

Cable copyright: settling out of Congress
VCR copyright: losing one in court

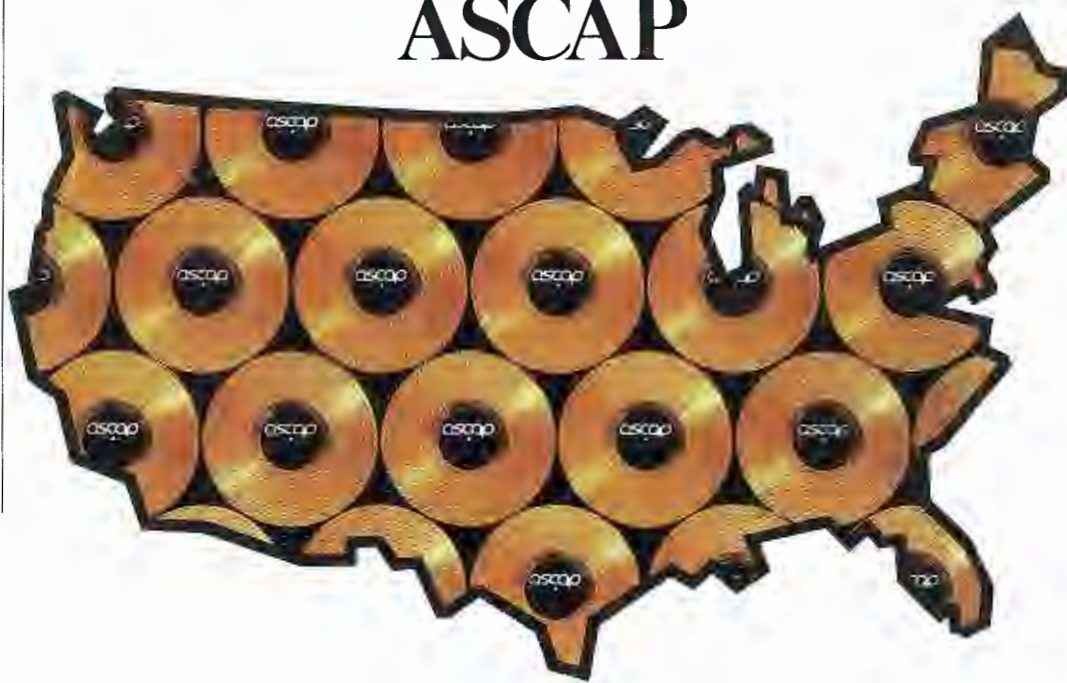
PLUS: LATEST UPDATE ON CABLE FRANCHISING

Broadcasting Oct 26

The News Magazine of the Fifth Estate □ Vol. 101 No. 17

Our 51st Year □ 1981

ASCAP



The Capital of Country Music.

Razzy Bailey, Bellamy Brothers, Charlie Black, Rory Bourke, Johnny Cash, Earl Conley, Rodney Crowell, John Denver, Randy Goodrum, Wayland Holyfield, Archie Jordan, The Kendalls, Cristy Lane, Richard Leigh, Johnny MacRae, Charly McClain, Mel McDaniel, Ronnie Milsap, Gary Morris, Bob Morrison, Mickey Newbury, Eddy Raven, Kenny Rogers, John Schweers, Margo Smith, Sonny Throckmorton, Billy Edd Wheeler, Don Williams.

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“CHiPs” is on the move.

BOO



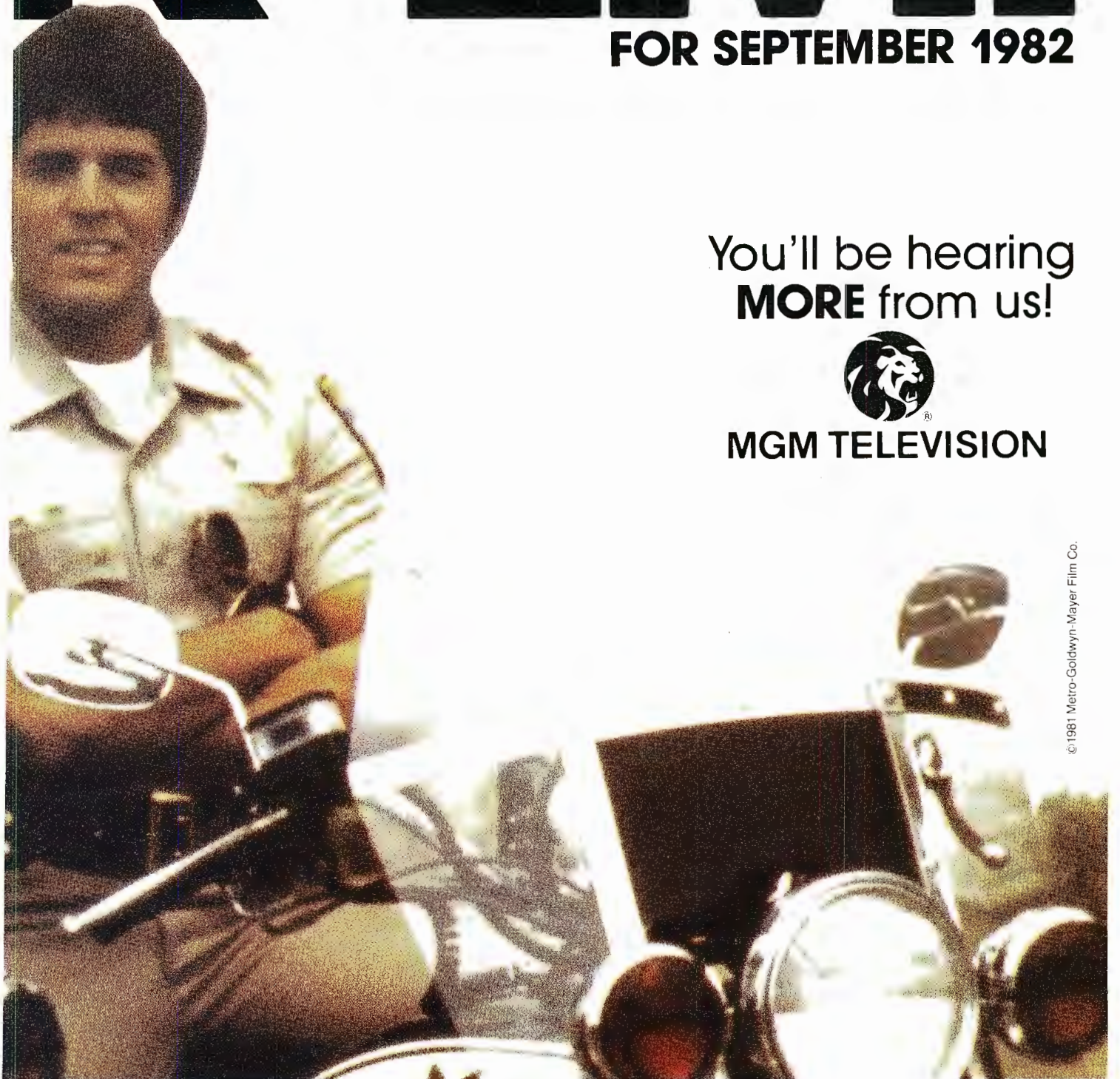
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FOR SEPTEMBER 1982

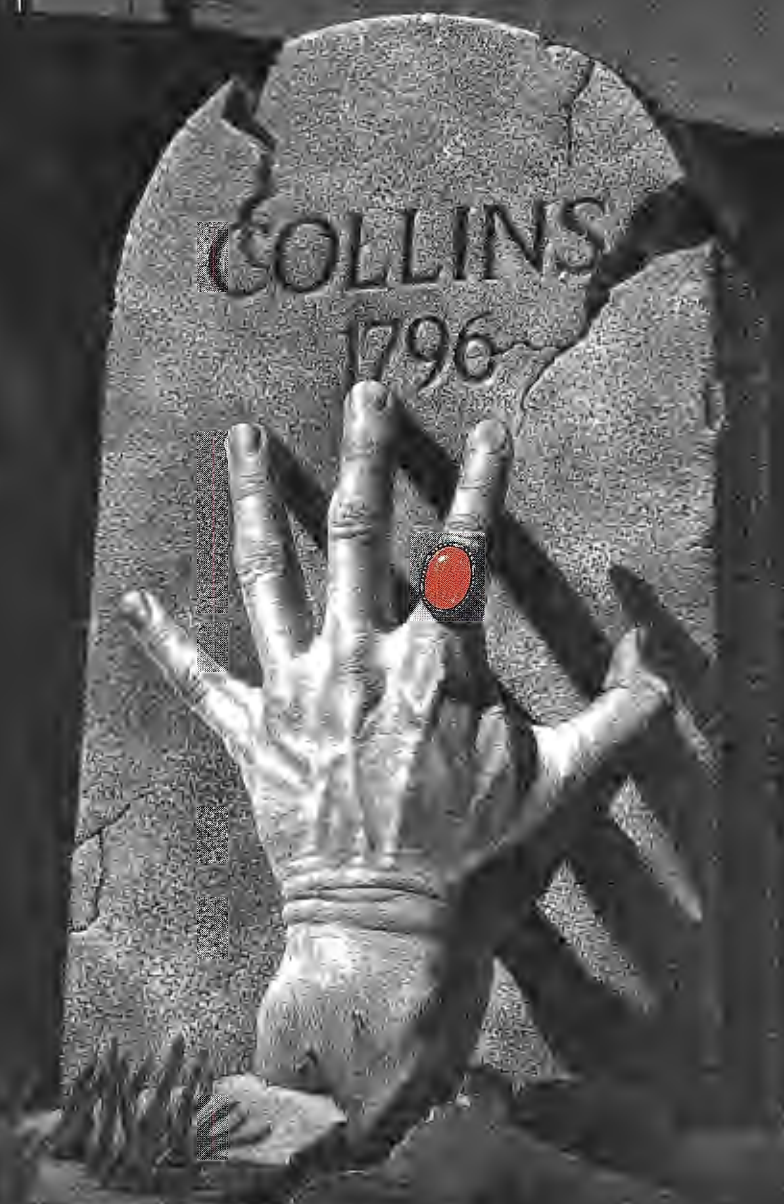
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MORE from us!



MGM TELEVISION



IT HAS RISEN AGAIN.



Reach for creative counter programming for all
time periods with TV's only continuing Gothic suspense series.

Dark Shadows



A DIVISION OF WORLDVISION ENTERPRISES INC.
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A Taft Broadcasting Company

The Week in Brief

TOP OF THE WEEK

COPYRIGHT COMPROMISE □ House delays action on amendments to law as three differing industry factions indicate agreement may be reached on compulsory licensing for retransmission of broadcast signals. **PAGE 23.**

FLAG THROWN ON HOME VCR'S □ Overturning 1979 decision in lower court, San Francisco appeals court rules that consumer use of recorders to tape copyrighted material is not "fair use." It's win for MCA and setback for Sony, but issue will probably go to Supreme Court, and Congress already is in on act. **PAGE 24.**

IMPETUS FOR NEW SERVICES □ FCC starts rulemaking to leave teletext standards to marketplace, accepts seven of 13 applications for DBS. Commission's open meeting also affirms Oct. 1 as effective date for longer licenses and says it will re-examine comparative renewal process. **PAGE 25.**

COLLINS'S DEREG PACKAGE □ Two bills that go beyond FCC legislative proposals would repeal equal time, extend radio deregulatory benefits to TV, but leave remnants of fairness doctrine. **PAGE 26.**

SPECIAL REPORT

CABLE IN MAJOR MARKETS □ Only Cleveland in the top 30 ADI's is without prospect of franchise. BROADCASTING's update of its 1980 survey offers New York-to-Nashville rundown. **PAGE 28.**

LAW & REGULATION

HILL RERUN ON VIOLENCE □ It seems like old times on Capitol Hill for TV networks as they come under attack for programing at House hearing. In turn, they question worth of studies on shows' impact. **PAGE 38.**

FAIRNESS STRUGGLE SHAPES UP □ Democratic groups, with Charles Ferris as counsel, want free time on CBS and NBC to counter GOP spots for Reagan economic policies. **PAGE 42.**

FOGARTY OBJECTS □ FCC commissioner breaks ranks with Chairman Fowler in objections to Stockman about

commission budget cuts. **PAGE 44.**

JOURNALISM

LONGER NETWORK NEWS □ Now it is CBS-TV sending up balloon with new inducements to affiliates. **PAGE 41.**

FIRST AMENDMENT QUICKSAND □ Shooshan warns newspapers that failure to support broadcasters' fight against government control of new technologies could ultimately affect freedom of conventional press. **PAGE 51.**

TECHNOLOGY

VIDEOTEXT TRYOUT □ Times Mirror unit plans elaborate tests in southern California. **PAGE 52.**

SAVAC'S SURPRISE □ New Florida company comes up with earth station design that increases gain, narrows beamwidth and could be answer to shrinkage of satellite spacing. **PAGE 54.**

MORE WARNINGS □ Additional LPTV filings at FCC reflect more concerns about possible interference by new service to full-power television and mobile radio. **PAGE 54.**

PROGRAMING

ROSENFIELD DEFENDS □ CBS-TV president explains rationale for network's objection to PTAR. Paramount's Eisner and NATPE's Currie counter with arguments for retention of rule. **PAGE 59.**

PBS'S LATEST IDEA □ It suggests national narrowcast network on ITFS channels for private and public organizations with system's excess capacity available to public stations to generate revenue. **PAGE 60.**

STAYING OUT FRONT □ CBS-TV duplicates its first-week win in new season's prime-time ratings race. **PAGE 60.**

PROFILE

SOLOMON'S WISDOM □ In 1978, Michael Solomon decided his future should be with his own syndication firm. That resulted in the formation of Telepictures Corp., the venture that he serves as chairman and chief executive officer. **PAGE 87.**

Index to departments

Business Briefly..... 10

Changing Hands..... 56

Closed Circuit..... 7

Datebook..... 14

Editorials..... 90

Fates & Fortunes..... 83

For the Record..... 63

In Brief..... 88

Intermedia..... 50

Monday Memo..... 13

Monitor..... 62

News Beat..... 51

Open Mike..... 18

Stock Index..... 58

Washington Watch..... 42

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Index to advertisers ■ ABC Radio Network 36-37 □ ASCAP Front Cover □ Americal Council of Life Insurance 53 □ Ampex 32 □ Back to God 12 □ Blackburn & Co. □ Broadcast Personnel 83 □ Columbia Pictures 11 □ Compact Video Sales 31 □ Continental Electronics 62, 65 □ Delta Airlines 61 □ Drake-Chenault 20-21, 54, 59 □ Field Communications 45 □ Gannett 22 □ Group W 41 □ Harris 43 □ Home Theater Network □ Ikegami Electronics, Inc. 35 □ Lorimar 8-9 □ MCA-TV 6 □ MGM-TV Inside Front Cover/page 3 □ Robert O. Mahlman, Inc. 57 □ Media People 55 □ Mo' Money Associates 46-47 □ Mutual Broadcasting System 19 □ NEC Back Cover □ RCA Records 39 □ Sherwood, Hennes & Associates, Inc. 85 □ Station Business Systems 10 □ 20th Century Fox-TV 16-17 □ William B. Tanner 87 □ Telepictures 48-49 □ Travel Advisors Inside Back Cover □ United Stations Network 33 □ World Wide Bingo 62 □ Worldvision 4 □ Youngs, Walker & Co. 14 □

For Quincy's Women Once Is Not Enough!



Quincy's appeal among women 18-49 is sensational! The first time—and the second time around! A special July 1981 Arbitron tabulation of the top 75 markets shows that, in reruns, **Quincy's ratings among women 18-49 were 70% higher** than the average prime time show on the entire NBC-TV Network.

Quincy*

Moreover, Quincy consistently ranked as the number one NBC show among young women in such diverse markets as Boston, Cleveland, Dallas, Pittsburgh, Houston, Miami, Minneapolis, Providence, Memphis, Grand Rapids, Salt Lake City, Toledo, Tulsa and Wichita, to mention just a few.

Young women are waiting for him in syndication where he's ready to do it again!

MCA TV

Closed Circuit®

Insider report: behind the scene, before the fact

Shaping up

Movement is under way to line up media organizations in unified support of FCC's bold proposals for legislative deregulation (BROADCASTING, Sept. 21). In vanguard are Radio-Television News Directors Association and National Association of Broadcasters. Aim is to recruit others, including cable and print media, for show of force in favor of such reforms as repeal of Sections 315 (equal time and fairness doctrine) and 312(a)(7) (broadcast access for federal candidates) of Communications Act. Organizers are quietly planning for long-haul campaign.

Yes but

FCC plan to set minimal standards for teletext and allow marketplace (broadcasters and manufacturers) to decide what system or systems will be used (see page 25) was accepted in varying degrees by industry. CBS and Telidon Videotex Systems, which proposed North American standard, were disappointed FCC did not endorse it but were confident it would ultimately triumph in marketplace showdown with incompatible British Ceefax, other system proposed as national standard. Although British felt they would survive marketplace fight, they worried that lack of direction by FCC will retard introduction of teletext in country. Official of Electronic Manufacturers' Association said EIA will continue to push for industry standard.

Although British and North American standards have common data rate, key parameter may still be subject of controversy in FCC proceeding. Cable industry is concerned that proposed rate may make teletext unsuitable for retransmission over cable.

Ax to be spared?

Don't bank on it, but there may be minimal cut in FCC's fiscal 1982 budget of \$77 million in recognition of vastly increased workload stimulated by new communications technologies. All government agencies are earmarked for 12% across-board cuts (meaning \$9 million and more than 300 employees for FCC).

Reports at committee staff levels at Capitol—both Senate and House—are that FCC, along with Securities and Exchange Commission, may be excluded from budget cuts. FCC, meanwhile, received good news from Office of Management and Budget on Friday. Official told Chairman Mark S. Fowler that commission may spend at level allowed

under continuing resolution passed by Congress through Nov. 20, when new appropriations bills are expected to be approved. OMB Director David Stockman earlier had directed agencies to spend as of Oct. 1 in accordance with 12% reduction in fiscal year 1982 budget that President Reagan has proposed. Fowler had told Stockman that commission could comply with his directive only by "emergency furloughs" of personnel (BROADCASTING, Oct. 19).

Everybody in act

Katz Agency, which announced "Partners in Programing" project last March during convention of National Association of Television Program Executives (BROADCASTING, March 16), is set to break with its first major TV program effort in partnership with 16 of its represented stations. Pilot of half-hour strip talk shows is expected to be ready by early 1982, with financing coming from Katz, its 16 participating stations and NBC-Owned Television Stations Division. Production will be by Bob Banner & Associates, with distribution by Metromedia Producers Corp.

Roll of dice at FCC

Several members of FCC, including Chairman Mark Fowler, are in quandry over lottery provisions in legislation agency must implement by next Feb. 9 to comply with budget reconciliation bill adopted last summer (BROADCASTING, Aug. 3). What bothers them is bill's requirement that lotteries for selection of applicants for new facilities be weighted to favor minorities, women, labor unions, others underrepresented in broadcast ownership.

Prospects are that FCC will authorize notice of rulemaking this week in search of workable formula.

Untouched

Recession hasn't had much impact on third-quarter results reported so far by group broadcasters Capital Cities, Metromedia, Cox, and LIN. One general impression among financial analysts is that networks didn't wring up-front buyers dry, leaving advertisers with cash that spilled over into national spot. Tony Hoffman of A.G. Becker carries his analysis further: This recession, he says, is housing recession sparked by high interest rates—and when people don't sell their houses, they don't realize equity gains they would pump into high-ticket durables. Real estate and most durables manufacturers don't invest heavily in TV advertising;

those, such as autos, that do either can't or won't pull back schedules in recessions.

Recession hasn't really hit packaged goods field, TV's bread and butter. High-interest climate has given broadcasters one boon—ad spending by financial institutions looking to cash in on latest consumer money instruments.

Money man

John Oxendine, assistant chief, Federal Home Loan Bank Board's financial assistance division, is likely to be named president of Broadcast Capital Fund this week. Contract negotiations begin Tuesday for position vacated Oct. 1 by Samuel Ewing, who has created financial consulting firm in Washington, Ewing Capital Inc. Oxendine, 38, has been with Federal Home Loan Bank Board since March 1979 and before that ran international banking operations for First National Bank of Chicago for five years. His closest competitors for new job were two Washington TV station executives.

