was formed in March and claims current growth rate of 30 members per month with total membership to date of 150.

Radio history. *Best of Radio*, weekly series highlighting old-time radio, is being offered by Pop's Creative Sound Services, new division of Media International Inc. of Chicago. Hosted by former air personality Jack Cripe, program is being distributed to small market stations and is sponsored by Media International's cassette tape division. For information: (312) 467-5430.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Upside Down* by Diana Ross on Motown; (2) *Sailing by Christopher Cross* on Warner Bros.; (3) *All Out Of Love* by Air Supply on Arista; (4) *Give Me the Night* by George Benson on Warner Bros.; (5) *Late In the Evening* by Paul Simon on Warner Bros. The top five in **country radio airplay**: (1) *Misery & Gin* by Merle Haggard on MCA; (2) *Looking For Love* by Johnny Lee on Asylum; (3) *Heart Of Mine* by the Oak Ridge Boys on MCA; (4) *Do You Want To Go To Heaven* by T.G. Sheppard on Warner/Curb; (5) *Charlotte's Web* by the Statler Brothers on Mercury.

BROADCASTING's weekly "Playlists" chart the top 100 contemporary and top 100 country records. Orders to 1735 DeSales St., N.W., Washington, D.C. 20036. \$12 each, annually.



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Born into ENG, the HL-79A adapts beautifully to EFP. The accepted leader in ENG, the HL-79A, reinforced its position as the preeminent portable camera at the 1980 Winter Olympics. Scores of HL-79A's covered the ski slopes, the bobsled and luge runs and the skating rinks for the ABC Network. Their performance brilliantly etched into the world's visual memory, is history. But the industry already knows about the HL-79A's capability.

Today, more and more broadcasters are learning that the HL-79A is a superior EFP color camera. Options such as 4½-inch electronic viewfinder with return video, program and intercom audio plus genlock — among other features —

transform it into the ideal camera for sports and special events, commercials and high quality production. Triax equipped, it ranges nearly a mile from its base station. Near-darkness is its frequent habitat; but it has knee control for brilliantly lit scenes too.

Of course, you may need some of its ENG flexibility for EFP too —like its shoulder action shape, 11.2 pound weight, 6-hour clip-on battery.

The specs and automatic features of the HL-79A are equally outstanding. They're yours, along with an eye-opening demonstration, at your Ikegami distributor. Or contact Ikegami Electronics (USA) Inc., 37 Brook Avenue, Maywood,

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Ikegami HL-79A

Pay programmers say the squeeze is already on by Premiere

HBO, Showtime and Warner Amex charge product dried up as soon as movie companies announced formation of their enterprise

Premiere, the joint venture through which four motion picture companies and Getty Oil Co. hope to enter the pay cable business in January, is already causing problems for the three program supply companies with which it intends to compete. Home Box Office, Showtime and Warner Amex Satellite Entertainment Corp. say Premiere is causing their supply of programs to dry up.

Officials of the companies voice the complaint in affidavits the Justice Department filed in U.S. District Court in New York in connection with Justice's request for a preliminary injunction to prevent Premiere from going into business. Justice claims the agreement under which the Premiere partners plan to operate violates the antitrust laws, in that it constitutes price fixing and a group boycott (BROADCASTING, Aug. 11, Aug. 25).

A key provision in the plan calls on the four motion picture companies—Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp.—to deny their films to other program suppliers until nine months after they are made available to Premiere. And, with Premiere planning to begin operations in January, HBO, Showtime and Warner Amex say they are already feeling the effect of that provision. For each relies heavily on the product of the four companies involved in distributing pay programming to the nation's cable television and other pay-TV systems.

Nicholas J. Nicholas Jr., chairman and chief executive officer of HBO, said in his affidavit: "Since the announcement of the Premiere consortium in April 1980, and continuing to the present, all attempts by HBO to acquire pay television exhibition rights to feature films recently released by each of the movie company defendants for exhibition by HBO in the first three quarters of 1981 have been flatly rejected by them."

Indeed, he said the programming pinch is being felt at the present time. Because of the "boycott," HBO's 1981 schedule is "less than half full" and is missing such "essential blockbusters" as "All that Jazz," "Kramer vs. Kramer" and "Chapter Two," Nicholas said. And "to fill the gaping holes in its 1981 schedule," he added, "HBO has been forced to move films originally scheduled for a fall 1980 showing into 1981."

Jules Haimovitz, Showtime's senior vice president of programming and operations, expressed similar concern. He said

the announcement of Premiere caused a breakoff of negotiations with 20th Century Fox for the rights to "All That Jazz," as well as those with Universal Pictures, MCA's subsidiary, for the rights to "The Jerk" and "Electric Horseman." Haimovitz added that Universal subsequently informed him that those two movies, along with "The Last Married Couple in America," "Little Miss Marker," "Where the Buffalo Roam" and "Ffolkes" would not be available until the fall of 1981. "All of these films are currently being advertised by Premiere and ordinarily would have been available to Showtime in late 1980," Haimovitz said.

Haimovitz also said experience provides a grim lesson of what can happen if four major suppliers withhold their product from the market. He said Showtime counted an "abnormally" large number of subscriber cancellations early this year, after "only two" majors—MCA and Paramount—"withheld part of their product" in the last quarter of 1979. MCA and Paramount acted out of frustration at what they considered the poor prices they were receiving from pay cable.

John A. Schneider, president of Warner Amex, in his affidavit, also spoke of an abrupt termination of negotiations for rights to movies. Warner Amex, seeking product for its new Movie Channel, which began operating late last year and is unique in offering 24 hours daily of nothing

but movies, was in negotiations with Universal for rights to six films—"The Jerk," "Little Miss Marker," "Electric Horseman," "Last Married Couple in America," "Ffolkes," and "Where the Buffalo Roam"—when the Premiere announcement was made. When that happened, Schneider said, "we received a letter advising us that these movies would not be available until the last quarter of 1981."

Because of Premiere, Schneider said, "there has been a dramatic reduction in the supply of first-run, hit films which would normally be available for showing in late 1980 and early 1981." Furthermore, he said, "we start planning our schedules seven months in advance, and the schedules go to press at least two months in advance. Our programming is suffering right now from the absence of the defendants' films, and Premiere is not even in operation yet."

The first court hearing in the case is scheduled before Judge Gerard Goettel on Sept. 19. It will deal with a procedural matter—the extent of discovery to be permitted. After he rules on that, Goettel will schedule a hearing on the request for a preliminary injunction.

Meanwhile, one new defendant has been named in the case. Goettel granted Premiere's motion to enter the case alongside the five entities that constitute the joint venture.

Monitor

Here's Doc! Doc Severinsen, band leader for NBC-TV's *The Tonight Show*, will host new hour syndicated TV variety series from Smith Productions and Lorimar Productions. New program, set to go into production Sept. 14 at NBC Burbank, marks first entry for both production companies in made-for-syndication product. It will be available for September 1981 airings. Gary Smith and Dwight Hemion will produce under supervision of Michael Brockman, Lorimar's vice president for programs.

In a lather. Metromedia Producers is latest syndicator to try out youth-oriented TV soap opera. Viacom-Scholastic Enterprises has *Halls of Hollywood High*; Post-Newsweek has *Young Lives* (BROADCASTING, Aug. 4) and now Metromedia has *Julie's World*, daily half hour aimed at 11-14-year-olds. It's being produced by Meredith Broadcasting in association with Alan Sloan.

In the marketplace. *Mystery of the Andrea Doria*, CBS-TV hour special, is available for first time in syndication from Newsweek Broadcasting Service... TAT Communications has 30-minute *Dining* series with restaurateur Patrick Terrail available to pay and cable programmers. Celebrity interviews are included; ON TV subscription operations in Los Angeles and Detroit already have bought it... *Making of the Holmes/Ally Fight*, half-hour preview of Oct. 2 heavyweight bout, is new barter vehicle from Lexington Broadcast Services; it's for airing between Sept. 27 and Oct. 1... Viacom's remake of *To Tell the Truth* has been licensed in 65 markets, said to represent 60% coverage. It's Goodson-Todman production, same company that did original.

Catholics to syndicate magazine program. Dabar Productions, Washington, has been established to produce *Real to Reel*, syndicated TV news magazine that will be distributed to Catholic dioceses around nation in January. Approximately two-thirds of \$300,000 needed to fund Dabar's start was under grant from U.S. Catholic Conference's communications campaign fund. That money was part of sum raised in collection last year in Catholic churches. Dabar's national inserts, to be used with local material by each diocese, so far include interview with Mother Teresa of Calcutta; segment on Father Bruce Ritter, known for his work with runaways around Times Square, and report on Alaska as last frontier for missionaries. Martin Doblmeier, formerly with *Evening Magazine* on WABZ-TV Boston, is Dabar's executive producer; Gary DeMoss, from *7 O'Clock Report* on WCPC-TV Cincinnati, is field producer, and Sister Gretchen Dysart, in radio and TV department of Lafayette, La., diocese, is associate producer. Dabar is at 3015 Fourth Street, N.E., Washington 20017; (202) 526-3010.

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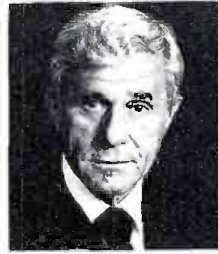
Under one roof

Taft Broadcasting Co., Cincinnati, has consolidated its TV and theatrical production activities under a single entity, The Taft Entertainment Co. Simultaneously, it was announced last Wednesday (Sept. 3) that Sy Fischer had been appointed president and chief executive officer of Los Angeles-based Taft Entertainment.

The companies in the new entity are Hanna-Barbera Productions Inc., Hanna-Barbera Enterprises Inc., QM Productions, Taft International Pictures Inc., The

Sy Fischer Co., Cinemobile Systems Inc. and Cine Guarantors.

The activities of Taft Entertainment include production of all forms of programming and films for TV and theatrical exhibition; domestic and international distribution of motion pictures to theaters; the licensing and merchandising of characters



Fischer

and concepts; the leasing of specially equipped vehicles for location filming and motion picture completion bonding services.

Taft Broadcasting said that Worldvision Enterprises Inc., TV program distribution subsidiary that it acquired in 1979, will continue to operate as a separate company under Kevin O'Sullivan.

Fischer, who has held agent and management positions in the entertainment field since 1945, has been president of Sy Fischer Co. since its establishment in 1969 as part of Taft Broadcasting.

Technology

Sizing up a 9 khz switch

NTIA study says move to smaller channel spacing could be done quickly and without much expense, trouble or interference

If the U.S. and other countries in the western hemisphere decide to reduce AM channel spacing from 10 khz to 9, the job could be done literally overnight in the U.S., without disrupting existing service and without undue strain on the country's consulting engineers. That was one of the conclusions reached in a study released by the National Telecommunications and Information Administration, the principal backer of the proposal aimed at opening the door to several hundred new AM stations. The study was also generally encouraging in its assessment of the interference problems the switch would cause.

The study, done by NTIA's Institute for Telecommunications Science, says that relaxation by the FCC of "some regulations... for the transition period" would make possible the overnight switch. And since the proposed frequency changes are small—some stations would not have to make any; none would have to move more than 4 khz—station engineering personnel could do the necessary work "in most cases," according to the report. The services of consulting engineers would be required only in "some problem cases."

The study makes no estimate of the cost of making the change to the 9 khz system; it says the cost would depend on the FCC requirement. However, a study commissioned by the FCC but not yet released says the cost for the 1,300 directionalized stations affected would average \$10,000 each; engineers say the cost for most non-directionalized stations would vary from \$250 to \$1,100.

Beyond those costs would be those of making input impedance measurements. (Impedance measures the relationship

In Sync

How big? Joseph Charyk, president and chief executive officer of Communications Satellite Co., will be among executives of high-technology, Washington-based companies to address executives and investors at seminar sponsored by Ferris & Co., Washington investment banking and financial services firm. Two-day program will feature seven other executives; all will address their companies' growth prospects and program's theme: "Technology—America's Greatest Resource." Line-up also includes William G. McGowan, chairman and chief executive of MCI Communications and Edward G. Uhl, chairman of Fairchild Industries. Program will be held on successive Mondays, Sept. 22 and Sept. 29, at National Housing Center, Washington. Information: (202) 293-4500.

Do it in style. Doors will swing open to new studio and office complex of KBAK-TV Bakersfield, Calif., in early October. Harriscope Broadcasting Corp., channel 29's owner, has put \$2 million into 18,500-square-foot complex. It was designed by Bakersfield firm of Millard Archuleta/Eddy, Paynter Associates.

End run. M/A-Com Inc., Burlington, Mass., will be bypassing conventional links for its internal communications starting early next year. It is proposing digital satellite communications network tying headquarters with subsidiary companies in Maryland, California and North Carolina. Macomnet will be used for teleconferencing, facsimile and electronic mail. Firm plans to use it for computer data transfer in future. Lawrence Gould, M/A-Com chairman, said Macomnet will be "showcase for low-cost corporate networks." Initial system will link Burlington offices with Digital Communications Corp., Germantown, Md.; LINKABIT Corp., San Diego, and Valtec Corp., Catawba, N.C., with which M/A-Com will finalize merger in late September. Five-meter earth stations will be installed at each location. Satellite time will be purchased on Western Union's Westar system. System, assuming FCC approval, should be operational by January or February 1981.

Meanwhile, farther north. Another M/A-Com subsidiary, Digital Telecommunications Ltd., Mississauga, Ont., has been awarded \$2.4-million contract through Phillips Cable Ltd., Brockville, Ont. to supply fiber optic encoder and decoders to Saskatchewan Telecommunications. Devices, which interface between fiber cable and conventional coaxial cable, will be part of 2,000-mile fiber optic network being constructed by provincial common carrier. Network will carry television and telephone messages to 51 towns.

One solution. Since signal-to-noise ratio of FM mono signal is better than that of FM stereo signal in weak signal area, National Semiconductor has developed chip that gradually combines left and right channels under weak signal conditions. If 19 khz pilot tone is absent, variable separation control automatically switches weak stereo signal into mono.

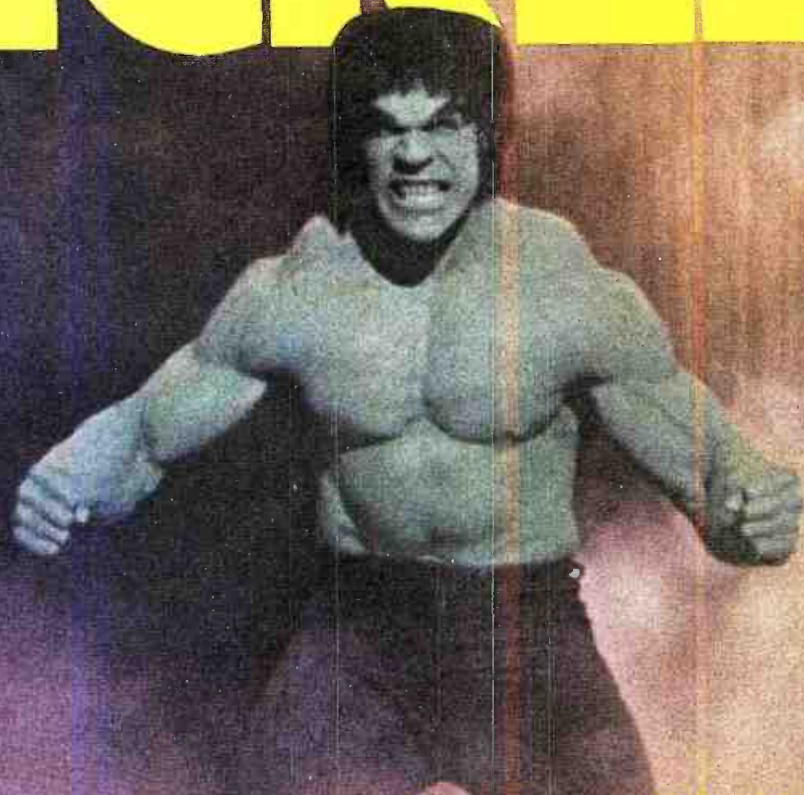
Return to sender. Forty-five tons of NBC equipment, worth \$3.2 million, are on way back to U.S. from Moscow, according to network, which had planned to use gear for coverage of Olympics there. Most valuable piece, \$1.8-million routing switcher, will be installed in NBC's Burbank, Calif., production facility. NBC said final shipment has arrived in West Germany, and network claims no losses. Another \$3 million in equipment, originally earmarked for games, never left U.S.

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The Hulk is the rage! When it premiered, the Hulk was a big number one in its time period, moving CBS up nearly 50% from the year before! Since then, it has been winning season after season against all kinds of competition!

The Hulk is much more than a TV series! It is an institution that never stops working. The Incredible Hulk is an all-media star that delivers *more than a billion* extra individual exposures each year!

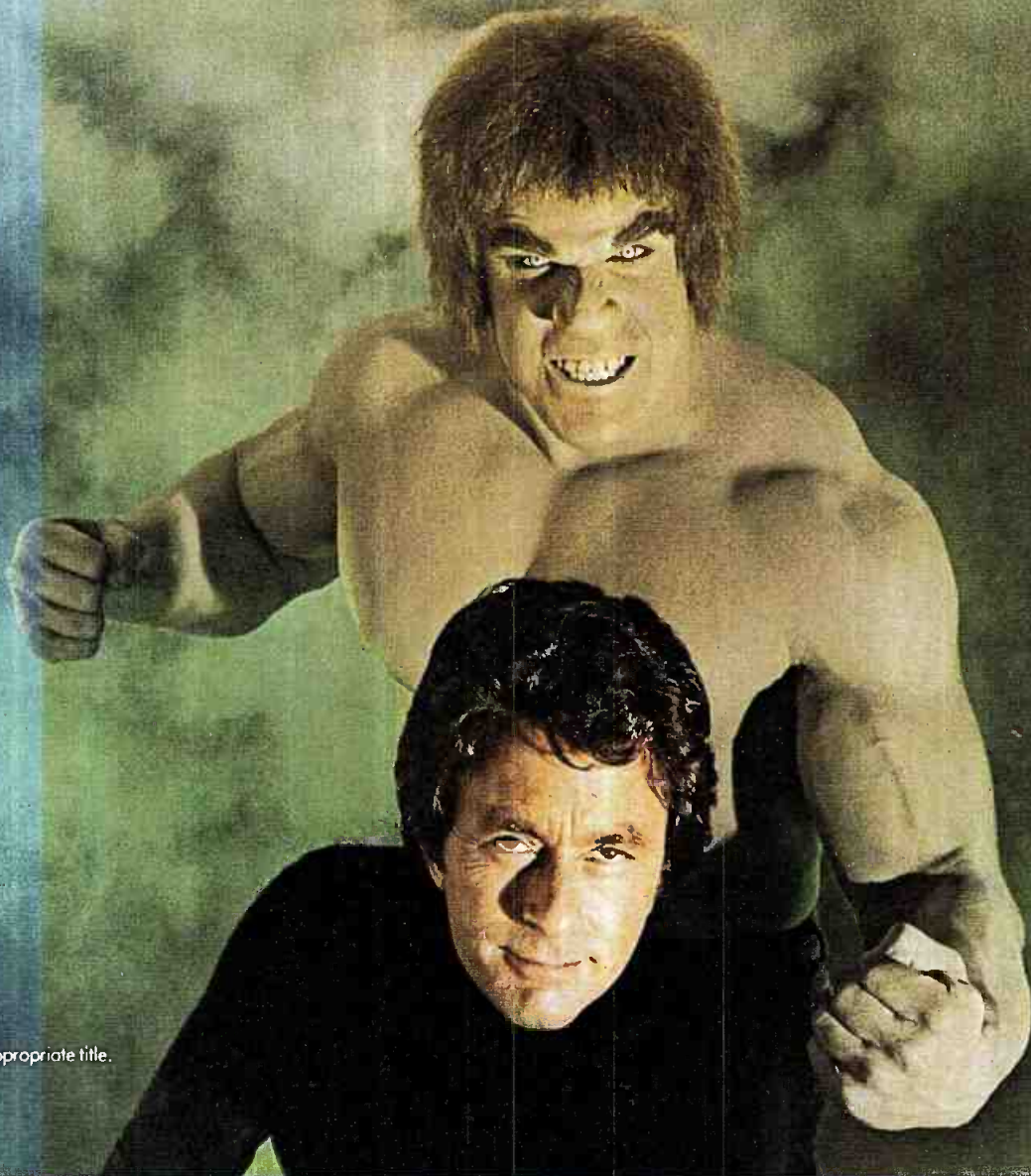


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among voltage, current and power in a particular load.) The NTIA study says they would range from \$500 to \$750, plus expenses. It says the time required for making partial proof of performance on the average directional array would be about six man days—assuming no unusual problems—and a maximum of 21 man days for the average station with a single directional antenna pattern.

As for the effect of frequency changes of up to 4 khz on radiation patterns, the study says that they are "minor." A com-

puter-based comparison of interference levels that would exist at 1426 khz and at 1434 khz with the interference that now exists among stations on the 1430 khz channel shows only "minimal changes" at any station, according to the report.

Experimental operations at three stations carried out in cooperation with the FCC—WLBH(AM) Mattoon, Ill.; KLAK(AM) Denver, and WELQ(AM) Tupelo, Miss.—showed greater changes in measured radiation than in the computed values. But the study says the discrepancy may have

resulted from an initial misalignment of the array. The study says "it should be possible" to bring the measured fields within limits "with minor adjustments of the phasing equipment."

The nations of the western hemisphere will meet in Rio de Janeiro, in the fall of 1981 to consider proposals for switching to a 9 khz system. The meeting will be the concluding part of a two-part conference on developing a hemispheric plan for use of the AM band. The first part was held in Buenos Aires last spring.

Journalism

NIWS for TV news

Latest syndicator enters field with feature-type reports; some will be generated in-house, rest will come from stations

Add NIWS to the list of acronyms representing the burgeoning field of news and information syndication.

Telepictures Corp. last week announced the formation of the News/Information Weekly Service for television and a \$2-million commitment to bankroll development of the service.

NIWS, a joint venture of Telepictures and David E. Salzman's United Software Associates, will offer 15-20 feature news stories, about half of them generated in-house with the rest cherry-picked from "supplier stations." Salzman, former chairman of Group W Productions, is president of the new service, scheduled to be launched Nov. 3.

The NIWS stories, expected to range from one to four minutes in length, will be distributed weekly as "finished, ready-to-air pieces," according to Salzman. However, as he and Telepictures President Michael N. Garin stress, they also are intended to stimulate local production.

A representative "NIWS log," included among the promotion materials distributed last week, offered the following

stories: plastic surgery, athlete nutrition, overweight teen-agers, "hard country," "Seems Like Old Times," ABCAM, leg injuries, T-Bills, Agent Orange, long fingernails, beer hawkers (sports), Mount Vesuvius, swans (environmental), teenage drinking and a five-part series on transsexuals.

Principal NIWS reporters signed for the pieces the service itself will produce are columnist Carl T. Rowan; entertainment writer/producer Doug Llewelyn; the *Today* show's house doctor, Art Ulene, and Robert Rosefsky, financial columnist and KNXT(TV) Los Angeles "money editor."

Already on board as "supplier stations," giving NIWS the right to choose from their news broadcasts, are WNEW-TV New York; WDVM-TV Washington; WFAA-TV Dallas; CITY-TV Toronto; KOMO-TV Seattle; WBTV(TV) Charlotte, N.C.; KTVX(TV) Salt Lake City; KOOL-TV Phoenix; WWBT-TV Richmond, Va., and WCSC-TV Charleston, S.C.

Given the market-to-market variables, NIWS backers wouldn't comment on the cost of the service. However, the price paid for local-station efforts is said to be about the double the network syndication offer: NIWS will pay \$300 per story or episode in a multiparter.

Both Salzman and Garin said they were not ready to reveal all the client stations on board so far but among the call letters they did claim are WDVM-TV, WFAA-TV and CITY-TV.

Each weekly tape distributed to stations not only is to include individual pieces but a multipart series as well. In addition, NIWS also will provide a newsreel feature from Pathe Pictures "for headline stories of yesterday when they mirror today's events" and a weekly environmental report.

Garin said the tapes will be in station hands no later than the Wednesday before the Monday when airplay begins, allowing for promotion by the station. When stories are bought from local stations, NIWS plans to edit them for national consumption.



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* The Wall Street Journal, 1977

NewsBeat

Saying this about that. Former President Richard Nixon appears daily this week on NBC-TV's *Today* show in taped segments with author Theodore White. Nixon, who's doing spots without fee, comments on 1980 political campaigns as well as other issues.

□

Schieffer shift. Bob Schieffer, anchor of weekday editions of CBS-TV's *Morning*, is relocating from New York to Washington and becoming CBS News national correspondent. He'll continue as anchor of *Saturday Morning* (weekday replacement hasn't been named) and also substitute as anchor of *CBS Evening News*. CBS capital bureau has been hit by defections of Roger Mudd and Marvin and Bernard Kalb. Charles Kuralt, who already anchors *Sunday Morning*, will be taking over Schieffer's weekday *Morning* responsibilities starting this fall.

Cable stocks booming along

Investors jump aboard for various reasons, although some analysts see a slide

Wall Street's analysis of the general, and in some cases dramatic, rise in the price of cable industry stocks over the past month and a half provides some interesting insights into the patterns of investor interest in the field and the implications they hold for the future.

The consensus is that the run-up was kicked off by the UA-Columbia Cable announcement that it had retained Morgan Stanley to investigate the company's "future financial prospects." Operating on the assumption that that meant an imminent buyout, investors pushed the stock's price up about \$20 in two days. After some intervening ups and downs, UA-Columbia closed last Tuesday at \$71.50, up from \$51.50 on July 30.

The ripple effect this caused through the industry was helped along by the close-on-the-heels purchase by Capital Cities Communications of CableCom General from RKO General and the announcement of the finalized agreement for *The New York Times's* purchase of Irving Kahn's New Jersey cable systems. Capacities' payment of a price of close to \$600 a subscriber was considered by many investors to be particularly significant because, says Tony Hoffman, analyst with A. G. Becker, they feel the company is "farsighted in terms of their acquisition policy."

The movement provided a boost to most companies in cable. Burnup & Sims shares, for example, went from \$10.50 in this period to \$14.875, Heritage Communications from \$14.875 to \$20.25. United Cable, whose recent million-share offering was initially mentioned when its shares were at about \$32, was able to command over \$37 a share by the time it reached the market, and the week after the sale was trading at \$37.50.

As John Reidy of Drexel Burnham Lambert points out, the upward pressure has spilled over into the stocks of cable equipment suppliers, led by Scientific Atlanta and with Oak Industries and others following right along.

Reidy would add to the analysis of the upward pressure the optimism for cable's future growing out of the ongoing deregulation process. And Merrill Lynch's Bill Suter suspects there's some "evolutionary kind of thing" at work: As cable comes to an area, he suggests, even if it's the first stirrings of franchising, people be-

come "aware" of the industry and "want to participate in its growth."

One thing that's obvious in the midst of the upwelling stock prices is that the trading is stepping out of line with yardsticks based on earnings performance. Several cable companies, in their recent earnings reports, noted that the costs of developing new franchises (particularly in urban areas) would depress earnings over the next several quarters. Teleprompter posted second-quarter cable division profit improvement of only 7%, specifically citing development costs; yet at \$23.625 its stock is still \$1.125 over its closing price the day before that July 31 announcement.

In some cases, of course, the market price reflects investors' making "an asset play," assuming a buyout of the business. Even where that isn't the case, Reidy doesn't believe investors are ignoring the earnings picture; his conclusion is that they simply don't care about the short-term prospects, because "their view is so far ahead." Tony Hoffman, on the other hand, thinks many will be surprised by the magnitude of the slowdown or outright slide of earnings growth he sees in the immediate future, sparking a significant drop in the cable market. "We may well be seeing a period now where some stocks are reaching their peaks for the next three to five years," he says. "Enthusiasm" over potential acquisitions is fueling the current drive in Hoffman's view, and should four or five months go by without any deals consummated, he thinks attention will start to focus again on earnings.

Another possible cause for a market slide that's mentioned by some analysts is a franchising scandal; indeed, some expect one, if for no other reason than the sums involved.