BROADCASTAP, minority enterprise small-business investment corporation founded by National Association of Broadcasters in late 1979, has yet to make its first investments.

Last gasps

Struggling National Association of Educational Broadcasters found itself facing new problem last week after Virginia Fox, its chairman, resigned. Fox told BROADCASTING she thought association, which she said faced more than \$300,000 deficit last June, date of last financial statement, should follow advice of outside consultants and shut down. She also thought group's annual convention, scheduled for Nov. 1-4 in New Orleans, should be canceled.

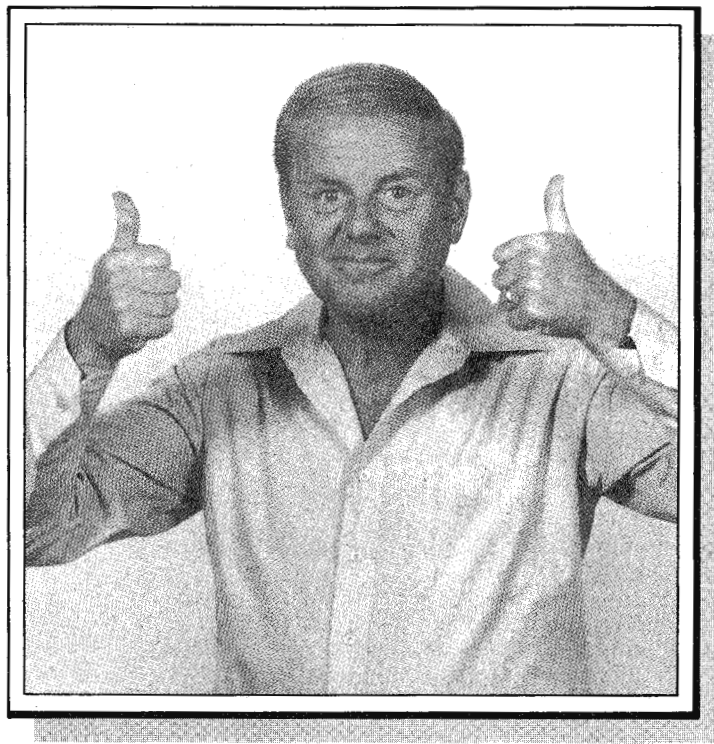
But other members of board and NAEB management disagreed, hoping to receive vote from membership at convention to dissolve NAEB and "try again" with new organization, Telecommunications Services, Inc.

Introduction

Solid evidence that FCC Chairman Mark S. Fowler has picked FCC's next Broadcast Bureau chief and that his name is Larry Harris ("Closed Circuit," Oct. 12) was provided Monday (Oct. 19). Chairman walked Harris around commissioners' offices for handshakes and chats. Harris, 45, communications lawyer specializing in common carrier field, was not meeting commissioners for first time; he knows some quite well. He'll probably take office by Dec. 1.

Eight Is Enough





your **Our** **Shining Hour**

EIGHT IS ENOUGH is the perfect choice for syndication success. Of the upcoming shows currently being offered in syndication for 1982 and beyond, EIGHT IS ENOUGH is the only program to finish in the top four in reaching women 18-49, teens and kids. So get the Bradfords on your side and prove that EIGHT IS ENOUGH can be your shining hour.

LORIMAR

Los Angeles ☐ New York ☐ Chicago ☐ Atlanta ☐ Dallas

Business Briefly

TV ONLY

Peter Eckrich & Sons □ Meat products. Begins Dec. 28 for 13 weeks in about 35 markets. Day and fringe times. Agency: Benton & Bowles, New York. Target: women, 18-49; 25-64.

Renfield Importers □ Giacobazzi wine. Begins this week for seven weeks in 40 markets. Fringe, prime and news time. Agency: LSF Media, New York. Target: adults, 18-34.

Fanna Sour Cream □ Begins Nov. 2 for six weeks in about six markets. Day, prime and weekend times. Agency: Bozell & Jacobs, Minneapolis. Target: women, 25-54.

Savings Bank Association of New York □ Begins this week for five weeks in various New York markets. Early fringe and news times. Agency: J. Walter Thompson, New York. Target: adults, 25-49.

Mauna Loa □ Macadamia nuts. Begins Nov. 11 for five weeks in eight markets. Day, prime and late fringe times. Agency:

Cargill, Wilson & Acree, Atlanta. Target: women, 25-54.

Swany Glove Co. □ Children's gloves. Begins Nov. 4 for four weeks in 45 markets. Day, early fringe and children's programing. Agency: Dentsu, New York. Target: women, 18-49; children, 6-11.

Sunnyland Foods □ Begins Nov. 2 for three weeks in under 10 markets. All dayparts. Agency: Burton-Campbell, Atlanta. Target: women, 25-49.

K-Tel International □ Various record albums. Begins this week for three weeks in over 150 markets. Fringe and weekend times. Agency: Commonwealth Advertising, Minnetonka, Minn. Target: adults, 18-34.

Pioneer Take-Out Systems □ Fish promotion. Begins Nov. 2 for two weeks in 10 West Coast markets. Agency: adults, 18-49.

Tinderbox International □ Smokeshops. Begins Dec. 7 for two weeks in over 10 markets. Day, early

fringe, weekends and news times. Agency: RNF Media Corp. Beverly Hills, Calif. Target: total adults.

General Electric □ Rechargeable battery. Begins Dec. 28 for two weeks in about 11 markets. All dayparts. Agency: Hesselbart, Mittenk & Arocom, Fairlawn, Ohio. Target: adults, 18-49.

Armour □ Gold and Plump chicken. Begins in fourth quarter for varying flights in Billings, Missoula, Butte and Great Falls, all Montana. Agency: Young & Rubicam, New York. Target: women, 25-49.

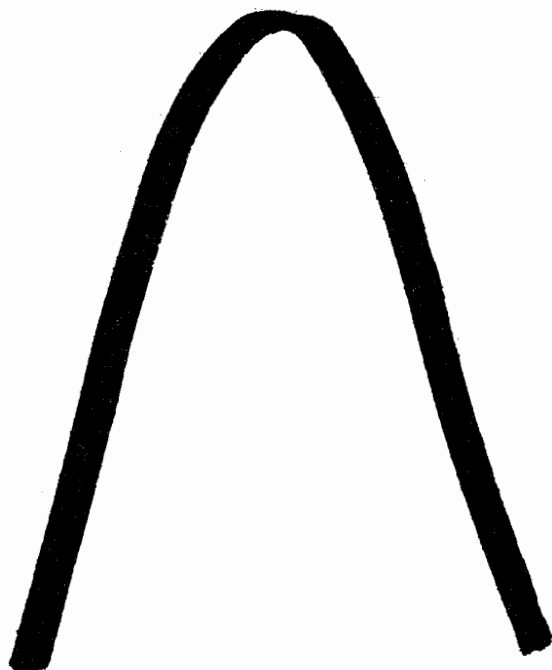
Mattel Electronics □ Various games. Begins Nov. 2 for varying flights in about 15 markets. Prime, late fringe, early fringe, news and weekends. Agency: Ogilvy & Mather, Los Angeles. Target: adults, 25-49; women, 25-54; children, 6-11.

Deltoma Corp. □ Florida Community Developers. Begins this week for one week in New York and Charleston, S.C. All dayparts. Agency: Tatham-Laird & Kudner, Chicago. Target: adults, 50 and over.

Gordon Jewelry Corp. □ Begins Nov. 18 for one week in about 25 markets in Florida, Texas, Tennessee, Louisiana, Missouri, Iowa and Nevada. Fringe and prime times. Agency: Ketchum, Houston. Target: adults, 25-49.

Procter & Gamble □ Dash detergent. Test campaign begins this month for fourth quarter in Nashville; Knoxville, Tenn.; Lexington and Louisville, both Kentucky; Charleston-Huntington, W. Va., and Evansville, Ind. Agency: Young & Rubicam Inc., New York. Target: women 18-49.

Is this a mountain or a molehill?



That depends on how you see it.

Take, for instance, the mountains of detail that surround the broadcast business. Avails, logs, sales reports, even accounts receivable and payable. We can turn them into molehills.

We're Station Business Systems. And a giant stands behind us—the Control Data Corporation.

Our systems are designed by broadcasters to give you professional service and the most advanced computer hardware, software and training available.

The only mountain you're going to make is one of profits.

For more information, call Bill O'Toole, Vice President of Sales, at 800-243-5300, or 203-622-2400.



STATION BUSINESS SYSTEMS
a Control Data Company

Rep Report

WSOL(AM) Ellmore, S.C.: To R.A. Lazar & Co. (no previous rep).

□
CFCE-TV, CKMI-TV Quebec City, CFER-TV Rimouski, CHRC(AM)-CHOI-FM Quebec City, CKLM(AM) Montreal, all Quebec: To Brydson Spot Sales from E.S. Summer Corp.

□
KGMS(AM)-KSFM(FM) Sacramento, Calif.: To Major Market Radio Sales from Christal Co.

□
KHRM-FM, Tijuana, Mexico, and KYOK(AM) Houston: To Bernard Howard & Co. from Buckley Radio.



LOVE CONQUERS ALL.

"The Way We Were." The magnetic combination of Streisand and Redford created sparks at the box office and a sizzling 40 share on ABC. Get 29 unbeatable movies in **VOLUME ONE FOR THE 80'S.**

COLUMBIA PICTURES TELEVISION 

Skaggs Drug Centers □ Christmas campaign. Begins Nov. 4 for four weeks in about 70 markets. Agency: Alan Frank & Associates, Salt Lake City. Target: women, 25 and over.

Panasonic □ Micro cassettes. Begins Nov. 11 for four weeks in five markets. Agency: Ted Bates & Co., New York. Target: men, 25-49.

Armstrong Carpets □ Begins Oct. 28 for four weeks in Lansing, Mich., and Fort Wayne, Ind. Agency: Kalish & Rice, Philadelphia. Target: adults, 25-54.

Pioneer Seed & Corn □ Illinois and Wisconsin corn. Begins Nov. 2 for four weeks in 14 markets. Day, early fringe, late fringe, weekend and sports programming. Agency: Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Iowa. Target: men, 35 and over.

Sarah Coventry □ Jewelry. Begins in November for varying flights in approximately 20 markets. Agency: R.J. LaChance, Providence, R.I. Target: women, 18-49.

LACSA Airlines □ Begins Nov. 15 for varying flights in about five Southern markets. Agency: William Cook Advertising, Jacksonville, Fla. Target: adults, 25-64.

AdVantage

Kellogg backs oldie. Staple radio and TV program series of 1940's and 1950's, *The Quiz Kids*, is being sponsored by Kellogg Co., Battle Creek, Mich., on Tuesday, 8-8:30 p.m. on CBS Cable. Bob Aubuchson, senior vice president, marketing, Kellogg, said: "We are pleased to be associated with revival of *Quiz Kids*, which we feel will deliver the type of all-family audience which we seek for many of our brands." Agency is Leo Burnett, Chicago. Series began on radio in 1940 and on television in 1949, remaining on air until 1956.

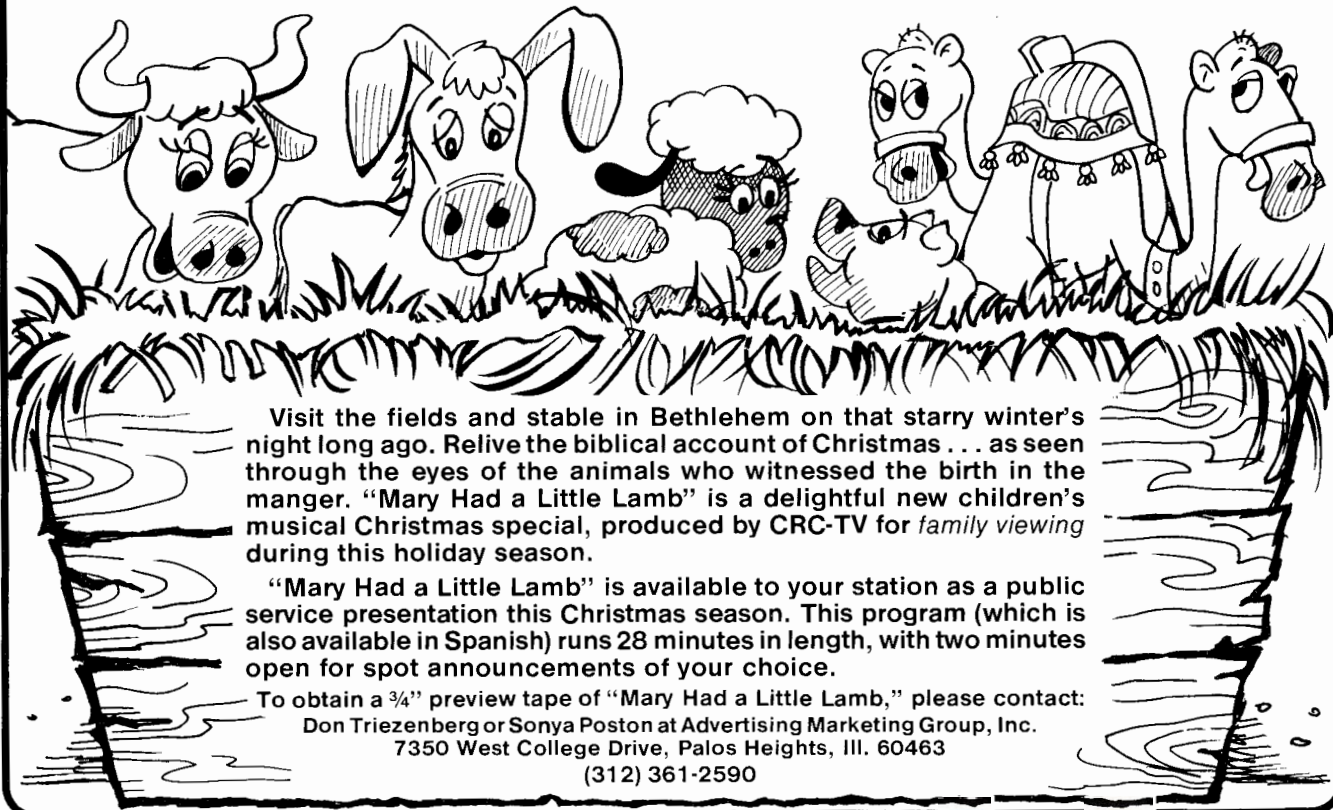
Spot radio activity. Blair Radio's analysis of spot radio opportunities for first nine months of 1981 shows that 25-54 age demographic has continued as most requested grouping, amounting to 27.5%, up from 23.3% in first three quarters of 1980. In second place is 25-49 classification at 15.5%, up from 13.4% in corresponding period last year. Slightly behind 25-49 is 18-49 with 15.3% of spot radio requests, up from 13.4%. Losing ground from last year were 18-34 and 12-34.

Attuned to audience. Scali, McCabe, Sloves has designed new television campaign for pay-TV service, Showtime. Theme, "Showtime is tuned in to you," will stress "diverse schedule of blockbuster films, original Broadway productions and comedy programs." New TV flight begins Nov. 1 for six weeks in 20 markets, in addition to spots on Cable News Network, WTBS(TV) Atlanta, WOR-TV New York, ESPN and USA Network. Also, Showtime will provide affiliates with ad slicks, radio cassettes and TV spots for use in local markets.

Olympic gain. Converse, manufacturer of athletic footwear, recently named "official shoe of 1984 Olympics," placed its account with Boston agency Ingalls Associates. According to Ingalls, Converse account brings agency's new billings to \$10 million, and total projected billings for the year to "well in excess of \$50 million."

More "nooks and cranies." D'Arcy-MacManus & Masius, New York unveils new TV campaign for S.B. Thomas Inc. on all three major networks, plus 40 spot markets. Promoting Thomas's English Muffins, two new commercials, labeled "Homemaker" and "Newlyweds" will again stress "texture" of product, says account executive Pat Quagliano.

"Walk softly past the manger..."



Visit the fields and stable in Bethlehem on that starry winter's night long ago. Relive the biblical account of Christmas... as seen through the eyes of the animals who witnessed the birth in the manger. "Mary Had a Little Lamb" is a delightful new children's musical Christmas special, produced by CRC-TV for family viewing during this holiday season.

"Mary Had a Little Lamb" is available to your station as a public service presentation this Christmas season. This program (which is also available in Spanish) runs 28 minutes in length, with two minutes open for spot announcements of your choice.

To obtain a ¾" preview tape of "Mary Had a Little Lamb," please contact:
 Don Triesenberg or Sonya Poston at Advertising Marketing Group, Inc.
 7350 West College Drive, Palos Heights, Ill. 60463
 (312) 361-2590

Monday Memo®

A broadcast advertising commentary from Kevin Cox, VP, marketing services, NBC Radio Networks, New York.

Reliable research the backbone to strong radio sales

Network, spot and local radio revenues will climb to record levels in 1981. Networks and formats are proliferating, and dozens of major new advertisers are coming into the radio medium. Now is the time to sit back and count our profits. Right?

Wrong. Now is the time to double our efforts in all areas, particularly research, to assure the steady growth of radio revenues. Although business is good, we still remain the most undersold, underutilized and misunderstood advertising medium.

NBC Radio has a strong commitment to new business development. We have recently produced a major generic radio network presentation—"Radio Means Business." The timing couldn't have been better.

It's hard to pick up a magazine or newspaper these days without seeing at least one major article dealing with cable and the new TV technologies. Cable has seemingly overnight found its way into over 19 million television households and has already had an effect on commercial network television ratings.

Research shows that for the 1980-81 season, the combined three-network ratings in prime time were off a full two rating points from the previous year, and this decline will continue.

A look at the viewing habits in the nine million pay cable households (those households that subscribe to commercial-free services such as Showtime or Home Box Office) is even more revealing. A recent eight-month Nielsen study showed that, during the prime-time hours, the combined three-network share of audience was only 60%. Pay TV drew a 19% share, while all the commercial cable TV channels combined could only attract 4% of the available audience. There is a crisis in medaland. Although television is the most powerful communication vehicle ever developed, it has peaked as an advertising medium. As commercial-free TV continues to make inroads, advertisers will have to look for alternative media to pick up the slack of the declining commercial TV audience.

"Radio Means Business" positions radio as the ideal medium to complement a television buy and details radio's unique combination of advantages. Briefly summarized they are:

Network radio is selective. Heavy radio listeners are far superior to heavy television viewers in demographic profile. The heavy radio user is younger and better



Kevin C. Cox joined NBC Radio Network in 1975 as director of sales for NBC's News and Information Service, later was promoted to VP, sales, NBC Radio Networks, and last August to his present post of VP, marketing services. Earlier he had been executive VP of RKO Radio Representatives, New York, and in sales executive posts with WIP(AM) Philadelphia and Metro Radio Sales in Chicago and Philadelphia.

educated, has higher income, buys more groceries and is much more likely to be employed.

While the average viewer does spend three-and-a-half hours daily with television, the heavy viewer (40% of Americans) averages five-and-a-half hours daily. The remaining 60% of viewers watch only one-and-three-fourths hours a day. If light viewers don't spend much time with TV, what do they do? They listen to the radio for over three-and-a-half hours daily. Who are the people that spend more time with radio than TV? Teen-agers and adults 18-54, working women and professionals and full-time employed adults, to name just a few. Consumers are selective about the media they use, and advertisers need to be selective about the media they choose.

Effective. Forty per cent of all viewers watch 70% of all television and probably are exposed to 70% of all commercial impressions. The addition of radio provides effective coverage against the light viewers, who represent 60% of all consumers. Radio can effectively extend frequency against the heavy TV viewer and, more important, provide needed reach and frequency against the light TV viewers who are underexposed in most advertising campaigns.

An example, the heavy viewers (40% of

consumers) buy 35% of all new automobiles. This same group, however, is receiving 70% of all the television commercial impressions. This leaves only 30% of the impressions for a group that will buy 65% of all the new cars. Network radio can provide effective supplemental coverage of this important group.

Timely. Advertisers must look beyond the four-week or purchase cycle reach and frequency and look at shopping patterns and schedule their media activity accordingly. Consumers are shopping every day and advertisers should be advertising every day. Of all the major media only radio allows an advertiser to do this at an affordable cost.

Efficient. Everyone has heard over and over again that radio is an efficient C-P-M buy. We have been hanging our hat on efficiency for so long that a lot of people consider us to be a cheap medium. "Radio Means Business" positions radio as a dynamic advertising force that just happens to be available at an affordable cost.

Selective, effective, timely and efficient—four pretty good reasons for using radio.

But "Radio Means Business" is not enough; it's only the first step. We still face overwhelming prejudice in the area of radio creativity.

It never ceases to amaze me how radio can attract listeners for an average of three-and-a-half hours a day and yet be given so little credit for communication value by the advertising community. If our medium is capable of entertaining and informing the public through programing, why is it not able to do the same through commercials?

There were few if any, creative problems with radio before the advent of television. Even today, when advertisers are seeking a target audience which cannot be effectively reached by television, such as teenagers, good radio copy that sells product is written.

Is sight, sound and motion all that important to effectively communicate? If a company is able to convey by phone the value of its products to a potential customer, why can't the same thing be done on radio? When you think about it, radios and telephones have one thing in common—they are both effective, one-to-one personal media.

It's very difficult to predict the future rate of growth of the radio medium. It's our belief at NBC that we are at the beginning of a radio renaissance. Radio can be as big as we all could ever hope it will be, or bigger, but we will have to continue to provide a "reason to buy."

And a "good" reason to buy must be substantiated by a continuous flow of new, reliable research.

Datebook[®]

■ indicates new or revised listing

This week

Oct. 25-27—*New Jersey Cable TV Association* annual convention. Meadowlands Hilton, Secaucus, N.J. Information: (609) 392-3223.

Oct. 25-30—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

Oct. 27—*Radio Advertising Bureau* sales conference. Baltimore Hilton Inn, Baltimore.

Oct. 28—*Radio Advertising Bureau* sales clinic. White Plains hotel, New York.

Oct. 29—*Radio Advertising Bureau* sales clinic. Sheraton-Tara hotel, Boston.

Oct. 29-30—"CATV and the New Technologies—The New Video Marketplace," sponsored by *American Bar Association's* Forum Committee on Communications Law, Forum Committee on Entertainment and Sports Industries and Section of Science and Technology. Keynote address, Richard E. Wiley, Kirkland & Ellis. Panelists include Herbert Schlosser, RCA; Irving Goldstein, Satellite Television Corp.; Henry Geller, Duke University professor; Erwin Krasnow, National Association of Broadcasters; Brenda Fox, National Cable Television Association; Stephen Sharp, FCC, and Jack Valenti, Motion Picture Association of America. Beverly Hilton hotel, Beverly Hills, Calif.

Oct. 29-30—National Conference on Media sponsored by *Pro & Con Screening Board*. Theme: "Future of Women and Minorities in Mass Communications, With or Without EEOC." Blackstone hotel, Chicago.

Oct. 29-Nov. 1—*Missouri Broadcasters Association* fall meeting. Hilton Plaza Inn, Kansas City, Mo.

Oct. 29-Nov. 1—*Information Film Producers of America* national conference and Cindy awards banquet. Sheraton Universal hotel, Los Angeles.

Oct. 30-Nov. 1—12th annual Loyola National Radio Conference sponsored by *Loyola University of Chicago*, department of communications. Hyatt Regency, Chicago. Information: LNRC, 820 N. Michigan Avenue, Chicago, 60611, (312) 670-3116.

Also in October

Oct. 30-Nov. 3—*Society of Telecommunications Consultants* fall conference, "Integrated Communications for the 80's." Sheraton Palace hotel, San Francisco.

Oct. 31-Nov. 3—*ABC radio affiliates* board meeting. Lake Buena Vista Conference Center, Orlando, Fla.

November

Nov. 1-4—*National Association of Educational*

Broadcasters 57th annual convention. Hyatt Regency, New Orleans.

Nov. 1-4—*Scientific Atlanta's* seventh annual Satellite Communications Symposium. Speakers include Representative Timothy Wirth (D-Colo.) and Ted Turner, Turner Broadcasting System. Hilton hotel, Atlanta.

Nov. 2-4—*Information Industry Association* 13th annual conference. Speakers include FCC Commissioner Anne Jones. Copley Plaza hotel, Boston.

■ **Nov. 3**—*National Association of Broadcasters'* legal answers workshop for radio and TV stations. Sportsmen's Lodge, Los Angeles.

Nov. 3-6—*Pennsylvania Cable Television Association* annual convention. Hershey Pocono Resort, Whitehall, Pa. Information: (717) 234-2190.

Nov. 4-6—*Electronic Industries Association* management seminar for Boston. Holiday Inn of Waltham, Waltham, Mass. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington 20036, (202) 457-4996.

■ **Nov. 5**—*National Association of Broadcasters'* legal answers workshop for radio and TV stations. Piccadilly Inn, Fresno, Calif.

Nov. 5-7—*National Translator Association* annual low-power television and translator convention. Hilton Inn, Albuquerque, N.M. Information: NTA headquarters, 36 South State Street, Salt Lake City, Utah, 84111, (801) 237-2623.

Nov. 5-7—*Broadcast Education Association* seminar on telecommunications policy and regulation. National Association of Broadcasters headquarters, Washington.

Nov. 6—Chicago Communications seventh annual luncheon and communications seminar, sponsored by *29 Chicago associations*. Seminar topic: "Who's Watching Our Watchdogs? Ethics, Privacy, Credibility and Accountability in the 80's." Keynote speaker: Pierre Salinger, ABC News Paris bureau chief. Palmer House, Chicago.

Nov. 6-7—*UCLA Extension* workshop, "Public Access to Cable TV: A Do-It-Yourself Workshop." 1246 Graduate School of Management, UCLA, Los Angeles. Information: Ellen Stern Harris, (213) 825-0641.

Nov. 7-10—*Association of National Advertisers* annual meeting. Speakers include Lee Iacocca, chairman of Chrysler Corp. Panelists include Hugh Downs, host of ABC-TV's *20/20*; Gene Jankowski, president, CBS/Broadcast Group; Gerald Levin, group vice president, video, Time Inc.; Richard Frank, president, Paramount Television Distribution, and Allen Gilliland, president, Gill Cable. Fairmont hotel, San Francisco.

Nov. 8-10—Arts/Cable Exchange sponsored by *University Community Video*. Minneapolis Auditorium, Minneapolis.

Nov. 9—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

Nov. 9-11—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

Nov. 9-11—*Subscription Television Association* second annual conference. Hyatt hotel at Los Angeles International Airport. Information: Valerie Backlund, (213) 827-4400.

■ **Nov. 11**—*Women in Communications* luncheon. Speaker: Herb Schmetz, vice president, public affairs, Mobil Oil Corp., Doral Inn, New York.

■ **Nov. 11**—*Radio Advertising Bureau* sales clinic. Marriott hotel, New Orleans.

■ **Nov. 11-13**—*International Film and TV Festival* of New York. Sheraton Center, New York.

Nov. 11-13—*Oregon Association of Broadcasters* 41st fall conference. Valley River Inn, Eugene, Ore.

Nov. 11-14—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

Nov. 11-14—*Unda-USA* 10th general assembly, titled "Taking a Stand: Strategies for the Decade." Roosevelt hotel, New York. Information: Ann DeZell, Unda-USA General Assembly, Box 588, Winona, Minn., 55987, (507) 454-4643.

■ **Nov. 12**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: John A. Schneider, president, Warner Amex Satellite Entertainment Corp., Century Plaza hotel, Los Angeles.

Nov. 12—16th annual Gabriel Awards presentation banquet, sponsored by *Unda-USA*. Waldorf-Astoria hotel, New York.

Nov. 12-13—Media research seminar. *Florida International University*, Bay Vista campus, North Miami.

Nov. 12-15—*American Advertising Federation* Western region conference. Keynote speaker: James Rosenfield, president, CBS-TV. Hyatt Del Monte, Monterey, Calif.

■ **Nov. 13**—*Radio Advertising Bureau* sales clinic. Amfac hotel, Dallas.

■ **Nov. 13**—Deadline for entries in *American Advertising Federation* National Public Service Advertising Competition, Good Samaritan awards. Information: 1225 Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 659-1800.

■ **Nov. 13**—"Issues in International Information," workshop on new world information order with panelists from government, media and legal profession, sponsored by *The Media Institute*, with *American Bar Association's* Section of International Law and *Georgetown University's* International Law Institute. East Auditorium, Department of State, Washington. Information: TMI, 3017 M Street, N.W., Washington 20007; (202) 298-7512.

Nov. 18—*National Commission on Working Women's* third annual "Women at Work" broadcast awards. Capital Hilton, Washington.

Nov. 19-20—*Arizona Broadcasters Association* fall convention and annual meeting, in conjunction with convention and technical exhibit of *Arizona Society of Broadcast Engineers*. Sheraton Inn, Scottsdale, Ariz.

Nov. 19-20—*Arbitron* radio workshop. Omni International, Miami.

Nov. 19-20—*Practising Law Institute's* ninth annual Communications Law Institute. New York Statler.

Nov. 20—*Society of Broadcast Engineers'* Northwest regional convention. Red Lion Inn/Sea-Tac Motor Inn, Seattle.

Nov. 20-22—*Satellite Television Technology International's* Satellite Video Show. Anaheim Marriott, Anaheim, Calif.

Nov. 24—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 29-Dec. 3—National Telecommunications Con-

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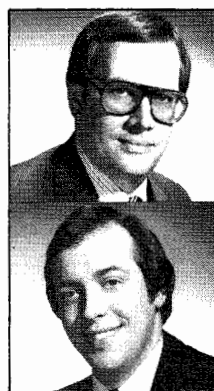
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Major Meetings

Oct. 25-30—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

Nov. 1-4—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

Nov. 9—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

Nov. 9-11—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami Beach.

Nov. 11-14—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

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

Jan. 23-27, 1982—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 7-10, 1982—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

March 11-16, 1982—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22, 1982—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 23-29, 1982—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

May 2-5, 1982—*National Cable Television As-*

sociation annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

May 4-8, 1982—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto, Ontario; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 10-13, 1982—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18, 1982—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

June 6-10, 1982—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fourth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

Aug. 29-Sept. 1, 1982—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

Sept. 9-11, 1982—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Sept. 12-15, 1982—*National Radio Broadcasters Association* annual convention. Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15, 1982—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 30-Oct. 2, 1982—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

San Diego. Information: Pamela Taylor Waldman, P.O. Box 575, Del Mar, Calif. 92014.

Dec. 11-13—*Audio Independents, University of California Radio Network, Western Public Radio and California Arts Council's* "Dialogue 81: Radio ... Waves of the Future." Asilomar Conference Center, Pacific Grove, Calif.

January 1982

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 14-16—*Utah Broadcasters Association* annual convention. Hilton Inn, St. George, Utah.

Jan. 15-16—*Virginia Association of Broadcasters* legislative reception and winter meeting. Hyatt, Richmond, Va.

Jan. 17-20—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

Jan. 20-22—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Jan. 22-23—*Radio-Television News Directors Association* board meeting. Hilton Palacio del Rio, San Antonio, Tex.

Jan. 23-27—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington.

Jan. 28-30—*Global Village's* first annual conference and exposition on low-power TV. Sheraton Washington, Washington. Information: Global Village, 17 Washington Street, Norwalk, Conn., 06854, (203) 852-0500.

Jan. 29-31—*Florida Association of Broadcasters* midwinter conference. Royal Plaza hotel, Lake Buena Vista, Fla.

February 1982

Feb. 2—*Broadcast Pioneers'* Mike Award dinner. Pierre hotel, New York.

Feb. 3-8—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, New York.

Feb. 7-9—*Louisiana Association of Broadcasters* annual convention. Sheraton hotel, Baton Rouge.

Feb. 7-10—*National Religious Broadcasters* annual convention. Speakers will include FCC Chairman Mark Fowler. Sheraton Washington, Washington.

Feb. 9-10—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel.

Feb. 11—*Southern Baptist Radio and Television Commission's* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

Feb. 12-14—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 869-0600.

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

Feb. 17-19—*Texas Cable TV Association* convention. Convention Center, San Antonio, Tex.

Feb. 18-21—*School of Communications at Howard University*, Washington, 11th annual Communications Conference, "The Future of Communications: A Battle for the Human Mind." Howard University's main campus, Washington.

Feb. 23-25—*Cable News Network* production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

Feb. 24—*Association of National Advertisers* television workshop. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Plaza hotel, New York.

March 1982

March 1—*International Radio and Television Society* Gold Medal anniversary banquet. Waldorf-Astoria, New York.

March 2—*Florida Association of Broadcasters* Washington reception for Florida's congressional delegation. Florida House, Washington.

March 7-9—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency, Columbus.

March 11-16—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton.

March 18-19—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Four Seasons, San Antonio, Tex.

March 24-27—*National Honorary Broadcasting Society*, Alpha Epsilon Rho, 40th annual convention. Statler, New York.

March 28-April 3—European and North American public television producers annual INPUT '82, *International Public Television Screening Conference*. Toronto.

April 1982

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 19—*Florida Association of Broadcasters* "Broadcasting Day." University of Florida, Gainesville, Fla.

ference, sponsored by *Institute of Electrical and Electronics Engineers and Communications Society Conference Board*. Marriott hotel, New Orleans.

Nov. 30-Dec. 1—*Communications Technology Management and Annenberg School of Communications'* second annual "Telecommunications for the 80's" conference. Speakers include Arthur Taylor, RCTV; Representative Timothy Wirth (D-Colo.), and Ted Turner, CNN, University of Southern California, Los Angeles.

December

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

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

Dec. 6-9—*Arbitron Radio Advisory Council* meeting. Cancun Caribe, Cancun, Mexico.

Dec. 9—*International Association of Satellite Users* conference, "Telecommunications Vulnerability: Problems and Solutions." One World Trade Center, New York.

Dec. 10-11—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hyatt hotel, Orlando, Fla.

Dec. 11—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 11—*International Television Association* San Diego chapter video awards festival. Royal Quality Inn,

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The 50th anniversary

EDITOR: The Oct. 12 anniversary issue of BROADCASTING is a dandy.—*Paul Miller, director emeritus, Gannett Co., Rochester, N.Y.*

EDITOR: After half a century, BROADCASTING Magazine is still fair, thorough and perceptive. Thanks again for your excellence in journalism and for keeping a good thing going.—*Bob Packwood, chairman, Senate Committee on Commerce, Science and Transportation, Washington.*

EDITOR: The series of articles in BROADCASTING this past year will go down as one of the finest historical series available for the industry.—*Carl E. Lee, president, Fetzer Broadcasting Co., Kalamazoo, Mich.*

EDITOR: In the history of American industry, I doubt that any one individual or any other publication has had the positive impact on an entire industry than BROADCASTING magazine has had under your long and successful stewardship. I hope we are blessed with many more years of sage observations.—*Everett H. Erlick, senior vice president and general counsel, ABC Inc., New York.*

EDITOR: Great issue. Very solid.—*William Lilley III, vice president, CBS Inc., Washington.*

EDITOR: Reading the Oct. 12 issue of BROADCASTING was like reading a history book, one with pictures and at the same time exciting and interesting.—*Ralph C. Franklin, International Executive Service Corp., New York.*

EDITOR: I would like to join with the many thousands of [your] friends who are congratulating you on your 50 years of carrying news and information to the broadcasting industry, not only in this country but internationally as well.—*Gene Autry, Golden West Broadcasters, Los Angeles.*

EDITOR: All of us at Century Broadcasting Corp. send heartfelt thanks and congratulations as you celebrate 50 years of service to the broadcast industry. Under your creative leadership, BROADCASTING magazine has become the cornerstone of commercial broadcasting in the free world.—*Howard Grafman, president, Century Broadcasting Corp., Chicago.*

EDITOR: Congratulations on publishing a fabulous 50th anniversary issue that is already a collector's item. Anyone who wants to grasp the significance of broadcasting's past, and its future, should read your Oct. 12 edition.

I was especially enthralled by the inter-

view with my dear friend, Sol Taishoff, whose personal recollections should be expanded into a big, full-length book. What a fabulous career he has had, dealing with virtually all of the decisionmakers of the Fifth Estate.

Best wishes to everyone on your staff as you start to tell another half-century of the broadcasting story.—*Elmo Ellis, vice president, Cox Broadcasting Corp., Atlanta.*

EDITOR: Not only have you and BROADCASTING been immensely valuable assets to the radio and television industries, but I consider the magazine an absolute model of what an outstanding business publication should be.—*Joseph Csida, Malibu, Calif.*

EDITOR: Mazeltov on 50 years. May you go from strength to strength. The big 50th year issue is historic and exceptionally well done.—*Newton N. Minow, Sidley & Austin, Chicago (former chairman of the FCC).*

EDITOR: You have left marks on the broadcasting industry that no one will ever duplicate. All of us are deeply indebted to you. As a latecomer to broadcasting, I'm especially in awe.—*Allen H. Neuharth, chairman and president, The Gannett Co., Rochester, N.Y.*

EDITOR: Never in the history of broadcasting has there been such a congregation of the owners and managers of the business [as at the Broadcast Pioneers dinner honoring Sol Taishoff [BROADCASTING, Oct. 19]. The pioneers and the new generation were all there. The entire evening reflected well not only on a great and beloved man but also on an industry.—*Daniel L. Ritchie, president, Westinghouse Broadcasting Co., New York.*

EDITOR: Your 50th anniversary issue is being thoroughly enjoyed and will be retained for the Windsor family library in perpetuity. Heartiest congratulations on your golden anniversary, and may we both be around to celebrate the diamond.—*Walter M. Windsor, general manager, WFTV(TV) Orlando, Fla.*

EDITOR: Warm congratulations on your 50th anniversary. I've looked forward to and enjoyed your excellent chronicle of the industry for some 25 years. You deserve every accolade for your tremendous leadership in journalism. I'm certain all your years of dedication shall find BROADCASTING still beloved when it marks its centennial.