But no one suggests that the long-term future of cable isn't rosy. As Reidy puts it: "When [a cable system] gets written down, it's a big money machine."

Fiscally speaking in San Diego

BFM meeting Sept. 14-17 talks the language of broadcast financial managers

Close to 1,000 are expected to gather in San Diego next week for the 20th annual Broadcast Financial Management Association Conference. High on the agenda at the Town & Country hotel meeting Sept. 14-17 are sessions on "Stress Management" and "Time Management" prepared by the Center for Organization

Development of Rochester, N.Y.

Those at the conference will also have a chance to hear featured luncheon speakers Robert King, senior vice president of Capital Cities Communications and National Association of Broadcasters television board chairman; Dwight Case, president of RKO Stations, and Kenneth DeShetler, vice president of corporate relations for Nationwide Insurance Companies, Columbus, Ohio. DeShetler's planned talk is titled "Who's at the



Helm," a discussion of the role of business in politics.

General sessions (some of which run concurrently) include "Management Techniques from the Woman's Point of View," "Radio—the New Sound in Town," and sessions on television music license litigation, television programming, and proposed revisions of the FCC financial reporting form 324.

BFM's subsidiary, BCA-Credit Information Inc., has prepared five panels on credit and collections. Additional workshops are scheduled on budgeting, fraudulent billing, sales, new facilities, cash management, personnel record keeping, an FCC update, imputing interest, equal employment opportunity, internal controls, leasing versus buying equipment, union negotiations, wage/price controls, and insurance. Six of those workshops will be offered at two separate times during the conference.

The conference is expected to name William Key, assistant controller of RKO Broadcasting and controller of RKO's WHBQ-AM-TV Memphis, BFM president. The outgoing president is Capital Cities Communications Treasurer Ronald J. Doerfler.

Five new directors are scheduled to be added to the BFM board of directors during the conference: Jack M. Bradley, assistant general manager and business manager of KFMB-AM-FM-TV San Diego; Bill Hankins, business manager, KBMA-TV Kansas City, Mo.; Marv J. Harris, controller and assistant treasurer, KUTV(TV)

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Salt Lake City; Frank A. Terry Jr., assistant secretary/controller WGHP-TV High Point, N.C.; and Max Vowel, vice president and chief financial officer, Swanson Broadcasting, Tulsa, Okla.

Sunday, Sept. 14

Exhibit area open. Noon-5:30 p.m. Town and Country Room.

Reception. 6-8 p.m. Tiki/pool area.

Monday, Sept. 15

Exhibit area open. 7 a.m.-4 p.m. Town and Country Room.

Opening session. 8-8:15 a.m. San Diego Room. BFM President Ronald J. Doerfler, Capital Cities Communications; VP and San Diego conference Chairman Bill Key, WHBA-AM-TV Memphis; Executive Director Bob McAuliffe.

General session. 8:15-10 a.m. San Diego Room. "Stress Management," by the Center for Organization Development's Joyce DeHaan and Gerard Fisher.

Break. 10-10:30 a.m.

General session. 10:30 a.m.-12:15 p.m. San Diego Room. "Time Management," by the Center for Organization Development.

Open time. 12:15-12:30 p.m.

Luncheon. 12:30-2 p.m. California/Golden West Rooms. Speaker: Robert King, Capital Cities Communications and National Association of Broadcasters television board chairman.

Open time. 2-2:15 p.m.

Two concurrent sessions. 2:15-3:15 p.m.

Q&A with Center for Organizational Development. San Diego Room.

Management Techniques from the Woman's Point of View. Council Chamber/Cabinet/Forum Rooms. Moderator: Betty M. Robertson, Cosmos Broadcasting. Participants: Erica Farber, McGavren-Guild; Lucie Salhany, Taft Broadcasting and National Association of Television Program Executives president; Amy McCombs, WJXT(TV) Jacksonville, Fla.

Tuesday, Sept. 16

Exhibit area open. 7:30 a.m.-6 p.m.

BFM membership meeting and BCA update. 8:45-9:15 a.m. San Diego Room. BFM President Doerfler; Treasurer Bob Steinberg, Meredith Broadcasting; nominations Chairman Gene Anderson, Forward Communications; BCA President Bill Montuori, Harrington, Righter & Parsons.

Open time. 9:15-9:30 a.m.

Five concurrent sessions. 9:30-10:30 a.m.

BCA Credit Panel No. 1. San Diego Room. "What the Business Manager Should Know about Credit and Collections." Moderator: John Schnabel, Taft Broadcasting; Joyce Silvia, WWLP-TV Springfield, Mass; Bob Apfel, WPVI-TV Philadelphia; Dave Lalich, KFWS(AM) Los Angeles.

The Painless Extraction of a Budget. Cabinet/Forum Rooms. (Repeated Wednesday, 11:30 a.m.). Participants: David Fitz, Gulf Broadcasting Group; Willard Hoyt, Nationwide

Communications.

Fraudulent Billing. Senate/Committee Rooms. (Repeated Wednesday, 11:30 a.m.) Moderator: Hugh Del Regno; Wayne Frankensfield, Peat, Marwick, Mitchell & Co.; Joe Seaver, KRON-TV San Francisco; Jim MacDermott, KOA-AM-FM-TV Denver; Wesley White, RKO.

Nothing Happens Until the Sale Is Made. Council/Chamber Rooms. (Repeated Tuesday, 4 p.m.) Moderator: Jack Bradley, KFMB-AM-FM-TV San Diego; Lawrence Grossman, Peters, Griffin, Woodward; Weldon Donaldson, KFMB-TV San Diego; Peter Hallisay, KFMB-AM-FM San Diego.

Break. 10:30-11 a.m.

Two concurrent general sessions. 11 a.m.-12:15 p.m.

Radio: The New Sound in Town—a Case Study. San Diego Room. Moderator: Celest Regenber, WIBA-AM-FM Madison, Wis.; Dwight Case, RKO Radio; Jim Price, KGB-AM-FM San Diego; Kent Burkhardt, Burkhardt & Abrams.

TV: Music License Litigation Report. Council/Chamber/Cabinet/Forum Rooms. Robert Steinberg, Meredith Broadcasting. *Television Programming: How Much Is Too Much?* Moderator: Ray Rajewski, Taft Broadcasting; Lucie Salhany, Taft and NATPE, Phil Carvo, KGTV(TV) San Diego; Gary Liberthal, TAT Productions; John Goldhammer, Paramount Television.

Open time. 12:15-12:30 p.m.

Luncheon. 12:30-1:15 p.m. California/Golden West Rooms. Speaker: Dwight Case, RKO Radio.

Open time. 2-2:30 p.m.

Five concurrent sessions. 2:30-3:30 p.m.

BCA Credit Panel No. 2. San Diego Room. "How To Bridge the Credibility Gap With Your Sales Department." Moderator: Tony Grego, Westinghouse Broadcasting. Participants: Allen DuRand, Orion Broadcasting; Tom Long, KREM-AM-FM Spokane, Wash.

Cash Management. Council/Chamber Rooms. (Repeated Wednesday, 10:15 a.m.) Moderator: Zebbie Trogden, Security Pacific National Bank. Participants: Joseph De Rossi, Chase Manhattan Bank; Terry Feder, Security Pacific National Bank; John Coblenz, First National Bank.

Personnel Record Keeping. Cabinet/Forum. (Repeated Wednesday, 10:15 a.m.) Moderator: Frank Terry, WGHP-TV High Point, N.C. Participants: Cynthia Ryan, MacDonald, Halsted & Laybourne; Jess Gonzales, California Department of Fair Employment; Mary Sullivan, KHJ(AM) Los Angeles.

What's Happening at the FCC. Senate/Committee Rooms. Moderator: James E. Greeley, BFM counsel; Gordon King, Post Newsweek Stations; Thomas Shattenfield, Arent, Fox, Kintner, Plotkin & Kahn.

Imputing Interest—Do We, Or Is It Necessary? Helix/Del Mar Rooms. Moderator: Marv Harris, KUTV(TV) Salt Lake City. Participants: Robert J. Gagliano, Peat, Marwick, Mitchell & Co.; Robert Stautberg, Peat Marwick.

Break. 3:30-4 p.m.

Five concurrent sessions. 4-5 p.m.

BCA Credit Panel No. 3. San Diego Room. *Ask the Experts in: Liability, Cash Flow and Collection Techniques.* Moderator: Bob Stone, BCA. Panelists: Fred Cige, Metromedia, and John Schnabel, Taft Broadcasting (liability); Jim Gradert, Nationwide Communications, and Tony Condo, Nationwide (cash flow); Joan

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Merritt, Harrington, Righter & Parsons; Ted Weiss, Peters Griffin Woodward; Marvin Schrage, John Blair & Co., and Mindy Sugarman, Westinghouse Broadcasting (collection techniques).

EEOC/FCC Form 395. Council/Chamber Rooms. Moderator: James E. Greeley, BFM counsel. Participants: Frank Terry, WGHP-TV High Point, N.C.; Margaret Johnstone, KCRA(TV) Sacramento, Calif; Anne Laningham, WSTP(AM)-WRDX(FM) Salisbury, N.C.; Constance Balthrop, Sheridan Broadcasting.

Internal Controls. Cabinet/Forum Rooms. (Repeated Wednesday, 10:15 a.m.) Moderator: Joe Seaver, Chronical Broadcasting. Participants: Barry Quanstrom, Chronicle Broadcasting; Tom Huland, Coopers & Lybrand; Dave Trabert, Forward Tele-Production; Kirk Frohme, Coopers & Lybrand.

Should I (Or Did I) Lease... Or Should I (Or Did I) Buy It? Senate/Committee Rooms. Participants: Gene Anderson, Forward Communications; Richard Katzenback and David Oifer, Coopers & Lybrand.

Nothing Happens Until the Sale Is Made. Del Mar/Helix Rooms. Repeated from Tuesday, 9:30 a.m.).

BFM/BCA board of directors meeting. Santa Fe Room.

Dinner dance and awards presentation. 8 p.m.-midnight. California/Golden West Rooms.

General session. San Diego Room. "Proposed Revisions of the FCC Financial Reporting Form 324." Moderator: Gordon King, Post Newsweek Stations. Participating: Jim Greeley, BFM counsel; Bill Key, WHBO-AM-TV Memphis; Harold Poole, Gilmore Broadcasting; Celest Regenber, WIBA-AM-FM Madison, Wis.; Willard Hoyt, Nationwide Communications.

Break. 9:45-10:15 a.m.

Five concurrent sessions. 10:15-11:15 a.m.

BCA Credit Panel No. 4. San Diego Room. "Discrepancies: Are They Resolved As Quickly As Possible?" Moderator: V. William Montuori, Harrington, Righter & Parsons. Participants: George Arnold, Ogilvy & Mather; Roy Muro, Vitt Media; Barbara Goodstein, WPIX-TV New York.

Cash Management. Council/Chamber Rooms. (Repeated from Tuesday, 2:30 p.m.)

Personnel Record Keeping. Cabinet/Forum Rooms. (Repeated from Tuesday 2:30 p.m.)

Internal Controls. Senate/Committee Rooms. (Repeated from Tuesday, 4 p.m.)

Union Negotiations—Can We Win? Helix/Del Mar Rooms. Moderator: Bill Ford, wdiv-tv Detroit. Participants: Robert Lieber, Littler, Mendelson, Fastiff & Tichy; Jeff Ruthizer, RKO General.

Open time. 11:15-11:30 a.m.

Five concurrent sessions. 11:30 a.m.-12:30 p.m.

BCA Credit Panel No. 5. San Diego Room. "Collections Agencies—How Can They Help Your Station?" Moderator: Marv Schrage, John Blair & Co., Participants: Peter Szabo, Szabo Associates; David Sampliner, S.S. Sampliner; Dolphe Marcus, S.J. Foil.

The Painless Extraction of a Budget. Council/Chamber. (Repeated from Tuesday, 9:30 a.m.).

Fraudulent Billing. Cabinet/Forum Rooms. (Repeated from Tuesday, 9:30 a.m.)

Wage and Price Controls. Senate/Committee Rooms. Moderator: Allen J. Weltmann, Coopers & Lybrand. Participants: Paul Stevens, DeLoitte, Haskins & Sells; Peter Farnsworth, Chase Manhattan Bank.

Insurance—Towers and Self-Insurance. Helix/Del Mar Rooms. Moderator: Patricia Glassburn, Nationwide Communications. Participants: Elmer Hougue, NCC; Ed Zeitlin, Frank B. Hall & Associates.

Open time. 12:30-12:45 p.m.

Luncheon. 12:45-2:15 p.m. California/Golden West Rooms. Speaker: Kenneth DeShetler, Nationwide Insurance Cos.

Radio co-op coming on

An analysis of 1,500 radio cooperative advertising plans in the Radio Advertising Bureau's files shows that in 343 of them the manufacturer pays 100% of the retailer's advertising costs—an increase from fewer than 50 a decade ago.

A total of 1,220 permit the dealer to supply his own commercial copy, a substantial increase in the flexibility allowed, although many still require manufacturer approval of the dealer's copy.

Over half of the 1,500, or 860, provide commercial scripts and tapes from the manufacturer.

RAB released these highlights last week in pointing up its plans for 10 one-day meetings on co-op advertising and retailing, to be held over the next three months. RAB's co-op directory, "Co-Op Profiles: the Money Book," will provide a part of the foundation for the sessions, titled "Retail and Co-Op Confidential."

"Stations will get practical reports from specialists in every area of co-op and retailing, including retail sales promotion and merchandise executives, national manufacturers, as well as radio managers who are running successful co-op and retail sales operations," said RAB President Miles David. He noted that RAB's first "Co-Op Confidential" series, held last year, emphasized co-op from the station point of view. "This time," he said, "we offer inside information from retailers and manufacturers as well."

RAB has predicted that co-op will soon represent 30% of media's total volume, or more than \$1 billion a year. David estimated that "co-op alone could add 3%-4% a year to any station's rate of growth—that is, if a station is doing 10% a year in local growth, it could do 13%-15% if it fully developed co-op potential.

"This means co-op could add \$60 million to \$100 million to radio's growth rate annually."

The "Retail and Co-Op Confidential" meetings open Sept. 30 at Dallas. Others are scheduled as follows: Oct. 2, Atlanta; Oct. 7, Cincinnati; Oct. 9, Washington; Oct. 16, Denver; Oct. 21, San Francisco; Oct. 23, Seattle; Oct. 30, New York; Nov. 3, Minneapolis, and Nov. 5, Chicago.

Wednesday Sept. 17

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PROPOSED

■ **WGIV(AM)** Charlotte, N.C.: Sold by New GIV Inc. to Harris Communications Corp. for \$1.75 million. Seller is owned by Broadcast Enterprises National Inc., owned principally by Ragan Henry. BENI is group owner of five AM's, two FM's and one TV. Earlier this year it purchased **WITH(AM)** Baltimore (BROADCASTING, April 14) and sold **WTAN(AM)-WOKF(FM)** Clearwater, Fla. (BROADCASTING, Aug. 25). Buyer is owned by Garfield B. Harris (60%) and Michael A. Mullock (40%). They own Camden, N.J., lumber business and Philadelphia construction company. Harris and wife, Viola, jointly own 1.07% of BENI stock (worth \$12,500) which will go toward purchase of station. Mullock has no other broadcast interests. WGIV is on 1600 khz with 1 kw day and 500 w night.

■ **KBEW(AM)** Blue Earth, Minn.: Sold by Faribault County Broadcasting Co. to Minnesota-Iowa Radio Inc. for \$750,000. Seller is owned principally by Paul C. Hedberg who is also principal owner of **KEEZ(FM)** Mankato, **KQAD-AM-FM** Luverne and **KMRS(AM)-KKOK(FM)** Morris, all Minnesota, as well as cable system in Blue Earth. Buyer is owned principally by Jerry Papenfuss who also owns **KAGE-AM-FM** Winona and **KBRF-AM-FM** Fergus Falls, both Minnesota. KBEW is 1 kw daytimer on 1560 khz. Broker: Blackburn & Co.

■ **WEZJ(AM)** Williamsburg, Ky.: Sold by Honus Shain to Paul Estes for \$475,000. Shain has no other broadcast interests. Estes, mayor of Williamsburg, has no other broadcast interests. WEZJ is 1 kw daytimer on 1440 khz.

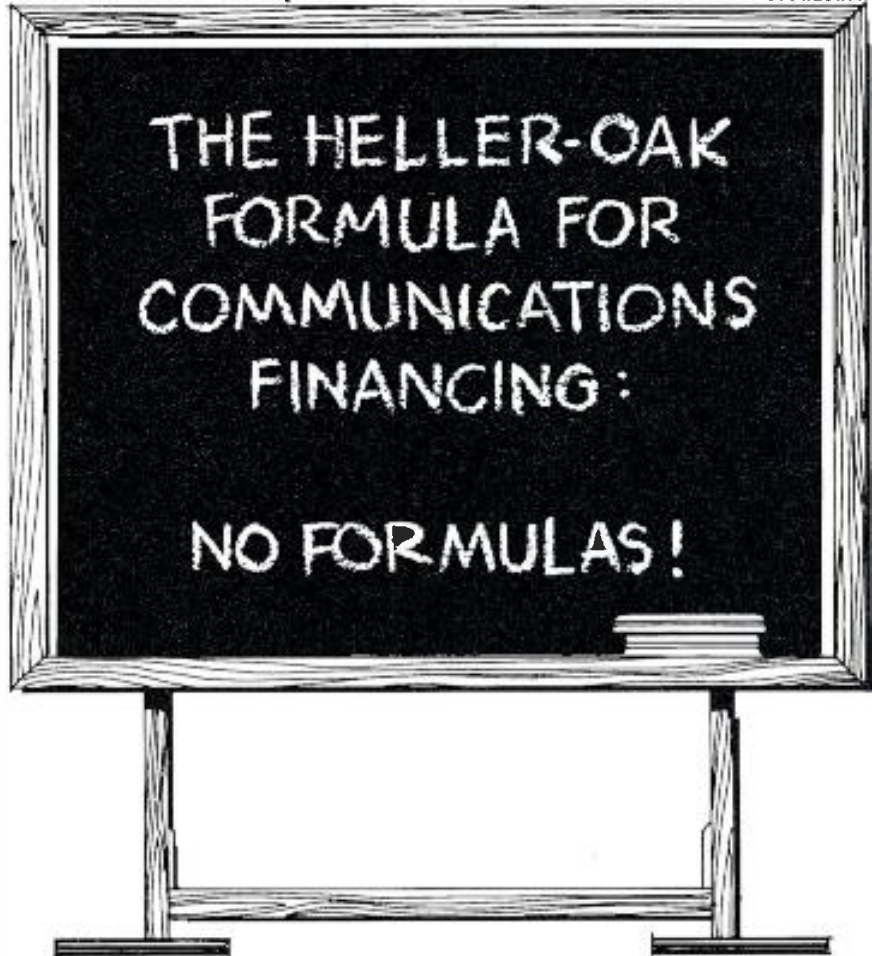
■ **KQIQ-AM-FM** Lemoore, Calif.: Sold by Cross Country Communications Inc. to Lemoore Wireless Co. for \$400,000. Seller is owned by K.E. Burke and J. Bruce Johanson (50% each). They have no other broadcast interests. Buyer is owned by Brian Fernee and Roger Riddell (35% each), Anthony Naish (20%) and John Schuyler (10%). Fernee, Riddell and Naish are partners in RNF Media Corp., media buying firm in Beverly Hills, Calif. Schuyler is Beverly Hills attorney. They own **KEZO(FM)** Carnelian Bay, Calif. Fernee and Riddell own 45% each and Schuyler 10% of **KHOT(AM)-KUUL(FM)** Madera, Calif. KQIQ is 1 kw daytimer on 1320 khz. KQIQ-FM (not yet on air) is on 104.9 mhz with 3 kw and antenna 185 feet above average terrain. Broker: William Exline Inc.

■ **KBZY(AM)** Salem, Ore.: Sold by Salem Broadcasting Co. to Friendship Communications Co. for \$400,000. Seller is owned by Carl O. Fisher and sisters, Nancy Harrison and Jane Whitbread (one-third each). They each own 5.56% of Eugene Television Inc., owner of **KBCI-TV**

Boise, Idaho; KVAL-TV Eugene; **KCBY-TV** Coos Bay, and 50% of **KPIC(TV)** Rosenberg, all Oregon. Buyer is owned by Burns Q. Nugent and Donald D. Rosenberg (50% each). Nugent is president and owner of **KACI(AM)** The Dalles, Ore. Rosenberg is air personality on **KFRC(AM)** San Francisco ("Doctor Don Rose"). He has no other broadcast interests. **KBZY** is on 1490 khz with 1 kw day and 250 w

night. Broker: William A. Exline Inc. (for buyer) and Ward Cook Inc. (for seller).

■ **KDAN(AM)** South St. Paul, Minn.: Sold by Richard Darby to E. L. Qualle and Jerry Cowan (50% each) for \$324,000. Darby also owns 76% of **WRDN-AM-FM** Durand, Wis., and 49% of **KOWO(AM)-KQDE(FM)** Waseca, Minn. Buyers are Minneapolis businessmen with no other broadcast in-



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terests. KDAN is daytimer on 1370 khz with 500 w.

■ WSCV(AM)-WSLE(FM) Peterborough, N.H.: Sold by Shannon Communications Corp. to University Media Services for \$225,000. Seller is owned by Francine S. McKelvy who has no other broadcast interests. Buyer is owned by James O'Neill and John K. Kneafsey (50% each). O'Neill is vice president of John Blair & Co., New York radio and television representative. Kneafsey is Chicago attorney. They are partners in Evanston, Ill., real estate company. Neither has other broadcast interests. Wscv is 1 kw daytimer on 1050 khz. WSLE is on 92.1 mhz with 1.4 kw and antenna 1,120 feet above average terrain.

■ Other proposed station sale is KSRC(AM) Socorro, N.M. (See "For the Record," page 56).

APPROVED

■ WPAP-FM Panama City, Fla.: Sold by Deltona Co. to Shore Broadcasting for \$1,050,000. Seller is publicly traded construction and real estate development company based in Miami. Frank E. Mackle Jr. is chairman and chief executive. Deltona has no other broadcast interests. Buyer is owned by Lykes Brothers

Inc., Tampa, Fla.-based diversified corporation with interests in insurance, meat packing, shipping, canning, citrus fruits, building and banking. There are a total of 175 stockholders. Chester H. Ferguson is chairman, chief executive officer and .1%

owner. Charles P. Lykes is president and .3% owner. Shore has also purchased WTAN(AM) Clearwater, Fla. (BROADCASTING, Aug. 25). WPAP-FM is on 92.5 mhz with 100 kw and antenna 1,230 feet above average terrain.

Intermedia

Franchise front. Mountain States Video has won awards to wire Denver suburbs of Commerce City, Federal Heights and Sheridan. Mountain, United Cable TV Corp. subsidiary, plans initial 35-channel system with expansion to 54. Mountain expects potential of 12,000 subscribers... Bids are in for Coral Gables, Fla., franchise. Colony Communications' Dynamic Cablevision, AEL Industries' UltraCord, Americable and joint venture between Storer and a group of local citizens were four bidders. Hearings start Sept. 17 with city manager making recommendation to Coral Gables Commission, which will award franchise for approximately 15,000 homes.

Who's watching, listening and reading. Simmons Market Research has proposed annual syndicated study designed to provide information on local newspaper, radio and television audiences in 15 major markets, plus product purchasing and shopping behavior data. To be called Simmons Market Index, 1981 study will use minimum base of 1,000 respondents per market, later 2,000. Markets proposed for fall 1981 measurement are Boston, Chicago, Cleveland, Dallas-Fort Worth, Detroit, Houston, Los Angeles, Miami, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco and Washington. Simmons is meeting with local media representatives to finalize study format.

Law & Regulation

Struggling to save Swift's legislation

Crossownership bill may get another chance to move up to committee, but amendments could doom its slim prospects

The House Commerce Committee is trying to breathe life back into Representative Al Swift's (D-Wash.) crossownership bill that was crushed two weeks ago by the weight of amendments that committee members tried to tack on it (BROADCASTING Sept. 1).

The legislation, H.R. 6228, would codify existing FCC crossownership rules but exempt challenges to multimedia licensees on crossownership grounds, if those licensees are in compliance with the law.

But the attempt to resuscitate the bill, possibly at a meeting of the House Commerce Committee tomorrow (Sep. 9), may be accompanied by the revival of a bill introduced by Andrew Maguire (D-N.J.) to obtain a commercial VHF television station for New Jersey. The Maguire bill, similar to one that has been introduced in the Senate, would require the FCC to insure that each state has at least one commercial V and adds that if the commission revokes the license of a VHF TV station in a state with more than one, the channel, if technically feasible, shall be assigned to a

state without one. The amendment was clearly targeted at WOR-TV New York, which the FCC has taken from RKO General. And, sources say, it is a political move to aid Maguire's bid for re-election from a state that has no VHF assignment. The bill was one of a number of amendments offered to the Swift bill at a committee session two weeks ago and was approved by a 25-to-17 vote before the whole package was sent back to the Communications Subcommittee for reconsideration (BROADCASTING, Sep. 1).

The National Association of Broadcasters, for one, would like to see the Maguire amendment eliminated or, at the least, the language changed. NAB is concerned not only about the potential effect of the amendment on WOR-TV but questions whether Congress should get so deeply into frequency allocations.

Representative Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, would also like to see the Swift bill get through full committee. But he too is concerned about the language in the Maguire amendment, and wants it to read less like a directive to the FCC on allocations.

Members of the Commerce Committee staff realize there are hurdles to overcome, even before the Swift bill can be placed on the meeting agenda. If it seems likely there will be attempts to hang further amendments on the bill and if no

compromise can be reached among committee members, the bill will most likely stay in subcommittee.

Representative Timothy Lee Carter (R-Ky.) may be the first in line to add an amendment. Sources say he does not believe crossownerships should be grandfathered under existing FCC rules, and he may propose an amendment to eliminate that provision.

The morning after

NTIA is wishing it hadn't let AT&T foot the bill for a party after minority women's conference; even though legal go-ahead was given at the time, Commerce is now having second thoughts

The National Telecommunications and Information Administration is suffering something of a hangover as a result of a party it gave more than a month ago. The Commerce Department, of which NTIA is a part, is looking into the propriety of NTIA's permitting AT&T to foot the bill for the affair. NTIA has a key role in shaping the legislative and regulatory framework in which AT&T operates.

The party, on July 9, capped a conference on minority women in commercial broadcasting and technology. It was held at

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the Sheraton Carlton hotel, featured an open bar and hors d'oeuvres, was attended by some 150 persons, and cost about \$8,000.

To NTIA officials at the time, what they said was AT&T's offer to finance a conference-ending reception seemed like a good idea. It would provide a social setting in which the women conferees could exchange views with one another and with the representatives of the telecommunications industry who would be invited.

And NTIA's general counsel's office, when the question was put to it, said acceptance of the offer would not violate department orders covering such matters. Essentially, the office concluded the reception would advance a goal of the department—increased minority ownership in broadcasting—and would not compromise—or appear to compromise—NTIA or any of its employees in connection with any matter before NTIA affecting AT&T.

And the Commerce Department's assistant general counsel for administration, Alfred Meisner, did not quarrel with that opinion. But, the matter was presented to Meisner after the party—and after AT&T's role in financing it began receiving attention in the press ("Closed Circuit," July 14). He said last week he might have recommended a more cautious approach—to seek financial help elsewhere, for instance—if the matter had been presented to him before the event.

But, he said, "I'd be amazed if the in-

spector general found any impropriety. They might say, 'you shouldn't have done it because of how it might appear to some people' . . . But NTIA can make a good case to substantiate the judgment they made."

One NTIA official whose enjoyment of the party was dimmed by knowledge of AT&T's role as angel was Henry Geller, who heads the administration. He learned of the financing arrangements the day of the party. He thought it was a terrible idea. But to him, it was, and remains, a "PR" problem.

"It was legal," he said. He noted Commerce's Meisner agreed with that. "But it's bad policy. PR is important. Appearances are important." And since NTIA is so "involved" with AT&T, it should not have "accepted a gratuity" from the company. The relationship between NTIA and AT&T is currently on view in the congressional fight over legislation aimed at major changes in the Communications Act.