May all your sailing be on clear channels.—*Carol Elbin Schell, Cincinnati.*

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ALBANY	WNLW (FM)	#1 Men 18+	12.5	Country
ALBANY	WJLK (A/F)	#1 Total Persons	7.2	Adult Contemporary
BILLINGS	KGHL (AM)	#1 Adults 18+	16.8	Country
BIRMINGHAM	WMRV (FM)	#1 Total Persons	16.4	Adult Contemporary
BOISE	KFXD (FM)	#1 Adults 18-34	16.9	Adult Contemporary
CEDAR RAPIDS	KQCR (FM)	#1 Adults 18-34	25.5	Rock
CHAMPAIGN	WLRW (FM)	#1 Total Persons	17.7	Rock
CHARLOTTE	WPEG (FM)	#1 Teens	20.2	Black
CHEYENNE	KFBQ (FM)	#1 Adults 18-49	21.4	Adult Contemporary
COLUMBUS, GA	WFXE (FM)	#1 Adults 18-49	17.6	Black
DOTHAN	WTVY (FM)	#1 Adults 18+	20.0	Country
DULUTH	KZIO (FM)	#1 Women 18-34*	18.1	Adult Contemporary
EVANSVILLE	WKDQ (FM)	#1 Adults 18-34	29.3	Rock
FRESNO	KYNO (FM)	#1 Adults 18-34	17.5	Rock
GRAND JUNCTION	KQIX (FM)	#1 Total Persons	33.3	Adult Contemporary
GRAND JUNCTION	KQIL (AM)	#1 Adults 25-54	37.8	Country
GREENSBORO/WINSTON-SALEM	WTQR (FM)	#1 Total Persons	16.6	Country
GREENVILLE-NEW BERN	WODW (FM)	#1 Total Persons	18.6	Black
GREENVILLE-SPARTANBURG	WFBC (FM)	#1 Women 18-49	15.4	Adult Contemporary
HUNTINGTON-ASHLAND	WKEE (FM)	#1 Total Persons	24.3	Rock
KALAMAZOO	WKFR (FM)	#1 Total Persons	12.9	Adult Contemporary
LA CROSSE	WLXR (FM)	#1 Adults 25-54	31.3	Country
LAKELAND-WINTER HAVEN	WPCV (FM)	#1 Total Persons*	12.8	Country
LOUISVILLE	WAMZ (FM)	#1 Total Persons	10.6	Country
MACON	WMAZ (FM)	#1 Total Persons	16.4	Rock
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PENSACOLA	WJLQ (FM)	#1 Adults 18-34	19.9	Rock
RALEIGH-DURHAM	WRAL (FM)	#1 Total Persons	15.6	Adult Contemporary
RALEIGH-DURHAM	WDUR (AM)	#1 Teens	20.6	Black
SANTA BARBARA	KTMS (AM)	#1 Adults 25-54	13.4	MOR
SAVANNAH	WCHY (FM)	#1 Adults 25-54	19.6	Country
SPRINGFIELD, IL	WTAX (AM)	#1 Total Persons*	15.7	MOR
TOPEKA	KTPK (FM)	#1 Total Persons	16.3	Country
WACO	WACO (AM)	#1 Total Persons	20.2	Country
WACO	KHOO (FM)	#1 Adults 18-34	20.0	Adult Contemporary
WILLIAMSPORT	WKSB (FM)	#1 Adults 18-34*	20.3	Adult Contemporary

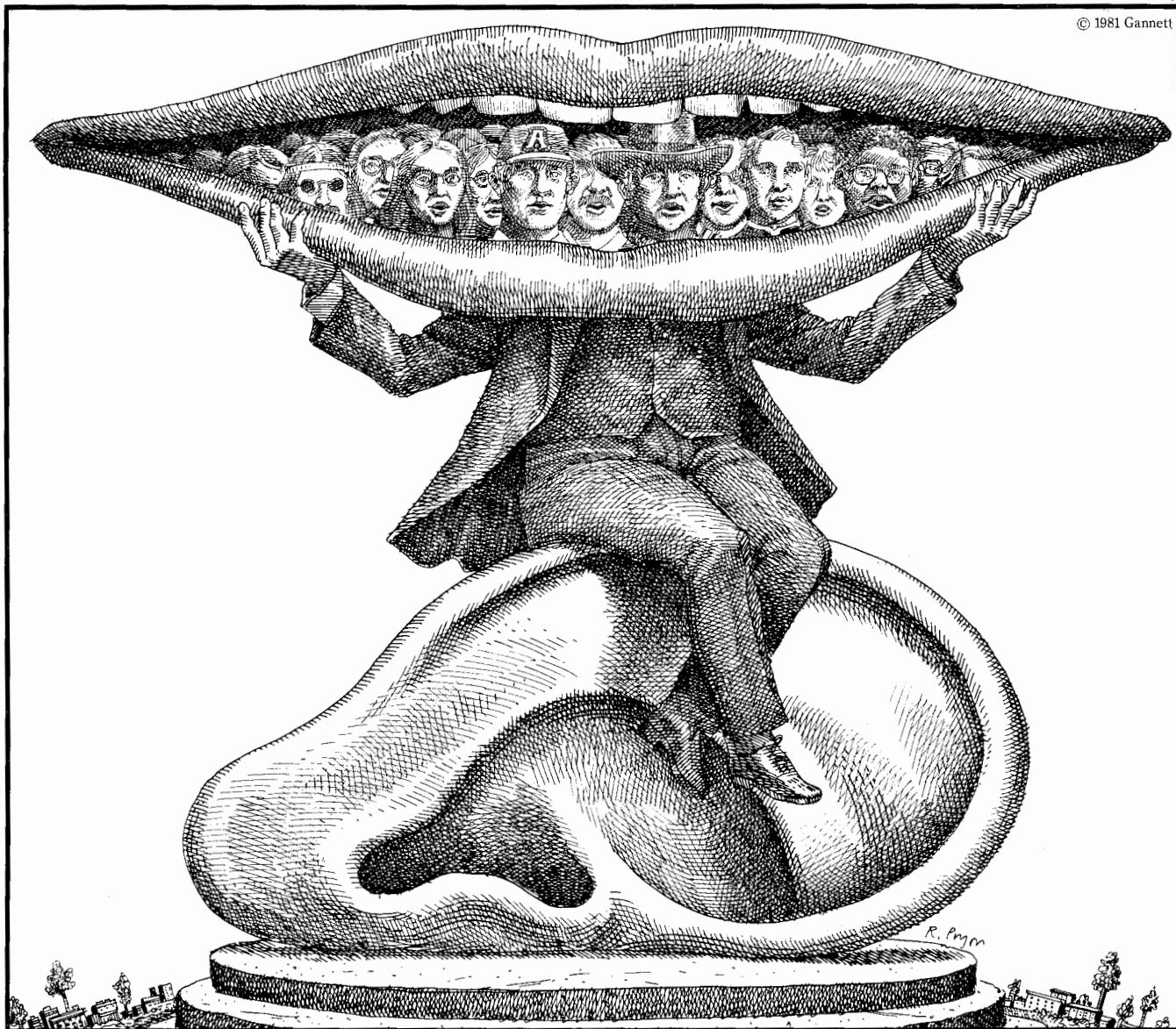
*tie

Arbitron audience estimates Spring 1981, MSA AQH Monday-Sunday 6A Mid
Subject to qualifications outlined in the original research.

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TOP OF THE WEEK

11th hour deal on copyright

Tentative agreement may protect broadcasters on must carry and syndicated exclusivity, protect cable with compulsory license and distant signals

The broadcasting, cable TV and motion picture production industries appeared close to reaching agreement last week on amendments to copyright laws as they pertain to compulsory licensing for the retransmission of broadcast signals. A House subcommittee postponed action on the amendments last Thursday (Oct. 22) at the request of the three industries and also postponed action on a performer royalty bill, deciding to submit it to further hearings.

Industry representatives were reluctant to talk about what one called the "understanding" last week, saying leaders of the National Association of Broadcasters and National Cable Television Association had not yet ratified it. The Motion Picture Association of America has been pursuing agreement on a set of amendments with the NAB since August (BROADCASTING, Aug. 31) when the Subcommittee on Courts, Civil Liberties and the Administration of Justice completed hearings on amending copyright laws.

A sticking point to the agreement has been and some say continues to be rules requiring cable systems to carry local broadcast signals at no charge to broadcasters. Although a spokesman for the subcommittee said last week that "must carry" rules are part of the industries' tentative agreement, one spokesman for the cable industry said must carry had not been agreed to and another said it "hadn't even been discussed."

Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) is said to have asked industry lobbyists months ago to try to forge an agreement on cable copyright, an issue highly controversial for parties involved but highly complicated and of peripheral interest to many members of Congress. Subcommittee members held a closed briefing session on cable copyright issues two weeks ago, prior to a scheduled mark-up session (BROADCASTING, Oct.

19). Members are said to have decided to postpone consideration of cable copyright amendments at that session because they wanted more time to study alternatives.

Last Wednesday, MPAA President Jack Valenti; James Popham, NAB vice president for congressional liaison, and NCTA President Thomas Wheeler met with House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and reached tentative agreement after intensified negotiations over the previous week. Wirth attended because the contemplated amendments would affect the Communications Act and he, Kastenmeier and Energy and Commerce Committee Chairman John Dingell (D-Mich.) have agreed that the Energy and Commerce Committee will review the legislation once it emerges from the Judiciary Committee.

The agreement would reinstate syndicated exclusivity rules for the retransmission of broadcast signals by independent cable systems with 5,000 subscribers or more. Systems of 5,000 subscribers or fewer that are owned by multiple system

operators with no more than 50,000 subscribers also would be exempt.

The 1976 Copyright Act provided compulsory licensing for retransmission of distant signals as long as the FCC did not significantly alter its rules on syndicated exclusivity and signal importation. The FCC eliminated both rules altogether in July 1980. The Court of Appeals upheld those actions, and the NAB has said it intends to ask for Supreme Court review.

Compulsory licensing for all imported signals would be retained under the agreement and there would be no increase in the royalty rates cable systems pay for use of broadcast signals.

Further hearings on a performer royalty bill (H.R. 1805) are required to cover satellite audio issues. "Celestial jukeboxes"—a new industry offering subscribers satellite-transmitted music and a mechanism permitting the automatic recording of titles on home equipment at no extra charge—have imposed a new dimension on the performance-rights debate, one that was only briefly touched upon during hearings on H.R. 1805.

North American consensus

The U.S., Canadian and Mexican broadcaster associations agreed last week to urge their governments to "enter into negotiations to insure that any agreement at the Region 2 conference includes provisions that would minimize the extent of interference to other stations." Meeting in Vancouver, B.C., last Thursday and Friday, leaders of the three associations expressed alarm at "existing and proposed AM stations in Cuba and other countries which cause destructive interference to AM stations in neighboring countries."

The Region 2 conference, which is to take place in Rio de Janeiro next month, is to be the scene of a decision by countries in the western hemisphere on whether to reduce channel spacing in the AM band from 10 kHz to 9. Participants at the Vancouver meeting also resolved that, "based on extensive, engineering, economic and other studies . . . retention of the 10 kHz spacing best serves the public interest."

At the meeting, which included the National Association of Broadcasters executive committee and staff department heads, the three industry groups also agreed that the "public interest would best be served in each country if the nighttime protective coverage areas of existing and future stations are protected against co-channel skywave interference, at least 90% of the time." Some countries in Region 2 are proposing that protection be reduced to 50%. All three associations endorsed the Declaration of Talloires, which opposed proposals by UNESCO to license journalists in foreign countries. The associations pledged "concerted action together with the InterAmerican Association of Broadcasters, to uphold this right." Finally, the associations agreed to ask their governments to begin studies into how daytime stations might begin post-sunset operations on Canadian clear channels.

□

At a separate meeting on Wednesday in Vancouver, NAB's executive committee agreed to direct its staff to petition the FCC to begin a rulemaking to eliminate "antiquated" multiple ownership rules. It also agreed to "employ more resources" toward elimination of Section 315, the equal-time law, from the Communications Act. The executive committee approved an industry agreement reached in Washington last week on cable copyright (see story, this page), and telegraphed terms of the agreement to all members of NAB's television board. That board will decide whether to support the agreement this week.

A NATION OF OUTLAWS?

VCR's lose legal round on copyright

Consumers' use of recorders to tape movies, TV shows, etc., is not 'fair use,' appeals court holds; issue probably headed for Supreme Court; Congress may make the final decision

The three million owners of home videorecorders learned last week—if they were reading their newspapers or watching the news shows—that they are breaking the law when they record copyrighted movies and television programs off the air. However, they had less cause to be shocked by the opinion of the U.S. Court of Appeals for the Ninth Circuit than were the manufacturers of the recorders, whose market is growing rapidly.

Yet the ostensible winners in the court fight—the producers of the programming—do not yet have reason for more than two cheers. Not only is the court fight continuing, but supporters of videorecording have just begun their fight in Congress.

The decision of a three-member panel of the appeals court in San Francisco, which overturned a 1979 decision of U.S. District Judge Warren J. Ferguson in Los Angeles, was a clear vindication of the arguments of MCA Inc. and Walt Disney Productions, which originally filed suit in November 1976. They alleged that the off-the-air recording of the programs they produce violates the copyright law and would seriously affect their future earnings.

The appeals court held that home recording—even if for private, noncommercial use—violates the copyright law. “We find no congressional intent to create a blanket home-use exception to copyright protection and that home videorecording does not constitute fair use.” Fair use is a court-developed doctrine under which persons in certain cases are permitted to use copyrighted material without the copyright owners’ permission.

The court also held that the defendants in the case—including Sony Corp.; Sony’s advertising agency, Doyle Dane Bernbach Inc., and four retail outlets for the Sony Betamax videorecorder—“are legally responsible” for the copyright infringement because they knew the recorders would be used to reproduce copyrighted work and contributed to the infringing conduct. The court sent the case back to the district court to fashion relief. As one way out of the complex issue of how to protect the public from injury, the court suggested that instead of issuing an injunction barring sale of the devices, the district court require manufacturers to pay damages or a continuing royalty to the copyright owners.

Technically, owners of videorecorders who reproduce copyrighted works also are liable for damages. And one owner is a defendant in the case. However, Stephen Kroft, an attorney for MCA and Disney,

said the companies are not seeking damages from the individual owners.

Program producers, worried about being in the position of creating their own competition—viewers would watch earlier programs they had recorded while the producers’ latest offerings were on the air—expressed relief at the appeals court’s decision. Fritz Attaway, Motion Picture Association of America vice president and general counsel, said he was pleased by the manner in which the court “came down firmly on the side of protection of copyright rather than on the side of use. That decision may have a spillover effect in other areas.”

And Sid Sheinberg, president and chief operating officer of MCA Inc., expressed his satisfaction with the decision. He said it confirmed his conviction that unauthorized copying of the company’s films violates the law designed to protect the property of copyright owners.

However, Warner Communications’ Jonah Halperin does not foresee complete victory in the fight to eliminate copyright infringement. “It’s like saying, ‘Let’s eliminate drinking.’ You won’t stop it totally, but you can slow it down.” But he said his company is committed to eliminating “piracy.”

Sony, however, made it clear the court fight is not over. Kanji Tamiya, executive vice president of Sony Corp. of America, said in a statement that the firm would pursue the matter “in the interest of the consumer and this important industry” to the Supreme Court, if necessary. A request to the circuit’s full 15-member court for review is an option. In an interview with BROADCASTING, he cited what he said were the benefits flowing from Sony’s Betamax: The viewer’s “quality of life and entertainment and enjoyment” have been improved “greatly” and producers have been afforded “significant business opportunities.”

The Electronic Industries Association endorsed that view. It called the court’s decision “unfortunate and disturbing.”

But a number of observers predicted resolution of the case would come from Congress. William Borchard, a New York lawyer who heads the copyright division of the American Bar Association’s patent, trademark and copyright section, described the appeals court decision as “unexpected” and said that eventually the question will be decided by Congress, “one way or the other.”

Such a development would be welcomed by the appeals court. It noted, in its discussion of the fair-use doctrine, that “costs” are involved. It said the result of applying the doctrine to “intrinsic use” cases such as the one involving Sony is “a fundamental restructuring of the copyright system not justified by the statutory scheme or traditional notions of fair use.” It also said

“the framework for copyright litigation [that] view establishes is ultimately hostile and extremely adverse to the rights of copyright holders . . . As a society, we may decide that these costs are acceptable.” But, it added, that policy determination is for Congress to make.

And Congress last week was moving in that direction, at least as far as videorecorders are concerned. Bills were introduced in the House and Senate that would write into the Copyright Act of 1976 an exemption for videorecording copyrighted works for private, noncommercial use.

Whatever the result of an appeal or of congressional interest in the case, the ninth circuit court’s opinion reflects, as Attaway noted, deep concern for the rights of copyright owners in an age when technology makes possible, at the flip of a switch, the mass reproduction of copyrighted material.

“Costs” are not the only factor to be considered in applying the fair-use doctrine to cases like that at issue, the court said. If a court decides fair use does apply, it said, it must weigh—in balancing the equities—“the ‘benefit’ of an extremely popular increase in access with the ‘harm’ to a plaintiff.” And that harm “is inherently speculative,” the court added. “A plaintiff is faced with the unenviable task of proving the nonexistence of fair use, which has typically been viewed as a defense.”

MCA and Walt Disney filed their complaints in 1976, after Sony began selling its recorders in the U.S. The popularity of the devices was startling. Ferguson’s earlier decision was a clear-cut victory for the videorecording industry; he held that off-the-air copying of copyrighted material by owners of videorecorders in their own homes for private noncommercial use is legal, both in terms of the law and the doctrine of fair use. The appeals court overturned the district court on both grounds.

As for the law, the court said Ferguson was wrong in concluding that Congress had implied the exclusion of home videorecording from copyright protection. Ferguson had based his conclusion in large part on a 1971 statute putting sound recording beyond the reach of the law. But the appeals court said the legislative history of that law cited by Ferguson was “beside the point.” It said Congress was “in no way addressing the problem of videorecording in its discussion of the 1971 legislation.”

As for fair use, the appeals court said that doctrine does not sanction home videorecording. “Without a productive use, i.e., when copyrighted material is reproduced for its intrinsic use,” the court added, “the mass copying of the sort involved in this case precludes an application of fair use.”



Cookerly, Lear, IRTS President Avram Butensky (moderating), Matthews, Salant

Three against one. Elimination of the fairness doctrine might mean greater acceptance of advocacy advertising by broadcasters, but resistance from some camps would still continue. That was the message to be gathered last week from the remarks of four panelists addressing the advocacy-advertising controversy at an International Radio and Television Society luncheon in New York.

On the pro side of issue ads were Thomas Cookerly, broadcast division president of Allbritton Communications; Norman Lear, TV producer and founder of People for the American Way, and Leonard S. Matthews, president of the American Association of Advertising Agencies. Representing the opposition was Richard S. Salant, former president of CBS News and now a general adviser to NBC.

Even if the fairness doctrine were repealed, Salant said he would recommend that NBC continue its policy of not accepting them. (As an aside, however, he remarked that repeal of the fairness doctrine "ain't gonna happen.") The place for presentation of controversial issues, Salant contended, is journalism. He explained that opponents of such advertising "fear that it will distort the national dialogue... by having issues imbalanced and chosen by those people with the largest purse." Salant said that issue advertising has arisen because broadcasting now lacks op-ed or letters-to-the-editor forms. He claimed "that kind of journalistic access" would be a better way to present views.

Regarding his network's acceptance of political advertisements, Salant said that "we don't always have infallible logic." He claimed that the political process itself caused political ads to be "carved out

of the general rule" against advocacy ads. But just because political ads are taken, he said, that doesn't require networks to go further.

Currently both NBC and CBS refuse what they consider advocacy ads. ABC last summer began a one-year experiment offering time in late-night entertainment programming. However, there have been no takers so far.

Cookerly, whose WJLA-TV Washington accepts advocacy ads, disagreed with Salant's view that those able to pay for such spots would be able to dominate the issues; information comes from various sources, he said. Furthermore, he said issue advertising through broadcasting, unlike other media, at least guarantees that the other side will be heard because of the fairness doctrine. Should the fairness doctrine be eliminated, Cookerly said, "only time will tell" how broadcasters would react to the presentation of opposing views.

Lear, whose People for the American Way organization has been placing advocacy spots to counter the "Religious New Right" and other groups, suggested that "maybe it's time to be a little less fearful and a little more mature" about issue ads. He saw no reason why there shouldn't be access if people can pay for it. Lear said his organization in the past seven months has attracted 45,000 members and that, attracted by the spots, another 1,000 are joining weekly.

Matthews said he has often wondered whether a policy against issue ads actually is a convenient way to "hide behind the fairness doctrine." He claimed that it is a "natural inclination" to avoid controversy, particularly given a "sellers' market" in broadcasting.

Teletext, DBS top FCC agenda

Commission starts rulemaking on first service, accepts seven applicants for the other; standards for alphanumeric transmissions would be left to marketplace; will look into comparative renewal process

Moving through a packed agenda, the FCC last week launched a rulemaking that proposes to authorize television stations to provide teletext services—and would leave the decision of what kind of services to offer and what kind of technical system to use up to the licensee.

At its open meeting Thursday (Oct. 22), the FCC also accepted for filing seven of 13 applications for direct broadcast satellite service; made clear that the five- and seven-year license terms for television and radio licensees provided for in the Om-

nibus Budget Reconciliation Act would go into effect Oct. 1, and launched an inquiry aimed at improving its administration of the comparative renewal process.

The proposed rulemaking on teletext would treat that medium as an "ancillary service" and would place only minimal restrictions, designed to prevent interference, on the way television stations offered those services. It would allow stations to offer services, which could be supported by advertising, to both businesses and consumers.

The rulemaking proposes that seven vertical interval lines—14, 15, 16, 17, 18, 20 and 21—be authorized for the service. It proposes to allow line 21 to be used on an "equal access basis" with closed captioning transmissions for the hearing impaired.

The FCC said it also would consider

authorizing the use of lines 10 to 13 to allow stations to reduce access time or increase their page inventories.

In arriving at its decision, the FCC partially rejected its staff's recommendations and petitions for rulemakings submitted by CBS Inc. and the United Kingdom Industry Group.

The staff had argued that the FCC should launch two proceedings on the subject. One would have solicited comment on whether the FCC should set a technical standard for teletext systems or leave that decision up to the marketplace. The other would have proposed to set interference standards.

CBS and the United Kingdom Industry Group had requested that the FCC launch rulemakings to establish one technical standard for teletext to insure that different manufacturers' systems were compatible.

Although Commissioner Abbott Washburn, protesting that it was "too

early to decide that we don't need a standard," argued that the FCC should follow the staff's recommendations, the rest of the commissioners disagreed.