Commerce's investigation, begun in late July, after questions about AT&T's role were raised, is being conducted by the department's inspector general, Mary Bass. The IG office was created by Congress to investigate agency actions to prevent fraud, waste and abuse.

An investigator from the office, Nancy Deen, began questioning NTIA officials last week. Geller was on her list to be interviewed. So were Greg Skall, general counsel, and Ruth Reel, the attorney in his office who rendered the opinion paving

the way for accepting AT&T's help. Darlene Palmer, manager of NTIA's minority development program, was the first to be questioned, on Wednesday.

Both Geller and Skall thought—and hoped—the investigation could be completed swiftly. They say no facts are in dispute. "It's an open-and-shut case," Geller said. "There's nothing to investigate."

AT&T, for its part, sees nothing wrong in the help it provided. James Billingsley, vice president of AT&T, who is said to have made the offer of assistance, in a conversation with Palmer, expressed that view in a letter to her, after AT&T's assistance began receiving attention in the press. "We helped with the reception because it furthered a goal to which we are dedicated," he wrote. That goal, an AT&T spokesman said last week, is minority ownership in broadcasting.

Talmadge wants to keep politics off public stations

Georgia senator draws up bill after runoff opponent gets 30-minute program on state hookup under reasonable-access statute

Senator Herman E. Talmadge (D-Ga.) introduced legislation last week that would exempt noncommercial stations from the

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reasonable-access provision of Section 312 of the Communications Act ("Closed Circuit," Sept. 1).

The FCC treats commercial and non-commercial stations alike when applying the provision, which calls on broadcasters to give or sell time to candidates for federal elective office. But Talmadge believes citizens should not have to pay to see political candidates on public TV, which is partly funded by taxpayers.

Talmadge's action stems from the Democratic primary runoff he won last month over Georgia Lieutenant Governor Zell Miller. Unknown to Talmadge, Miller had asked for and received 30 minutes of air time on the state's public television network. There is no requirement that stations inform opposition candidates of grants of time. Talmadge forces responded by demanding free time but later turned down an offer for 30 minutes on election eve.

Talmadge said he changed his mind on the principle that the public would be in effect paying for the air time. That was the basis for his legislation.

In a statement that accompanied the introduction of the bill (S. 3079), Talmadge said he "opposed freeloading" and called the situation an "abuse of tax dollars." Talmadge said public broadcasting should be used for "educational purposes."

Talmadge said the legislation is aimed at closing the "loopholes" in Section 312.

In 1976, then New York Senator James L. Buckley wanted to buy political time on noncommercial WNET(TV) and later settled for a free 15-minute program (BROADCASTING, Oct. 11, 1976). The station then had to offer 15 minutes to his opponent under Section 315, the equal-time law. The FCC at that time agreed that the law makes no distinction between commercial and noncommercial stations and maintains that position today.

The Talmadge bill has been referred to the Communications Subcommittee.

Thought of FCC's moving to Virginia alarms D.C. bar

Attorneys who have located near present site see major disruption in plan—'Operation Exodus'—to cross over into Rosslyn

What some at the FCC are calling "Operation Exodus" is causing growing alarm in the Washington communications fraternity. It's a plan to consolidate the agency's operations under one roof—probably in Rosslyn, Va., across the Potomac river from downtown D.C. ("Closed Circuit," June 30).

The consulting firm of Julien J. Studley has been commissioned, for \$42,160, to advise the FCC on office space availability in Washington and in the Gettysburg, Pa., area—the latter for the FCC's amateur radio licensing division, which has citizen

band radio to keep up with, among other things. The Studley report is due by mid-October.

Thomas Campbell, the FCC's associate director of operations, who is directing the search, has tried to assuage any preliminary fears. The Virginia proposal is "certainly a possibility at this point," he said, "but it is no more than that."

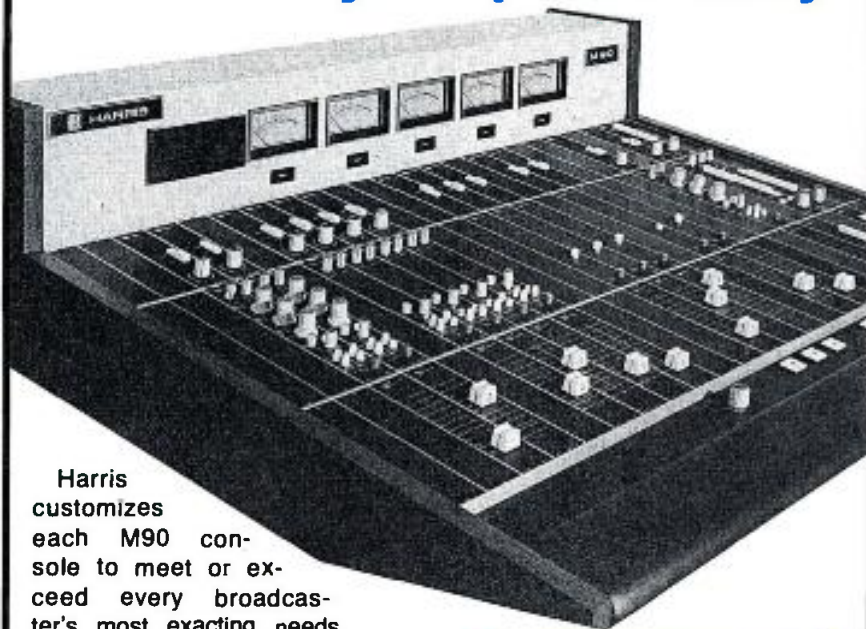
Nevertheless, the communications bar has already expressed its consternation, and Linda Cinciotta, president of the Federal Communications Bar Association, has formed an ad hoc committee to look into the question. One communications lawyer said such a move would be "disruptive" and would cause a "myriad of prob-

lems and burdens for those who have located in the downtown area specifically to do business with the commission." Furthermore, he said, most of these firms could not think of relocating because of long-term leases.

Another attorney posed the problem of delays in filing briefs with the commission—not only in commuting from downtown D.C. to Virginia, but in having commission notices picked up and delivered.

The commission now pays about \$6.1 million in rent, yearly, for the four offices it maintains in downtown Washington. The main building housing the commissioners—at 1919 M Street N.W.—has been occupied since 1967, when the area was

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MOVIE	8
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not considered the prime real estate it is now. Campbell said a number of factors would be considered before any move is proposed. A major cost, he said, would be installing telephone service and hooking up other electronic equipment. He said any proposal would be weighed against the initial start-up costs as well as the benefits, both financial and in terms of efficiency, that would accrue over the years.

Rosslyn seems likely for any FCC relocation because it is a growing business community with enough space for a staff the FCC finds ever-growing—although it might not offer a great saving in rental costs.

Handing it over

FCC has given back \$50 million in illegally collected fees

After facing numerous setbacks caused by faulty computer programming, the FCC has finally started its fee refund program.

As of Aug. 31 the commission had returned more than \$50 million to eligible broadcasters, common carriers, electronic equipment manufacturers, aviation and marine radio users and certain amateurs during the first phase of its fee refund program.

The program was developed in response to decisions by the U.S. Court of Appeals for the District of Columbia Circuit in December 1976. The court held that fees collected by the FCC between Aug. 1, 1970, and Dec. 31, 1976, exceeded commission costs and thus were unlawful. The FCC was ordered to recalculate those fees and make appropriate adjustments.

Almost 58,500 refund requests, totaling \$54 million, have been filed. The \$43 million already refunded represents about 40,340 requests.

Affected licensees under this first phase have until Dec. 15, 1982, to file for a refund. The second phase, which begins this summer, includes citizen band licensees and others who paid fees of more than \$4 but less than \$20 before March 1, 1975.

Washington Watch

Domino theory. Smaller Market UHF Television Stations Group has petitioned FCC for rulemaking requesting deletion of all related sections of cable TV rules requiring carriage by cable systems of "significantly viewed" distant signals. It claims data relied on by FCC to establish rules in 1972 is outdated and that "significantly viewed" signals that duplicate network programming of local stations "fractionalize" audiences of those local stations, "meaning a loss of audience, which has a direct relation on revenues, which in turn has a direct relation on the type of program services that the local station(s) can provide the viewers."

Time disagreement. National Association of Broadcasters last week joined ABC, CBS and NBC in asking Supreme Court to review appellate court decision upholding FCC ruling that networks violated reasonable access provisions of Communications Act by refusing to sell President Carter's campaign committee half-hour of program time in December 1979. Networks had judged it too early in campaign to trigger equal-time provisions by selling to one candidate. FCC, and later appellate court, ruled that networks must accommodate needs of individual candidates rather than adopting policies of broad application designed to meet needs of all candidates. NAB, in supporting networks, said lower court decision "topples the delicate balance established for broadcast coverage of the electoral process."

Don't agree. Seven groups have appealed FCC's July 18 decision affirming its denial of Cosmopolitan Broadcasting's application for renewal of license for WNB(FM) Newark, N.J. Cosmopolitan, Bulgarian-American League, Columbian Lawyers Association, Congress of Portugese People, Federation of Lithuanian Women's Clubs, Japanese American Association of New York and Yugoslav Consolidated Benevolent Association filed appeal in U.S. Court of Appeals for District of Columbia Circuit. Although appellate court had upheld FCC's original 1976 decision denying license renewal on number of grounds including promoting lottery, false and misleading advertising and improper logging, court remanded case to commission for review. FCC concluded that Cosmopolitan's programming was not "sufficiently meritorious" to warrant renewal, nor were public service elements of WNB's foreign-language programming adequate to warrant appreciable weight.

Getting tough. California senate passed bill prohibiting manufacture or sale for profit of unauthorized subscription television decoders. Bill provides for up to \$2,500 fine and imprisonment for constructing decoders designed to intercept STV signals. It still must pass state assembly and be signed by governor. Meanwhile, ON-TV Los Angeles, nation's largest STV operation, reported that it had signed its 300,000th legal subscriber.

Clear purpose. Capital Cities Communications, licensee of two clear-channel AM's—WJR Detroit and WAP Fort Worth—has petitioned U.S. Court of Appeals in Washington for review of FCC's May 29 decision to reduce coverage area of clears. Earlier, Loyola university, licensee of clear-channel WWL(AM) New Orleans, asked same court to "set aside and vacate" FCC's decision (BROADCASTING, Aug. 25).

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For the Record

As compiled by BROADCASTING Aug. 25 through Aug. 29 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. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

- Greenwood, Ark.—J. Robin Communications seeks 106.3 mhz, 3 kw, HAAT: 431 ft. Address: Box 42, Greenwood 72936. Estimated construction cost: \$38,600; first quarter operating cost: \$3,000; first year revenue: \$41,600. Format: Contemporary. Principal: Margaret Crisler (100%). She is management employe with KACJ(AM) Greenwood which is owned by her husband, Chuck. They have no other broadcast interests. Ann. Aug. 22.
- Calexico, Calif.—Hispanic Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 190 ft. Address: Box 7942 Calexico 92231. Estimated construction cost: \$82,000; first quarter operating cost: \$26,000; revenue: \$18,200. Format: Spanish. Principals: Rafael M. Santos (51%) and D. Andrew Leptich (49%). Santos is chairman of business department at Imperial Valley College, Imperial, Calif. Leptich is Durango, Colo., student. They have no other broadcast interests. Ann. Aug. 22.
- Cairo, Ga.—Grady-Mitchell Broadcasting Co. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: Bainbridge Rd., Cairo 31728. Estimated construction cost: \$65,400; first quarter operating cost: \$8,800; revenue: not given. Format: Standard pops. Principals: M.E. Williams and A.H. Woodall (29 1/6% each), brother, W.O. Woodall Sr. (25%) and K.P. Young (16 2/3%). Williams is officer of Dawson, Ga., agricultural products company. A.H. is student. W.O. owns WDWN-AM-FM Dawson; 51% of both WPFA(AM) Pensacola, Fla., and WBBK(AM) Blakely, Ga., and 35.5% of WGSW(AM) Greenwood, S.C. Young is housewife. Applicant is licensee of WGRA(AM) Cairo. Ann. Aug. 22.
- Metropolis, Ill.—PML Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 1500 Diuguid Rd., Box 527, Murray, Ky. 42071. Estimated construction cost: \$50,300; first quarter operating cost: \$19,800; revenue: \$2,200. Format: Beautiful. Principals: Sam J. Parker (45%), Terrell A. Mayton (25%), Ken Larkin (20%) and James Pullen (10%). Parker is general manager and part owner of WSJP(AM) Murray and owns Murray, Ky., grocery store. Mayton is marketing and promotion manager of WSJP. Larkin is engineer with WTVF(TV) Nashville. Pullen is Metropolis banker. They have no other broadcast interests. Ann. July 3.
- Bloomington, Ind.—Clear Creek Sounds Inc. seeks 90.5 mhz, 2.75 kw, HAAT: 150 ft. Address: Box 1973 Bloomington 47402. Estimated construction cost: \$27,000; first quarter operating cost: \$6,600. Format: Cultural. Principal: Nonprofit educational corporation. James Manion is president. Ann. Aug. 22.
- Monroe City, Mo.—Lynlee Broadcasting Co. seeks 101.7 mhz, 2.4 kw, HAAT: 330 ft. Address: Box 116, 6 Carpenter Dr., St. Peters, Mo. 63376. Estimated construction cost: \$66,000; first quarter operating cost:

\$19,000; revenue: \$74,500. Format: C&W. Principals: Kenneth L. Bass (president) and 10 others. He is chief engineer of KWRE(AM) Warrenton and KVCM(FM) Montgomery City, both Missouri. Ann. Aug. 22.

- Berlin, N.H.—Berlin Broadcasting Co. seeks 103.7 mhz, 17 kw. Address: 164 Main St., Berlin 03570. Estimated construction cost: \$0; first year operating cost: \$197,600; revenue: \$230,000. Format: Contemporary. Principals: Michael W. Powell and wife, Nancy (25% each), Robert R. Powell, Jr. (brother of Michael) and wife, Elizabeth (20% each) and two others. Michael and Nancy own and operate Rochester, N.Y. printing firm. Robert is Wethersfield, Conn., architect. Elizabeth is systems consultant for Windsor, Conn., manufacturing firm. They are applying for facilities of WMOU(AM)-WXLQ(FM) Berlin now being operated on interim basis by Community Broadcasting Association of Berlin. Michael and Robert Jr.'s father, Robert Sr., is former licensee of stations. Stephen Powell, also son of Robert Sr., is applying for facilities in separate application. None of Berlin Broadcasting principals has other broadcast interests. Ann. Aug. 22.
- Berlin, N.H.—SICO Communications Inc. seeks 103.7 mhz, 10 kw. Address: Box 448, Nashua, N.H. 03061. Estimated construction cost: \$100,000; first quarter operating cost: \$26,800; revenue: \$15,000. Format: Contemporary. Principals: Michael Siegel and Robert Cohen (50% each). SICO is interim licensee of WTOW-AM-FM Nashua, N.H. They are applying for facilities of WXLQ(FM) Berlin (currently operated on interim basis) to start up new FM applied for here. Ann. Aug. 22.
- Berlin, N.H.—Christina and Joel Martin seek 103.7 mhz, 17 kw, HAAT: 257 ft. Address: 405 Rt. 109, Babylon, N.Y. 11704. Estimated construction cost: \$19,750; first quarter operating cost: \$1,600; revenue: \$37,800. Format: Contemporary. Principals: Christina Martin (80%) and husband Joel (20%). Christina is public affairs producer-director for WBAB(FM) Babylon, N.Y. Joel is news and public affairs director and talk program host for WBAB. They are applying for facilities of WMOU(AM)-WXLQ(FM) Berlin, which are being operated on interim basis by Community Broadcasting Association of Berlin. They have no other broadcast interests. Ann. Aug. 22.
- Port Henry, N.Y.—Peter E. Hunn seeks 106.3 mhz, .818 kw, HAAT—77 ft. Address: 649 S. Henderson Rd., D514, King of Prussia, Pa. 19406. Estimated construction cost: \$9,650; first quarter operating cost: \$2,100; revenue: \$4,900. Format: CW-Contemporary. Principal: Hunn is with programing department of WPEN(AM)-WMGK(FM) Philadelphia. He has no other broadcast interests. Ann. Aug. 22.
- Elk City, Okla.—Beckham Broadcasting Co. seeks 96.5 mhz, 100 kw, HAAT: 631 ft. Address: 2208 West Third St., Elk City 73644. Estimated construction cost: \$145,500; first year operating cost: \$21,100; revenue: not given. Format: Rock. Principals: Howard McBee (72%), Joseph W. Tilton (25%) and two others. McBee is Frederick, Okla., attorney. Tilton is 30% owner of KHEN-AM-FM Henryette, Okla. McBee owns 33 1/3% of KRPT(AM) Anadarko, Okla. Applicant is licensee of KADS(AM) Elk City. Ann. Aug. 22.
- Elk City, Okla.—Ronca Broadcasting Co. seeks 96.5 mhz, 100 kw, HAAT: 500 ft. Address: 530 S. 9th St., Clinton, Okla. 73601. Estimated construction cost: \$170,400; first quarter operating cost: \$27,800; revenue: not given. Format: C&W. Principal: Ronald R. Sewell (100%). He owns 35% of Odessa, Tex., Ford dealership and has no other broadcast interests. Ann. Aug. 22.
- Guymon, Okla.—High Plains Broadcasting Corp. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 835 East 5th St., Cushing, Okla. 74023. Estimated construction cost: \$112,300; first year operating cost: \$72,000; revenue: \$84,000. Format: Contemporary. Principals: Don M. Kelly (president) and family. He is principal owner of KUSH(AM) Cushing and KLTR(AM) Blackwell-KLOR-FM Ponca City, all Oklahoma. Ann. Aug. 22.
- Portland, Ore.—Benson Polytechnic School seeks 89.9 mhz, 8.7 kw, HAAT: 964 ft. Address: 546 N.E. 12th Ave., Portland 97232. Estimated construction cost: \$98,700; first quarter operating cost: \$2,100. For-

mat: Educational. Principal: Educational institution in Portland public school system. Robert W. Blanchard is superintendent. Benson Polytechnic is licensee of KBPS(AM) Portland. Ann. Aug. 22.

■ Whitehouse, Tex.—Hine Broadcasting Co. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 200 Peoples Bank South, Tyler, Tex. 75701. Estimated construction cost: \$247,100; first quarter operating cost: \$55,000; revenue: \$353,300. Format: Beautiful. Principals: Virginia A. Hine (45%), Joseph W. Sheehy and wife, Ann (22.5% each) and Peter Petko (10%). Hine owns chain of womens' retail stores. Sheehy is Tyler, Tex., attorney. Ann is housewife. Petko is general manager of WKOL(AM) Amsterdam, N.Y. They have no other broadcast interests. Ann. Aug. 22.

AM action

■ Pearl, Miss.—Mid South Media granted 1190 khz, 1 kw-D. P.O. address: Box 5497, Pearl, Miss. 39208. Estimated construction cost \$46,091; first-year operating cost \$45,803; revenue \$78,000. Format: C&W, contemporary. Principals: Hiram A. Goodman (66.6%) and David B. Clark (33.3%). Goodman owns interest in WHIY(AM) Moulton, Ala. and cattle farm. Clark is attorney (BP-20,839). Action Aug. 13.

FM action

■ *Provincetown, Mass.—Lower Cape Communications, Inc., granted CP for new FM on 91.9 mhz, ERP: 1.00 kw, ant. height: 155 ft. (BPED-2531). Action July 23.

■ *Round Rock, Tex.—Ixoye Productions Inc. granted 88.1 mhz, 700 w, HAAT: 52.8 ft. Address: 402 West Austin Ave., Round Rock 78664. Estimated construction cost: \$1,000; first year operating cost: \$72,040; revenue: \$94,610. Format: religious/talk. Principal: nonprofit corporation; Randall Thomas is president. Action Aug. 18.

TV actions

■ Honolulu—Sunset Communications Corp. granted ch. 30; ERP: 284 kw vis., 28.4 kw aur., HAAT: -74.5 ft.; ant. height above ground 426.5 ft. Address: 919 Third Avenue, New York 10022. Estimated construction cost: \$1,787,200; first-year operating cost: \$2,135,600; revenues: \$2,000,000. Legal counsel: Stein, Halpert & Miller, Washington; consulting engineer: John A. Fergie. Principals: Martin F. Connelly (25%), A. E. Muth (25%), John A. Serrao (10%), Robert L. Tofel (10%) and four others. Both Connelly and Muth own 50% (each) stock in Delta Television Corp., permittee WPTY-TV Memphis. Serrao and Tofel, though not shareholders, are in operations management for Delta. Action Aug. 12.

■ *St. Louis—Double Helix Corp. granted UHF ch. 40; ERP: 61.7 kw vis., 10.3 kw aur. HAAT: 372 ft.; ant. height above ground: 328 ft. Address: Box 8187, Pierre Ladde Station, St. Louis, Mo. 63156. Estimated construction cost: \$29,388; first-year operating cost: \$25,000. Legal counsel: Haley, Bader & Potts, Washington. Principal: Thomas J. Thomas, general manager. Double Helix is applicant for noncommercial FM at St. Louis. Action Aug. 6.

Ownership Changes

Applications

■ WEZJ(AM) Williamsburg, Ky. (AM: 1440 khz, 1 kw-D)—Seeks transfer of control of station from Honus Shain (100% before; none after) to Paul Estes (none before; 100% after). Consideration: \$475,000. Principals: Shain has no other broadcast interests. Estes is mayor of Williamsburg and has no other broadcast interests. Ann. Aug. 26.

■ KSRC(AM) Socorro, N.M. (AM: 1290 khz, 1 kw-D)—Seeks transfer of control of station from Walter Shrode (100% before; none after) to Socorro Communications Inc. (none before; 100% after). Consideration: \$185,000 plus \$20,000 noncompete agreement. Principals: Shrode has no other broadcast interests. Buyer: Manual M. Olguin and family. He is congressional staff consultant, Washington. They have no other broadcast interests. Ann. Aug. 26.

■ WSCV(AM)-WSLE-FM Petersburg, N.H. (AM: 1050 khz, 1 kw-D; FM: 92.1 mhz, 1.4 kw)—Seeks assignment of license from Shannon Communications Corp. to University Media Services for \$225,000. Seller: Francine S. McKelvy who has no other broadcast interests. Buyer: James O'Neill and John K. Kneafsey (50% each). O'Neill is vice president

of John Blair & Co., New York radio and television representative. Kneafsey is Chicago attorney. They are partners in Evanston, Ill., real estate company. Neither has other broadcast interests. Ann. Aug. 26.

■ WGIV(AM) Charlotte, N.C. (AM: 1600 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from New GIV Inc. to Harris Communications Corp. for \$1.75 million. Seller: Broadcast Enterprises National which is owned principally by Ragan Henry. Seller is group owner of five AM's, two FM's and one TV. Earlier this year it purchased WITH(AM) Baltimore (BROADCASTING, April 14) and sold WTAN(AM)-WOKF(FM) Clearwater, Fla. (BROADCASTING, Aug. 25). Buyer: Garfield B. Harris (60%) and Michael A. Mullock (40%). They own Camden, N.J. lumber business and Philadelphia construction company. Harris and wife, Viola, jointly own 1.07% of BENI (worth \$12,500) which will go toward purchase of station. Mullock has no other broadcast interests. Ann. Aug. 26.

Facilities Changes

AM applications

■ WJBY(AM) Rainbow City, Ala.—Seeks CP to change city of license from Gadsden to Rainbow City; change hours of operation to U by adding 500 w-N; make changes in ant. sys.; change TL to 1.25 miles S. of existing site. Major environmental action. (800801AA). Ann. Aug. 26.

■ KSIR(AM) Estes Park, Colo.—Seeks CP to change TL to 167 W. of Marys Lake Rd., 0.22 miles N. of Marys Lake Rd. and Colo. Hwy 7, Estes Park, and make changes in ant. sys. (800613AD). Ann. Aug. 26.

■ WNWS(AM) South Miami, Fla.—Seeks CP to change frequency from 790 khz to 780 khz; increase ERP to 50 kw-D, 10 kw-N, and make changes in ant. sys. (800801AB). Aug. 26.

■ WAYR(AM) Orange Park, Fla.—Seeks CP to increase power to 2.5 kw. (800613AD). Ann. Aug. 26.

■ KAH1(AM) Auburn, Calif.—Seeks CP to change hours of operation to U by installing DA-2; change TL to 3.8 miles S.E. of Auburn adding 5 kw-N; makes changes in ant. sys. Major environmental action. (800811A). Ann. Aug. 26.

■ WIZY(AM) Gordon, Ga.—Seeks CP to make changes in ant. sys. and increase height (800613AH). Ann. Aug. 26.

■ KDOM(AM) Windom, Minn.—Seeks CP to increase ERP to 1 kw (800808AE). Ann. Aug. 26.

■ WESY(AM) Leland, Miss.—Seeks CP to change hours of operation to U by adding 1 kw-N, DA-N and make changes in ant. sys. (800721AC). Ann. Aug. 26.

■ WORL(AM) Briston, Tenn.—Resubmitted application to change SL to Eatonville, Fla.; change hours of operation to U by adding 5 kw DA-N and make changes in ant. sys. (800807AD). Ann. Aug. 26.

■ WTNR(AM) Kingston, Tenn.—Seeks CP to

change hours of operation to U by adding 1 kw, DA-N and make changes in ant. sys. (800729AH). Ann. Aug. 26.

■ WJJD(AM) Memphis—Seeks CP to change hours of operation to U by adding 10 kw, DA-2, and make changes in ant. sys. (800814AD). Ann. Aug. 26.

■ KLAT(AM) Houston—Seeks CP to change hours of operation to U by adding 1 kw DA-2; specify SL and RC: 101 North Milby Plaza, Houston, and make changes in ant. sys. (800715AE). Ann. Aug. 26.

■ KSPO(AM) Spokane, Wash.—Seeks CP to increase day and night powers to 5 kw, install DA-2, change frequency from 1230 khz to 1600 khz; change TL: Government Lot. No. 10, Sec. 3, TWP, 27N, R43E, Spokane, SL and RC: 140 N. Ash St., Spokane, (800627AA). Ann. Aug. 26.

■ WFBZ(AM) Minocqua, Wis.—Seeks CP to increase power to 2.5 kw and make changes in ant. sys. (800624AK). Ann. Aug. 26.

■ WCUB(AM) Two Rivers, Wis.—Seeks CP to change city of license from Manitowoc to Two Rivers; change hours of operation to U by adding 5 kw, DA-2; change TL Viebahn and US 141 Manitowoc, and make changes in ant. sys. (800613AC). Ann. Aug. 26.

■ KUUY(AM) Cheyenne, Wyo.—Seeks CP to change frequency from 1530 khz to 660 khz and make changes in ant. sys. (800801AD). Ann. Aug. 26.

FM action

■ WUUU(FM) Oak Ridge, Tenn.—Granted CP to change TL to Henderson Road, 0.8 miles S of Bullrun Creek, Tenn.; install new trans.; make changes in ant. sys.; change ERP 1.82 kw, and ant. height 383 ft. (BPH-780927AA). Action July 31.

SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

TV actions

■ WHBF-TV Rock Island, Ill.—Granted CP to change ERP to 100 kw vis., 18.2 kw aur.; change TL to adjacent to east side of Devil's Glen City Park, Bettendorf, Iowa; change ant. height to 1,332 ft.; conditions (BPCT-800515KF). Action Aug. 11.

■ KCPT(TV) Kansas City, Mo.—Granted CP to change ERP to 1050 kw vis., 105 kw aur.; change TL to 125 E. 31 St., Kansas City, Mo., and change type ant. (BPET-800724KE). Action Aug. 11.

■ *KOED-TV Tulsa, Okla.—Granted CP to change ERP to 240 kw, MAXERP 316 kw, ant. height 1,660 ft.; TL to N. of intersection of Muskogee Toll Road and S. 101st St., app. 1.8 miles E. of Oneta, Okla.; change type trans. and ant.; conditions (BPET-790926KE). Action Aug. 5.

■ KNBN-TV Dallas—Granted mod. of CP to change transmission line and TPO (BMPCT-800528KM). Action Aug. 13.

■ KCPQ-TV Tacoma, Wash.—Granted CP to change ERP to 186 kw (H) vis., 31.6 kw (H) aur.; to Gold Mountain, 6.5 miles W of Bremerton, Wash.; type trans. and ant. and ant. height to 2,000 ft.; conditions (BPCT-800307KF). Action Aug. 6.

Summary of broadcasting

FCC tabulations as of July 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,560	3	1	4,564	118	4,682
Commercial FM	3,227	2	0	3,229	143	3,372
Educational FM	1,063	0	1	1,064	86	1,150
Total Radio	8,850	5	2	8,857	347	9,204
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	84	313
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	11	173
Total TV	997	4	12	1,013	111	1,124
FM Translators	317	0	0	317	189	506
TV Translators						
UHF	2,539	0	0	2,539	216	2,755
VHF	1,304	0	0	1,304	451	1,755

*Special temporary authorization

**Includes off-air licenses

In Contest

Procedural rulings

■ **Craig, Colo.** (R & R Associates Inc. and Tri City Broadcasting Inc.) **FM Proceeding:** (BC Doc. 80-209-210)—ALJ Frederick Coufal granted joint request for approval of agreement by applicants, approved settlement agreement except that amount to be paid by Tri City to R&R is reduced from \$13,368.56 to \$12,618.56, canceled hearing scheduled for Aug. 25, and dismissed R&R's application with prejudice and granted Tri City's application. Action Aug. 15.

■ **Tulsa, Okla.** (TV proceeding: Church of Christian Crusade, Inc. and Alden Communications Corp.; BC Docs. 80-80-81)—ALJ Frederic Coufal, by five separate actions, approved request by Church of Christian (CCC) and withdrew motion to delete issue; denied motion by CCC to enlarge issues; granted petition by CCC for leave to amend its application to provide revised programming and an amendment to its articles of incorporation; granted petition by CCC for leave to amend its application with respect to news programming and to show addition of two-full time employees (actions Aug. 21); and granted to limited extent petition by Alden to enlarge issues to determine whether CCC had violated rules by attempting to discourage inspection of its public file and to determine areas and populations which would receive Grade A and B TV service from proposals and availability of other such services in area (Action Aug. 25).

Fines

■ **KDBS-AM-KRRV(FM) Alexandria, La.**—KDBS Inc. notified of apparent liability for forfeiture of \$2,000 for repeated violations: operating below 90 percent and above 105 percent of authorized power, failure to limit pre-sunrise operation to 500 watts, failure to keep maintenance log for 9 months for KDBS, and failure to measure carrier frequency from Jan. 2, 1978, to March 27, 1980, operating above 105% of authorized power, failure to keep maintenance log for 9 months. Action July 31.

■ **WMBO-AM-WRLX-FM Auburn, N.Y.**—Scott Broadcasting Co. ordered to forfeit \$4,000 for repeated violations of rules: charging political advertisers more than lowest unit rate. Action Aug. 11.

■ **KKTX(FM) Kilgore, Tex.**—Noalmark Broadcasting Corp. notified of apparent liability for forfeiture of \$400 for violations of rules: equipment performance measurements more than 14 months apart, failure to enter in maintenance log, at 6-month intervals, results of calibration of transmission line meter. Action Aug. 7.

Allocations

Actions

■ **Hampton, Ariz.**—In response to petition by Travis Carroll, proposed assigning 107.1 mhz to Hampton as its first FM assignment, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-516, RM-3592). Action Aug. 15.

■ **Fresno, Calif.**—In response to petition by Golden-Door Properties Ltd., and Sanger Telecasters, proposed four options: deleting ch. 43 from Visalia and reassigning it to Clovis as its first commercial TV assignment, assigning ch. 49 as replacement for ch. 43 at Visalia; and assigning ch. 59 to Sanger as its first TV assignment; or assigning ch. 69 instead of 43 to Clovis and 59 to Sanger; or assigning ch. 59 to Fresno and replacing ch. 43 with 49 at Visalia; or assigning ch. 59 and 69 to Fresno; comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-524, RM-3400 and 3516). Action Aug. 15.

■ **South Lake Tahoe, Calif.**—In response to petition by Emerald Broadcasting Co., proposed assigning 93.9 mhz and 102.8 mhz to South Lake Tahoe in place of 100.1 mhz and 103.1 mhz, respectively, and ordered Entertainment Enterprises to show cause why its license should not be modified to specify operation on 93.9 mhz instead of 100.1, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-522, RM-3582). Action Aug. 18.

■ **Oildale, Calif.**—In response to petition by KMAP Inc., proposed assigning 93.5 mhz to Oildale as its first FM channel, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-515, RM-3573). Action Aug. 15.

■ **Rifle, Colo.**—In response to petition by Garfield County Broadcasters, proposed assigning 105.3 mhz to Rifle as its first FM assignment, comments due by Oct. 21 and reply comments by Nov. 10 (BC Docket No. 80-526, RM-3599). Action Aug. 19.

■ **Fort Walton Beach, Fla.**—In response to petition by Fort Walton Beach Broadcasting Corp., proposed deleting UHF ch. 35 at Fort Walton Beach and assigning in its place ch. 50, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-519, RM-3642). Action Aug. 15.

■ **Rushville and Virden, both Illinois**—In response to petition by Joseph Cerar and Randal J. Miller proposed assigning 96.7 mhz to Virden and in response to petition by Steve Waters proposed assigning same channel to Rushville as each community's first FM assignment, channel can be assigned to both communities in compliance with mileage separation requirements provided total of 5 miles of site restrictions are imposed to avoid short spacing to each other, comments due Oct. 24, replies Nov. 13 (BC Docket No. 80-541). Action Aug. 22.

■ **Smith Center, Kan.**—In response to petition by Ernest McRae and Jerry T. Venable, proposed assigning 94.1 mhz to Smith Center as its first FM assignment, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-518, RM-3545). Action Aug. 15.

■ **Owingsville, Ky.**—In response to petition by Bath Radio Works, proposed assigning 107.1 mhz to Owingsville as its first FM assignment, comments due by Oct. 21 and reply comments by Nov. 10 (BC Docket No. 80-528, RM-3571). Action Aug. 19.

■ **Chatham, Mass.**—In response to petition by Rosemary D. Nelson assigned 107.5 mhz to Chatham as its first FM assignment, effective Oct. 9 (BC Docket No. 80-51). Action Aug. 22.

■ **Big Rapids, Mich.**—In response to petition by David C. Schaber, assigned 102.3 mhz to Big Rapids, effective Oct. 2, and terminated proceeding (BC Docket No. 80-38, RM-3191). Action Aug. 15.

■ **North Mankato, Minn.**—In response to petition by Minnesota Valley Broadcasting, proposed assigning 96.7 mhz to North Mankato as its first FM assignment, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-517, RM-3572). Action Aug. 15.

■ **Olivia, Minn.**—In response to petition by Olivia Broadcasting Co., proposed assigning 101.7 mhz to Olivia as its first FM station, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-513, RM-3580). Action Aug. 15.

■ **Walker, Minn.**—In response to petition by Stag Broadcasting proposed assigning 99.3 mhz to Walker as its first FM assignment, comments due Oct. 24, replies Nov. 13, Canadian concurrence must be obtained (BC Docket No. 80-539). Action Aug. 22.

■ **Columbia and Monroe City, both Missouri**—In response to petition by Al Germond, proposed assigning 101.7 mhz to Columbia as its third commercial FM assignment and substituting 106.3 in Monroe City for 101.7 mhz now assigned there, comments due by Oct. 21 and reply comments by Nov. 10 (BC Docket No. 80-527, RM-3509). Action Aug. 19.

■ **Helena, Mont.**—In response to petition by KCAP Broadcasters, Inc. (KCAP-FM), proposed assigning 99.5 mhz and 101.1 mhz to Helena in lieu of 92.1 mhz and 103.1 mhz, respectively; and ordered KBLL-FM to show cause why its license for 92.1 mhz should not be modified. Canadian concurrence must be obtained (BC Docket No. 80-523, RM-3543). Action Aug. 15.

■ **Puerto Rico**—In response to petition by Aurio Matos (WRFE-FM), Arzuaga and Davila Associates (WREI-FM), Radio Musical Inc. (WBRQ-FM), and Enrique Leon, proposed assigning 104.1 mhz to Aguada in place of 105.5 mhz, 97.5 mhz to Cidra in place of 97.7 mhz, and 96.9 mhz to Quebradillas in place of 98.3 mhz; substituting 98.1 mhz for 106.5 mhz at Arecibo, 106.5 mhz for 96.9 mhz at Manati, 106.1 mhz for 97.5 mhz at Mayaguez, and 103.7 mhz for 104.1 mhz at Utuado; and ordered licensees of stations WNIK-FM, WMLD, WIOA and WERR to show cause why their licenses should not be modified; comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-520, RM-3358). Action Aug. 15.

■ **Irmo, S.C.**—In response to petition by Santee-Cooper Broadcasting Co., proposed assigning 102.3 mhz to Irmo as its first FM assignment, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-514, RM-3591). Action Aug. 15.

■ **Orem, Utah**—In response to petition by Morris Jones, KABE-FM, proposed replacing it with 107.5 mhz at Orem and modifying Jones' license to specify

107.5 mhz, comments due by Oct. 21 and reply comments by Nov. 10 (BC Docket No. 80-525, RM-3554). Action Aug. 18.

■ **Tremonton, Utah**—In response to petition by Bear River Broadcasting Co., proposed assigning 100.7 mhz to Tremonton as its first FM assignment, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-512, RM-3595). Action Aug. 18.

■ **Kennewick and Richland, both Wash.**—In response to petition by KUTI Communicators Inc. proposed substituting 106.5 mhz for 106.3 mhz at Richland, Canadian concurrence must be obtained, comments due Oct. 24, replies Nov. 13 (BC Docket No. 80-540). Action Aug. 22.

■ **Ravenswood, W.Va.**—In response to petition by Rex Osborne, assigned 102.3 mhz to Ravenswood as its first FM assignment, effective Oct. 3, and terminated proceeding; Canadian concurrence has been obtained (BC Docket No. 80-26, RM-3332). Action Aug. 19.

Translators

VHF actions

■ **K09PK Ruby, Alaska**—City of Ruby granted CP for new VHF translator station on ch. 9, to rebroadcast signal of KAKM(TV), KIMO(TV), KTVA(TV), KENI-TV, Anchorage; KYUK-TV Bethel; KUAC-TV Fairbanks; KTOO-TV Juneau (BPTTV-7912311E). Action July 24.

■ **K08JT Greasewood, Ariz.**—Greasewood Community Club granted CP for new VHF translator station on ch. 8, to rebroadcast signal of KOB-TV Albuquerque, N.M.; condition (BPTTV-7910251C). Action June 30.

■ **K02KH Trinity Center, Calif.**—North Lake Translator Group granted CP for new VHF translator on ch. 2 to rebroadcast signal of KTVL(TV) Medford, Ore. (BPTTV-7911061H). Action July 30.

■ **K04KB Aguilar, Colo.**—University of Southern Colorado granted CP for new VHF translator station on ch. 4, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTTV-8002111K). Action June 30.

■ **K02KJ Del Norte, Colo.**—University of Southern Colorado granted CP for new VHF translator station on ch. 2, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTTV-8002111M). Action June 30.

■ **K10LN East Elk Creek, Colo.**—Garfield County granted CP for new VHF translator station on ch. 10, to rebroadcast signal of KWGN(TV) Denver (BPTTV-7910041D). Action June 30.

■ **K08JS East Elk Creek, Colo.**—Garfield County granted CP for new VHF translator station on ch. 8 to rebroadcast signal of KWGN(TV) Denver (BPTTV-7910041C). Action June 30.

■ **K11PR Grand Valley, Colo.**—Garfield County granted CP for new VHF translator station on ch. 11, to rebroadcast signal of KWGN(TV) Denver (BPTTV-7911041E). Action June 30.

■ **K13QZ Grand Valley, Colo.**—Garfield County granted CP for new VHF translator station on ch. 13, to rebroadcast signal of KRMA(TV) Denver (BPTTV-7910041G). Action June 30.

■ **K03FR La Veta, Colo.**—University of Southern Colorado granted CP for new VHF translator stations on ch. 3, to rebroadcast signal of KTSC(TV) Pueblo, Colo. (BPTTV-8002111N). Action June 30.

■ **K02KI San Luis, Colo.**—University of Southern Colorado granted CP for new VHF translator stations on ch. 2, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTTV-8002111L). Action June 30.

■ **K04KC Sutank and adjacent rural area, Colo.**—Garfield County granted CP for new VHF translator stations on ch. 4, to rebroadcast signal of KWGN(TV) Denver (BPTTV-7910041B). Action June 30.

■ **K12MH Sutank et al, Colo.**—Garfield County granted CP for new VHF translator station on ch. 12, to rebroadcast signal of KRMA(TV) Denver (BPTTV-7910041F). Action July 24.

■ **K22AB Panama City et al, Fla.**—Board of Regents of Florida, acting on behalf of Florida State Univ. granted CP for new VHF translator on ch. 22, to rebroadcast signal of WFSU-TV Tallahassee, Fla. (BPTTV-7907181B). Action July 24.

- K09PJ Dingle et al. Idaho—Bear Lake Valley TV Assn. granted CP for new VHF translator on ch. 9 to rebroadcast signal of KUTV(TV) Salt Lake City (BPT-TV-7911281N). Action July 24.
- K13QY Dingle et al. Idaho—Bear Lake Valley TV Assn. granted CP for new VHF translator on ch. 13 to rebroadcast signal of KSL(TV) Salt Lake City (BPT-TV-7911281R). Action July 24.
- K11PQ St. John Plantation, Me.—Town of St. John granted CP for new VHF translator on ch. 11 to rebroadcast signal of WAGM-TV Presque Isle (BPT-TV-7911271A). Action July 24.
- K10LL Pipe Creek et al. Mont.—Libby Video Club granted CP for new VHF translator on ch. 10 to rebroadcast signal of KHQ-TV Spokane, Wash. (BPT-TV-7905011D). Action July 30.
- W05AU Bat Cave et al. N.C.—Univ. of N.C. granted CP for new VHF translator on ch. 5, to rebroadcast signal of WUNF-TV Asheville, N.C. (BPTTV-7912051C). Action July 24.
- K11PO Oregon Canyon, Ore.—John Echave granted CP for new VHF translator station on ch. 11, to rebroadcast signal of KIVI(TV) Nampa, Idaho (BPTTV-7910011J). Action June 30.
- K07QL Mitchell, S.D.—South Dakota Broadcasting Co. granted CP for new VHF translator station on ch. 7, to rebroadcast signal of KSFY-TV Sioux Falls, S.D. (BPTTV-7912171P). Action July 30.
- K12MI Garden City and Laketown, both Utah and Paris and Montpelier, both Idaho—Bear Lake Valley TV Assn. granted CP for new VHF translator on ch. 12, to rebroadcast signal of KSL(TV) Salt Lake City (BPTTV-7911281Q). Action July 24.
- K10LM Laketown and Garden City, Utah and Paris and Montpelier, both Idaho—Bear Lake Valley TV Assn. granted CP for new VHF translator on ch. 10 to rebroadcast signal of KTVX(TV) Salt Lake City (BPT-TV-7911281O). Action July 24.
- K08JR Laketown and Garden City, both Utah, and Paris and Montpelier, both Idaho—Bear Lake Valley TV Assn. granted CP for new VHF translator on ch. 8 to rebroadcast signal of KUTV(TV) Salt Lake City (BPTTV-7911281M). Action July 24.
- K06KH Casper, Wyo.—Casper Community College District granted CP for new VHF translator station on ch. 6, to rebroadcast signal of KRMA-TV Denver (BPTTV-7912211N). Action June 30.

VHF actions

- K65CA Arvin and Lamont, Calif.—International Panorama TV Inc. granted CP for new UHF translator station on ch. 65, to rebroadcast signal of KTVN-TV Fontana, Calif. (BPTT-7911051D). Action July 24.
- K65CC Susanville and Herlong, both California—Honey Lake Community TV Corp. granted CP for new UHF translator station on ch. 65, to rebroadcast signal of KVIE-TV Sacramento, Calif. (BPTT-8002121D). Action June 30.
- K55CL Alamosa, La Jara, Manassa, Romeo and Antonito, all Colorado—University of Southern Colorado granted CP for new UHF translator station on ch. 55, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTT-8002111I). Action June 30.
- K49AK Hugo et al. Colo.—Lincoln County granted CP for new UHF translator on ch. 49, to rebroadcast signal of KRMA-TV Denver (BPTT-8001111C). Action July 30.
- K69CW Rural Jackson County South West, Colo.—Jackson County granted CP for new UHF translator stations on ch. 69, to rebroadcast signal of KRMA-TV Denver (BPTT-8001111B). Action June 30.
- K53AR Salida, Buena Vista, Center and Monte Vista, all Colorado—University of Southern Colorado granted CP for new UHF translator station on ch. 53, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTT-8002111J). Action June 30.
- K69CX Trinidad, Valdez and Hoehne, all Colorado—University of Southern Colorado granted CP for new UHF translator station on ch. 69, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTT-8002111H). Action June 30.
- K60BM Walden, Colo.—Jackson County granted CP for new UHF translator stations on ch. 60, to rebroadcast signal of KRWA-TV Denver (BPTT-8001111A). Action June 30.
- W64AS Seaford, Del.—Delaware Citizens' Committee Inc. granted CP for new UHF translator stations on ch. 64, to rebroadcast signal of WHYV-TV

- Wilmington, Del. (BPTT-7903261A). Action June 30.
- K30AB Preston, Idaho—Franklin County TV District No. 1 granted CP for new UHF translator stations on ch. 30, to rebroadcast signal of KSTU(TV) Salt Lake City (BPTT-8001031F). Action June 30.
- K69CV Carlsbad, N.M.—Regents of Eastern New Mexico University granted CP for new UHF translator station on ch. 69, to rebroadcast signal of KENW-TV Portales, N.M. (BPTT-7907201G). Action June 30.
- K65CB Forest and McAlister, both New Mexico—New Mexico University granted CP for new UHF translator station on ch. 65, to rebroadcast signal of KENW-TV, Portales, N.M. (BPTT-7907201F). Action June 30.
- K63BR Tucumcari, N.M.—Regents of Eastern New Mexico University granted CP for new UHF translator station on ch. 63, to rebroadcast signal of KENW-TV Portales, N.M. (BPTT-7907201E). Action July 30.
- K60BN Four Buttes et al. Mont.—Klear Vu Television District granted CP for new UHF translator on ch. 60 to rebroadcast signal of KXMD-TV Williston, N.D. (BPTT-7912111G). Action July 24.
- K50AI Hawthorne, Nev.—Mineral Television District No. 1 granted CP for new UHF translator station on ch. 50, to rebroadcast signal of KBEQ-TV San Francisco (BPTT-8001101B). Action July 24.
- L67CF Mina and Luning, both Nevada—Mineral Television District No. 1 granted CP for new UHF translator station on ch. 67, to rebroadcast signal of KBEQ-TV San Francisco (BPTT-8001101D). Action June 30.
- W59AR Brevard et al. N.C.—Univ. of N.C. granted CP for new UHF translator on ch. 59 to rebroadcast signal of WUNF-TV Asheville, N.C. (BPTT-7912051D). Action July 24.
- W67AV Bryson City, et al. N.C.—Univ. of N.C. granted CP for new UHF translator on ch. 57 to rebroadcast signal of WUNE-TV Linville, N.C. (BPTT-7912051G). Action July 30.
- W62BA Hayesville, et al. N.C.—Univ. of N.C. granted CP for new UHF translator on ch. 62 to rebroadcast signal of WUNE-TV Linville, N.C. (BPT-TV-7912051E). Action July 24.
- W62BB Highlands, N.C.—Univ. of N.C. granted CP for new UHF translator on ch. 62 to rebroadcast signal of WUNE-TV Linville, N.C. (BPTT-7912051F). Action July 30.
- K55CM Gold Beach, Ore.—State of Oregon granted CP for new UHF translator station on ch. 55, to rebroadcast signal of KOAP-TV Portland, Ore. (BPTT-8004211B). Action June 30.
- K63BS Heppner, Echo, Lexington and Long Creek, all Oregon—State of Oregon granted CP for new UHF translator station on ch. 63, to rebroadcast signal of KOAP-TV Portland, Ore. (BPTT-7906111P). Action June 30.
- K61BU Port Orford, Ore.—State of Oregon granted CP for new UHF translator station on ch. 61, to rebroadcast signal of KOAP-TV Portland, Ore. (BPTT-8004211A). Action June 30.
- W66AQ Greenville, S.C.—New South Television Corp. granted CP for new UHF translator station on ch. 66, to rebroadcast signal of WAIM-TV Anderson, S.C. (BPTT-7909181H). Action June 30.
- K57BZ Riverside et al. Wash.—Television Reception District No. 1 of Okanogan County granted CP for new UHF translator on ch. 57, to rebroadcast signal of KSPS-TV Spokane, Wash. (BPTT-7912311J). Action July 24.
- W55AO Township of Washington Island and Upper Door County, both Wisconsin—State of Wisconsin Educational Communications Board granted CP for new UHF translator stations on ch. 55, to rebroadcast signal of WPNE-TV Green Bay, Wis. (BPTT-79061211K). Action July 8.
- W55AP River Falls, Wis.—State of Wisconsin Educational Communications Board granted CP for new UHF translator station on ch. 55, to rebroadcast signal of WHWC-TV Menomonie, Wis. (BPTT-7906121J). Action July 8.

filed:

- Armstrong Utilities Inc. for Ashland, Ohio (OH0141) add signal.
- Riverfront Cablevision Inc. for Delanco, N.J. (NJ0442) new system.
- Genesee County Video Corp. for Batavia, N.Y. (NY0850) new system.
- Fort Smith Cable Co. for Muldrow, Okla. (OK0157) add signal.
- Clinton Cablevision System Inc. for Clinton, Mo. (MO0016) add signal.
- Warner Amex Cable Communications for Evendale, Newtown, North College Hill, Springfield, Sycamore, Miami, Milford, Union, Hartville, Lexington, all Ohio (OH0790-9,88,9) new system.
- Warner Amex Cable Communications for Harrisonville, Mo. (MO0205) new system.
- Warner Amex Cable Communications for Doylestown, Ohio (OH0787) new system.
- Pioneer Valley Cablevision for Monson, Ware, Warren, Hardwick and Palmer, all Massachusetts (MA0022,5,6,85,24) add signal.
- Bee Line Inc. for Wilton, Skowhegan, Madison, Anson, Millinocket, East Millinocket and Farmington, all Maine (ME0069,70,3,2,69,110,71) add signal.
- Douglas Communications Corp. for Adamsville and McNairy, both Tennessee (TN0126,60) add signal.
- Television Antenna Cable Inc. for Front Royal and Warren, both Virginia (VA0050,174) add signal.
- Valley Cablevision Inc. for Pikesville, Ky. (KY0083) add signal.
- Douglas Communications Corp. for Selmer, Tenn. (TN0053) add signal.
- OVC Telecommunications Inc. for Richmond, Ky. (KY0111) add signal.
- Weston Television Cable Corp. for Weston and Jane Lew, both West Virginia (WV0208,1) add signal.
- Braxton Cablevision Corp. for Gassaway and Sutton, both West Virginia (WV0089,90) add signal.
- Triangle Cable Co. for Oakdale, Calif. (CA0256) add signal.
- Teleprompter Corp. for Coos, Ore. (OR0232) new system.
- Imo TV Cable Inc. for Newark, Ark. (AR0115) add signal.
- Northeast Communications Inc. for Fort Devens, Mass. (MA 0116) new system.
- Audobon Electronics Inc. for Hainesport, N.J. (NJ0385) new system.
- Clarke County Cablevision Inc. for Osceola, Iowa (IA0111) new system.
- Service Electric Cable TV Inc. for Hazleton, Pa. (PA0399) new system.
- Service Electric Cable TV Inc. for Coal, Zerbem Jordan, Washington, Jackson, Lower Mahanoy and Upper Mahanoy, all Pennsylvania (PA0548,9,033,4,5,500,1) add signal.
- Keby Cable Co. for West Liberty, W.Va. (WV0640) new system.
- Fairfield Cable TV Inc. for Shelbyville, Ill. (IL0263) add signal.
- Triange Electronics Co. for Ross, Mich. (MI0445) new system.
- James Mogg TV Cable for Cheyenne, Okla. (OK0034) add signal.
- Emco CATV Inc. for Hardwick, Vt. (VT0030) add signal.
- LaFourche Communications Inc. for Assumption, La. (LA0192) new system.
- Catskill Mt. Video Inc. for Hobart, Ashland, Windham, Prattsville, Middleburgh and Grand Gorge, all New York (NY0299,7,072,0,69,8) new system.
- Harron Communications Corp. for South Greensburgh, Pa. (PA0648) add signal.

Cable

- The following cable service registrations have been

Satellites

- Based on FCC tabulations announced on July 10, there are 3,355 licensed earth stations. Approximately 3,000 are receive-only with remainder being transmit-

receive. There are 489 pending earth station applications. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

- Omega Satellite Products Co. for Lawrence, Tenn. (TN0224) new system.
- UA-Columbia of Westchester for Irvington, N.Y. (NY0851) new system.
- Cablevision of Chicago Inc. for Merrionette Park, Ill. (IL0406) new system.
- Shenandoah Cablevision Inc. for Shenandoah, Iowa (IA0112) new system.
- Northern Illinois Cablevision Inc. for Glendale Heights, Ill. (IL0404) new system.
- Service Electric Cable TV for West Hazleton, Conyngham, Banks, Foster, Hazel, Butler, Beaver Meadows, Freeland, Sugarloaf, Mount Carmel, Kulpmont, Marion Heights, Bloomsburg, Scott, Montour, Hemlock, Orange, South Centre, Catawissa, Franklin, Wilkes-Barre, Harveys Lake, Laurel Run, Hanover, Kingston, Sunbury City, Upper Augusta, Rockefeller, Point, Shamokin Dam, Monroe, Penn, Frackville, Ashland, Gordon, Girardville, St. Clair, all Pennsylvania (PA0982, 3, 5, 6, 94, 3, 1, 0, 2, 338, 7, 5, 6, 407, 958, 60, 2, 3, 59, 6, 7, 64, 521, 884, 45, 3, 6, 7, 062, 979, 78, 81, 0, 77, 6, 480, 056, 444, 81, 3) new system.
- Service Electric Cable TV for Bridgeton, Tinicum, Birdsboro, Exeter, Robeson, Union, Cumru, St. Lawrence, Centralia, Conyngham, Barry, East Cameron, West Mahanoy, Butler, New Castle and East Norwegian, all Pennsylvania (PA0256, 948, 213, 5, 6, 797, 972, 927, 8, 5, 9, 835, 6, 3, 4) add signal.
- Delaware County Cablevision for Ridley Park, Pa. (PA1878) new system.
- White Sands Cable Co. for White Sands Missile, N.M. (NM0090) new system.
- Community Cablevision Inc. for Harvard, Ill. (IL0405) new system.
- Triangle Cable Co. for Stanislaus, Calif. (CA0669) add signal.
- Emco CATV Inc. for Fair Haven and Castleton, both Vermont (VT0069, 70) add signal.
- Granville Cablevision Inc. for Granville and Middle Granville, both New York (NY0279, 80) add signal.