Commissioner Joseph Fogarty, pointing out that the FCC had still not arrived at a technical standard for AM stereo, said he didn't want to see teletext suffer the same uncertain fate.

Chairman Mark Fowler said the FCC didn't have the resources or the personnel to "set the standard right." He added that by the time the commission set a standard, it might be obsolete and thought "the marketplace could handle this terribly better than we can."

The FCC also approved a staff recommendation to accept for filing seven of its 13 "first cut" applications for DBS service.

The commission underlined that its action was "procedural," and would not commit the FCC to granting those applications even if it eventually does authorize DBS service. The staff noted that its recommendations only passed judgment on whether the applications had been completed satisfactorily.

The applications accepted for filing were those of CBS Inc., Direct Broadcast Satellite Corp., RCA American Communications Inc., United States Satellite Broadcasting Co., Video Satellite Systems Inc. and Western Union Telegraph Co.

The commission accepted one of Focus Broadcast Satellite Co.'s applications, rejecting the other. The accepted application proposes using the Advanced Westar satellite; the rejected alternative proposed Focus's building and operating its own satellite.

Rejected applications were Advance Inc., Home Broadcast TV Partners, Satellite Development Trust, National Christian Network Inc. and Unitel Corp.

The commission noted that the applicants rejected would be allowed to refile. But, in the event that spectrum and orbital spaces for DBS become limited, the accepted applicants would share top priority with Satellite Television Corp. (whose application the FCC accepted in April), while those rejected would not, the FCC said.

The staff said that while the rejected applicants had submitted applications ranging from one to seven pages in length, the smallest acceptable application had run 80 pages.

Commissioner Anne Jones questioned whether it was fair to exclude applicants because the FCC's instructions for applying have been "very loose." Commissioner Mimi Dawson, noting again that she "really wanted" DBS service, thought the FCC's action unnecessarily "exclusionary." But Washburn retorted that the FCC's instructions had been "very clear," suggesting that the rejected applicants had been trying to make a "space grab." Although Dawson and Jones dissented, the rest of the commission approved the staff's recommendations.

In other action, the commission overruled the staff in asserting that the five- and seven-year license terms provided for in the Omnibus Budget Reconciliation Act should go into effect Oct. 1.

The staff had argued for phasing-in the longer terms from Oct. 1, 1981, to Oct. 1, 1984. Under the staff's proposal, licenses up for renewal during that period would have been renewed for terms ranging from three years to five for television and three years to seven for radio. The staff said it would need to stagger the terms to insure that it had spread out its own workload. If it didn't stagger the terms, the staff said no radio licenses would come up for renewal for the 25 months after Aug. 1, 1984. And while only 107 licenses would come up for renewal during 1986, more than 3,700 would come up for renewal during 1989.

The commissioners unanimously voted to implement the longer terms right away. Commissioner James Quello pointed out that the staff's recommendation "kind of frustrated the intent of the legislation." Said Dawson: "I can appreciate the staff's administrative concerns... But I think we have no choice but to go with what Congress wants." Jones agreed with Dawson, but added: "It's time when laws are passed that some consideration be given to how they're going to be implemented."

Fowler said the commission had "too long predicated policy on our administrative convenience," and suggested that it pay more attention to the concerns of those affected by the policies the commission administers.

The FCC also agreed to launch an inquiry to investigate ways to "improve the commission's administration of the comparative renewal process in broadcast licensing cases."

Collins offers dereg package

Included are provisions that would codify FCC's moves in that direction, extend radio actions to TV, partially repeal fairness doctrine and pull back equal-time law in entirety

The 97th Congress has seen many proposals for broadcast deregulation but the most substantial package to date was introduced last Tuesday (Oct. 20) by Representative James Collins (R-Tex.). The bills include parcels from the FCC's comprehensive legislative package but in several ways go well beyond it.

Collins's first bill (H.R. 4780) would amend the fairness doctrine by eliminating the requirement that broadcasters provide free air time for responses to opposing viewpoints, if those viewpoints had been expressed in a political advertisement. Under the proposed amendment, broadcasters could require the same terms from responding parties as they had agreed to with initial commentators. In other words, it would take a paid announcement to respond to a paid announcement, but free air time would have to be afforded respondents to views expressed by the station itself or a person given free time to express his views.

The FCC had proposed that Congress repeal the fairness doctrine together (BROADCASTING, Sept. 21).

In a second bill (H.R. 4781), Collins proposed that provisions of the FCC's radio deregulation rulemaking be codified and extended to apply also to TV. This would relieve all broadcasters of requirements to adhere to a particular format or to air particular kinds of programming, such as news and public affairs, or to ascertain the problems, needs and interests of their service area, or to restrict the amount of commercial time in a broadcast hour. Formal program log-keeping would no longer be required under the bill, but the FCC, "by regulation, shall require that any program logs used by a licensee in the normal conduct of its operations shall be retained for two years and made available for public inspection." The radio deregulation rulemaking eliminated all required log-

SMPTTE time in L.A. The program of the Society of Motion Picture and Television Engineers annual convention—which opens at the Century Plaza hotel in Los Angeles today (Oct. 26)—focuses on a growing phenomenon: the convergence of film, video and computer technologies. Organizers expect between 1,200 and 1,400 engineers to attend the five-day conference. The first two days are devoted exclusively to film. The final three days consider advances in video technology, many of which are attributable to the application of the computer sciences, and the marriage of film and tape.

Some of what is heard at the technical sessions will be seen on the exhibit floor. Approximately 130 companies, divided between the film and TV industries, have signed up to exhibit.

High-definition television will be a hot topic inside and outside the technical sessions. RCA's Kern Powers will deliver a paper on the

urgency of HDTV standards for electronic cinematography Thursday afternoon. That evening, the engineers are invited to visit the Compact Video facility in Burbank to witness a demonstration of Image-Vision, an HDTV system that requires just 8 mhz of transmission spectrum. Takashi Fujio, deputy director of the NHK technical laboratories and principal developer of the NHK HDTV system will receive the Society's David Sarnoff Gold Medal Award at a Tuesday luncheon.

As the video industry continues its move toward the all-digital studio, increasing interest is being paid to developing a digital videotape recorder standard. CBS's William Connolly, chairman of the SMPTTE digital VTR study group, will kick off a Thursday afternoon session on the subject with an update on the group's standardization efforts.

keeping.

The FCC had asked in its legislative package that its radio deregulation ruling be codified, but made no reference to extending the provisions to TV.

Comparative renewals would be eliminated under Collins's second bill. The FCC would be required to renew the license of any applicant unless it finds "that the actions of the licensee evidence such serious disregard for the provisions of this act and the rules and policies of the commission as to justify denial of the application."

The FCC could not consider competing applications for a license until after a facility had been vacated. These new rules for license renewal would apply only to applications filed on or after Oct. 20.

The FCC would have to handle petitions to deny the granting or renewal of a license in a different way if Collins's bill became law. Under present law (Section 309 of the Communications Act), a licensee must file a response to allegations made against its performance or qualifications in a petition to deny. Collins would eliminate that step and require the commission to determine, through its own investigation, whether a petition to deny had merit.

The FCC had asked for an end to comparative renewals in its legislative package, but did not request a change of procedures on petitions to deny. The new procedures are meant to "minimize [the] paperwork of licensees" and to insure that "allegations raised in petitions to deny are resolved expeditiously."

Under Collins's bill, a licensee could sell a station or construction permit and transfer its license without first securing permission from the FCC to do so. It would have to notify the FCC of such a transfer within two days of its execution, however, and the FCC could rescind the transfer if it found reason to do so. Petitions to deny such a transfer would be handled in the same way as petitions to deny initial licensing or renewal of a license.

The FCC had considered asking Congress to require license and construction permit transfers to be executed without its prior permission and subject to its approval, but stopped short of including the request in its legislative package (BROADCASTING, Sept. 21). Permitting rather than requiring transfer prior to FCC approval could give purchasers more maneuvering room when seeking financing.

The FCC recommended in its legislative package that special antitrust laws for FCC licensees (Sections 313 and 314 of the Communications Act, be eliminated. Collins obliged in his bill, and cited in his analysis to Congress the FCC's statement that "antitrust laws of general applicability are adequate" and that "antitrust enforcement should be left to the Department of Justice and Federal Trade Commission."

Finally, Collins's second bill would repeal Section 315 of the Communications Act, the equal-time law.

House TV to go on air in D.C.

C-SPAN gives up cable exclusivity to go on university's ITFS; area PTV may also carry House

Daily proceedings of the House of Representatives will be on the air in Washington before the end of this year if all goes according to plan at George Mason University in Fairfax, Va.

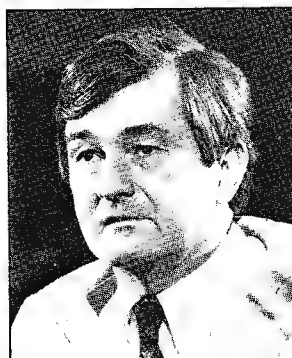
Since the House broadcasts became available to cable systems around the country through the Cable Satellite Public Affairs Network (C-SPAN), there has been increasing clamor in Washington to extend the service there, without waiting for cable to come to the city—an event some say is 10 years away. There also have been requests from unwired areas elsewhere.

At the request of Representative Charles Rose (D-N.C.), the FCC has been investigating the possibility of licensing the House for an instructional TV fixed

for it. The Advisory Committee on Broadcasting has received "eight or nine" requests from noncable services around the country wanting to carry House proceedings, and has been "concerned," according to staff director Joan Teague, about C-SPAN's refusal to accommodate them.

The university received its ITFS license 22 days after it applied for it and two weeks ago signed an agreement with C-SPAN and Arlington TeleCommunications Corp. (ARTEC) to carry C-SPAN's signal into Washington. ARTEC owns the microwave link between C-SPAN headquarters on Capitol Hill and its satellite uplink in Arlington, a nearby suburb.

Michael Kelley, a professor of English at the university and a director of the Corporation for Public Broadcasting, is behind the university's application for an ITFS license. He says he sees it primarily as a means of publicizing the relatively new university's existence in Washington.



Rose



Lamb



Kelley

service (ITFS) in Washington ("Closed Circuit," Oct. 12). Rose, who chairs the Speaker's Advisory Committee on Broadcasting, had asked for a low-power TV license, but the FCC appears to have steered the House away from that because of many complications in the proceeding.

On Sept. 1, George Mason University applied to the FCC for an ITFS license, listing, as a possible use for one of the four channels typically assigned to such licensees, broadcasting the proceedings of the House to metropolitan Washington. C-SPAN's board of directors changed its policy restricting sale of its signal to cable systems alone to accommodate the university and decided at the same time to sell its signal to other noncable users as well. The nonprofit network has not yet settled on a fee for its service, but is considering one in the area of five dollars per month.

"There haven't been that many who've asked for the signal," said C-SPAN President Brian Lamb. "But until now, we've turned them down because we're meant to be something special for the cable industry."

Rose has contemplated introducing an amendment to copyright laws to require C-SPAN or any other entity carrying its signal to resell it for a fair fee to all who ask

The university hopes to offer teleconferencing services on one of its other ITFS channels, said Kelley, and another might one day be used for broadcasting Senate proceedings to Washington.

Word of the university's plans reached Capitol Hill through accounts in the local press last week, but J.R. Carroll, who directs the House cable TV system for the Architect of the Capitol, said, "We're still pursuing the request for our own frequencies because that's the direction the Speaker [of the House] has given us." Congress may want to broadcast committee hearings and eventually Senate proceedings, said Carroll, "and we want to serve other government agencies."

This week a public station in Goldvein, Va., WNVTV, plans to ask the FCC for special permission to use a translator it has been operating as a low-power station to broadcast House proceedings into Washington.

Dan Ward, vice president, general manager of WNVTV, said the station hopes eventually to broadcast House proceedings over channel 56, another public frequency, but it won't be before next summer that that facility is operating. Until then, Ward hopes the FCC will give him a special exemption to operate the service on ch. 14.

Closing the cable gap in the top 30 ADI's

Slowly and inexorably the cities and counties at the core of the nation's 30 largest television markets are being wired for cable television. A BROADCASTING update—including those markets in which major cities have awarded cable franchises in the last year—reveals that, of the non-wired cities, only Cleveland is without prospect of a franchise award.

Since the summer of 1980—when BROADCASTING ran its second top 30 market report (BROADCASTING, Aug. 25)—Dallas, Boston, Miami, Indianapolis, Phoenix, Cincinnati, Portland, Ore., and Fort Worth have named companies to build and operate cable systems. When the construction is completed, a process that in most cases takes three to five years, the cities will join San Diego; Hartford,

Conn.; St. Petersburg, Fla., and other top 30 municipalities in the wired universe.

The cable industry still has a long way to go, however, before it can claim a substantial presence in all top 30 markets. Cleveland has barely given cable a thought, and such cities as Chicago, Detroit, Baltimore and St. Louis are in the early stages of the franchising process.

What's more, most of New York has yet to be awarded or wired and the right to wire substantial portions of Los Angeles is still being fought over by eager cable operators.

Despite the angst cable operators suffer at the thought of municipal ownership, only one city, St. Paul, seems serious about completely owning and operating its own system.

Minneapolis, which tried to award a franchise to Storer two years ago and now finds itself back at the beginning of the franchising process, and St. Louis are considering owning small portions of their systems.

In some markets, large suburban tracts are attracting more attention than the cities. Such is the case in Washington, where dozens of companies have expressed interest in picking up the franchises for Montgomery county, Md., and Fairfax county, Va. Fairfield county, Conn., a New York suburb, awarded its franchise to Cablevision but four losing bidders have filed suits in protest.

Here is a rundown of some of the cable activity in the top 30 television markets (as ranked by Arbitron.)

1. New York □ The so-called "cable working group," comprising the Washington law firm, Arnold & Porter, the accounting firm of Price Waterhouse and others, is still reviewing applications for franchises for the boroughs of Queens, Staten Island, the Bronx and Brooklyn. (It recently evaluated companies' responses for more information, see page 88). It is expected to make franchise award recommendations to the Board of Estimates (comprising the mayor, borough presidents and president of the city council) in November or December at which time the first series of public hearings will be held on the recommendations of those boroughs. Manhattan already is wired.

The Board of Estimates, after weighing the recommendations of the cable working group and considering any relevant testimony derived from the hearings, will select the final applicants and direct the bureau of franchising to negotiate with the preliminary winners. The franchise contracts will be sent back to the Board of Estimates for final approval when

there will be a second series of public hearings. Final awards are not expected before the spring of 1982. Cable hearings will most likely generate "a lot of noise about everything," said one source familiar with the New York cable franchising process.

Charles F. Dolan's Cablevision Systems of New York City Corp. is a cable franchise applicant for four boroughs and the sole applicant for the Bronx. Other applicants include:

■ Brooklyn—Teleprompter and Warner Amex.

■ Queens—American Cablevision of Queens (ATC) and Knickerbocker Communications (ATC) (In the initial awards process for Queens, the Board of Estimates refused to affirm the grant to Knickerbocker); Orthovision Inc.; Teleprompter; Warner Amex; Six Star Nielson Cablevision Inc., and local operators including Queens County Communications Corp.; Queens Inner Unity Cable Systems (headed by Percy Sutton,

former borough president of Manhattan), and Gotham Communications.

■ Staten Island—Cox Cable, Telematrix of Staten Island, Warner Amex, Cross Country Cable and Vision Cable Communications.

Manhattan is already wired, with systems operated by Manhattan Cable and Teleprompter. Manhattan has approximately 130,000 subscribers, covering the southern half of the island while Teleprompter has between 66,000 and 67,000 and covers the northern half.

□

In suburban Connecticut, the state Department of Public Utility Control awarded the Fairfield county franchise to Cablevision of Connecticut, owned by Charles Dolan, Scripps-Howard Cablevision Corp. and several local entities. (Dolan currently owns 0.9% of the firm and Scripps-Howard owns 76.3%. However, after Scripps-Howard, which is putting up most of the capital, realizes a return on its investment in the amount of \$4.5 million, its ownership interest will decline to 49% and



Portland, Ore. □ City Commissioner Mildred Schwab does the ceremonial honors with Frank Nuessle, general manager of Cablesystems Pacific (a subsidiary of Rogers Cablesystems).



Dallas, Tex. □ The ribbon-cutting ceremony for Warner Amex's construction in that city is presided over by (l to r) Mayor Jack Evans; Lee Cullum, head of the cable advisory board, and John Clark, director of marketing for the MSO.

Dolan's will increase to 39.2%.) Four of the nine competing bidders are appealing that decision in court, including Selkirk Communications Inc. (subsidiary of a Canadian-based MSO), Fairfield County Cable Communications Inc. (Storer), and two locally controlled groups, Sunshine Cable Services and Community Cable Services. The appellants contend, among other things, that the DPUC violated its own guidelines by allowing Cablevision to amend its application on numerous occasions after the Aug. 24, 1979, deadline for applications and amendments to applications. Other applicants were prohibited from doing the same, the appellants allege.

Another issue raised by one or more of the appellants is whether a majority of the five DPUC commissioners who were involved in the final decision to award the franchise to Cablevision actually read the entire record of the proceeding. If not, by state law, a proposed franchise decision has to be announced and public comment sought. This was not done, and two of the five commissioners were not involved in the initial rounds of the proceeding.

Also at issue is whether the DPUC should have considered Dolan's interest in Escapade, an adult-oriented cable programming service. The superiority of Cablevision's proposal over other applicants is also being challenged. Meanwhile, the DPUC is going ahead as planned, currently working with Cablevision on the design of the proposed 52-channel, 400 mhz cable system. In addition to a \$50 franchise fee, Connecticut charges cable systems a gross revenues tax of 9%.

2. Los Angeles □ The franchise battles in Los Angeles have become some of the most hotly contested in the country. Rumors and allegations about mergers, repurchase agreements, political lobbying, and financial backing have flown in recent months, prompting the city's Industrial and Economic Commission to set up a special task force to review the city's entire franchise situation. According to a spokesman for the committee, which includes representatives from the city council and several city departments, its job "is not so much to modify current bid methods as

to prepare ourselves for 1987, when all Los Angeles franchises will expire."

In several key parts of the city, franchises are yet to be awarded.

Los Angeles officials re-opened bidding in the East San Fernando Valley last year, after turning down bids from two original applicants. The eight competitors are American Television & Communications (a subsidiary of Time), East Valley Community Cable, Los Angeles Entertainment and Information, Six Star Cablevision of Los Angeles, Storer Cable TV, Teleprompter, United Cable and Tribune Cable of Los Angeles. The East San Fernando Valley franchise area contains about 150,000 homes. A city spokesman indicated the bids are in an early stage of review with no award likely until 1982.

South Central, with 210,000 homes, is being sought by three companies: Center City Cablevision, Community Telecommunications and South Central CATV Associates. CCI is 80% owned by American Television & Communications, which is in turn owned by Time Inc. The remaining 20% is held by local community organizations. SCCA is 60% owned by Universal Cable Systems Ltd., a group of local investors, and 40% held by Wyoming-based Nielsen Enterprises Inc. CTI is owned by 15 local shareholders.

The Los Angeles city council is expected to vote by the end of this year on the franchise. A nonbinding report by a city evaluation team presented to the board of transportation commissioners, which oversees the franchise process, ranked SCCA first and CTI second in overall merit.

CCI and CTI announced last September that they plan to operate their South Central system jointly if either bidder wins the franchise. Under their proposal, now being considered by the commissioners, CTI would own 75% of the system's stock while CCI would hold the remaining 25% and operate the franchise.

The Wilmington franchise is being sought by two of the same firms vying for South Central, SCCA and ATC, and a third, Colony/Harbor Cablevision Inc. (a unit of Providence Journal Co. of Rhode Island). A transportation commission recommendation on that award is expected in November. About 32,000 homes are involved.

The Boyle Heights franchise, with about 24,000 homes, has been recommended by the transportation commissioners for award to Buena Vista Telecommunications, which is competing with SCCA. Buena Vista already operates cable systems in East Los Angeles and several suburbs.

Six Star Nielson Cablevision, which holds the Wilshire-Hollywood franchise, has been the target of much criticism by local residents and some city officials, upset by delays in laying cable and a change of ownership that was not approved by the city. At least two council members have proposed cancelling Six Star's franchise, but no action has yet been taken.