Earth station applications:

- Raleigh, N.C.—ITT Telecommunications Corp. (10m; S-A; E2507).
- Coraopolis, Pa.—Astro Cablevision Corp. (4.6m; S-A; E2508).
- Trinity, Tex.—TV Cable of Trinity Inc. (5.6m; GCC; E2509).
- Syracuse, N.Y.—Newchannels Corp. (5m; S-A; E2510).
- Atlanta—Cox Cable Communications Inc. (4.5m; S-A; E2511).
- Cooperstown, N.Y.—Newchannels Corp. (6m; Harris; E2512).
- Doylestown, Pa.—Home Vue Cable TV (4.6m; S-A; E2513).
- Madison, Me.—Bee Line Inc. (6.1m; Harris; E2514).
- Pleasanton, Tex.—Atascosa County Cable TV (5.6m; GCC; E2515).
- Harrisonville, Mo.—Warner Amex Cable Communications Inc. (5m; S-A; E2516).
- Scottsburg, Ind.—Warner Amex Cable Communications Inc. (5m; S-A; E2517).
- Iraan, Tex.—Iraan TV Cable (4.6m; S-A; E2518).
- Owensville, Ind.—Gibson Cable TV Inc. (4.6m; S-A; E2519).
- Brickyard, Ore.—Netarts Television Cable Inc. (4.6m; S-A; E2520).
- Hopewell, Va.—Phoenix Communications Inc. (5m; AFC; E2521).
- Norfolk, Va.—Cox Cable Communications Inc. (10m; S-A; E2522).
- Owosso, Mich.—Cox Cable Communications Inc. (5m; S-A; E2523).
- White Sands, N.M.—White Sands Cable Co. (4.6m; S-A; E2524).

Other

- Taft Broadcasting Co. has filed with U.S. Court of Appeals for District of Columbia Circuit notice appealing FCC's June 11 action authorizing Board of Trustees of University of Alabama to construct new educational FM station at Tuscaloosa, Ala., and to change facilities of its existing Tuscaloosa station *WUAL-FM. Taft, licensee of commercial station WRBC-TV Birmingham, Ala., had objected to applications contending grant might result in objectional interference to reception of its signal within areas of its grade B contour. Ann. Aug. 27.
- National Committee for Responsive Philanthropy (NCRP) has asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's June 25 denial of complaint filed on NCRP's behalf by Media Access Project (MAP) that three major television networks violated Fairness Doctrine by failing to present contrasting viewpoints on whether United Way of America's system of collecting and distributing funds serves all elements of society. Ann. Aug. 26.

Call Letters

Applications

Call	Sought by
New AMs	
KBOT	Cabot Broadcasting Co., Cabot, Ark.
WBCE	Ballard-Carlisle Broadcasting Co., Wickliffe, Ky.
New FMs	
KCAW	Raven Radio Foundation Inc., Sitka, Alaska
*KAVT-FM	Independent School District No. 492, Austin, Minn.
WKJS	Kenneth J. Crosthwait, Harriman, Tenn.
New TVs	
WFGC	Wishire Corp., Palm Beach, Fla.
*KSWK-TV	Board of Trustees Garden City Community College, Garden City, Kan.
KLAX-TV	Cypress Communications Corp., Alexandria, La.
Existing AMs	
WCII	WKJJ Louisville, Ky.
WQXQ	WNUS Springfield, Mass.
KOSC	KEMM Marshfield, Mo.
KMOD	KXXO Tulsa, Okla.
WYBS	WFAR Farrell, Pa.
WWOJ	W22D Philadelphia
KDOT	KAYK Provo, Utah
Existing FMs	
KZMK	KBAZ Bisbee, Ariz.
KIKF	KORJ Garden Grove, Calif.
KOSC-FM	KEMM-FM Marshfield, Mo.
WZKZ	WCLI-FM Corning, N.Y.
WMYL-FM	WIZR-FM Johnstown, N.Y.
KCNR	KPAM-FM Portland, Ore.
WRAX	WAKM Bedford, Pa.
WWSW-FM	WPEZ Pittsburgh
WGBZ	WPAR-FM Sharpville, Pa.
*WNSC-FM	WPRV Rock Hill, S.C.
WUSW	WCOR-FM Lebanon, Tenn.
Existing TVs	
KTPX	KMOM-TV Monahans, Tex.
Grants	
Call	Assigned to
New AMs	
KRHS	Holiday Broadcasting Co., Bullhead City, Ariz.
WSSL	Western Mississippi Broadcasters Inc., Centerville, Miss.
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RADIO

HELP WANTED MANAGEMENT

General Manager for midwest radio station. Must be aggressive having strong background in local and national sales. Equal opportunity employer. Send resume and references to Box H-263.

Group Broadcaster needs 2 Sales Managers. Medium Southern Markets. If you're an aggressive RAB trained salesperson with a good track record looking for your first management slot, send complete resume to Box H-239.

General Manager for dominant Gulf Coast AM/FM stations using separate formats. Must be strong on local and national sales with proven experience and motivation. These prestige stations require exceptional managerial expertise and dedication. Box J-12.

Growing company needs manager. One of the largest gospel radio chains is looking for a General Manager that can sell Gospel Radio. Eleven stations in Major Markets in only 15 years! We're still growing! Contact: Dick Marsh, Vice-President, Universal Broadcasting 3844 E. Foothill Blvd., Pasadena, CA 91107 213-577-1224.

First Class Sales Manager wanted to lead, train, and motivate very productive sales force. Must be excellent salesperson. Will be given top account list. Our well programmed radio station is No. 1 in this market. We promote big and successfully. We provide the tools you need to close sales. Must be proven producer accustomed to earning big bucks. Box J-35.

Station Manager for group owned small market automated and profitable class 4 AM in northern New England. Must be sales oriented with strong sales experience. Salary plus strong incentives, other fringes. Box H-248.

Alabama medium market station needs station/sales manager. Must be experienced with a heavy emphasis on sales organization. Salary plus override. This is a good position for somebody who wants to earn and work with a good radio station. Equal opportunity employer. Box H-187.

Major market group needs sharp, aggressive sales manager for top 50 market. Must be able to motivate sales staff of four and carry a strong personal list. Salary, commissions, bonuses, override, gas, company car and growth for the right person. Current Sales Manager is purchasing his own radio station! Sell us in your first letter. Reply Box J-53.

HELP WANTED SALES

Senior Account Executive sought for Duluth-Superior's new and only AOR station. First class situation. A very experienced sales person who has record results will seek this fabulous opportunity. He or she will find all the tools and promotion they need. Duluth is a regional center for retailing, transportation, and tourism on beautiful Lake Superior. This top market where beautiful living abounds is ready for a radio pro at a station staking claim to "number one." Resume to General Manager, KQDS, Box 6167, Duluth, MN 55806.

Imagine selling the only FM station in a metro market of 189,300! Further imagine selling in a market with no TV competition! Rapidly growing Salem in the beautiful Willamette Valley in Oregon is the place. 100,000 watt KSKD has an opening for a sales pro—two years continuous radio sales experience required. Rush resume to: Ty Benham, General Sales Manager, KSKD Radio, Box 631, Salem, OR 97308.

FM radio station looking for aggressive salesperson. Excellent growth opportunity. Salary commensurate with experience. At least one year street experience. Send resume to Box 701, Freeport, IL 61032.

Great opportunity for super sales person for a great radio market. Dubuque, Iowa. E.O.E. Call Mgr. 319-557-8888.

100,000 watt stereo FM with sister AM needs aggressive salesperson. Opportunity to advance to sales management in short order. Will consider person to do board shift also. Good pay. EOE. Don only. 918-825-0070, 316-421-0010.

AM Daytimer in rapidly growing single station market looking to expand sales force. Excellent opportunity for aggressive sales person to grow with the station. Affirmative action. EOE. Send resume: Station Manager, WAGE, Box 1290, Leesburg, VA 22075 or call 703-777-1290.

HELP WANTED ANNOUNCERS

A 3-Market operation in Colorado/Nebraska has openings for Engineer/Announcer, Sales and Announcers with good creative production. Immediate opening. Send resume to Ray Lockhart, Box 509, Ogallala, NE 69153 or call 308-284-3633.

Suburban Washington-Adult Contemporary seeks full time announcer with strong production. Tapes and resumes to Johnny Long, WPRW, Box 1460, Manassas, VA 22110. 703-368-3100 EOE.

Experienced morning personality for top rated adult-contemporary station. Must be smooth and creative with strong production ability. Excellent station with good pay and professional climate. Send resume and tape to Dex Card, WLIR, PO Box 659, Kenosha, WI 53141. E.O.E.

WAAY is looking for an experienced morning personality for our 50,000 watt contemporary station. Must be willing to make a commitment and get involved with the community. Number one ratings but morning numbers need to improve. Rush tape & resume to Fred Holland, Box 2041, Huntsville, AL 35804. EOE.

Wanted: Announcers for Mid Texas Small Market Station One year experience. C&W format. Send resume: KVLG, Box 609, LaGrange, TX 78945, or call 713-968-3173. Equal Opportunity Employer.

Wanted—Combo sports director/personality announcer, heavy play-by-play experience a must, as is ability to capture the market on a regular air shift. MOR-contemporary station in sunbelt. E.O.E. Send resume today to Box J-73.

Monterey, California. Outstanding MOR AM has opening for experienced announcer with creative production ability. Tape and resume to Mark Ward, Box 2108, Monterey, 93940. EOE/MF.

Smooth, informative, creative morning jock needed for modern country AM. Must also be very good at production. Immediate opening. Contact Doug Walker, PD., WUNI Radio, 1257 Springhill Ave., P.O. Box 2567, Mobile, AL 36652. 205-438-4514. Male/female. WUNI is an equal employment opportunity employer. Division of Kirk Broadcasting, Inc.

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

Experienced Announcer for drive time and production. Aaron Durham, WAKI, Box 409, McMinnville, TN 37110. Phone 615-473-6535. EOE.

Controversial Sports Talk Master needed for Top 15 market AM radio station. Must have ability to generate call-ins from listeners. Equal Opportunity Employer. Send resume to Box J-76.

HELP WANTED TECHNICAL

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 Box H-249.

Chief Engineer—University CPB/NPR public radio station in Northeast Texas. Responsible for full technical operation of 7KW Stereo FM and instructing one college course. Valid FCC First Class Radiotelephone license required and Master's degree preferred. Send resume, references, and salary requirements by September 20 to Dr. Gideon T. James, Vice President for Planning and Institutional Advancement, East Texas State University, Commerce, TX 75428. ETSU is an Equal Opportunity/Affirmative Action Employer.

Chief Engineer with automation experience and good maintenance habits, keeps orderly records. Call WCCF/WQLM Punta Gorda, FL. EEO Employer. 813-639-1188.

Chief Engineer for KKOJ/KSFT in St. Joseph, Mo. New studios with new equipment. AM-fulltime 5KW directional. FM-100KW. You would be in charge. Steve Dinkel 816-279-6346.

\$22,000 for the right engineer! AM/FM group needs an innovative Chief. Metro area near fantastic recreation. Call Tom Greenleigh, SGS Broadcasting of Utah, 801-392-7535. 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.

Chief Engineer—Eastern Shore of Maryland AM & FM combo need technician. Your ear and experience needed for this forward looking company. Stations are ENG equipped, microwave remote, RCA, Gates. Strong preventive maintenance a must. Resume and salary requirement to Box J-32.

Growth-Minded Chief Engineer needed now to build a fulltime station out of a long term daytime operation! Directional AM, STL, hands-on-experience required. Good salary, benefits, and long term growth potential as part of management team. Send resume references, and salary requirements to Doug Collins WQIO, Box 9260, Canton, OH 44711. Do not phone EOE.

HELP WANTED NEWS

Best small market station in America will have news director opening. Midwest replies only. Commercial experience and college degree preferred. EOE Box J-24.

WMZQ, Washington, DC has immediate opening to morning anchor. Duties include street reporting. Creativity welcomed; intelligence essential; previous experience required. Send tape and resume to WMZQ News, 5513 Conn. Ave. NW, Washington, DC 20015. Viacom Radio is an Equal Opportunity Employer.

Midwest News Leader seeks experienced news pro for morning drive Anchor. Strong voice, delivery and good writing a must. Rush complete resume and salary history. Box J-21.

Competent newperson to work in the Arkansas Ozarks at station with strong news and public affairs commitment. Looking for a high caliber journalist. Tape, resume and letter to News Director, KHOZ, Box 670, Harrison, AR 72601 EOE.

Radio Newscaster—major midwestern radio station has an opening for an experienced broadcast news person with a good voice, authoritative news delivery, and journalism background. An excellent opportunity. Please send tape and resume to: Gene Hirsch, News Director, WIL Radio, St. Louis, MO 63101.

HELP WANTED NEWS CONTINUED

A news/talk/information radio station wants to expand its staff with experienced, mature sounding persons willing to share in growth and able to assume responsibility. Both news and news/talk persons will be considered. Resumes must be accompanied by tapes. Send to WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

Radio News Director. We need a dedicated News Director/Reporter to assume the administrative and anchor duties of the team. Bright conversational delivery complete with solid Broadcast Journalism. Salary range \$14-17,000 plus benefits, depending on experience. We offer permanency. Send Tape/Resume to Buster Pollard, General Manager, PO Box 547, Huntsville, AL 35804.

News Director: If you're looking to relocate in one of the fastest growing cities in America, you could be the person we're looking for. If you're aggressive, work well with people, a motivator, a director who accepts challenges and who is able to direct Central Kentucky's largest radio news department, we would like to talk with you. Send a complete resume and tape to General Manager, WVLC AM/FM, PO Box 1559, Lexington, 40592. An Equal Opportunity Employer.

News Director for Pennsylvania Metro Market. Good voice and experience required. Will supervise local news and public affairs effort. News vehicle and RPU Unit available. Compensation commensurate with experience. Full benefits. Group owner. Equal Opportunity Employer. Reply to Mr. Long 215-735-3520.

Immediate Opening for PM news reporter at this top rated northwest NJ station with strong commitment to news. If you're dedicated, hardworking with strong writing & reporting skills... this one's for you! But don't wait. EOE. Tape & resume to News Director, WRNJ, Box 1000, Hackettstown, NJ 07840.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Music Programmer: For Top-rated and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer who understands how to select and combine melodic currents and standards from both Adult-Contemporary and Adult-MOR categories. EEO Employer. M/F. Send resume with salary history to Box H-89.

Coordinator of Development and Public Relations for FM Radio station. Bachelor's Degree (Master's preferred) for position with new 90KW public radio station. Duties will include fund-raising, involvement in preparation of grant proposals, and station promotion and development. Writing and speaking talent essential; marketing, promotion, and public relations experience desirable; experience in radio (preferably public radio), knowledge of classical music, the arts, and public affairs, plus layout, design and graphics experience helpful. Must be a self-starter. The position is a 12-month faculty appointment. Salary \$12,000+, depending on qualifications and experience. Send samples of audio and print work, plus complete resume with names of at least three references to David T. Wilkinson, Station Manager, WKYU-FM, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

Operations Director for Pennsylvania Metro Market AM/FM. PD. experience required. Take charge person will oversee both station's music, promotion and technical. Compensation includes incentive plan. Full benefits. Group owner. Equal Opportunity Employer. Reply to Mr. Long 215-735-3520.

Wanted-Program Director—Heavy experience in news/information and personality radio with MOR-contemporary format. CBS affiliate in sunbelt. E.O.E. Send resume today to Box J-59.

Eastern Massachusetts medium market, 5 kw, fulltime adult contemporary station, needs experienced PD production, automation, all phases of broadcasting. Call Pauline Yates 617-454-0404. EOE.

Production Manager: Write copy and produce for AM/FM. One year production/copywriting preferred. Contact Robert Hill, KEE/KJCS, Box 1111, Nacogdoches, TX 75961. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

I'm seeking promising opportunity with small-medium market facility having honest, well-regarded ownership, in attractive, clean-air location. Earned-interest arrangement considered. Sixteen years experience... management, sales, or air including 50 kw AM country stations. Educated, first phone, excellent grassroots management skills. Presently in Northwest. 907-344-9290.

Turn your station around! Increase billing overnight! New, unique format commands large, active audience and high-ticket advertisers. Broadcast veteran with sales/management/operations/programming background will be your GM or consultant. Competitive markets only. Contact today, start making money tomorrow! Box H-167.

General Manager in search of new challenge with above average opportunity. 17 years in management as successful professional broadcaster. Aggressive sales motivator. Experience includes all markets all formats, both AM/FM. Desire association with a growing and progressive company. Excellent credentials available. Box J-58.

SITUATIONS WANTED ANNOUNCERS

Very creative funny morning personality with 3rd looking for new home in medium market. Station must care about ratings. Send for tape, resume and X-lent refs. Dave Jesse, PO 2616, Riviera, AZ 86442.

Male D.J. Experienced in and know country very well. Looking for surrounding Chicago area, Northern Illinois, Southeastern Wisconsin, and Northwestern Indiana. Deke Rivers 312-864-3304.

"Coming home!" to relocate in the U.S.A. after 14 years with family in Europe (W. Germany). I have 22 years combined experience in radio and films; 3 years drive time at 50 kw (AM), American Forces Network, Munich; 4 years as announcer/translator with the North America English Shortwave Service of Radio Deutsche Welle, Cologne; 7 years as freelance announcer/translator for industrial, documentary, and business films. Some news experience. Excellent voice, best references, 3 rd phone. I seek production, programming and announcing at Bltl. Music or MOR format in a medium or major market with a chance to move up to PD or OM. I prefer NC or VA but will consider other east coast areas. Available mid. Sept. 1980. For resume, references, contact: John Hamilton Fish, 208 Merwin Road, Raleigh, NC 27606 Phone 919-851-3474.

Top-notch Florida easy listening, beautiful music, adult contemporary stations: Hire a dependable announcer with 16 months experience, good voice, automation, board and production skills. Box H-254.

Young chick ready to kick! Jumpin' top 40 show. Tape, resume available. Diana Marzano, 10812 LaPorte Oak Lawn, IL 60453. 312-636-4350, 312-636-0925.

Hire the Tiger. News/Announcing/Sports. Hard worker, spirited, experienced. Rod Morrison, 25 Harriet Avenue, Belmont, MA 02178.

Expert PBP in hockey, football, basketball, & baseball. I am ready to relocate immediately in the U.S.A. or Canada. Have resume & audition tape available. Call after 5 PM. & ask for Joe at 312-652-2452.

Creative Personality needs medium market contemporary AM or FM. Strong production and writing skills. Willing to come in early and leave late. Bret 303-781-1802.

King Cooper. A young black ambitious DJ that appreciates all kinds of music, Jazz, R&B, Disco, Spiritual, Rock etc. 1431 5th Ave., Chicago Hgt. IL 60411 312-757-7341 or 333-2758. Tape and resume upon request.

At least! Something to look forward to—clean cut. FCC Third Class. College announcing experience. Graduate of Announcer Training Studios. Write to 2470 West 1st St., Brooklyn, NY 11223 or call 212-434-0356 eves.

Family man with 4 years experience is seeking medium market country or oldies station on the east coast. BA degree, 3rd endorsed, currently morning drive at metro suburban. Box J-61.

Experienced Pro now available after being out of radio the past few years. Mature, capable with successful management and announcing background. Looking for position with a future leading to participation in station programming and management. Prefer Illinois location, but will equally consider all areas. Please reply to Box J-50.

Three Times, in July I came in second; it's time for a first. Dan Sanders, 617-523-4012, after 5 p.m. 104 Charles Street—Box 368, Boston, MA 02114.

SITUATIONS WANTED TECHNICAL

San Francisco Bay Area. Competent maintenance and/or production engineer with good management skills. Experienced as C.E., state-of-the-art audio and RF digitals, etc. Bill Motley, 231 Hartford, San Francisco, CA 94114.

SITUATIONS WANTED NEWS

Hank Holmes—50 kw-TV News/Sports Anchor available. 617-679-6957, Box H-231.

Mature, stable professional seeking change. Public Affairs, talk and managerial experience. Now near N.Y.C. Box H-250.

Sportscaster promises intelligent reporting and hard work. 30, College grad, family man-10 years experience in medium major markets. Sports Director, Sportstalk, PBP experience including Pac 10 baseball, College football-basketball. Knowledgeable on all sports. Top references and resources—will make your sports department click. News/sales experience also. Prefer medium-major market but all offers considered. Let's talk, John Rebenstorf 714-793-6825.

Experienced reporter, good voice, currently employed in another field, but anxious to return to radio news. Prefer California or southwest. Box J-57.

Network radio deskperson, MSJ, newspaper background, seeks street reporter's job in medium/major market. Call 212-686-1449.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Seeking Responsibility to build Top 40, AOR, AC operation. Prefer Pacific Northwest, will consider all. Extensive automation, music and audience research experience, creative production. Sharp attention to detail, staff supervision, FCC. Includes airshift. References, employed, 702-733-8540 mornings, late afternoons.

Attention—Experienced PD. has developed a winning adult format. Different. Contact Mike 319-462-4100 evenings.

Program/Operations Director. Solid, organized, hard worker with over 9 years radio experience. Staff supervision, copywriting/production, ppp, live and automation programming. Prefer off air position but for right company will do top notch air shift. Box H-216.

Small, medium market news director seeks to relocate. Prefer newsradio or large news team but others considered. I am a pro who hustles. RTNDA active. Public affairs and telephone talk experience. Let's get together if you have a strong news commitment. Box H-247.

17 years experience, seeking opportunity with small market station having honest ownership. Experienced in sales, programming. Call Bill Sutton evenings at 607-734-9836.

Exiting WAAF Promotion Director seeks creative production/copywriting/on air position. Familiar with TV, graphics. Dave Potorti. 212-879-6402.

Small/Medium Markets: Stable, mature, winning programmer desires long-term commitment with above-average compensation. Rated No. 1 Top 10 Market. Box J-69.

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.

Modern Country Personality/PD. 32 share adults 25-54. East Coast. Box J-74.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Medium Market PD ... looking for medium or major market contemporary or adult contemporary station to program. Offering good potential growth pattern. Reply, Bill James, 15-A Hillin Place, Greensboro, NC 27409 or call 919-852-5783 evenings.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager—Top 30 Market. Prefer prior GSM experience, must have strong local experience. EEO Employer. Send resume to Box J-79.

T.V. Station Manager—VHF station, small market in Sun Belt. Opportunity for equity position for top notch G.M. Send resume and salary requirements to Box J-9.

Producer/Director. Duties: Produce and direct TV programs both in studio and in the field. Requires: Knowledge of community, public, cultural and minority affairs as special interests; writing and research important. B.A. or equivalent work experience. Salary depends on experience. Closing date: September 15. Contact: Howard Gutin, Vice President for Production, by sending resume to him at KLRU-TV, PO Box 7158, Austin, TX 78712. (EOE, women and minorities encouraged to apply)

Executive Opportunity: Executive Director ETV-PTV station. MA preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and evaluate educational and community television programs and manage school districts station. Salary commensurate with experience—up to \$40,000. Superintendent of Schools, Terminal Annex Station, Box 5538, Denver, CO 80217. Applications must be received by September 30, 1980.

Sales Manager: Direct and motivate Sales Department. Local direct and agency selling. Work with national reps. Knowledgeable in pricing techniques. Consider experienced A.E. with leadership potential and no opportunity. Good salary-incentives-fringes-auto Resumes to: GM., WTVE, Box 3248, Reading, PA 19604 (Equal Opportunity Employer).

Producer/Director. Duties: Produce and direct TV programs both in studio and in the field. Requires: Knowledge of community, public, cultural and minority affairs as special interests; writing and research important. B.A. or equivalent work experience. Bi-lingual preferred (English-Spanish). Salary depends on experience. Closing date: September 15. Contact: Send resume to Jo Ann Winik, KLRN-TV, PO Box 9, San Antonio, TX 78291. (EOE, women and minorities encouraged to apply.)

Promotion Manager with experience in on-air promotion production for dominant N.E. regional VHF station. Good writing skills, creativity, print layout and budgeting capabilities are necessary. Minimum two years' experience as television promotion manager required. Excellent benefits. EOE. Send resume and salary requirements to Box J-67.

Director of Development Public television network serving Vermont and southern Quebec, 2 million dollar budget, seeks proven fund raiser to take full responsibility for generating income. Send professional resume and writing sample to Hope Green, General Manager, Vermont ETV, Ethan Allen Avenue, Winooski, VT 05404. Deadline October 3, 1980.

Research Director (Television/Radio). Major group broadcaster seeks Research Director/Senior Research Analyst. Minimum 3 to 5 years experience, or equivalent, for qualification. Key role in total research support for television and radio stations. Should demonstrate experience in analysis of ratings for programming and sales support and survey research design. Knowledge of all facets of station operation. Equal opportunity employer M/F. Send resume/salary requirements to: Box J-70.

HELP WANTED SALES

Promoting from within makes room for experienced sales person. Established list, good benefits at group NBC affiliate. Strong leader in market makes selling fun. Resume to Jared VanHorn, KWVL-TV, Waterloo, IA 50703. An EEO employer.

HELP WANTED TECHNICAL

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.

Asst. Chief for UHF in South Texas coastal city. FCC First combined with minimum of five years extensive transmitter and studio maintenance experience is required, competitive salary. Resume to Chief Eng., KORO-TV, 600 Leopard St., Corpus Christi, TX 78473.

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.

Chief Engineer—Major TV, group-owned and net affiliated in Florida. Strong technical management background necessary. Send resume and salary requirements to Tom Sheally, PO Box 17000, Jacksonville, FL 32216. EOE.

Top salary for experienced Engineer capable of doing heavy digital maintenance for the latest state of the art production facility. Positions are available at both our Ft. Lauderdale and Atlanta Facilities. Call: Michael Orsburn, Director of Engineering, Video Tape Associates for appt. 305-587-9477.

Maintenance Engineer—needed for an eastern large market group owned station. We are looking for an aggressive self starter with 3-5 years experience in studio and/or transmitter maintenance. Good salary and benefits. E.O.E. Send resume to Box J-30.

Assistant Chief Engineer: Opening for an assistant Chief Engineer with a broad background in studio maintenance. Experience with RCA TCR-100 and TR 70's, Norelco PC-70's, and other related studio equipment. A southeast affiliate in a great place to live offering a challenging opportunity. Salary open. E.O.E. Reply to Box J-5.

Seton Hall University, Department of Communication. Seton Hall University seeks candidates to fill the position of Engineer in the Department of Communication. Responsibilities include repair and maintenance of B/W closed-circuit TV facility and selected motion picture equipment. Qualifications: Prefer a 1st Class technical school graduate, but a talented, energetic beginner would be considered. Salary: \$15,000-\$16,500 depending upon qualifications and experience. Please send letter of application and resume to: Chairperson, Department of Communication, Seton Hall University, South Orange, NJ 07079. An EO/AA employer.

Studio Maintenance Engineer: A Florida network affiliate has an opening for a Studio Maintenance Engineer. Most equipment is RCA, Grassvalley, and Norelco. In process of extensive remodeling of master control which you would be a part of. Must have a minimum of 3 years experience. Salary open. E.O.E. Reply to Box J-28.

Transmitter Engineer for new UHF-STV operation. Requires self starter with transmitter experience and first class FCC license. Salary and fringes competitive with market. Send resume to Chief Engineer, WOTV-TV68, 390 Commonwealth Avenue, Boston, MA 02215. EOE.

Assistant Chief—Major Market—Here is a chance for a smaller market chief, assistant chief, or maintenance supervisor to move up to an eastern major market plant. We need someone with a strong studio/transmitter maintenance background with management potential. Good salary and benefits. E.O.E. if you are interested in working in our modern facility send resume to Box J-43.

Engineer Assistant Chief. Instructional T.V. The Instructional Television Department of a central N.J. educational institution is seeking an assistant chief engineer. The position requires a Bachelor's degree or equivalent experience in electronics or related field, plus extensive operations experience in a recognized closed circuit or broadcast color television facility. Benefits include three weeks vacation, sick leave, free hospitalization and free tuition for employee and children. Annual salary in the mid-teens. Send resume, indicating salary requirements and Ref. No. 231, to: Division of Personnel, Rutgers University, New Brunswick, NJ 08903. An Affirmative Action/Equal Opportunity Employer.

Chief Engineer—Top 50 Market, group owned VHF, A.B.C. Network Affiliated in Huntington, WV. Strong technical management background required. Call Dick Kline at 814-944-2031. An equal opportunity employer.

Television Engineering Operator. Experience in electronic trouble-shooting techniques and technical schooling required. TV studio and transmitter operations preferred. Salary commensurate with experience and training. Send resume to: Ann Arbor STV, 3951 Varsity Drive, Ann Arbor, MI 48104. Attn: Al Lile.

Asst TV Chief Engineer: Pacific NW CBS affiliate seeking individual with TV Engineering mgmt exp, career-minded, self-motivated, E.E. degree preferred. For application write to KIRO-TV, Personnel, 3rd and Broad Street, Seattle, WA 98121. E.O.E.

South Florida Television needs maintenance engineer. 3 to 5 years experience all phases of television-E.N.G.-installation-digital and microprocessor experience desired. EOE. Please send resume to Box J-54.

HELP WANTED NEWS

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits. Equal opportunity employer. Send reply and resume to Box G-50.

Producer-Anchor for a four-station statewide television news network. Excellent news organization, and beautiful country. Send tape, resume and particulars to: MTN News, Box 1331, Great Fall MT 59403.

Reporter. Unique opportunity with tropical island cable TV system. Winner of national award for cable news. Tapes and resumes to: Claiborne Clark, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910.

Producer for award-winning, nationally recognized, New York State public affairs program, "Inside Albany" We need a creative individual to produce weekly report on state government. Will supervise two camera crews. Must provide creative input and work well under deadline. Requires. Minimum five years experience in broadcast journalism. Should be experienced in ENG and 3/4" editing. On-air experience desirable. Reports to Executive Producer. Starting salary: \$15,000-20,000. Send resume to: Personnel Department, WMHT, Box 17, Schenectady, NY 12301. EOE.

Immediate opening for a news reporter/videographer with an aggressive, growing news staff that desires to be number one in the southeast market. Must be able to gather and to creatively shoot, write and edit stories for air presentation, as well as operate as one-person unit transporting own ENG equipment. Degree in journalism and current driver's license required. Contact A.R. "Specs" Munzell, News Director, WCBD-TV, PO. Box 879, Charleston, SC 29402. 803-884-4141. An equal opportunity employer.

Major Market Station in the sunbelt seeking a dynamic weekend sportscaster. The successful candidate will have a solid sports background in television and have the ability to produce highly visual, concise street reports in both sports and news. Responsibilities include weekend sportscasting plus three days per week news and sports reporting. Send tape and resume to Personnel Department, KMOL-TV, PO Box 2641, San Antonio, TX 78299. All replies will be kept confidential. EEO employer.

KJRH TV-2 Tulsa is hiring a third staff meteorologist for some TV and forecasting work. Need a solid background in synoptics and a desire to work in one of the best equipped TV weather facilities around. TV experience not essential for this entry level position, but must be a fast learner. Contact News Director Susan Silver or Chief Meteorologist Gary Shore at 918-743-2222.

News Producer for medium-market NBC affiliate 6 & 10 PM. Requires previous television news experience, knowledge of ENG systems and ability to write and block a highly visual newscast. Weekend and back-up anchors with producing experience encouraged to apply. Send resume only to: J. Michael Beecher, News Director, KTIV-TV, Sioux City, IA. EOE.

HELP WANTED NEWS CONTINUED

Weekend Sportscaster/Sports Reporter. Someone who not only has strong on-air background, but capable of interesting sports features and stories. Send tapes to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. Previous applicants need not reapply. EOE.

ENG Camera Operator—needed fulltime ENG camera operator. Must be thoroughly familiar with news photography. At least two years prior experience. No entry level. EOE/M-F. Send resume to 5111 East McKinley Avenue, Fresno, CA 93727.

Meteorologist: Growing weather company servicing radio-TV operation has unique opportunity for knowledgeable forecaster with the personality to get the info across. Color radar, NAFA, 'A', AMS Seal format. Resume, video and audio cassette to Weathertrac, c/o WHP Stations, Box 1507, Harrisburg, PA 17105.

Weekend anchor/producer, woman or man for Upper Midwest ABC affiliate, competitive market. General assignment reporting duties during the week. Must know film and ENG. Equal Opportunity Employer, Affirmative Action. Send letter and resume to Box J-35.

Reporter: You might fit on our team if you've got what it takes to put together top packages in a variety of situations. We're aggressive, innovative and a top rated news organization; medium market, southeast. Send us complete information about your background and experience. EOE. Address replies to Box J-55.

News Director—Excellent opportunity in small market. Anchor 6 and 10. Good pay and benefits. Top of the line engineering equipment. Box J-62.

Co-Anchor-Reporter with some experience needed for central West Virginia station. Send tape and resume to: Bob Fulton, WBOY-TV, 912 West Pike Street, Clarksburg, WV 26301. E-O-E.

Anchor/Reporter: We're looking for that spark that communicates; the enthusiasm that will fit on a top news team; we may be looking for you. Management committed to excellence in news. Good living conditions in south. If you think you've got what it takes, let us take a look at you. EOE. Address replies to Box J-72.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Promotion Manager. Need aggressive promotion person in excellent mid-west market. Need idea person with strong working knowledge of all area's of promotion, especially on-air. All replies confidential. Not an entry level position. Salary \$17,000 range. An Equal Opportunity Employer. Box J-18.

Major Market Station in the sunbelt searching for a creative and experienced producer-director in news and commercial production. Must operate switcher, be self-starter, and be thoroughly knowledgeable of current state of technology. All replies sent to Personnel Department, KMOL-TV, P.O. Box 2641, San Antonio, TX 78299. Replies will be kept confidential. EEO employer.

Producer/Director. Seeking highly creative Producer/Director for number one rated station in Top 50's market. Need strong commercial as well as news and public affairs. Minimum two years directing experience. An Equal Opportunity Employer. Send resume and salary requirements to Box J-15.

Bookkeeper—Experienced with A/R, sub-journals and payroll: EDP preferred. Send resume and salary expectation to KMPH-TV, 5111 East McKinley, Fresno, CA 93727. EOE/M-F.

Promotion Manager—Why spend another winter in the snow and cold? Strong Promotion Manager with creative imagination and flair needed in Gulf Coast market. Send complete resume and salary requirements. An Equal Employment Opportunity Employer. Box J-31.

Radio-Television Editor of University Relations at Mississippi State University. Bachelor's degree, master's preferable. Minimum three years experience in television production, including editing with expertise in making minor repairs on video and audio equipment. Minimum salary \$14,000. Send resume to: W. G. Gilmer, P.O. Box 5328, Mississippi State, MS 39762 by September 25th. An Equal Opportunity, Affirmative Action Employer.

ENG Photographer for top rated prime time magazine in a top ten market. E.O.E. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box J-51.

Field Producer with magazine, news or public affairs background to work on one of the nation's first and finest locally produced, nightly Public Affairs magazine programs, "Louisville Tonight." Must have full knowledge of shooting, editing ENG, be a self-starter and a desire to work long and hard to continue the high standards of quality of this number one-rated, award winning and nationally recognized prime-access program. Write or call George Hulcher, Executive Producer, WHAS-TV, Box 1084, Louisville, KY 40201. 502-582-7840. E.O.E.

On-air Promotion Director: Looking for experienced person to head on-air promotion effort. Strong writing and production abilities a must. Responsibilities include creation, production and scheduling of high quality promos for both Radio and TV. Send resume, tape and salary requirements to: Guy Hempel, WOC, 805 Brady St., Davenport, IA 52808. An EEO employer.

Technical Assistant for top rated prime time magazine in a top ten market. Work in the field with BVU recorder and audio. Prefer person with audio background looking for TV experience. E.O.E. Box J-77.

SITUATIONS WANTED MANAGEMENT

Currently in management. Experienced in programming, news, promotion, traffic, production, sales, FCC. Ready for small/medium market manager. All replies considered. Prefer East Coast. Box J-11.

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.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

Broadcast Engineer complete maintenance capability requests television entrance level production with maintenance duties. Handle any maintenance situation. Graduate Broadcast Engineering, Industrial Electronics, First Class FCC License. David Dellinger 303-986-9786, 1987 South DeFrame Way, Lakewood, CO 80228.

25 Year Old Female veteran. FCC 1st class radio telephone license. Experience in Army radar & communications. No broadcast experience; will need training. Quick learner. Mary Jarecki, 805-526-8750.

SITUATIONS WANTED NEWS

Accomplished Anchor/Reporter 50 kw TV News/Sports. Degree Journalism. Hank Holmes 617-679-6957. Box H-234.

First Edward R. Murrow Fellow in broadcast journalism, Award winning, bright, energetic woman looking for entry level reporting position with a first rate news operation. I'm a talented, competitive professional with two years reporting experience. Resume/references/tape available. Call Kelly Fredrickson 714-835-8855.

You'll be glad you called if you need a hard-working young reporter-anchor with ENG photography and editing experience. Perfect for number two sports position or news-sports combination. Solid writer. Tape and resume available. Phone 309-688-2874.

Female Reporter with 5 years experience seeks position with top 75 TV station. Box J-41.

TV Meteorologist, currently working for a number one, middle market station. Good presentation. Box J-52.

Meteorologist, two years on air experience, young, congenial. Occasionally humorous yet always knowledgeable and informative. Good with visuals. Box J-64.

Experienced Investigative Reporter: Knowledgeable in all phases of putting together hard hitting single stories and series on both traditional and bizarre investigative themes. Proven track record. Currently with 50's market affiliate. Write Box J-66.

Attractive, lean, athletic, 34 year old with groomed beard seeking position of TV on-the-air newscaster/anchor/sportscaster/host. Doctorate in Psychology; good understanding and strong interest in world affairs, human behavior, politics, sports, health, and music. Enthusiastic and energetic to gain experience, serious minded and responsible. Currently broadcasting news/sports on FM. Will relocate. Photo, voice tape, and resume upon request. Tom Golabek, 405 W. Jackson St., Stockton, CA.

I make it happen. Network assignment editor looking for saner place with dedication to news. Box J-68.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director, currently with large teleproduction center, seeks position with emphasis on producing. National program credits, strong background in sports, live and remote telecasts. CMX editing. Box J-6.

For Fast Action Use BROADCASTING'S Classified Advertising

ALLIED FIELDS

HELP WANTED MANAGEMENT

We seek an aggressive, imaginative, take charge Sales Manager for a computer logging and billing service to radio stations. Must have experience with computer usage in radio stations and radio station management. Salary + commission + stock options. You will be on a trial period during which time we would expect results. Send background & experience to: President, Groton Computer, PO Box 1024, Groton, CT 06340.

HELP WANTED TECHNICAL

Immediate openings for tech supervisor: Mobile Production Company seeking supervisor for mobile truck. Maintenance required for quad tape, one inch tape. Grass Valley, Norelco PC-70 cameras. Contact: John Crowe, MCI Productions, No. 10 Greenway Plaza, Houston, TX 77046 713-627-9270.

Engineer with strong background in State of the Art Video Equipment with desire to move into sales. Major equipment supplier has opening in Washington, D.C. Send resume to Ken White, 4700-G Boston Way, Lanham, MD 20801, phone: 301-577-4903.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer: Are you as sharp as your razor blade? The team in our audio division has won 307 awards and is looking for an additional producer/director ready to go for another hundred. Must have experience in multi-track production, ability to direct talent and willingness to work long hours toward a rewarding future and Virginia Beach lifestyle. Immediate expansion opening. Send resume and tape of your five greatest spots to Robert Jump, Studio Center Corporation, 200 West 22nd Street, Norfolk, VA 23517. E.O.E.

Production Person/Announcer, Chicago. Talented announcer wanted... with solid experience in production. Real opportunity for an idea person who is enthusiastic and wants to grow with a broadcast-oriented agency. Complete responsibility for modern studio. If you're good! We want to hear from you. Resume, tape and salary requirements to: Harold Best, Gamzo Advertising, 624 S. Michigan Ave., Suite 800, Chicago, IL 60605. 312-663-0900.

HELP WANTED INSTRUCTION

Instructor/Vocal Coach. Must be proficient in correcting regional accents. Should have knowledge of phonetics and oral interpretation. Call for interview before 10:00 AM weekdays or send resume to: Deborah Ross-Sullivan, Director of Vocal Coaching, KiiS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038. 213-462-5600.

HELP WANTED INSTRUCTION CONTINUED

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.

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 needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Transmitters. The Transmitter Company, Ellis Road, Rossville, GA 30741 404-866-3855.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5' Air Heliaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

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-6 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, enhancer, 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 Wilkinson, 20E, 7 yrs. old rated to 25 KW with exciter and stereo. M. Cooper 215-379-6585.

5 KW AM Collins 820-E1, 4 yrs. old, w/proof, many spares. Mint. M. Cooper 215-379-6585.

Jampro 2 bay antenna, 95.9 Mhz, 149' guyed tower, coax, on the ground, \$1,995 package price. FO.B. Denair, California. (209-634-7820).

FM Equipment, Spectrosonic 610 comp limiter, Microtrack 6401 stereo preamp, Wilkinson SR 20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

Collins 820E-1 AM Transmitter. 5KW with matching 2-tower phasor and antenna coupling units. Presently on the air and available for inspection. Contact: Tom C. Doell, KXVI, Inc., 214-369-1271, Suite 902, 7515 Greenville Avenue, Dallas, TX 75231.

Like new Ikegami HL-77A. 10-120 servo zoom, power pack, battery/charger, 2 Anton Bauer batteries, 5" studio viewfinder, shipping case w/wheels. Less than 500 hrs on tubes. In excellent condition and a great buy for \$28.5K. Call Harry Elstermann at 813-877-9591.

For Sale Mini-Van: Dodge Tradesman 200—3 years old (15,000 miles) Air-conditioned, insulated, carpeted, ideal for cable-TV, for news gathering or remote production. 2 Ikegami's HL-35 mini-cams, 1 CDL Switcher, sync gen., 1 color monitor, four 9" conrac monitors, VDA's, PDA's, lights, mikes, tripods, completely wired ready to go, extras. Best offer over \$50,000. Call: Ernie Panos 9 to 5:00 p.m. 312-236-5535.

Satellite Television Equipment. Antennas, receivers. Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

Tektronix 465M Oscilloscope, \$1900. TRI EA-3 Edit Control system with DDT-1 Digital Reader, \$1800. Singer-Graflex 93-OR 16mm Film Projector, like new, with TV shutter, mirrors and remote control, \$1500. ITE Camera Pedestal P13/7, \$250. 212-691-1300.

RCA Color Film Chain: includes camera, multiplexer, RCA TP 7 slide projector, RCA TP 66 film projector... \$29,000. Write, wire, or phone International Cinema Equipment Co., 6750 NE 4th Ct., Miami, FL 33138. 305-756-0699.

Remote Truck w/four cameras. 2" recorder, 2-3/4" recorders, lights, 2 audio boards, mikes, Grass Valley support gear, 2 Onan generators. Ready to go. 312-972-0078.

RCA 35mm Telecine motion picture projector: rebuilt like new... \$12,500. Other TV and professional recording equipment available. Send for free list. Buy-Sell-or Trade. International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138, 305-756-0699.

Gates Stereo Automation. Change of format. Mark Howard 912-232-0097.

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.

"Phantastic Phunnies"—month's 400 hilarious, topical 'phunnies'... \$2.00! 1343-B Stratford, Kent, OH 44240.

Comedy/Personality Jocks: Write for our amazing audio sample kit. See "Miscellaneous" ad for LA, Air Force.

"Comic Relief!" Just for laughs. Bi-weekly. Free sample. Wilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Attention small Radio Stations! Fed up with half-baked wire stories from Washington? Feel isolated from the seat of national government? Add a supplemental, customized news service targeted at your listening audience. Fresh profiles, intriguing insights of the public servants you sent here to serve. Ideal for this election year! Details and demo. Potomac Broadcast Group, 10110 Brunett Avenue, Silver Spring, MD 20901.

Five volume production library jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit \$1.00 (refundable): LA, Air Force, Box 944-B, Long Beach, CA 90801.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

RADIO PROGRAMING

Marie's Microwave Minutes! Lessons in microwave cooking by that lady from Atlanta famous for teaching energy conservation through food preparation. A market exclusive from Tony Visk Creative Broadcasting, 3802 Greenrock Court, Atlanta 30340.

"Musical Showcase" 2 hour weekly taped program of Broadway original cast and Hollywood sound track music. Station inquiries invited. Reel Radio, Box 213, Dunkirk, MD 20754.

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160 303-795-3288.

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 Money-back 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.

KIIS Broadcasting Workshop in Hollywood Announcing, Disc Jockey, News, Plus top rated account executive program—all taught by top LA, radio-TV teaching broadcasters. Evenings or day sessions, KIIS Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 212-462-5600. "Where tomorrow's broadcasters are today"

RADIO

Help Wanted Sales

Local Account Executive

We are seeking an individual with 2+ years experience selling retail for an FM station in NYC for a major broadcasting company. Excellent growth potential. Once-in-a-lifetime opportunity. Send resume to:

BOX J-75

An equal opportunity employer

Help Wanted Technical

RADIO TECHNICIAN

KNX-FM, Los Angeles, needs a Broadcast Maintenance Technician. Should have five years broadcast maintenance experience and be strong on digital. 1st class FCC license required. Please send resumes to: CBS, INC., Placement office, 7800 Beverly Blvd, Los Angeles, Ca. 90036 Men/Women of all races desired.

Help Wanted Programing, Production, Others

SUNBELT

Top station in major sunbelt market needs a take charge traffic manager. Applicant must have full knowledge of computerized traffic system as well as creative ability to go beyond normal functions. Super-vise department and keep sold out station running effectively. Only hard working career person need apply. Will discuss income. An EOE. Send resume to: Box J-27.

**PROGRAM COORDINATOR
Major Market Talk Station**

This is an administrative position; we're not looking for an air personality (we already have the top ones in the nation). We want a shirt-sleeve diplomat who knows how to work with talk show hosts and their guests, who can coordinate promotional activities, and handle the day-to-day complexities of talk station programming.

We're the number one talk station in Philadelphia. If you have broadcasting savvy and the guts to use it, send resume (with salary requirements), to Ed K., Station Manager at WWDB, 3930 Conshohocken Ave., Phila., Pa., 19131. No phone calls, please.

An Equal Opportunity Employer, M/F

Help Wanted Management

GENERAL SALES MANAGER

The No. 1 contemporary station in a top 10 Sunbelt market is seeking a dynamic motivator who can manage the finest sales team in the city. We are an aggressive group broadcaster that offers unlimited growth potential. Reply in strict confidence to Box J-71.

An Equal Opportunity Employer.

NORTHEAST OWNER!!

G.M. PRO now available to bring your station LEADERSHIP, SALES, PROFITS, IMAGE, EXPERTISE! After a year as California entertainment marketing executive I miss radio and the northeast. Impeccable credentials. If you have hopes for your station let's talk now. Box J-56.

Employment Service

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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

Radio Surveys

100 CALLS \$395.00 TERMS
500 CALLS \$995.00 TERMS

S-A-M-S

P.O. Box 2585, Augusta, Ga., 30903 (404) 733-0642. Dick Warner, President.

Help Wanted Announcers

**Disc Jockey/Announcer—
Overseas Assignment**

OSAKA FM BROADCASTING CO., LTD., with head offices in Osaka City, Japan, is desirous of employing one skilled and qualified male announcer of United States citizenship (native English speaking). As an associate of the company, he will work under the following conditions:

Place of work: Osaka City, Japan.

Working hours: 40 per week.

Monday through Friday.

Annual salary: \$25,000.00 U.S.

(paid in Japanese yen).

Tenure of service: one year, starting March 1, 1981, with renewal possible — renegotiated annually.

Furnished housing: 3-room apartment, approx. 60m² (standard housing accommodations in Japan).

Furnished travel: round-trip airfare and travel expenses.

Qualifications:

(a) must be a graduate of a recognized university.

(b) age: 25 — 35 years old.

(c) must have worked a minimum of five (5) years as an announcer with U.S. broadcasting companies.

(d) must be well-versed in the modern, popular music of both the U.S. and Europe.

No particular knowledge of Japan or the Japanese language is required. Applicants are requested to send a 30-minute demo tape (reel-to-reel or cassette) of an actual, on-air performance, along with a brief resume which includes the following: name, age, address, place of birth, name and dates of graduating university, major field(s) of study, military service, name and date(s) of employment, positions held, superiors' names, additional information on professional experience, awards, etc. Family background, hobbies, interests, etc., along with a brief assessment of your own character strengths and weaknesses would also be helpful in determining qualifications. A recent photograph and current health

certificate is mandatory. Documentation and demo tapes will not be returned. Applicants are cautioned to be both specific and accurate in all details as college, military service, employment and law enforcement records will be carefully checked.

Screening of documentation and tapes will take place immediately upon receipt of same. Deadline for applications: October 15, 1980. Successful candidates will be informed of personal interviews to be held in New York City and Los Angeles to choose the single successful applicant.

Background data of the market and facility: FM OSAKA broadcasts at 10KW output, covering three major metropolitan areas of Japan: Osaka, Kobe and Kyoto with a population of 17.65 million persons and 11.2 million FM sets (12.3% in autos). Station format is primarily musical programming: 76% modern music (popular), 6.4% classical, 13% Japanese popular songs and 4.6% news and other programs.

Replies are to be directed to:

Mr. Kuniomi Tanaka Manager, General Affairs

OSAKA FM BROADCASTING CO., LTD. 3-2-4, Nakanoshima Kita-ku, Osaka 530 JAPAN

TELEVISION

Help Wanted Management

Group Operations V.P.

Established TV group seeks professional broadcast executive qualified for group management. Must supervise and work effectively with station managers on all facets of operation from budgeting to sales and P & L analysis. Need a hands-on executive with answers and ability to lead and help. All replies confidential. Phone Barry Nathanson, Richards Consultants, (212) 682-6880.

Help Wanted Sales

Northeast station

has an immediate opening for a local television time salesperson. Prior broadcasting experience, preferably with another television station, is required. Duties include soliciting new accounts and handling current accounts. Qualified applicants send resumes to Box J-65.

Help Wanted Technical

International Opportunities for Audiovisual Services

The King Faisal Specialist Hospital and Research Centre has current openings in its Audiovisual Department. The Hospital is a 250 bed specialty referral facility with a rapidly expanding Audiovisual Department.

The following positions are available:

Television Engineer—B.S. Degree in Electronic Engineering with 5 or more years practical experience in maintenance and repair of television and video systems. Thorough understanding of system set-ups and use of test equipment.

Television Technician—Associates Degree in Electronics or 2 years trade school and 5 years relevant experience including 2 years in maintaining and repairing television and video systems.

Both positions offer exceptional benefits including 30 day annual vacation, transportation, furnished housing, bonus pay and more.

Interested, qualified candidates should submit a resume with current salary to:

Linda Hogan
Hospital Corporation International
International Representative
One Park Plaza
Nashville, TN 37202

HOSPITAL CORPORATION INTERNATIONAL

An Equal Opportunity Employer

Help Wanted News

TV NEWS

WTVS, Detroit public TV is seeking applicants for nightly newscast commencing in October, including: news director, night editor, producer/anchor/reporter, national news coordinator, support staff. Experience in active broadcast newsroom essential. Send resume and tape to: Personnel, 7441 Second Blvd., Detroit, MI 48202. E.O.E./m/f.

Help Wanted News Continued

WEATHER PERSONALITY

Experienced weathercaster with lots of personality wanted for aggressive news operation. Send resume, tape and salary requirements to: Bill Jenkins, WCTI-TV, P.O. Box 2325, New Bern, NC 28560 E.O.E. M/F

A Mairite Station

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.

WEEKEND WEATHER ANCHOR

Top 10 West Coast station. Looking for meteorologist with good on camera ability, or someone good on camera with scientific skills. No beginners and no phone calls. Send tape and resume to Bill Applegate, KPIX News, 855 Battery Street, San Francisco, CA 94111. E.O.E.

REPORTER

Top 20 market station seeking experienced police beat reporter. Journalism degree preferred. Salary and fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box H-226. EEOE, m/f.

TOP 20 Sun Belt Market

Assistant Sports Director - Weekend Sports Anchor plus reports three days a week; minimum 3 years experience as reporter/anchor.

General Assignment Reporter - Cover and write stories as assigned; do live inserts via microwave or on the news set; journalism degree or equivalent experience in a Public or commercial news organization.

News Photographer - Videotape and edit stories as assigned; also, prepare live shots using ENG equipment; minimum 2 years experience with ENG cameras and equipment.

AN EQUAL OPPORTUNITY EMPLOYER

Send resumes to: Box J-34

Talented Reporter NEEDED

CALIFORNIA. Top 25 market station has opening for experienced reporter to join a strong news operation. Solid background in "live" reports preferred; proven ability for innovation a must. The ideal candidate will be a talented leader in a smaller market or a professional individual stymied in a larger market. Journeyman types should not apply. An equal opportunity employer. M/F For consideration, reply soonest to Box J-60.

Help Wanted Programing, Production, Others

Photographer/editor

for PM Magazine show open. Must have experience with magazine-type show, be totally familiar with ENG equipment. Tape will be requested from those considered. Box H-261.

Attractive, energetic co-host

needed for PM Magazine show in mid-size television market. Broadcasting and/or theatre background considered. Show has good ratings and station commitment. Send resume, tape will be requested from those being considered. Box H-236.

PROMOTION MANAGER

WHAS-TV is looking for a first rate person with strong creative and writing skills. Must have experience in all facets of promotion. Send resume/tape to Steve Steinberg, WHAS, Inc. P.O. Box 1084, Louisville, Kentucky 40201.

AN EQUAL OPPORTUNITY EMPLOYER

ALLIED FIELDS

Help Wanted Programing, Production, Others

NEWS AND DOCUMENTARY TYPE PRODUCTION

We are broadcast journalists using our skills and ENG technology to write and produce motion pictures for business and industry. Join us, and put your skills to work in an exciting, challenging environment, where you'll have room to grow. Four years TV news experience minimum. Send resume and tape to:

VIDEO, LTD.
200 Guaranty Building
Cedar Rapids, Iowa 52401
Equal Opportunity Employer M/F

Public Notice

NOTICE TO APPLICANTS

Notice is hereby given that the Board of Public Works and Safety of the City of LaPorte, Indiana, will receive applications in the office of the Clerk-Treasurer, 801 Michigan Avenue, LaPorte, Indiana, until the hour of 9:00 A.M. on November 3, 1980 for a franchise for operation of a Cable Television System in the City of LaPorte, Indiana.

Applications must be submitted in accordance with the provisions of Ordinance No. 1605 of the City of LaPorte, Indiana, copies of which are available from the Clerk-Treasurer.

BOARD OF PUBLIC WORKS AND SAFETY
CITY OF LAPORTE, INDIANA

By: Florence G. Chrobak
Clerk-Treasurer

Dated this 12th day of August, 1980.

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE RANDOLPH, MA

The Town of Randolph will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications shall be delivered to the office of the Board of Selectmen, Town Hall, Randolph, Mass. in a sealed envelope marked "Application for Cable T.V. License" and shall be received until 3:00 p.m. on Monday, Nov. 10, 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 Randolph. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

This is the only period during which applications may be filed.

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.

The Board of Selectmen of the Town of Randolph shall be the issuing authority and reserves the right to waive formalities, to reject any and all applications, or to accept the application deemed best for the Town.

BOARD OF SELECTMEN

Thomas M. Sullivan, Chairman
Joseph J. Semensi, Vice Chairman & Clerk
Paul J. Connors
Alvin J. Yorra
Maureen A. Dunn

NOTICE OF AVAILABILITY OF AN INVITATION FOR APPLICATION FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Worthington, County of Nobles, Minnesota, invites application 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 the undersigned. Applications will be accepted until October 28, 1980, at 7:00 P.M. All applications received will be available for public inspection during normal business hours at the City Clerk's office, Worthington, Minnesota. Each such application shall be accompanied by a One Hundred and no/100 Dollars (\$100.00) non-refundable filing fee payable to the Clerk of the City of Worthington, Minnesota.

RALPH C. WERNER, City Clerk
City Hall
303 9th Street
Worthington, MN 56187 (507) 376-3161

Miscellaneous

FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the tropics. Find out how to buy your next or first station through my personal experience.

Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y. N.Y. 10017, 212-599-3303.

Radio Programing



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

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"The Biggest Voice in Radio"



Charles H. Stern Agency, Inc.
9220 Sunset Boulevard, Los Angeles,
California 90069. Telephone: 273-6890

Consultants

American Radio Associates
Cleveland, Ohio

A Full-Service Broadcast Consulting Firm
offering professional services in . . .

PROGRAMMING ENGINEERING
SALES CREATIVE SERVICES
MANAGEMENT / TALENT PLACEMENT

Phone (216) 289-3660
ask for the president.