Several area suburbs have been the scene of franchise activity. Jack Barry Cablevision, which already holds franchises in Westchester and Playa del Rey, recently expanded into the Baldwin Hills/Lennos/Ladera Heights district. County Board of Supervisors has jurisdiction for unincorporated areas of Los Angeles county

3. Chicago □ The mayor's committee has revised a draft ordinance that is on its way to the mayor. After that, a city council subcommittee will most likely be set up to hold additional hearings on the ordinance. An RFP will follow, expected some time early next year. The city has over 1 million homes and is considering splitting the franchises into several areas.

CableNet came out the big winner with the suburban Northwest Municipal Conference. It has reached agreement with 10 communities totaling 160,000 homes and is negotiating with six more towns that could add 30,000 homes to that count. Warner Amex reached agreement with five communities totaling 50,000 homes. Centel, Cablevision and MetroVision are among the other major cable companies that have done well in the suburbs of Chicago.

4. Philadelphia □ Mayor William Green threw a curve ball to the cable industry last June, announcing his preference for a single franchise for all the city, instead of the four-franchise plan under which the city had already accepted bids from 13 companies. Green's advice came from CTIC, which he had brought in as a consultant. Green said he'd have a new RFP in 60 days for consideration by the city council, but the teachers' strike in that city delayed cable action. Now the new RFP is said to be almost completed and is expected to be submitted to the city council within the next several weeks. Opposition from the council is likely on the single franchise concept—several members are known to prefer the previous four-sector proposal.

5. San Francisco □ After lying dormant for a number of years, Viacom and the city last year agreed to an eight-year program to complete building of the franchise that has operated there since 1953. Viacom currently has 60,000 subscribers among the 170,000 homes it passes. The building project, scheduled to be completed by 1988, would pass most of the city's 315,000 homes. The high cost of laying and stranding cable in San Francisco has contributed to construction delays. Channel capacity will be increased from 35 to 54 in the rebuild and expansion project.

6. Boston □ On Aug. 12 Boston awarded its cable franchise to Charles Dplan's Cablevision Systems Development Corp. of Woodbury, New York. Warner Amex, the only other finalist, did not appeal the decision. However, one appeal has been filed, by an applicant that was disqualified in the early stages of the proceeding because of its ownership of the weekly *Boston Phoenix*. Sources indicate that the mayor's office is confident that it will prevail in that challenge. Contract negotiations are currently under way between the city and Cablevision and are expected to be completed by November or December, at which time the cable firm would be issued a "provisional license." A year later, after securing the necessary permits and rights of way, Cablevision can expect to be issued a final license and begin construction.

7. Detroit □ The Motor City has put the cable

question on hold until after the November elections. An advisory committee has drawn up a cable package and expects to submit that to the council in late November. The city wants to award one franchise, and have both rich and poorer areas wired at the same time. An RFP from the council is expected by the first of the year.

8. Washington □ The city of Washington and its surrounding suburban counties illustrate the various stages of cable franchising. City councilman Wilhelmina J. Rolark introduced enabling legislation last year and reintroduced it early this year. Kemi Morten, a city staffer revising the bill, said she hopes to report the bill to committee in December.

Fairfax County, Va., released its RFP last week, inviting the more than a score of companies that have expressed interest in the franchise to submit bids to wire the county's 200,000 homes. It is reported that the county staff will evaluate the bids and make an award by July 1982. The RFP was issued shortly after consultant Malarkey, Taylor & Associates dropped the county as a client after charging that the RFP was flawed.

In Montgomery county, Md. the county council approved an RFP four weeks ago, but issuance of the document is being withheld until discussions about bringing the county's incorporated areas into the county franchise fold are completed. The incorporated towns, said the county's John Hansman, account for about 12% of the county's 216,000 homes. Every community but the city of Rockville, the county seat, he said, has agreed to join the county so far. The county hopes to wrap up the discussions and issue the RFP in early November, he said.

Among the possible applicants: a joint venture of Rogers Cable and Tribune Co. Cable; a partnership of Times Mirror and a group of local investors; United Cable; MetroVision; Continental; Tele-Mont, a subsidiary of TeleCommunications Inc.; Viacom, Warner Amex, and Storer.

Southeast of Montgomery county in Prince George's county, Md., the county council is poised to award two franchises. The Cable Television Information Center, the county's consultant, recommended that MetroVision be awarded the county's northern franchise and Viacom, the southern franchise. Each of the franchises contains about 100,000 homes. According to the county's Linda Sykes, public hearings are scheduled for Nov. 10 and Nov. 12 and the award is expected to be made by Nov. 24.

9. Cleveland □ This may very well be the last U.S. city to have cable television. There has been no movement since last year when cable legislation was tabled. Though city officials say there has been some talk, there has not been a public outcry nor has an advisory committee ever been established. Part of the reason may be politics. The city will scale down from 33 to 21 council members next month, who will then have four-year as opposed to two-year terms. Not having to worry about re-election, said one city official, may cause some movement on cable after the election.

10. Dallas □ Warner Amex has begun

construction of its 54-channel system, in one of the largest franchises won last year. Warner expects to turn on the central business district by early January. It has until April 1986 to build the system for Dallas's 400,000 homes. Warner is involved in a law suit in Dallas, but not directly related to the cable franchise. A local MDS operator has brought suit against W-A, the city and other parties, complaining they tried to put the MDS operation out of business.

In Fort Worth, Sammons won the franchise award there five months after losing in Dallas. Sammons began construction last summer and expects to have its first subscribers on line from the city's 160,000 homes in December. Sammons has 42 months to complete its dual trunk, 60-channel system.

11. Houston □ To say the least, Houston's award of five franchises to five different cable companies—four local firms and Storer—in January 1979 was unconventional. The applicants divided up the city among themselves and took it to the city council for the rubber stamp. Affiliated Capital, a losing applicant, sued the city, the mayor and one of the local franchisees, charging antitrust violations. A jury awarded Affiliated \$6.3 million last February, but the judge in the case, Carl O. Bue Jr., set aside the jury's decision. Affiliated has appealed Bue's action. According to the Dallas Justice Department, a federal grand jury is continuing an investigation into possible criminal violations surrounding the franchising.

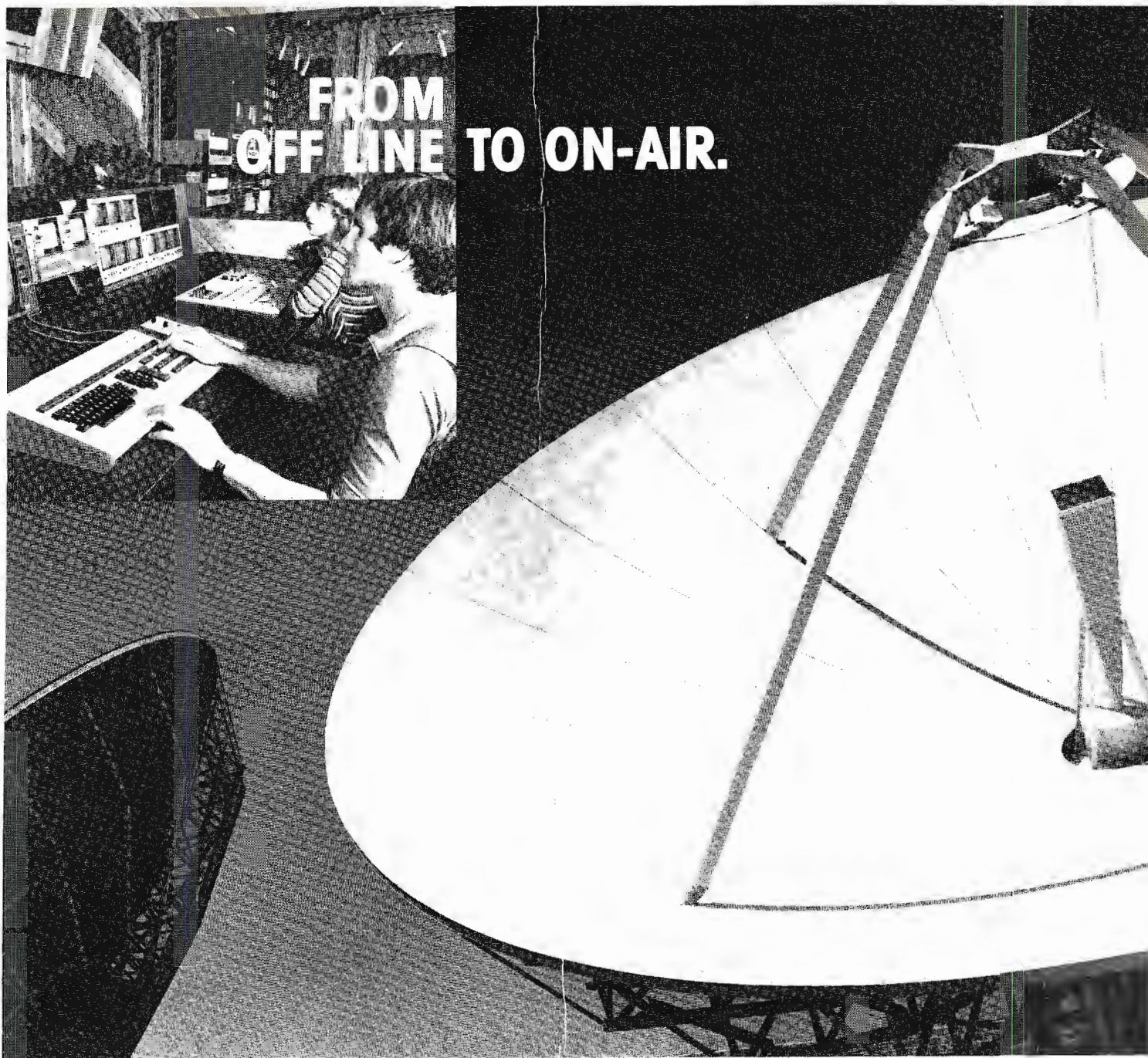
Not long after the awards were made Warner Amex Cable Communications purchased Houston Cable (225,000) and Storer, which won one franchise, acquired control of Houston Community (150,000 homes). Both Warner and Storer report they are building their systems at a rapid pace. Warner said its system now passes 150,000 homes and it has approximately 33,000 paying customers. Storer's two systems pass 27,000 of the 188,000 homes within their franchise areas and serve 12,000 subscribers.

Backed with some loans from Warner Amex, Gulf Coast Cable said its system passes almost half of the homes within its franchise area and counts about 32,000 subscribers. Gulf Coast head Clive Runnels predicts the entire system may be finished by the end of 1982.

Westland CATV Ltd, which won a 20,000-home franchise, has finished construction of its 155-mile plant and has already signed up 6,000 subscribers, although general manager Dale Bennett said Westland has not completed its "first pass marketing."

12. Pittsburgh □ Warner Cable of Pittsburgh, the subsidiary of Warner Amex Cable Communications that won the city's franchise in January 1980, has so far activated 69 miles of cable and signed up 1,285 subscribers, according to the latest city records.

Although wiring of a city that is divided by three rivers and built around numerous hills is not an easy chore, winning clear title to the cable franchise was perhaps more difficult. Shortly after Warner won award, the American Television and Communications subsidiary that lost the franchise fight sued the city charging that the franchise process was "a sham." It was not until last July that ATC was



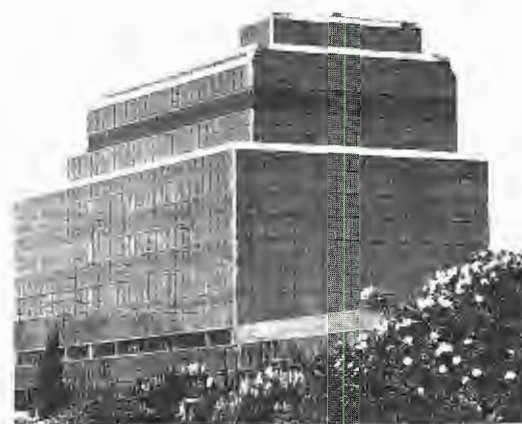
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persuaded to withdraw its complaint. Meanwhile, the American Civil Liberties Union has filed suit against the city arguing that by setting aside an access channel for a group of Christian churches, the city violated the separation of church and state doctrine. That action is still pending.

13. Miami □ The city commission adopted by a 4-to-1 vote last week, an ordinance awarding the city's 147,000-home franchise to Americable of Greater Miami and Miami Tele-Communications Inc., which have agreed to build and operate the Miami system as a 50/50 joint venture.

The ordinance becomes effective on Nov. 18, after which Miami Cablevision, as the joint venture will be known, will have 10 days to

accept formally the terms of the ordinance.

Last week's vote is the culmination of a tumultuous franchise process that heated up this summer. By a 3-2 vote on July 14, the commission tentatively awarded the franchise to Americable, the company that had come in last in consultant Carl Pilnick's ranking of the five applicants. Miami Tele-Communications, a subsidiary of Tele-Communications Inc., had come in first. The vote in favor of the last-place bidder raised some eyebrows, and allegations of misconduct appeared in the local newspapers.

When it came time to name Americable the franchisee by adopting an ordinance in early September, Commissioner Joseph Carolla abstained from voting and created a 2-2 deadlock. To break the deadlock, Commissioner Theodore Gibson suggested

the joint venture. Americable and Miami Tele-Communications got together, negotiated a deal and presented it to the commission on Oct. 7.

14. Minneapolis-St. Paul □ Minneapolis awarded a cable franchise to Northern Cablevision, a subsidiary of Storer, in December 1979, but almost two years later the city is no closer to being wired. The Northern franchise fell victim to a delaying series of circumstances that began when the Minnesota Cable Communications Board balked at giving its stamp of approval. After many months of hearings and review, the MCCB finally gave its approval contingent on the city making four "technical" adjustments to the franchise ordinance. The adjustments were passed by the city council, but vetoed by the mayor. The mayor's action has forced the city to start the franchising process all over again. City staffer Greg Moore said the city is "now looking at the possibility of partial municipal ownership." It has hired a consultant, he said, to evaluate the legal and financial implications of such a move.

Northern has not given up all hope, however. It is seeking judicial review of the MCCB decision, arguing that it should have received MCCB approval without the city's having to amend the ordinance. Minneapolis Cablesystems, a Canadian company that finished second in the race for the cable franchise and has been Northern's constant antagonist, has also asked for judicial review of the MCCB action. It contends, however, that there are more than four reasons not to approve the Northern franchise. In a separate action, Northern has sued Minneapolis Cablesystems, alleging "contractual interference," Moore said.

Across the Mississippi River, St. Paul received several bids for its cable franchise in 1980 but threw them all out to consider the possibility of municipal ownership. The city now plans to create a nonprofit corporation funded by revenue bonds. The nonprofit corporation will contract out the construction and much of the day-to-day operation of the system. Before the city can go ahead with its plans, however, it must get approval from the voters on next April's ballot.

15. Seattle-Tacoma, Wash. □ Viacom and Teleprompter have operated systems in Seattle since 1952 and 1961, respectively. Both have approximately the same number of homes in their franchise areas, though Teleprompter reports more subscribers, 108,000 to 45,000. Viacom counts 40,000 subscribers, though, in several suburban Seattle cities. Teleprompter has 32,000 subscribers in its Tacoma system, which it has operated since 1971.

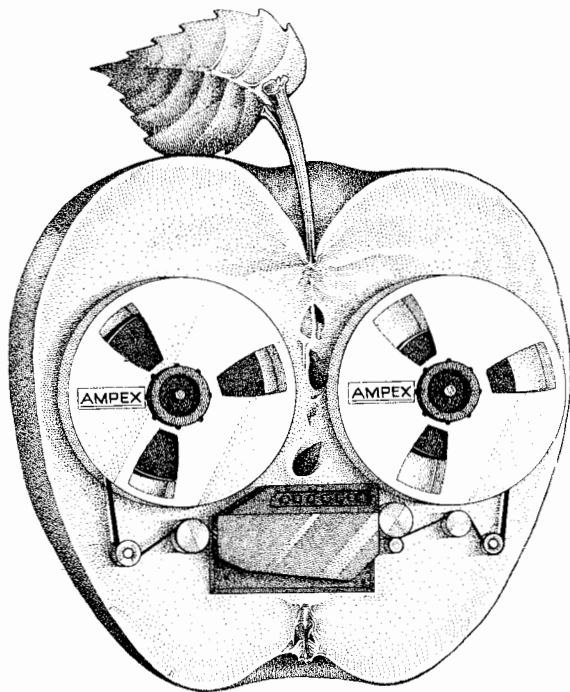
16. Atlanta □ Although Cox Cable was granted the franchise for Atlanta in 1973, the system grew slowly and had only 12,000 subscribers when it was sold to Cable Atlanta, a subsidiary of Cablecasting Ltd., in February 1980 for \$5.5 million. Since then, the new owners have rebuilt much of the system.

17. St. Louis □ The city was seriously

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considering municipal ownership of its cable system in July, but Edward Bushmeyer, an administrative assistant to Mayor Vincent Schoemehl, said last week that the city's ambitions regarding municipal ownership have been pared down. Fearing opposition from cable operators to complete municipal ownership of a system, Bushmeyer said, the city has opted for a nonprofit corporation, the Lindbergh Corp., which would receive a 20% interest in whatever company ultimately wins the cable franchise. Profits Lindbergh receives from the system would flow into city institutions selected by the city council, he said.

Regulatory ordinances that will form the basis for the RFP are now being reviewed by the Public Utilities Committee of the city's board of aldermen, Bushmeyer said. He doesn't expect any action on the ordinances for three or four months, but once either of them or a combination of both is passed, an RFP should follow within a few weeks.

St. Louis revoked a cable franchise it awarded in 1969 to Melhar Corp., a local company that never built the franchise, Bushmeyer said. Following the revocation, he said, Melhar sued the city. Bushmeyer said Tele-Communications Inc., which had offered to merge with Melhar, convinced it to go to court to win back the franchise. The suit is expected to go to trial next spring, he said.

18. Tampa-St. Petersburg, Fla. □ Tampa expects to have an RFP issued in a month. After response time, hearings and advisory reports, the mayor will negotiate with the top-rated company, expected some time in late spring. Continental, Cox, Storer, Coaxial, Tribune Company Cable and a joint venture of Knight Ridder and Telecable have shown interest in the city's 117,000 households. Teleprompter has operated a system in St. Petersburg since 1970.

19. Denver □ Three bidders responded in early September to Denver's RFP—Mile High Cablevision (a joint venture of American Television & Communications and Daniels & Associates), Teleprompter and United Cable Television. The next step in the franchising process there will be presentations to the city by each applicant (in alphabetical order) over Nov. 10, 11 and 12. None of the applicants offered fewer than 100 residential channels, or basic service costing more than \$3.95. Dec. 1 is the deadline for preliminary evaluations of the three bids by CTIC, which is serving as consultant to the city. The applicants will then have one month to file replies, with a final recommendation scheduled to come from CTIC by Feb. 1. The actual franchise award would be expected to follow in short order.

20. Baltimore □ After the city's CATV Commission issues its full report, expected within the month, the city staff and city council will mold its recommendations into a formal RFP. Robert Corrigan, the city's CATV project manager, said it's hoped the RFP will be ready for release some time next January or February.

Some 30 companies have expressed interest in procuring the franchise, including Chesapeake Telecommunications, a subsidiary of Tele-Communications Inc.; Selkirk

Communications; Storer; Times Mirror; United Cable; Wometco; Cablevision; Baltimore Cable Television; Calvert Telecommunications, which holds the franchise for Baltimore county; Cox Cable; Inner City Broadcasting, and MetroVision.

21. Sacramento, Calif. □ The on-again, off-again marriage between the city and county is back on again. The jurisdictions are working together on an ordinance and RFP that are scheduled to be completed this week. The present city council wants to release the RFP by Dec. 1. That is when a newly elected council takes office. The award is slated for next June. Though ATC pulled out, according to city manager Mac Mailes, Teleprompter, Warner, United, Six Star Nielsen and a local company, Greater Sacramento, have all shown interest. The combined jurisdictions present a sweet pot—300,000 to 400,000 homes. How will the final vote be decided? Mailes says that is a good question. The population is split 50-50 between the city and county and the main service areas are equally distributed also, he said. There are nine city councilmen but only five county supervisors and what the final voting structure will be, has not been determined.

22. Indianapolis □ ATC began construction four weeks ago in Indianapolis and expects its first subscribers on-line by Dec. 1. By next February, 200 of the 1,100 miles of plant are to be completed, with overall construction to be done by February 1984.

A lawsuit ATC brought four years ago against county commissioners over what ATC claims were improper proceedings in granting a cable franchise in the late 1960's is scheduled for a Nov. 18 trial. The county granted a franchise to a local group, Indianapolis Cablevision, but the franchise area was eventually annexed by the city. (IC has completed two-thirds of its system.) ATC brought suit over boundaries that have never been codified into a single document. However, according to an ATC attorney, the city is completing a survey study, and if the outcome is satisfactory to ATC, it would drop the suit before the trial date.

23. Portland, Ore. □ Two weeks ago Rogers Cablesystems began construction before the 117,000 homes in its franchise. The 80-channel system is scheduled to be completed in three years. Rogers and Liberty Communications, existing franchisee for 30,000 homes in western Portland, have agreed to cooperate in sharing technical facilities between the two systems (BROADCASTING Feb. 9).

24. Hartford-New Haven, Conn. □ The big story in the Hartford-New Haven market isn't franchising—both cities have had operating cable systems for some time. Hartford CATV serves 44,800 subscribers with a system that started in October 1977, and Storer Cable's operation in New Haven, which began in November 1976 under Systems Cable TV, currently serves 44,329 subscribers. However, after Hartford CATV owner Times Mirror acquired *The Hartford Courant*, Connecticut's Division of Public Utilities Control ordered the company to divest itself of either the

newspaper or the cable system, on media concentration grounds. Times Mirror is fighting that decision in court.

25. Phoenix □ This is the largest city to date that has awarded multiple franchises and has encouraged competition between cable companies, even if the potential of overlapping exists. Four companies—Western Cablevision, American Cable TV, Camelback Cablevision (Storer) and Cross Country Cable—have licenses to construct cable systems in Phoenix. Western is licensed, as the city terms it, to a small area of 15,000 homes. The other three have most of Phoenix's 330,000 square miles and 270,000 homes. The city has not outlined where any company may or may not build. The companies have started construction, but only 400 miles of cable have been laid and 6,000 subscribers are on line. According to a city official, companies need an engineering permit to build in any particular quarter-mile square of the city, and have six months to complete construction. That prevents companies from stockpiling permits beyond their ability to construct. So far, reports a city official, construction has not reached a point where cross marketing of services has occurred.

26. Cincinnati □ Warner Amex is in the preliminary stages of construction of its 161,000-home system. It expects to have subscribers on-line by February 1982 and finish construction in three years. The system will offer 82 channels plus Qube.

27. San Diego □ The big news in San Diego is that Cox plans to test market its two-way, home shopping Indax service next month to 300 homes. Cox, which started the basic system in 1962 and has won renewal rights until 2010, is upgrading the system from 26 to 35 channels. The system's 210,000 subscribers make it the largest in the country.

27. Kansas City, Mo. □ ATC's subsidiary, American Cablevision, began building its system early last year and has completed over 50% of it, with 20,000 subscribers on-line. Its franchise area of 190,000 homes is scheduled to be passed by May 1982. Initial marketing results for the 36-channel system show a 35% penetration.

29. Milwaukee □ By next spring, Milwaukee expects to award a cable franchise. Six companies—Warner Amex, Viacom, Teleprompter, Milwaukee Cablevision (75% owned by Maclean-Hunter), and two local groups, Community Controlled Cable and First Cable of Milwaukee—responded to last month's RFP deadline. A city committee and a consultant's recommendation will go before the city council, which will make the award for Milwaukee's 120,000 homes.

30. Nashville □ Viacom Communications has completed over one-third of its system there (187,000 homes) and Joe Foster, director of the city's telecommunications department, says penetration is just under 50%. Subscribers number 15,000 for the 35-channel system scheduled to be completed in November 1984.

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Battling over TV violence

House Telecommunications Subcommittee hears Turner, Charren, Wildmon, others decry network programing; networks say impact of television shows on society is still unclear, question value of counting violent incidents

The three major television networks came under attack last Wednesday (Oct. 21) when the House Telecommunications Subcommittee held a hearing on the "Social Behavioral Effects of TV Violence." Cable TV entrepreneur Ted Turner and a panel of citizen activists accused the networks of failing to serve the public interest and perpetrating violence in American society through their programing. Network representatives argued that TV violence has declined in the last 10 years and that there is "spirited debate" among sociologists and other experts about whether TV violence has "any causal relationship" with violence in society.

It was the first congressional hearing on TV violence since 1977, according to a spokesman for Representative Ronald Mottl (D-Ohio) who chaired the session. Mottl said his primary concern was those who are being victimized by violent crime. Such people may "turn off violent programs" but can still be victimized by other viewers who don't and are "adversely affected by them." Because of the "easily accessible influence of TV and the growing number of research studies that show a correlation between violence on TV and in society, it is incumbent upon this subcommittee to take a look at the social behavioral effects on violence on TV," Mottl said.

The hearing attracted more subcommittee members than have most other hearings held by the panel this year. It also attracted more TV cameras. Washington's noncommercial WETA-TV, the Cable Satellite Public Affairs Network (C-SPAN) and Turner's Cable News Network sent crews. Turner told the subcommittee both CNN and his superstation, WTBS(TV) Atlanta, would be airing the hearing live, and would reach as many as "25 million people."

Leading the witnesses was Turner, president of Turner Broadcasting System, who said the government should "immediately revoke" the licenses of networks to present programing to the American public. Network affiliates airing violent or otherwise undesirable programs should also lose their licenses, he said.

"Only our government can save us from

this terrible threat," said Turner, who, moments before, called TV networks, and movie producers "the major culprits" for, in his view, the fact that "a large part of our population is sick."

If the government "auctioned off" broadcast frequencies to people who would serve the public interest, it could raise "half a trillion dollars" and could pay off "half the national debt," said Turner. "There's no reason why we should give away broadcast licenses for free any more than we'd give oil rights away."

Asked by Representative Mark Marcs (R-Pa.) if he advocates censorship, Turner said the idea of congressionally passed program standards "is abhorrent to me," but he recommended the subcommittee study the problem, "and if sins have been committed, you may come up with a solution ... some change in the First Amendment."

"Maybe there'd have to be some kind of censorship," he said, "not editorial, but standards for programing. You've got to report bad news, but there's no reason to make heroes out of nuts."

Representative Cardiss Collins (D-Ill.) asked Turner if the momentum for change wouldn't have to come from the public. "It's not a fair fight," Turner replied. "People are brainwashed the other way. TV's damage is far greater than that caused by cigarettes."

Representative Edward Markey (D-Mass.) asked Turner if he discounts claims by networks that viewers decide what kind of programing goes on the air. "Raw, ruthless capitalism has been restrained in many ways by our government," said Turner.

"I couldn't live with myself when I was an ABC affiliate," he said. "I got out of the business happily."

Joining Turner in his indictment of network television was George Gerbner, professor of communications at the University of Pennsylvania's Annenberg School. He testified as a private citizen and cited results of an ongoing study, "Cultural Indicators," designed, he said, to investigate since 1967 the nature of TV programing and its relationships to viewer conceptions of social reality.

Violence in weekend daytime childrens' programs "rose last year on every measure and on all three networks," said Gerbner. Such programs "bombed children with an average of over 25 violent acts per hour, up from 17 the year before and well above the average rate in the 14 years of this project."

"What used to be the family viewing



Turner



Charren



Wildmon

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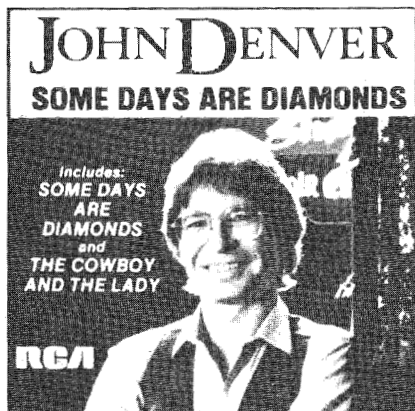
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Mater



Schneider



Daniels



Gerbner

hour, 8 to 9 p.m. ET ... became as violent as late evening two years ago, and rose again last year on two of the three networks," he said. "CBS reduced its prime-time—but not weekend daytime—violence, accounting for the overall prime-time mayhem remaining at the level of almost six violent acts per hour."

TV violence leads not only to aggressive behavior in people, according to Gerbner. Its far more complex and far-reaching effects include instilling in viewers an image that we live in a "mean world" and could be victims of violent crime at any time.

The way to reduce TV violence is to "extend the economic support for a broader view of the social and cultural mission of television," said Gerbner. "Further hearings are needed to examine the ways in which democratic countries around the world manage their TV systems," and the subcommittee "should recommend a mechanism that will finance a freer commercial system, one that can afford to present a fairer, more peaceful and more democratic world of TV."

Proposing a different set of measures for curbing TV violence was Thomas Radecki, chairman of the National Coalition on TV Violence, who estimated that between "25% and 50% of the violence in our society is coming from the culture of violence being taught by our entertainment media, most strongly by the TV and movie industries."

Congress should require that violent programs carry an audible signal and TV sets a lock mechanism that viewers could set to blank out whatever level of violent programming they choose, said Radecki. A small white dot could be required in the upper corner of the screen when violent shows are being aired, "such as is done in France," he said, so viewers could "quickly know that the program was one of high violence and not healthy viewing."

Congress should ban the advertising of violent toys on TV and it should change a current law that "forbids commercial TV from having access to the fine low-violence cartoons produced by public monies" for the Public Broadcasting Service and are now "sitting in mothballs."

A second public network should be funded "at least to cable TV," he said and a public movie rating system should be instituted.

David Pearl, chief of the Behavioral Sciences Research Branch of the National Institute of Mental Health, told the subcommittee his agency has been reviewing sociological research done over the last 10 years on TV viewing to determine its impact. The "unanimous consensus of the update team was that there is a general learning effect from TV viewing which is important in the development and functioning of many viewers," he said.

"The group also concluded that TV's influences or effects on aggressive behaviors are not attributable solely to its programmatic content, but may, in part, be due also to the structure or form of the medium," he said. "These include such aspects as program pace, action level, and camera effects which may stimulate higher physiological and emotional arousal levels in the viewer and thus, a greater readiness to respond aggressively under appropriate instigation or cues."

After summarizing the findings of numerous research terms, Pearl concluded with a caveat. "The causes of behavior are complex and determined by multiple factors," he said. "The viewing of televised violence is only one in a constellation of determinants involved in behavioral expression."

According to Peggy Charren, chairman of Action for Children's Television, the problem with TV is that it offers too little choice for viewers, especially children. "Children watch a great deal of TV that is not designed for them, largely because there is so little children's TV programming provided by broadcasters, especially on weekdays."

A study commissioned by ACT and completed last month by Professor Earle Barcus of Boston University, found that "29% of 588 stations reported to the FCC that they aired no regularly scheduled programs for children between the hours of 6 a.m. and 6 p.m. on weekdays," said Charren, and "62% of the stations reported carrying no regularly scheduled after-school programs for children between 2 p.m. and 6 p.m."

ACT has opposed the Moral Majority-backed Coalition for Better TV, said Charren, because it seeks to limit viewing options by developing TV program "hit lists" and using other forms of censorship. "Censorship is anathema to Congress, to

broadcasters, to ACT and to the public interest," she said.

Programming in the public interest "does not mean making every program on TV fit for the eyes of a 5-year-old or even a 13-year-old," she said. "That would not be serving the adult public and it would not even be serving children, because children deserve programs especially designed for them and them alone."

Donald Wildmon, chairman of the Coalition for Better TV, told the subcommittee that Congress "should not legislate the content of programs" because "the free enterprise system will be implemented in the next few years to provide people with better programs."

"If you study where programs come from and who chooses what goes on the air, you'll find something to do," said Wildmon, who argued that "what you see on TV reflects the values of those in charge," and not those of most Americans. "There are 50 million people who regularly attend church, but you don't see that portrayed on TV," said Wildmon. "Only the weird and occult are portrayed."

Wildmon said his group's approach protects the First Amendment and that "the next time we go with a boycott, we won't play with it, because our patience has been interpreted as weakness."

Alfred Schneider, vice president of ABC's Department of Broadcast Standards and Practices, described for the subcommittee how his department reviews and edits programs, consults the program department about the use of sensitive material and informs affiliated stations prior to broadcast about the content of programs scheduled.

ABC has commissioned two studies, at a cost of \$1 million, to examine the effects of TV violence on children, said Schneider, and the findings of these "have subsequently guided our work."

In sum, Schneider said: "Our goals are, on the one hand, to develop and encourage a diversified program schedule which seeks to evolve new forms, varied program fare and broader choice for the audience, while on the other hand, to direct and intensify our efforts in the broadcast standards area toward responsible presentation of acts of violence in action programs."

Ralph Daniels, vice president of NBC's

October 15, 1981. A black tie evening. And a red letter day.

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Never before in the history of our business have so many gathered in one place at one time because of one man.

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Department of Broadcast Standards, said: "We do not believe it is meaningful to quantify violence in terms of the number of punches or gunshots. Such acts must be assessed in terms of their dramatic context, because it is that which endows them with meaning."

"Even those who believe that televised violence causes some kinds of aggressive behavior do not claim that the evidence supports the conclusion that depiction of violence on television causes people to commit real-life criminal violent acts," he said. "In recent years, in response to the changing tastes and needs of our diverse audience, the number of action-type programs have declined," and "I believe we are acting responsibly and responsively to the needs of our viewers."

Eugene Mater, CBS/Broadcast Group's senior vice president for policy, said we are no closer today to a consensus on the impact of TV on society than we were 10 years ago.

"Just as panels of respected social scientists can be assembled who believe that there is a cause and effect relationship between television viewing and one aspect or another of human behavior, equally

prestigious panels can be assembled to offer a totally different view," according to Mater.

Since the surgeon general's 1972 report, CBS has been monitoring violence on TV, said Mater, and in the 1980-81 season, "there were approximately 25% fewer acts of violence in prime-time dramatic programming for the three networks combined than in our first monitoring." CBS has monitored Turner's programming also, said Mater, and found "no difference in the amount of violence."

Part of the problem with Saturday-morning children's programming is differing definitions of violence, said Mater. "Bugs Bunny pouring milk over somebody's head is hardly an act of violence."

Most subcommittee members present at the hearing did not express an opinion about whether government controls are needed over TV programming. Representative James Scheuer (D-N.Y.) said program guidelines would violate the First Amendment. Representative James Collins (R-Tex.), however, said municipal ownership of cable systems should be encouraged because it would bring control of programming "as close to the grass roots as possible."

Fairness struggle taking shape

Democrats, represented by Ferris, claim free time on CBS, NBC and stations to counter GOP spots promoting Reagan economic policies

The acceptance by CBS and NBC of Republican 30-second spots promoting President Reagan's economic program may have served to set the stage for another court fight over the fairness doctrine. And the complaint the networks received about the spots indicates that a sometime antagonist from the past would be on the other side—Charles D. Ferris.

As counsel for the Democratic National Committee, the Democratic Senatorial Campaign Committee and the Democratic Congressional Campaign Committee, the former FCC chairman who is now in private practice in Washington, asked the networks to provide time to the Democrats, either for spots they prepare or for spokespersons, to respond to the "issue-oriented" ads the networks are running for the GOP.

And the letter makes clear that the Democrats are seeking unpaid time. "The planned expenditures of funds for these [Republican] commercials far exceeds the funds available to any spokesperson for the opposition viewpoint," Ferris wrote. "Such a result creates precisely the sort of monopoly over the marketplace of ideas that the fairness doctrine was designed to prevent."

The current phase of the Republican campaign began late in September and is scheduled to end early in November (BROADCASTING, Oct. 4). It includes three 30-second spots crediting the Republicans with passage of the tax cut that went into effect on Oct. 1. However, the network runs have ended, according to a Republican Congressional Campaign Committee aide, and are now being carried on a spot basis. The campaign will cost \$2 million, but the party expects to spend close to \$12 million on such commercials before the 1982 elections.

Ferris said the Democrats are prepared to ask the FCC for a ruling that they are entitled to time "without charge" to provide the public "with increased access" to views contrary to those expressed in the Republican spots. And he told reporters that, if necessary, his clients will pursue the matter in the courts.

Ferris sent his letters to Gene Jankowski, president of the CBS/Broadcast Group, and Grant Tinker, chairman of NBC. (Tinker was incorrectly identified as "president" in the letter.) ABC was not involved; a spokesman said the network thought the spots might raise a fairness issue, so offered to run them in accordance with its guidelines for advocacy ads—in late night (essentially after midnight) entertainment programming. The Republicans, he said, were not interested.

Ferris's role as counsel for the Demo-

Washington Watch

Maine complaint. Tanist Broadcasting Corp., licensee of WFAU-AM-FM Augusta, Me., has filed complaint with FCC alleging that Northeast Communications Corp. used "anticompetitive practices" to secure rights from RKO General Inc. to broadcast Boston Celtics basketball games in Augusta/Gardiner, Me., market. Northeast is licensee of WABK-AM-FM Gardiner, Me., WSPR(AM) Springfield, Mass., and WFTN(AM) Franklin, N.H. RKO is licensee of WRKO(AM) Boston. In complaint, Tanist alleges Northeast tied its willingness to carry games on its Springfield and Franklin stations (according to complaint, only available outlets in those markets) to acquisition of right to broadcast games over WABK(AM).

FTC okays cut. Federal Trade Commission has advised Office of Management and Budget that it would accept 12% budget cut proposed by President Reagan, but it hasn't yet determined how to accommodate it. Cut would pare FTC's original request of \$69.5 million for 1982 back to \$61.1 million.

Caption case trimmed. U.S. District Court in Los Angeles has dismissed class-action suit group of hearing impaired persons brought against Public Broadcasting Service, Corporation for Public Broadcasting and noncommercial KCET-TV Los Angeles. However, U.S. Department of Education and FCC remain as defendants in case, in which trial is to resume this week. Greater Los Angeles Council on Deafness Inc. (GLAD) sued defendants on ground they were not complying with section of Rehabilitation Act assuring handicapped persons access to federally funded services. Essentially, GLAD said public broadcasting programs should be signed or captioned. Judge Manuel Real held last week that GLAD had failed to prove discrimination by PBS, CPB and local station, which offers signed and captioned programs. Group said it will appeal decision. In related case, KCET-TV has asked Supreme Court to review decision of U.S. Court of Appeals that noncommercial stations, in seeking license renewal, are subject to specific requirement that they demonstrate effort to meet needs of deaf.

Cellular postponement. FCC, responding to requests for stays from Millicom Inc. and Telocator Network of America, has postponed date on which it will accept applications for cellular radio authorizations. FCC had intended to accept applications Nov. 23, but has agreed to postpone that date until 30 days after effective date of its decision on petitions for reconsideration filed on its May cellular radio decision. FCC received more than 25 petitions for reconsideration of decision. Those petitions, according to FCC order released last week, "collectively challenge virtually every major policy determination" of decision.

In place. FCC announced last week its Common Carrier Bureau has established "core" of team that will implement FCC's Computer II decision and monitor AT&T's compliance with decision's provisions.

Research shows . . .

Increased market shares for stations after switching to Harris CP* TV antennas

TV stations broadcasting with Harris circularly polarized (CP) transmitting systems have shown steady market share gains, relative to competition, in all parts of the day, according to a recent research study.

Only TV stations that had been on air for at least four successive rating periods with Harris CP systems were analyzed, to compensate for seasonal variations. The average of four Nielsen market shares, in each time slot, for the four successive periods prior to CP were compared to the average of four successive periods after CP. The performance of each CP station was then compared with the performance of its competitors over the same time periods.

The figures speak for themselves—and show a pattern of improved shares after switching to CP *regardless of the time period studied*. The stations' locations ranged from flat to mountainous areas—and again, there was share improvement *regardless of terrain*.

*Circularly Polarized

Changes in market shares relative to competition, averaged from four successive rating periods prior to installation of Harris CP systems, and four successive periods after installation, for three different markets.

Station/ Location	Early News	Prime Time	Late News	9 a.m.— Midnight
Network affiliate, top 40 market	↑ 2.9	↑ 4.5	↑ 6.0	↑ 4.2
Independent, top 20 market	↑ 2.8	↑ 1.3	↑ 2.4	↑ 1.2
Network affiliate, top 50 market	↑ .25	↑ 6.9	↑ 9.6	↑ 2.8

Based on Nielsen VIP® reports 1979-1981, subject to qualifications in said analyses.