Services

MANAGEMENT SERVICES COMPANY
Specializing in Individual & Corporate
VIDEOTAPE INVESTMENT
Representing over 500 Clients & 1100 Episodes
CALL TOLL FREE
NATIONALLY 800/528-6050 Extension 758
INVESTORS MANAGEMENT SERVICES, INC.
366 No. B'way, Jericho, NY 11753 516 935-5567

Wanted To Buy Stations

16 Yrs Management
between just two stations. Wish to purchase small Mkt Radio Station in Indiana, Illinois or Kentucky, or invest as partner.

Call Robert A. Kincaid
Greensburg, Indiana
812-663-5486

For Sale Stations

COLORADO
Most beautiful America. Class IV AM. Price 2 1/2 times gross \$375,000. Includes Xmtr, Real Estate, new downtown studios leased.

Box J-26

For Sale Stations Continued

For Sale AM-FM

Central Michigan, Small AM-FM station \$250,000.00 cash. No Brokers. Send to Box J-10.

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

AM - FM COMBO

100,000 WATT FM, REGIONAL FULLTIME AM,
SOUTHEAST. PRICED TO SELL AT 10 TIMES
POSITIVE CASH FLOW -- \$1,800,000.00
UNBELIEVABLE POTENTIAL. ATTRACTIVE TERMS.

EDEN BROADCAST SERVICES MEDIA BROKERS
919-623-3000
P.O. BOX 647

628 WASHINGTON ST., EDEN N.C. 27288

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385 202/223-1563
Suite 214 Suite 417
11661 San 1730 Rhode
Vicente Blvd. Island Ave. N.W.
Los Angeles, CA. 90049 Washington, D.C. 20036

Dan Hayslett
A Associates, Inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

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 Kimmel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants

For Sale Stations Continued



STATION				CONTACT			
S	Small	AM	\$185K	\$54K	J.T. Malone	(404) 458-9226	
S	Small	FM	\$225K	\$40K	Bill Cate	(904) 893-6471	
MW	Small	AM	\$300K	\$87K	Paul Crowder	(615) 298-4986	
MW	Small	FM	\$385K	Terms	Jim Mackin	(312) 323-1545	
MW	Small	AM/FM	\$625K	29%	Jim Mackin	(312) 323-1545	
W	Metro	Fulltime	\$850K	Cash	Bill Whitley	(214) 387-2303	

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

REGGIE MARTIN & ASSOCIATES

TENN.—Sm AM/FM covers exc med mkt. \$550 terms.

NO. CAR.—A sleeper!!! Exc 1 kw daytimer in sm mkt area abt to boom with gigantic new industry. \$186 terms less for cash.

SO. CAR.—Profitable 1 k daytimer in good sm mkt on Int St. hiway. Exc equip incl automation. \$395 terms.

FLA.—Coastal resort dominant Ft AM \$280 gross. \$750 terms.

S.E.—Suburb 5 k daytimer cov lg metro mkt. Gross \$185. Incl r est \$460 terms.

FLA.—Btfl med growth mkt 100,000 W FM.3 x gross 2 MM cash.

Fla.-Reggie Martin Va -Ron Jones
(305) 361-2181 (804) 758-4214

FOR SALE:

Located in the Sunbelt. Profitable, full-time AM station low dial position, 5000 watts. Also class C FM—stereo 100,000 watts. Terms available to credit worthy buyer. Reply to Box J-63.

Call 901/767-7980
In Complete Confidence!



MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS/APPRISERS

5050 Poplar • Suite 816 • Memphis, Tn. 38157



Select Media Brokers

(912) 883-4917

P.O. BOX 850 ALBANY, GA. 31702

WV	Daytime AM	168K	Small
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
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
NC	Daytime AM	350K	Small
MN	Daytime AM	225K	Metro
FL	Fulltime AM	135K	Small
NJ	Daytime AM	395K	Small
SC	AM—Down payment	\$25,000	
TN	AM—Down payment	\$25,000	
NC	AM—Down payment	\$25,000	

W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, CA 93401
805—541-1900

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 BROKERS • APPRAISERS

AT YOUR SERVICE WITH OVER 25 YEARS EXPERIENCE

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



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

- 1,000 watt daytimer. \$330,000. Terms.
- UHF-TV in Iowa. \$320,000.
- 1,000 watt daytimer. KY. \$300,000.
- Florida station under construction. Prefers partner but will sell. \$280,000. Terms.
- Atlanta area. 5,000 watts. \$520,000.
- 5,000 watt daytimer. TN. \$340,000. \$40,000 down.
- AM/FM Arkansas. \$700,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- Class C in single FM market. Montana. \$510,000. Terms.
- AM/FM in Oklahoma. \$1,100,000.
- AM/FM in Louisiana. \$320,000.
- Class C. Midwest. \$700,000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market ID. \$680,000 terms.
- AM/FM in Alaska. \$900,000.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accomodations 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. S.E. \$4 million cash.
- S.E. 50,000 watt AM. \$3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytimer. \$375,000.
- 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. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

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.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations. Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Fates & Fortunes

Media

Edward Spray, program manager, WBBM-TV Chicago, named director of broadcasting.

Named VP's of CBN Continental Broadcasting Network stations: **David Williams**, general manager, WANX-TV Atlanta; **William Knight**, general manager, WXNE-TV Boston; **Roger Baerwolf**, general manager, KXTX-TV Dallas, and **Thomas Smith**, general manager, WYAN-TV Portsmouth, Va., and **wxri(FM)** Norfolk, Va. **Tim Robertson**, assistant operations manager, WXNE-TV, named operations manager.

Maurice Loewenthal, VP-general manager, WTMi(FM) Miami, named president and general manager. **Steven Krakow**, controller, named VP-treasurer.

Richard Yankus, former general manager of WKQ(AM) Pittsburgh, joins **wksj-AM-FM** Mobile, Ala., as general manager.

Paul Delaney, former VP-general sales manager, **wqsa(AM)-wqsr(FM)** Sarasota, Fla., and most recently account executive, **wfla-AM-FM** Tampa, Fla., named VP-general manager, **wvzz(AM)** Sarasota. **Lynn Probst**, bookkeeper, **wynd(AM)** Sarasota, joins **wvzz** as business manager.

Sue Kaufman, formerly with noncommercial **wggl-FM** Houghton, Mich., and **wmpl-AM-FM** Hancock, Mich., joins **waac(AM)** Terre Haute, Ind., as assistant general manager.

Richard Garlick, former hospital administrator in Flint, Mich., joins **wstl(AM)** Eminence, Ky., as VP-general manager.

William Knudsen, sales manager, **ksea(FM)** Seattle, named station manager.

Len Hart, general sales manager, **wnyr(AM)-wezo(FM)** Rochester, N.Y., named station manager.

Robert A. Howard, national director of public affairs, American Red Cross, named VP and managing partner of **kbll-AM-FM** Helena, Mont.

Richard Pinkham, VP-sales proposals, CBS-TV, New York, named VP-personnel, CBS/Broadcast Group. **Barbara Brandt**, associate manager, research, CBS Radio, New York, named manager of research, CBS Radio.

Anna Owens, from 3M National Advertising Co., Argo, Ill., joins Public Broadcasting Service, Washington, as personnel associate.

Delano Washington, former head of Baltimore drug rehabilitation program, joins Corporation for Public Broadcasting as associate director for policy and administration.

J. Bruce Irving, secretary of Wometco Enterprises, Miami, elected VP and associate general counsel. He will continue as secretary of company.

Marianne Doernis-Goldman, broadcast buyer, Silton/Turner Advertising, Boston, joins **wnac-TV** there as research manager.

Timothy Neher, VP-general manager of Michigan operations of Continental Cablevi-

sion, Boston, named VP-treasurer of Continental.

Harvey Lee Gard Jr., accounting manager, **wtar-TV** Norfolk, Va., named business manager for **wtar(AM)-wkez(FM)** there.

Jayne Levy, former business manager, **wfil(AM)-wusl(FM)** Philadelphia, named controller, **waxy(FM)** Fort Lauderdale, Fla.

Doris Rowley, from position with University of Missouri, Columbia, named business manager for its noncommercial **kbia(FM)** Columbia.

Karl Eller, president of Charter Media Inc., named "Media Person of the West, 1980" by The Advertising Center of Los Angeles. He will receive award at Western Conference on Marketing and Media, Sept. 26-27.

Richard W. Russell, president and general manager of noncommercial **wcny-FM-TV** Syracuse, N.Y., named chairman of Association of Public Broadcasting Stations of New York.

New officers, Greater Portland (Me.) Radio Broadcasters Association: **Robert J. Gold**, **wpor-AM-FM** Portland and **wfea(AM)** Manchester, N.H., president; **Bob Caron**, **wblm(FM)** Lewiston, VP; **Rick Snyder**, **wjbq(AM)** Westbrook, treasurer, and **Bob Clark**, **wgan-AM-FM** Portland, secretary.

Advertising



Robertson

Donald C. Robertson, chairman and chief executive of J. Walter Thompson Australia Pty. Ltd., named executive VP, corporate development, J. Walter Thompson Co., New York, with primary responsibility including corporate development and strategic planning for **JWT** and **JWT Group**

Inc. **Jeffrey Earl Warren**, creative group head, and **Arthur Wilkins**, research director, **JWT**, New York, named VP's.

Michael G. Turner, director of Southern operations, Ogilvy & Mather, Houston, elected executive VP. **Bruce Odza**, general manager of Houston office, named managing director, post formerly held by Turner. **Paul Pracillio**, associate creative director, **Veronica Nash** and **Roger Proulx**, copy supervisors, and **Grant Parrish** and **Alan Sprules**, art supervisors, Ogilvy & Mather, New York, named VP's.

Robert D. Brown resigns as executive VP and chief operating officer of Tracy-Locke Advertising, Dallas. President **Norm Campbell** takes over as chief operating officer as well as chief executive officer, and other key executives will be assigned broader responsibilities.

William E. Holmes, manager of marketing services, Doyle Dane Bernbach, New York, elected senior VP.

Named VP's, Leo Burnett, Chicago: **Dick Cor-elitz**, account supervisor, **Norry Nelson**, ex-

ecutive planning director of TV services, and **Frank Dotl**, director of taxes.

Sharon Glynn, account supervisor, McCann-Erickson, New York, **David Moody**, account service manager at McCann's Communications Counselors Network in Atlanta, and **Lewis Mottley**, director of research services in San Francisco office of McCann, elected VP's.

Maxine Marx, **James White**, **Jon Iafellece**, **Scott Wills** and **Paul Schwartz**, all with Cunningham & Walsh, New York, elected VP's.

Rona Siegel, associate media director, Rosenfeld, Sirowitz & Lawson, New York, named VP.

Glenn J. Erdell, media supervisor, Needham, Harper & Steers Advertising, Chicago, named associate media director.

Scott Schiave, account executive, Tatham-Laird & Kudner, Chicago, named account supervisor. **Richard Lalley**, assistant account executive, named account executive.

Deborah Broka, with Zea Marketing Communications, New York, named media director.

Don Stokes, from Needham, Harper & Steers, Chicago, joins Barkley & Evergreen, Kansas City, Kan., as VP-media planning and research.

Andrea Klass and **Lynette DeSanti**, with

"The person you describe is the person we'll deliver"



Joe Sullivan & Associates, Inc.

Executive Search and Recruitment in Broadcasting, Cable Television, and Publishing

1270 Ave. of the Americas, N.Y., N.Y. 10020
(212) 765-3330

Mintz & Hoke, Avon, Conn., named media buyers-planners.

Doug Fisher, art director, Lord, Sullivan & Yoder, Marion, Ohio, named creative director-art.

Charles Gabelmann, account executive, ABC Television Spot Sales, Detroit, named VP, sales development, ABC-TV Network, New York.

Carolyn Andrews, account executive, CBS-TV national sales, named account executive, Eastern sales, CBS-TV, New York.

Stephan van Ophulsen, account executive, Katz American Television, Los Angeles, named director of market development-West. **Roland Adeszko**, account executive, red team, Katz American Television, Chicago, named sales manager of Katz Television Continental's silver team in Chicago.

Michael G. Disney, former manager of Atlanta office of RKO Radio Sales, named manager of rep firm's New York office. **Robert Anthony Sidio**, formerly with Radio Advertising Representatives, New York, joins New York office of RKO Radio Sales as account executive.

Lou Morlino, account executive in San Francisco office of Petry Television, joins TeleRep as sales manager of its new Seattle office.

Eugene Cunningham, assistant research director, ABC-green and independent sales team, Blair Television, New York, named research director of that sales unit. **Susu Mahood**, administrative assistant, Blair Television, named senior program coordinator, sales strategy division.

Kenn Devane, account executive, Peters Griffin Woodward, Detroit, joins Petry Television there in same capacity.

tion there in same capacity.

Sharon Bernstein, account executive, Peters Griffin Woodward, New York, joins MMT Sales, New York, in similar capacity.

Kerry Andrews, from sales position with Independent TV Sales, joins KBHK-TV San Francisco as sales manager.

Valdo Conte, director of commercial operations, wcvb-TV Boston, named VP-commercial operations. **Bonnie Hiramoto**, research analyst, named research-sales promotion manager.

Carole Mailloux, manager and sales manager of WNB(AM) Newburyport, Mass., joins WBOS(FM) Boston as general sales manager.

Sam Rosenblatt, general sales manager, WTMI(FM) Miami, named VP.

E. Kersh Walters, formerly with KIIS Broadcasting Workshop, Los Angeles, named general sales manager of KSRF(FM) Santa Monica, Calif. **Jon Widenheft**, formerly with KBBQ(AM)-KBBY(FM) Ventura, Calif., joins KSRF as account executive.

Don Propst, former VP-West Coast manager, H.R. Stone, named VP-sales for East-West FM Group Inc., licensee of KKNU(FM) Fresno, Calif. **David Millan**, former general manager of KEY-FM Minneapolis, joins KKNU as sales manager.

Richard Roslow, local sales manager, WBAA-AM-FM St. Petersburg, Fla., named general sales manager.

Willard Dougherty, director of retail and local sales, WANX-TV Atlanta, named local sales manager.

Brian Holmes, account executive, KOIN-TV Portland, Ore., named local sales manager.

Larry Burak, who has held sales positions at WNCN(FM) and WRVR(FM), both New York, joins WPIX-FM there as coordinator of retail sales.

Jon Van Hoogenstyn, sales manager of WPOR-AM-FM Portland, Me., named sales manager of co-owned WFEA(AM) Manchester, N.H. **Bonnie MacPherson**, account executive and marketing consultant, WPOR, succeeds Van Hoogenstyn.

Rhoda Horwitz, sales traffic manager, WBBM-TV Chicago, named sales planner.

Timothy Neal, former sales representative for Imperial Printing Co., St. Joseph, Mich., joins noncommercial WAUS(FM) Berrien Springs, Mich., as development director.

Cindy Dels, who formerly coordinated commercial traffic at KMPH(TV) Tulare, Calif., joins KJEO(TV) Fresno, Calif., as client relations coordinator.

Penny Haft, account executive, Air Time International, New York, joins WOR-TV there as account executive.

Programing

George Blaug, VP-international sales operations, Columbia Pictures Television, named VP-international special projects. **Anne Stewart Page**, director of Middle East sales, assumes additional duties as director of international sales administration. **Mark Kaner**, member of London office, named director of international sales operations. **Hans Proppe**, director of series program development, CPT, Los Angeles, named director of movies for television.

George Mitchell, VP-domestic sales manager, Warner Bros. Television Distribution, Los Angeles, will retire at end of year.

Management expansion at Time-Life Films, New York, continues with three appointments last week. **David L. Meister**, VP-sports and co-productions at Home Box Office, separate Time Inc. subsidiary, named VP-programing; **Norman Zeller**, national sales manager at Capital Cities Communica-



Meister



Zeller



Nathan

tions' **WJR(AM)** Detroit, named VP-domestic sales, and **Wynn Nathan**, Time-Life's VP-television operations, named VP-special market sales.

Sid Kaufman, director of operations, CBS Sports, named VP of operations, CBS Cable.

Sara Levinson, associate director of marketing services, Viacom Communications, New York, named director of marketing services. **Michael Lambert**, VP-domestic syndication, Viacom Enterprises, New York, will assume full responsibility for domestic sales activities.

Jerry Bernstein, VP-general manager, EUE/Screen Gems, West Coast, named senior VP-general manager.

Carl Lindemann Jr., VP-programs, CBS Sports, named VP and assistant to President Van Gordon Sauter, with responsibilities in relationships with sports industry and network affiliates and participation in all CBS Sports programing activities. **Herbert Gross**, CBS-TV network VP, sales planning, moves to CBS Sports as VP and director of programing. **Neal Pilson**, CBS Sports VP, business affairs, named VP and director, sports business affairs and compliance.



Lindemann



Gross



Pilson

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Baruch

Wayne Baruch, VP-programing, Robert Wold Co., Los Angeles, named president of newly formed division, Wold Entertainment, which develops and produces programing and secures television station air time for ad hoc custom networks.

Richard B. Hammer, senior VP-general manager of Christal Radio Networks, New York, joins Enterprise Radio, sports network based in Farmington, Conn., as senior VP-sales and affiliate affairs. **George Davies**, Northeast sales manager, Media Statistics, Silver Spring, Md., joins Enterprise Radio as director of affiliate affairs.

Charles Mitchell, former producer of *Soundstage* at noncommercial WTTW(TV) Chicago, and former music director at WRVR(FM) New York, named director of special programs for RCA SelectaVision videodisks, to acquire and develop programing, especially in music and sports.

Lee Blackwell, from Litton Industries, joins Universal Subscription Television as VP of Star-Case, Boston subscription television service.

Bill Borden, in broadcast production at Grey-North Advertising, Chicago, appointed Chicago/Midwest representative of Perpetual Motion Pictures, New York-based animation studio.

Richard Trentlage, former videotape recording director for Cine-Mark Productions, Chicago, joins William B. Tanner Co., Memphis, as director of television production. **Jack Elliott**, former senior writer with Golnick Co., Fort Lauderdale, Fla., joins Tanner as director, copy and lyrics.

John J. Agoglia, VP, program and talent negotiations, NBC, appointed senior VP, business affairs, responsible for all program and talent negotiations for NBC Entertainment, based in Burbank, Calif. He succeeds Irwin H. Moss, who resigned to join Marble Arch Productions (BROADCASTING, Sept. 1).

Mike Perez, Latin American sales manager, ABC Sports Syndication, joins NBC Enterprises as manager of worldwide sales.

J.A. (Ted) Baer, CBS Entertainment director, business affairs, New York, named VP, business affairs.

Henry Schafer, associate director, program analysis, ABC-TV, named director, program and sales research. **Stephen Yause**, associate director, audience analysis, named associate director, program research.

Lou Frederick, associate director with ABC Sports, retired Aug. 31 at age 62 after 29 years with ABC and two Emmy Awards for work on ABC-TV Olympics coverage.

Gary Vautin, program director, KJEO(TV) Fresno, Calif., joins KXTV(TV) Sacramento, Calif., in same capacity. **George (Monk) Henry**, producer-director of special projects, WTMJ-TV Milwaukee, joins KXTV as production manager. **Diane Dedoshka**, chief production assistant, KXTV, named producer-director.

Don Drilling, production manager, KJEO(TV) Fresno, Calif., named program director, succeeding Gary Vautin (see above). **Abe**

Espinosa, director of daily newscasts, KJEO, named production manager, succeeding Drilling.

Bob West, production manager, WFIE-TV Evansville, Ind., named director of newly created operations department.

Ted Carson, air personality, KSRR(FM) Houston, named program director.

Bill Cochran, producer and air personality, wxrt(FM) Chicago, named production director. **Tom Marker**, program director and announcer, WJKL(FM) Elgin, Ill., joins wxrt as air personality.

Donald Wright, former program director, KSOJ(FM) San Jose, Calif., joins KCBS-FM San Francisco as weekend air personality.



Gunther

Keith Gunther, program manager, KSDK(TV) St. Louis, named VP-program development for licensee, Pulitzer Broadcast Stations. **Rebecca Goodrum**, assistant director of public affairs, named program manager KSDK.

Davis Allison, program director, WKXY(AM) Sarasota,

Fla., named operations manager, wwzz(AM) Sarasota.

Tom Brock, production operations coordinator, noncommercial KPTS(TV) Hutchinson, Kan., named production manager. **David Owens**, producer of bimonthly series, named senior producer.

Mike Stevens, music director, WTRU(AM) Muskegon, Mich., named program director.

Terry McAllister, announcer and producer, WAXU-AM-FM Georgetown, Ky., joins WSTL(AM) Eminence, Ky., as assistant manager and program director. **Frank Horency**, graduate, Eastern Kentucky university, Richmond, joins WSTL as sports director.

Kelly Winder, graduate, School of the Ozarks, Point Lookout, Mo., joins noncommercial KBIA(FM) Columbia, Mo., as production manager.

Kim Lemon, reporter, WGAL-TV Lancaster, Pa., and **Josh Hooper**, field producer, *PM Magazine* on WTVH(TV) Syracuse, N.Y., named co-hosts of *PM Magazine* on WGAL-TV.

Greg Russell, air personality, WOMC(FM)

Detroit, joins WJBK-TV there as "tipster" for *PM Magazine*.

George Kay, account executive, KTWO(AM) Casper, Wyo., named sports director for KTWO-AM-TV.

David Povero, public relations associate-broadcast media, The Children's Museum, Indianapolis, joins noncommercial WFYI(TV) there as producer-director.

News and Public Affairs

Jed Duvall, CBS News correspondent, named CBS White House news correspondent. **Diane Sawyer**, CBS News correspondent, named State Department correspondent. **Louis Cooper**, national assignment editor and resources producer, Canadian Broadcasting Corp., joins CBS News as senior foreign producer. **Brian Ellis**, foreign editor, CBS News, named coordinating producer for CBS News's science magazine series, *Universe*. **Peter Larkin**, Northeast bureau manager for CBS News, succeeds Ellis. **Christie Basham**, senior producer of weekday editions of *Morning*, succeeds Larkin.

Cliff Kappler, producer, special broadcasts, NBC News, named producer on *Today* program, where he will share day-to-day responsibilities with producer Marty Ryan.

Steve Shepard, general assignment reporter, WBBM-TV Chicago, joins ABC News as general assignment correspondent, based in Washington.

Richard Schlesinger, general assignment reporter for Post-Newsweek's WPLG(TV) Miami, named Washington bureau chief for Post-Newsweek stations.

Bill Kietzer, former managing editor, KSD(AM) St. Louis, named news director, WFAA(AM) Dallas. **Phil Rozen**, former news producer, noncommercial KBIA(FM) Columbia, Mo., joins WFAA as morning news editor-producer. **Jim Fry**, from *Missouri Times*, joins news staff of WFAA.

Livingston Gilbert, 62, of WAVE-TV Louisville, Ky., retires January 1 after 32 years as evening news anchor. Gilbert joined WAVE(AM) in 1941 as announcer. WAVE-TV went on air in Nov. 1948, and Gilbert became TV anchor in Jan. 1949.

Bob Brill, anchor and reporter, KUZZ(AM) Bakersfield, Calif., named news director.

Raymond Swiderski, former announcer with WEZS(FM) Richmond, Va., and WDYL(FM) Chester, Va., joins WIVE(AM) Ashland, Va., as

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Kathy Sizemore, graduate, Eastern Kentucky university, Richmond, joins WSTL(AM) Eminence, Ky., as news director.

Dan Christopher, newscaster and reporter, KVOA-TV Tucson, Ariz., joins KOVR(TV) Stockton-Sacramento, Calif., as 5 and 11 p.m. co-anchor.

Robert Kolt, reporter-photographer, WWTW(TV) Cadillac, Mich., joins WZZM-TV Grand Rapids, Mich., as reporter.

Kathryn Grey, anchor, WVBF(FM) Boston, joins WTEV(TV) New Bedford, Mass. (Providence, R.I.), as general assignment reporter.

John Segelbaum, deputy prosecuting attorney, Snohomish county, Washington, joins KIRO-TV Seattle as investigative producer-writer.

Bob Goodman, news writer, KPIX(TV) San Francisco, joins KIRO-TV in same capacity.

Charlotte Ottley, manager of community affairs department, KMOX-TV St. Louis, named director of community affairs.

Angela Burnett, instructor in television and radio department of Howard university, Washington, joins WTTG(TV) Washington as director of community affairs.

Sujay Johnson, former associate producer for WBZ-TV Boston and for WJLA-TV Washington, joins WPLG(TV) Miami as public affairs producer.

Barbara Geddie, "tipster" for *PM Magazine* on WJKW-TV Cleveland, and helicopter traffic reporter on WGAR(AM) Cleveland, named weekend weather person on WJKW-TV.

Paul Nufer, producer of public affairs programs and special news projects, noncommercial WAUS(FM) Berrien Springs, Mich., named news editor.

Promotion and PR

Kate Steed, who has assisted in national marketing of *This Was America* for BBI Communications, Boston, and former White House aide, named public relations manager for WCVB-TV Boston. WCVB-TV and BBI are co-owned.

Val Nicholas, assistant to community relations director, KCRA-TV Sacramento, Calif., named news promotion coordinator.

Gene Lyons, director of press and publicity, WTTG(TV) Washington, assumes additional duties as on-air promotion producer-writer.

Michael Stopnick, assistant promotion manager, WTSP-TV St. Petersburg, Fla., named promotion manager.

Walter Blower, formerly in public relations at University of Colorado, Boulder, joins noncommercial WMUL-TV Huntington, W. Va., as community relations director.

Sandy Dempsey, formerly with WVCB(AM)-WYOR(FM) Coral Gables, Fla., joins WAXY(FM) Fort Lauderdale, Fla., as director of creative services.

Technology



Worth

Gary J. Worth, president of Robert Wold Co.'s Satellink of America, and former executive VP and co-chief operating officer of Mutual Broadcasting System, named president of newly formed division of company, Wold Communications, which handles electronic delivery of radio and television

programs.

James Fischer, VP-technical development and planning, Warner Amex Cable Communications, named senior VP-technical director, responsible for long-range technical planning and exploratory engineering development.

James Birchfield, assistant director of investor relations department of Harris Corp., Melbourne, Fla., named director of investor relations.

A.R. Pignoni, VP, Northrop/Page Communications Engineers, joins Fernseh Inc., new video corporation formed by Bell & Howell and Robert Bosch, Salt Lake City, as director of commercial sales.

Robert McRann, VP-general manager of Gibson Instrument division of Nørlin Corp., Lincolnwood, Ill., joins cable division of Oak Communications as VP-operations, based in Crystal Lake, Ill. He will be responsible for design, marketing, sales and manufacturing of cable products.

Robert Belcher, general manager, Vidtronics Co., Los Angeles, assumes additional duties in sales and service as VP-general manager.

Pat Capalolo, assistant service manager for Brookhaven township, N.Y., cable system, Viacom Cablevision of Long Island, named in-

stallation manager for Viacom Cablevision of Long Island. **Lawrence Rutter**, senior technician, named installation field foreman.

Peter Moody, former manager of technical and quality control, General Cable Co., Greenwich, Conn., named manager of product safety and reliability.

John Shaver Jr., maintenance crew chief, non-commercial WENH-TV Durham, N.H., joins WNAC-TV Boston as technician.

Allied Fields

Sheldon Cooper, WGN-TV Chicago, and **Harold Protter**, KPLR-TV St. Louis, re-elected to second two-year terms on board of Association of Independent Television Stations, and five new board members elected: **Alan J. Bell**, KTVU(TV) San Francisco; **Anthony B. Cassara**, Golden West Broadcasters; **James C. Dowdle**, WTOG(TV) St. Petersburg, Fla.; **Joseph Loughlin**, Gaylord Broadcasting, and **Elmer Snow**, WTTV(TV) Indianapolis. Seven board members continue for another year, and **Bob Wormington** of KBMA-TV Kansas City, Mo., current chairman, remains on board ex officio for one year. Board will elect officers at meeting Oct. 23-24 at Lake of the Ozarks, Mo.

W.N. Fleischman, national production manager, A.C. Nielsen Co., North Brook, Ill., named director of operations for Nielsen's Marketing Research Group USA.

Robert McKenna Jr., **Joseph Markoski** and **Steven Lambert**, associates, Wilkinson, Cragun & Barker, Washington communications law firm, named partners of firm.

Deaths

Duncan Renaldo, 76, who played title role in *Cisco Kid* in long-running television series, died Sept. 3 in Goleta Valley (Calif.) hospital. Cause of death was not revealed, but he had surgery for removal of part of one lung in 1978, and suffered stroke that year. Renaldo starred with late Leo Carrillo ("Pancho") in *Cisco Kid* during 1950's. They made 156 television episodes. Survivors include his third wife, Audrey.

Martin F. Bennett, 73, who coordinated RCA's distributor activities for two decades and was one of key members of RCA sales and marketing team in introduction and growth of color TV in 1950's, died Sept. 1 at his home in Huntington, L.I. With RCA since 1946, he held number of posts, including VP for merchandising and VP for distribution, and was VP, distributor and commercial relations, from 1960 until he retired in 1973. Survivors include daughter, Mrs. Peter Fallon, and son, Father Martin Bennett, Maryknoll priest.

Richard Kellerman, 56, director of public relations for ABC in late 1960's and before that in production and public affairs posts at both CBS and NBC, died of heart attack Aug. 31 at his home in New York. He also had been New York deputy police commissioner for public affairs, and at his death was public affairs director of Hebrew Immigrant Aid Society. Survivors include his wife, Regina.

Willis C. Beecher, 64, retired consulting engineer in Washington, died Sept. 2 in Arlington (Va.) hospital. He had been in coma for nine days. Beecher had been consulting engineer for over 30 years. Survivors include his wife, Roberta, two sons and daughter.

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AUDIO ENTERPRISES

Stock Index

Exchange and Company	Closing Wed. Sept. 3	Closing Tues. Aug. 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	32 1/2	32 1/8	+ 3/8	+ 1.16	6	916
N Capital Cities	83 5/8	62 1/2	+1 1/8	+ 1.80	13	837
N CBS	52	50 5/8	+1 3/8	+ 2.71	7	1,507
N Cox	49 7/8	50	- 1/8	- .25	8	672
A Gross Telecasting	25 1/4	25 7/8	- 5/8	- 2.41	7	20
O LIN	53 1/4	53 1/2	- 1/4	- .46	11	146
N Metromedia	90	91 1/4	- 1 1/4	- 1.36	10	382
O Mooney	9 1/2	9 1/2			13	4
O Scripps-Howard	56 1/2	56 1/2			9	145
N Storer	26 3/4	28 7/8	+ 1/8	- .43	9	375
N Taft	31 3/4	31 3/8	- 3/8	- 1.19	9	310

Exchange and Company	Closing Wed. Sept. 3	Closing Tues. Aug. 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	21 1/2	23 3/4	- 1/4	- 1.14	17	39
A Affiliated Pubs.	23 3/4	21 7/8	+1 7/8	+ 8.57	10	122
N American Family	8	8			4	84
N John Blair	23 1/4	21 5/8	+1 5/8	+ 7.51	7	86
N Charter Co.	20 3/8	20 3/8			1	568
N Chris-Craft	24 3/4	24	+ 3/4	+ 3.12	12	66
N Coca-Cola New York	6 1/4	6 1/8	+ 1/8	+ 2.04	14	110
N Cowles	26 7/8	26 1/2	+ 3/8	+ 1.41	18	106
N Dun & Bradstreet	57 3/4	53 3/8	+4 3/8	+ 8.19	17	1,608
N Fairchild Inc.	25 5/8	26	- 3/8	- 1.44	8	292
N Fuqua	18	16 1/4	- 1/4	- 1.53	3	203
N Gannett Co.	52	51 3/8	+ 5/8	+ 1.21	14	1,828
N General Tire	20 1/2	19 3/4	+ 3/4	- 3.79	8	484
O Gray Commun.	50	50			10	23
N Harte-Hanks	29 1/2	28 7/8	+ 5/8	+ 2.16	14	275
O Heritage Commun.	20 3/4	21 1/8	- 3/8	- 1.77	11	68
N Inalco Corp.	16 3/8	15 5/8	+ 3/4	+ 4.80	7	176
N Jefferson-Platt	28	27 1/4	+ 3/4	- 2.75	6	614
O Marvin Josephson	14	13 1/4	+ 3/4	- 5.66	9	36
O Kansas State Net.	28 3/4	28 3/4			23	54
N Knight-Ridder	28 1/4	25 3/4	+2 1/2	- 9.70	10	918
N Lee Enterprises	24	23 7/8	+ 1/8	- .52	11	172
N Liberty	15 3/8	15 1/4	- 1/8	- .81	6	199
N McGraw-Hill	37 1/4	36 1/2	+ 3/4	+ 2.05	12	917
A Media General	29 3/4	30 3/8	- 5/8	- 2.05	8	211
N Meredith	40	39 3/4	+ 1/4	- .62	6	125
O Multimedia	30	29	+1	+ 3.44	16	301
A New York Times Co.	31 5/8	30 1/8	+1 1/2	+ 4.97	10	379
N Outlet Co.	31	27 3/8	+3 5/8	+13.24	45	78
A Post Corp.	15 5/8	15 1/2	+ 1/8	+ .80	8	28
N Rollins	30	28 7/8	+1 1/8	+ 3.89	12	402
N San Juan Racing	18 3/4	17 3/4	+ 1	+ 5.63	21	47
N Schering-Plough	42	42 1/2	- 1/2	- 1.17	10	2,227
O Stauffer Commun.	44	44			11	44
A Tech Operations	14 3/8	14	+ 3/8	+ 2.67	15	20
N Times Mirror Co.	43 1/4	42	+1 1/4	+ 2.97	10	1,467
O Turner Bcastg.	13 3/4	13 3/4				137
A Washington Post	23 1/8	20 1/4	+2 7/8	+14.19	9	325
N Wometco	22 3/8	22 1/2	- 1/8	- .55	10	198

Exchange and Company	Closing Wed. Sept. 3	Closing Tues. Aug. 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	14 1/2	14 1/8	- 3/8	- 2.65	10	43
N American Express	36	36			7	2,566
O Burnup & Sims	15	14 5/8	+ 3/8	+ 2.56	19	131
O Canadian						
O Cablesystems	9 1/4	9 3/8	- 1/8	- 1.33	18	175
O Comcast	28 1/4	28	+ 1/4	+ .89	32	226
O Entron*	5	5			5	4
N General Instrument	70 1/2	69 1/4	+1 1/4	+ 1.80	12	610
O Geneve Corp.	42	43	-1	- 2.32	30	47
O Tele-Communications	20 1/2	20 7/8	- 3/8	- 1.79	20	453
N Teleprompter	25	24 5/8	+ 3/8	+ 1.52	21	424
N Time Inc.	58 1/4	57 3/4	+ 1/2	+ .86	11	1,638
O Tocom	18 1/4	17 3/4	+ 1/2	+ 2.81		54
O UA-Columbia Cable	77	67 1/2	+9 1/2	+14.07	57	258
O United Cable TV	39	37 3/4	+1 1/4	+ 3.31	27	160
N Viacom	50	49	+1	+ 2.04	18	210

Exchange and Company	Closing Wed. Sept. 3	Closing Tues. Aug. 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 1/8	3 1/2	- 3/8	-10.71	3	9
N Columbia Pictures	32 5/8	31 3/8	+1 1/4	+ 3.98	9	328
N Disney	49 5/8	51	-1 3/8	- 2.69	13	1,612
N Filmways	9 1	9	+ 1/4	+ 2.77		58
O Four Star	1 1/2	1 1/2				15
N Getty Oil Corp.	81	82	-1	- 1.21	9	6,654
N Gulf & Western	19 1/2	19 1/2			5	1,089
N MCA	47 5/8	47	+ 5/8	+ 1.32	8	1,119
O Madcom	6	6 1/8	- 1/8	- 2.04	21	10
N MGM Film	7 3/4	7 7/8	- 1/8	- 1.58	5	250
O Reeves Commun.	33 1/2	33	+ 1/2	+ 1.51	24	81
O Telepictures*	4 3/4	4 5/8	+ 1/8	+ 2.70	22	11
N Transamerica	16 1/2	17 3/4	+ 3/4	+ 4.22	5	1,207
N 20th Century-Fox	35 1/2	35 7/8	- 3/8	- 1.04	6	7,480
O Video Corp. of Amer.	10 1/4	10 3/8	- 1/8	- 1.20	21	10
N Warner	54 3/8	54 3/8			13	1,547
A Wrather	19 3/4	19 3/4				44

Exchange and Company	Closing Wed. Sept. 3	Closing Tues. Aug. 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	44 1/4	43 1/2	+ 3/4	+ 1.72	9	111
O Compact Video	20 5/8	20 1/4	+ 3/8	+ 1.85	19	39
N Comsat	38 5/8	36 3/8	+2 1/4	+ 6.18	8	309
O Doyle Dane Bernbach	32 3/4	32 1/2	+ 1/4	+ .76	9	85
N Foote Cone & Belding	34 7/8	34 7/8			9	93
O Grey Advertising	54 1/2	54 1/2			5	33
N Interpublic Group	33	31	+2	+ 6.45	7	147
O MCI Communications	10 1/8	9 7/8	+ 1/4	+ 2.53	51	308
A Movielab	8 1/4	8 1/4			7	13
A MPO Videotronics	5 1/4	5 1/2	- 1/4	- 4.54	15	3
O A.C. Nielsen	32 1/4	32 1/8	+ 1/8	+ .38	13	354
O Ogilvy & Mather	27 3/4	25 1/2	+2 1/4	+ 8.82	8	114
O Telemation	1 3/4	1 1/2	+ 1/4	+16.66	10	1
O TPC Communications	7 7/7	7 3/4	+ 1/8	+ 1.61	56	7
N J. Walter Thompson	36	36			8	110
N Western Union	28 1/2	26 1/4	+2 1/4	+ 8.57		432

Exchange and Company	Closing Wed. Sept. 3	Closing Tues. Aug. 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	14 1/8	13 7/8	+ 1/4	+ 1.80		23
N Ampex	26 1/2	25 7/8	+ 5/8	+ 2.41	13	303
N Arvin Industries	18 3/8	15	+1 3/8	+ 9.16	8	127
O CCA Electronics*	1/8	1/8			1	
A Cetec	6 1/4	6 3/8	- 1/8	- 1.96	8	13
A Cohu	8 1/2	6 7/8	- 3/8	- 5.45	9	10
N Conrac	20 3/4	19 1/2	+1 1/4	+ 6.41	9	43
N Eastman Kodak	86 1/8	65 5/8	+ 1/2	+ 7.6	10	10,671
B Elec Missile & Comm.	4 3/4	4 1/2	+ 1/4	+ 5.55	59	13
N General Electric	55 1/4	54 7/8	+ 3/8	+ .68	9	10,198
N Harris Corp.	42 5/8	41 7/8	+ 3/4	+ 1.79	16	1,289
O Intl. Video	5/8	7/8	- 1/4	-28.57		1
O Microdyne	33	32	+1	+ 3.12	25	3
N M/A Com, Inc.	43 3/8	42 1/8	+1 1/4	+ 2.96	38	432
N 3M	58 1/2	58 5/8	- 1/8	- .21	10	6,813
N Motorola	58 1/4	59 7/8	-1 5/8	- 2.71	11	1,682
O Nippon Electric	50	49 3/4	+ 1/4	+ .50	38	1,641
N N. American Phillips	33 1/2	30 7/8	+2 5/8	+ 8.50	5	403
N Oak Industries	39 7/8	39	+ 7/8	+ 2.24	13	214
A Orox Corp.	8 1/8	8 5/8	- 1/2	- 5.79	26	13
N RCA	27 3/4	26 3/4	+1	+ 3.73	7	2,077
N Rockwell Intl.	31	30 1/4	+ 3/4	+ 2.47	8	2,300
A RSC Industries	5 1/8	5 1/8			13	12
N Scientific-Atlanta	39 5/8	39 1/8	+ 1/2	+ 1.27	35	411
N Sony Corp.	12	12			20	2,587
N Tektronix	67 1/2	66 3/8	+1 1/8	+ 1.69	15	1,214
O Texscan	15	15 3/4	- 3/4	- 4.76	29	16
O Valtec	41 3/8	50 7/8	+ 1/2	+ 1.22	41	165
N Varian Associates	30	29	+1	+ 3.44	14	230
N Westinghouse	26 5/8	26 1/8	+ 1/2	+ 1.91	7	2,289
N Zenith	18 1/2	16 1/4	+ 1/4	+ 1.53	15	310





Standard & Poor's 400 Industrial Average 142.00 140.30 +1.70

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.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Sep 15  **The siren song of DBS.** As if there weren't enough to worry about, and work with, in the expanding world of telecommunications, still another new medium may be just beyond the horizon—or above the atmosphere, as it were. It's the direct broadcast satellite, a possibility looking less like science fiction with every passing day. The assignment of this special report is to put into beginning-of-the-decade perspective what may be a functioning reality by its end.
- Oct 6  Advance report on the **NRBA Convention.** Full listing of agenda events, full display of equipment, program and service exhibitors, and full coverage of what's on the aural medium's mind as the National Radio Broadcasters Association assembles in Los Angeles.
- Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary issue** on Oct. 12, 1981.
- Dec 1  On the eve of the annual convention of the Radio-Television News Directors Association, BROADCASTING will report **the state of the art on all sides of the electronic journalism profession.** Nationally and locally. The content. The competition. The new forms. The new tools. Where things stand now and whither they are trending as the broadcast media strive to fill an ever-enlarging news hole.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting  Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Independent all the way—CNN's Schonfeld

When Ted Turner looked over the broadcasting industry to find a man to lead his 24-hour-a-day news enterprise, he found Reese Schonfeld and looked no farther. "My search showed me he was the best man," Turner says. "When I called him, we talked and we hit it off about as well as you can."

Schonfeld, after nearly a quarter century of scrapping for television news, was perhaps uniquely qualified to create and then manage the Cable News Network, the satellite-delivered service that now reaches nearly 2.5 million homes through 343 cable systems.

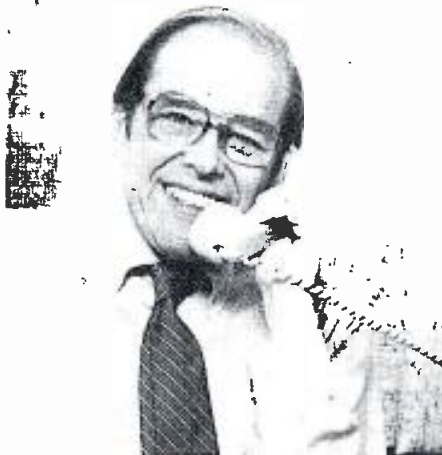
He had successfully competed with the major television networks on budgets a fraction of the networks'. He had created or helped create two television news services. He had foreseen the benefits of satellite technology and had been one of the first domestic television users of it.

Had his father had his wish, Schonfeld would be a lawyer today. But Schonfeld chose the road less traveled. As a law student at Columbia university in 1956, he was presented with two options for summer and part-time work: general executive training at CBS or copyboy at UPI Movietone, a maker and syndicator of newsfilms. Figuring news would "be a hell of a lot more fun," he took the job with UPI Movietone, rising to reporter and then to producer by the time he graduated from law school in 1960. And by that time it was too late for jurisprudence. "I had really fallen in love with film," he says.

Even as he was rising at UPI Movietone, the company and the business were falling apart. With the advent of videotape and coaxial cable, Schonfeld realized as early as 1960 that UPI Movietone could no longer compete with the networks. The networks' AT&T distribution system made UPI Movietone's delivery by air "totally obsolete," he says. But instead of discouraging him, he says, the realization made him more competitive.

Schonfeld quit the company in 1963 over an editorial dispute, but when UPI Movietone fell apart, he was lured back into the business by Burt Reinhardt, who was putting together a new organization, UPI Newsfilm, out of the rubble. "That was fun," Schonfeld says. "That was the first time I ever really helped set up an organization." He says, however, that the service "was doomed from the start" and even after the consolidation with Independent Television News, a British counterpart, and a new name, UPITN, the company "was barely making it."

The position of UPITN eventually became untenable and the domestic assets



Reese Wolfe Schonfeld—president, Cable News Network. Atlanta; b. Newark, N.J., Nov. 5, 1931; BA, Dartmouth college, 1953; MA, Columbia university, 1956; JD, Columbia, 1960; copyboy, UPI Movietone, 1956-57; reporter, UPI Movietone, 1957-60; producer, UPI Movietone, 1960-63; national editor, UPI Newsfilm, 1963-65; managing editor, UPITN, 1965-1973, vice president, UPITN, 1973-74; vice president for operations, Television News Inc., 1974-75; managing director, Independent Television News Association, 1975-79, present position since August 1979; m. Patricia O'Gorman, 1965; children—Juliet, 13, and, from previous marriage, Alexander, 21; Ellen, 20; Orrin, 18, William, 17, and Jennifer, 15.

of the company—Schonfeld included—were sold to Television News Inc., a short-lived competitor, backed by Joseph Coors. Schonfeld says he spent a fairly unhappy year with TVN, during which he proposed a satellite distribution network as an alternative to the costly land lines that had sunk UPITN domestically and were sinking TVN. The Coors moneymen, he says, refused to back a plan to rent earth stations to clients at low rates and the whole idea was scrapped. His troubles with management resulted in his being fired in June 1975, a month before his resignation date.

Sensing the demise of TVN, Schonfeld, convinced that any independent news service should be nonprofit and delivered by satellite, talked to "every independent station in the country" and founded the Independent Television News Association, based on his convictions. On Nov. 3, 1975—three days after TVN's last day of service—ITNA commenced operation serving seven charter members over a Westar satellite network, set up by Robert Wold.

It was during these years at ITNA that the idea of a 24-hour-a-day cable news service first came to his attention. Time-Life talked to ITNA about it, but neither it nor the ITNA board of directors was ready for

it. Schonfeld remembers one Metromedia general manager vociferously objecting to the Time-Life proposal on the ground that cable was the enemy of broadcasting. "I thought they might be his enemy," Schonfeld says, "but they weren't mine. He was in the broadcasting business and I was in the news business. It was at that moment that I became very conscious of the difference."

So when Turner called, Schonfeld was prepared to answer. He wiggled out of his contract with ITNA and joined CNN in August 1979. Nine months later—on June 1, 1980—CNN began its continuous service.

Since entering the news business Schonfeld has fought two enemies: a lack of resources and the major television networks. And to Schonfeld they often appear as one two-headed monster. "I have always felt," he says, "the networks stole the birthright of journalists by using networking as an entertainment medium rather than a news medium. Traditionally, people had paid for entertainment and news was supported . . . mostly by advertising. Networking, first in radio and then in television, stole advertising money away from journalists to give free circuses to people."

Schonfeld revels in his having survived so long in the television news business without the patronage of the networks. During his years at UPITN, he says he felt "prouder" working against the networks than with them. "I was really in the news business and they were just taking hand-outs from a rich corporation."

His reputation as a journalist of the "Front Page" school—get the story and bother with the frills later, if at all—clashes with his background. It was filmmaking—not journalism—that fascinated the young man so much that he gave up a career in law in 1960.

But he stayed in New York and the competitive environment sucked him deeper and deeper into the news business. He did, however, make some films that gave him a chance to flex his creativity. He produced the official biographical film of John Kennedy. (He made the film for UPI, but following Kennedy's election, the United States Information Agency adopted it.) And one of his great pleasures at UPITN was a film he made each year for the Encyclopaedia Britannica.

The Atlanta headquarters and studio of CNN is a second home for Schonfeld, made so by the long hours he puts in there and the presence of his wife, Pat O'Gorman, a former film editor at CBS, who now oversees CNN's videotape operations. "She's very good and a very valuable asset" to CNN, her husband says.

Wrecking crew?

According to the scenario crafted by FCC Chairman Charles D. Ferris, his like-minded colleagues and his obedient staff, the commission tomorrow (Sept. 9) will vote for radical revisions in the television allocations plan that created the present television broadcasting system. The scenario starts with four drop-ins of short-spaced VHF's and ends with low-powered VHF's and UHF's strewn coast to coast. The objectives have been repeatedly stated: to create a profusion of new stations for minority occupancy. The technological disruptions can only be surmised, but the prospects of interference to existing television service are everywhere.

True, the major portions of the new TV allocations plan will be issued in the form of rulemakings to which objections can be raised if warranted. There is no assurance, however, that this FCC will heed technical warnings, however soundly based. So far its attitude toward television engineering has ranged from dismissal to contempt.

The four drop-ins, for example, will be done against overwhelming evidence that three will create extensive interference to existing television signals and that the fourth will probably diminish the service of UHF's that are just getting footholds in the market where it is to be placed. The staff that reached those conclusions, when the subject came up in December 1978, has been replaced by Ferris appointees who were given all this time to invent amendments to the laws of physics. No doubt Ferris and friends will cheer results, above the sound of gagging from professional engineers.

The motives of the manipulators of this enterprise are utterly transparent. It is politically popular to carry out promises that the President himself has made, and hang the larger consequences. Ordinary citizens may hope that in the rulemaking the FCC will be saved from breaking up the world's biggest and most diversified television service.

Excess baggage

For purely political reasons one bad piece of broadcast legislation may be attached to a better piece in an effort to make the combination savory enough for the House Commerce Committee to swallow. The bad piece is the bill introduced by Representative Andrew Maguire (D-N.J.) to get a commercial VHF television station for New Jersey. The better piece is Representative Al Swift's (D-Wash.) bill to codify the FCC's crossownership rules and to protect incumbent licensees against the kinds of challenge that have imperiled multimedia broadcasters since the FCC's WHDH-TV decision of a decade ago.

Broadcasters want the Swift bill. The incorporation of existing FCC ownership rules in the Communications Act would eliminate the threat of harsher restrictions emanating from the commission. Stability in license renewals would be restored by the bill's prohibition against challenges based on an incumbent's multiple ownership or the absence of owners from day-to-day operation of a station. The bill would eliminate risks that large multimedia operators now run from rival applicants who lack other media ties and promise integration of ownership and management.

Desirable as the Swift bill may be, the Maguire bill is too big a price to pay for it.

It would require the FCC to allocate at least one commercial VHF television facility to every state. If Congress were to intrude that far into the FCC's allocation authority, there would be no

stopping it from intruding farther to force allocations to particular districts. The concept makes the absurd assumption that television signal contours should be made to recognize state lines.

Part two of the Maguire bill is a bald attempt to move the channel 9 now occupied by WOR-TV New York to New Jersey, a proposal that has the smell of carrion about it.

As national policy, the Maguire bill makes no sense whatever, but it plays well in New Jersey, and that is all that matters to a congressman who is said to be facing serious opposition in his re-election campaign. Fellow Democrats in the House may be tempted to heed Maguire's call to go to the aid of a colleague in trouble. Their obligations to the country are beyond that, as the broadcasters among their constituents will surely remind them.

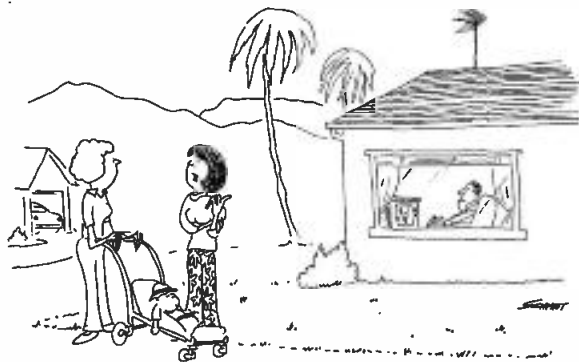
Extra innings

Fred Silverman last week was renewed for two future seasons, or at least through the start of the second, the kind of deal every program producer for NBC-TV dreams about. No one should be surprised. Jane Cahill Pfeiffer had signaled the probable extension of his contract when she was being fired as NBC chairman a couple of months ago. The last thing that NBC's parent, RCA, needed was the messy publicity of another high-level departure so soon after Pfeiffer's and, a few weeks earlier, that of RCA President Maurice Valente.

To outsiders, yet another million and a half for another year and a half may seem excessive compensation for the president of a network that is still in third place in prime time and worse off, competitively, in some other dayparts than it was when he took over. The pay, however, will look like pocket change if the program schedule can improve its ratings at a time when, as reported a week ago ("Closed Circuit," Sept. 1), one rating point for a national network equals 778,000 television homes.

It was not realistic for anyone, Silverman included, to expect him to take NBC from a poor third to first in the slightly more than two years he has been on the job. Indeed the first television season of his tenure had been fashioned before his arrival.

Silverman clearly needs more time. So does NBC, which, given the extension of his contract from June 1981 through December 1982, must be presumed to have no better candidate in mind for his replacement. There is no intention here to speculate whether Silverman and his team can do in four and a half years what he has failed to do in two. Their work will be intriguing to watch.



Drawn for BROADCASTING by Jack Schmid

"He's really been upset. He walked out in support of SAG, and nobody noticed."



Meet Lee Simonson

WXLO-FM NEW YORK

When you look at New York, you look at America. "The Big Apple," a bustling, dynamic city populated by peoples from all over the world. Each bringing their own culture and influence to create the most diverse community in the nation. If there is one quality necessary to manage in this polyglot environment, it is clarity. And General Manager Lee Simonson brings this vital attribute to WXLO. A career RKO Radio employee, Lee

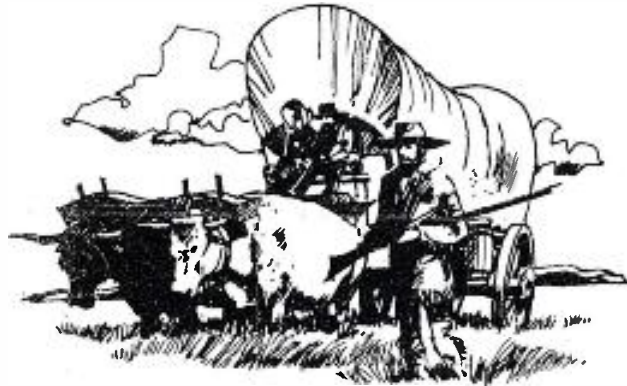
joined the company in 1971 as continuity director of WGMS in Washington, D.C. From there he moved to sales and was promoted to Sales Manager of WFYR in Chicago before being named manager of the highly successful RKO Radio FM station in New York.

Lee is clear on his community responsibilities as well, serving on the Board of Directors of the New York Market Radio Broadcasters Association and with the local chapter of the American Cancer Society. He and his wife, Nancy, are foster parents with the Save the Children Foundation.

An avid baseball fan, Lee plays softball with the WXLO team. Devoted to his family he spends as much time as his demanding schedule allows with his wife, Shetland Sheepdog and new baby daughter, Laura. In these times of crisis and confusion it is valuable to have leadership with Lee Simonson's clarity of purpose. RKO is pleased to have given you this opportunity to meet him.



WRKO • WROR Boston/WFYR Chicago/WAXY Fort Lauderdale-Miami/KHJ • KRTH Los Angeles/WHBQ Memphis/WOR • WXLO New York/KFRC San Francisco/WGMS AM-FM Washington, D.C.

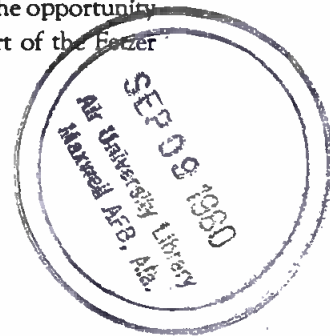


How the Midwest was won.

On KOLN-TV/KGIN-TV's public affairs program, "Thursday Magazine," Dorothy Creigh saw a project she initiated five years earlier come to life on the air.

To capture the colorful story of the settlement of the Great Plains, she inspired and directed a series of six 30-minute programs. The best local talent was recruited to write, film and narrate "The History of the Great Plains," which the Adams County Nebraska Historical Society produced. To prompt further study and discussion, a guidebook was prepared as a companion piece to the series.

In addition to broadcasting the programs, KOLN-TV/KGIN-TV offered dubs of all the shows to any other station wishing to air the series. Providing our viewers with the opportunity to discover their own rich heritage is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City