When you consider that one market share point is worth about \$100,000 in the 100th ranked market, and over \$3,000,000 in the top ranked market, you can see that Harris CP can be one of the smartest investments you ever made. And you can see why the number of U.S. TV stations broadcasting a CP signal has grown from one to approximately forty-five in just six years.

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HARRIS

crats in their effort to obtain time seems particularly appropriate. Not only is Ferris, who left the commission in April, a Democrat who served the Democratic majority in the Senate and House; but although as FCC chairman he favored deregulation of broadcasting in a number of areas, he opposed repeal of the fairness doctrine as well as of the equal-time law. The commission, under its present chairman, Mark S. Fowler, has urged Congress to repeal those and other restrictions on political broadcasting.

Ferris professed not to be concerned by the commission's attitude toward the fairness doctrine as it is reflected in the call for repeal. "I think their attitude is honestly arrived at, but until the fairness doctrine is repealed, I think the commission will uphold the law," he said in an interview. But he did not appear to be completely at ease on the matter: "One's application toward a basic policy will influence its application. But I'm hopeful."

Ferris, in his letters, sought to anticipate one of the responses likely to be made by the networks—that they meet their fairness doctrine obligation in connection with the President's economic program in their overall programming. Ferris said the necessary balance is difficult enough, if not impossible, to achieve when the administration is trying to impress its views on the public through "repeated" presidential press appearances and the appearance of presidential spokespersons on network public affairs programs.

"Now," Ferris added, "at a time when serious imbalance in the public's access to diverse views on these important public issues is already threatened, there comes a nonelection-year Republican media campaign, to choke policy discussion by drowning with its own loud voice the hushed tones of dissent."

Ferris said the two networks had in the past "fought long and hard, at great expense" to maintain the right to refuse issue advertising. He said he understood the networks' reason to be based on the view that carrying such ads would "unavoidably obligate" them under the fairness doctrine to provide an opportunity for the expression of a contrary view. Now that they had taken issue ads, he added, they "presumably" are prepared to meet their fairness doctrine obligations.

A CBS official said it has had "a long-standing policy of accepting political advertising" and has run spots offered by political parties "for years." CBS, he said, does not consider such spots to fall in the category of advocacy advertising that it has refused. But, he added, "if others want to call [political party ads] the exception, it's the one that we have." Another official noted that CBS's rationale for refusing issue advertising has been concern that those with the financial resources would set the agenda for debate on issues, not because of the possible fairness doctrine obligations involved.

NBC officials said they had not yet completed studying the Ferris letter and thus were not in a position to comment on its

contents at this time.

Whatever his success in obtaining free time for his clients, Ferris seemed determined to occupy a considerable amount of the networks' time on the issue. He asked them to supply detailed information as to the date, time and length of the Republican spots that have been aired and that the networks are still committed to run, the same information regarding any programs dealing with the President's economic program, and "any and all plans that you have" to air material that is contrary to or supportive of the Republicans' views. That is the kind of information Ferris would need in filing a fairness complaint with the FCC.

Ferris also noted that he would make sure the networks' owned and operated stations and affiliates know of the complaint. He said a separate letter will be sent to each of them, informing them of "their independent obligations under the fairness doctrine."

Fogarty parts company with Fowler on budget cuts

In letter to Stockman, commissioner says proposed reductions would 'curtail' effectiveness of agency

FCC Commissioner Joseph R. Fogarty has broken ranks with his fellow commissioners to express vehement criticism of the Reagan administration's proposed budget cuts as they apply to the commission. In the context of "the magnitude of the proposed cuts," Fogarty said in a letter to Office of Management and Budget director David Stockman, "I cannot endorse any 'do more with less' rhetoric that effectively translates into doing 'less with less, if not nothing with little.'" He said the commission should "adhere to the principles of truth in labeling and packaging."

Fogarty, one of the three Democrats on the commission, sent his letter to Stockman on the same day the commission was submitting to the budget director the staff's recommendations for cuts based on the President's proposed 12% reduction in agency spending. The commission, in a covering letter signed by Chairman Mark S. Fowler, said it supports the administration's efforts to balance the budget by 1984 but added it may decide it cannot live within the proposed constraints (BROADCASTING, Oct. 19).

Fogarty concluded that the cuts—totaling, 375 permanent positions and more than \$13 million (in 1982 and 1983)—are intolerable. The cuts, he said, "will severely limit not only our discretionary public interest programs; they will also sharply compromise our rudimentary ap-

plication processing functions and impede, if not completely halt, programs looking toward the rapid and efficient provision of new technology and services to the American people (e.g., low-power TV, DBS, cellular mobile radio). The depth of the cuts which your office has targeted would drastically curtail, if not completely destroy, the effectiveness of this agency."

Fogarty was also critical of what he said was Stockman's effort at "budgetary 'backdoor' deregulation which denies opportunity for deliberate commission and congressional review and public comment and ignores" the agency's congressional mandates. He referred to what he said was a "suggestion" in Stockman's letter to Fowler that "that this independent regulatory agency's budget requests 'should represent the most desirable mix of programs that can be devised to achieve the President's major policy and program objectives . . .'" Fogarty noted that Representative Timothy Wirth (D-Colo.), as chairman of the commission's House oversight subcommittee, had advised the agency that it "is finally accountable to the Congress and not to the executive branch."

On one point, Fogarty agreed with Fowler—that the commission's budget should be evaluated from the vantage point of its responsibilities for the "dynamic and vigorous telecommunications sector" of the economy. He said the public interest in telecommunications "is growing in demand and in complexity," and that the commission must have the resources to do its job. "I believe that the contribution this commission can make to our nation's economic well-being and development substantially outweighs whatever benefits may be derived from the budget reductions proposed," he said.

Fogarty, as well as Fowler and the other commissioners will have an opportunity tomorrow (Oct. 27) to tell Congress their views of the President's proposed budget cuts. They will appear at House Appropriations Subcommittee hearings on the 1982 budget and on the President's call for a 12% budget cut.

ASCAP, BMI suits

The American Society of Composers, Authors and Publishers said that a federal district court in Michigan has ordered WGTU-TV Traverse City, Mich., to pay ASCAP members \$13,000 in damages and \$3,500 in attorneys' fees and court costs for using ASCAP music without a license.

The \$13,000 damages, ASCAP said, represented \$1,000 in statutory damages for each of 13 songs the station allegedly played without permission.

In another music-license case, Broadcast Music Inc. said it had brought suit against WADO(AM) New York in federal district court in New York, charging copyright infringement in the performance of BMI music. The suit seeks statutory damages, attorneys' fees and court costs.

Dear Sol,
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Warmest regards,
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Price Per Kube

Quantity	240	600	1080	2520	5040
1 side print	\$2.20	\$1.80	\$1.60	\$1.50	\$1.35
2nd side print	N/A	N/A	.24	.22	.19

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- KUBE SIZE: 2 1/4" Square.
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TERMS: One Half (1/2) in advance with order, Balance C.O.D. or Six percent (6%) discount for full payment in advance.

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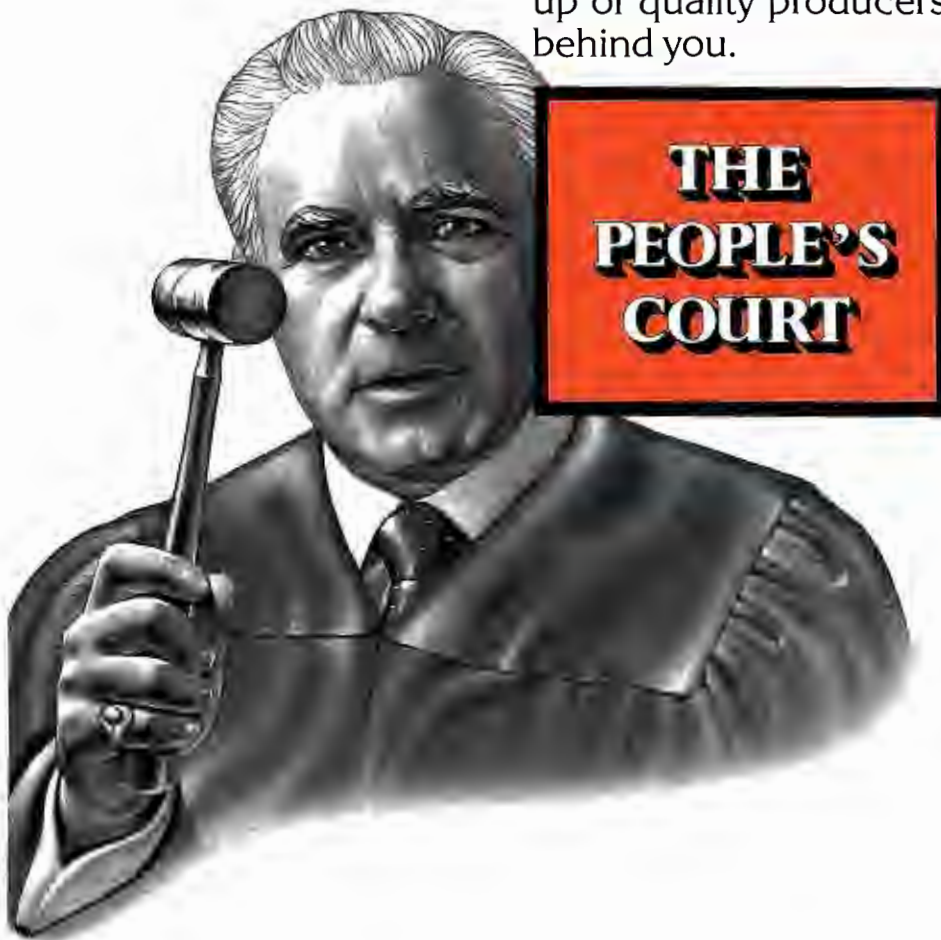
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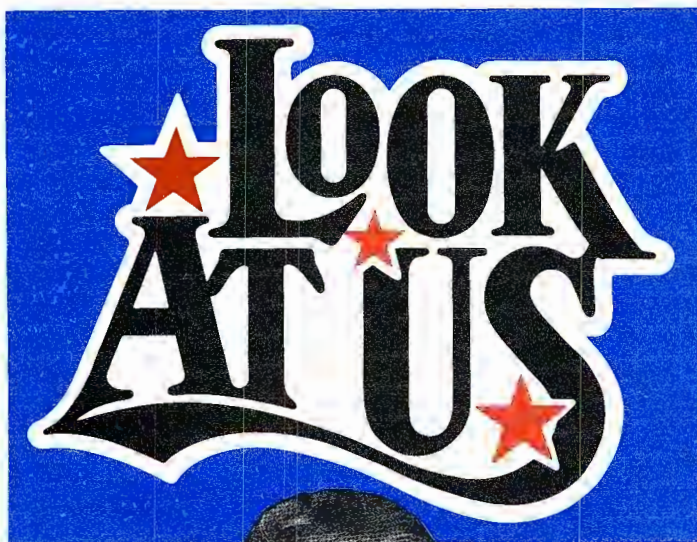
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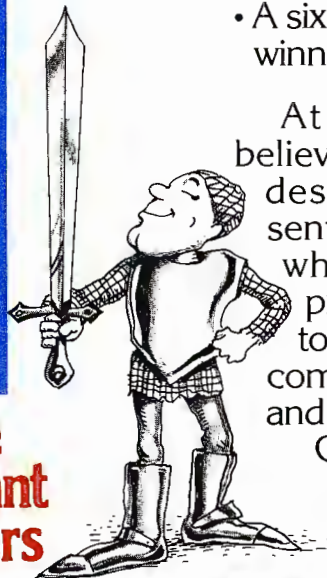


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Valenti addresses FBA on copyright

MPAA president tells bar association current laws will force program suppliers to abandon free TV for pay

Television stations, especially UHF outlets, will have serious problems in the program marketplace if "something is not done soon about copyright laws," said Jack Valenti, president of the Motion Picture Association of America, last Monday. Addressing a luncheon meeting of the Federal Bar Association in Washington, Valenti said present laws will force program suppliers to abandon free TV for pay in an effort to regain market exclusivity for their programs.

"There is a comic mockery of justice in the fact a cable system may exclusively license a program, but a TV station may not," he said. The threat is worse for UHF stations, many of which market themselves as outlets for old programs, according to Valenti, because suppliers cannot afford to lose exclusivity on their products during syndication, the period when suppliers recoup their profits.

The "chutzpah" of the basic cable industry, said Valenti, is that while it pleads for deregulation before the FCC and House and Senate Commerce Committees, it entreats the Judiciary Committees "to keep deregulation intact." It is "an act of contradiction that raises lobbying ledger-demain to new levels of artistry."

"The irony of cable's anxieties about losing its regulatory shield [the compulsory license] is that in the years ahead being fully competitive will provide more and better programs for customers, not just endless repeats of shows already in the market," said Valenti. "But most importantly, due to the entry of advertiser-supported basic cable television programming, which in just nine short years will produce \$2.2 billion in additional basic cable revenues, monthly subscription charges to consumers should go down dramatically."

Cable "may have needed a helping hand six or seven years ago," he said, "but the need for protection has become a fiscal farce" because of exponential growth in the industry and the elimination of FCC rules governing syndicated exclusivity and signal importation. "Over a midnight glass of scotch, my friends in the cable industry will admit the compulsory license is a nice little bonus," he said, "but they don't want to give it up."

Valenti indicated it might not be possible to convince Congress to abolish compulsory licensing for cable altogether. "System operators would descend like a herd of antelope," he said. The issue is highly complicated. But at the very least, "a program owner should have some protection, some bargaining power," he said.

Stephen Effros, executive director, Community Antenna Television Association, asked Valenti how cable can ever

compete equitably for programming when broadcasters do not have to pay for their distribution system as do cable operators. "That's not a copyright issue," Valenti replied. "Cable is a geographic monopoly" and should not be "protected from competition."

NAB wants FCC to remove threat to AM-FM combinations

The National Association of Broadcasters last week asked the FCC to remove the "cloud over AM-FM combinations" by notifying the public that it doesn't intend to initiate proceedings to bar crossownership of AM-FM radio stations in the same market.

In an Oct. 19 letter to FCC Chairman Mark Fowler, NAB President Vincent Wasilewski said the FCC's rules "clearly" permit AM-FM crossownership in the same market. Nonetheless, he noted, the FCC in July 1979 announced that all grants of new or transferred AM-FM combinations would be "conditioned" on the outcome of any future rulemaking proceeding that might prohibit such combinations in the same market.

Because no such rulemaking has been initiated, "it appears that the commission does not favor initiating any rulemaking proceeding to examine possible AM-FM divestiture," Wasilewski said.

To clear up the matter, the FCC should announce that it doesn't intend to stand by its July 1979 announcement, Wasilewski said.

Hayakawa wants equal time for Brown's radio appearances

U.S. Senator S.I. Hayakawa (R-Calif.) is asking all radio stations in California that allow Governor Edmund G. Brown Jr. to appear as a talk show host to give him equal time, a spokesman for the senator has announced.

Hayakawa is expected to face Brown in his campaign to retain his Senate seat next year. The first-term legislator contends that Brown has been using radio talk shows in Los Angeles, Fresno, Sacramento, San Francisco and San Diego as a campaign device, even though Brown has not yet announced his candidacy.

A press aide for Hayakawa said the senator is most distressed with the decision by KCBS(AM) San Francisco to offer Brown an hour of free time each month on one of its talk shows. The station has characterized the show as "a legitimate news appearance."

Hayakawa has also criticized KSDO(AM) San Diego, an all-news station that has featured the governor as a talk show host once and invited him back for another stint on Oct. 28.

Both KSDO and KCBS pointed out that Brown is not yet an announced candidate for the U.S. Senate and therefore the equal-time law does not apply.

But Hayakawa's aide maintained that Brown's intentions are clear and called the talk shows part of "a long string of campaign diversions that are going to come along."

Intermedia

Prodigal return. Gray Communications' WJHG-TV Panama City, Fla., which left NBC-TV for ABC-TV in August 1972, will return to its former affiliation about decade later. NBC has announced that WJHG-TV will rejoin network in spring 1982, replacing Octagon Broadcasting's WMBB(TV) there. With just two television stations licensed in Panama City, ABC in all likelihood will affiliate with WMBB. Discussions last week were under way. CBS-TV reaches Panama City market through its WTVY(TV) Dothan, Ala. Arbitron ranks Panama City as the 165th ADI (area of dominant influence); Nielsen counts it as 171st DMA (designated market area).

CPB grants. Corporation for Public Broadcasting has announced \$54,000 in grants to 11 women and minority groups to help them determine engineering, legal and financial feasibility of establishing public telecommunications stations or services.

Multipay for Multimedia. Showtime announced affiliation agreement with Multimedia Cable TV that will offer Showtime as third pay option to 100,000 homes in Chicago suburb of Oak Lawn, with promise of 200,000 more within coming year when company introduces Showtime as third pay to its subscribers in Oklahoma and Kansas.

Legal speciality. Importance of communications as area of legal practice is being recognized by Columbus School of Law at Catholic University of America, in Washington. It has established Institute for Communications Law Studies, program designed to provide law school students with intensive training in theory and practice of communications law. Students accepted for program—believed to be first of its kind in country—will be those who demonstrate "commitment to a career in communications law," law school announcement said. First students will be admitted to program in August 1982. First director of program is law school Professor Harvey L. Zuckman, who teaches mass communications law.

CBS ponders expanded news

In wake of NBC proposal for hour-long news, CBS is said to be tossing idea around, but with plan that would give affiliates half-hour option

CBS is understood to be considering a proposal to expand its evening news feed to an hour, formatted in such a way that affiliates opposed to the idea could leave the broadcast after the first half-hour.

That option, according to CBS sources, could be a key selling point when the CBS affiliates advisory board takes up the subject of expanded news at its meeting Nov. 15-19 in Mauna Kea, Hawaii.

The network now is believed to want an hour news by September 1982, if it can win over its affiliates and receive a waiver of the prime-time access rule from the FCC.

Just what action, if any, CBS will take by the time it meets the board in Hawaii, however, was unclear last week. In fact there was some inside word that the network hadn't yet decided.

Any CBS move would follow the failure of NBC to get its expansionist proposal through. Despite support from its affiliate board, NBC faced such opposition from a number of major-market affiliates that it has backed off, at least for now (BROADCASTING, Oct. 12).

NBC publicly had maintained that its hour-news proposal was all or nothing and that affiliates would not be able to take only a half-hour.

There is thought at CBS, however, that the half-hour option would appease some affiliates who initially would refuse the hour but later come around.

Last week, board chairman James Babb Jr. of WBTW-TV Charlotte, N.C., said he hadn't been informed of any specific plan coming in Hawaii. While cautious about predicting reaction without a proposal in hand, Babb assumed there would be "strong resistance" and that any CBS effort "would not be made any easier" by NBC's experience.

Babb also questioned the feasibility of an hour news feed structured so affiliates could drop out after the first 30 minutes. "I think it would be extremely difficult," he said, believing that such a format would mean a "soft" second half hour and questioning how much that would appeal to affiliates.

As for NBC's failure to pull its plan off, one CBS executive claimed that NBC's strategy with affiliates was wrong, that among other things, the network "went public prematurely."

At ABC, CBS and NBC, there is common belief that a domino theory will apply to expanded news. No matter which network is first, the others will follow, executives have contended.

Shooshan warns of First Amendment threat to papers

Former Communications Subcommittee counsel tells AP Managing Editors that they must take more interest in the battle against potential government control of teletext and other new technologies

American newspapers were advised last week to respond with care in dealing with the myriad problems growing out of the telecommunications revolution, in which text and telecommunications are merging. Newspapers' own First Amendment rights may be affected.

Harry M. (Chip) Shooshan III, former counsel to the House Communications Subcommittee, said that it is in newspapers' self-interest to side with broadcasters in their fight "to restore the First Amendment to its literal meaning"—that Congress shall "make no law . . . abridging the freedom . . . of the press."

Shooshan, now a partner in the consulting firm of Shooshan & Jackson, expressed his view last week in a speech before the Associated Press Managing Editors, meeting in Toronto. He noted that his

firm had recently completed a study, "Newspapers and Videotext: How Free a Press?" (BROADCASTING, Oct. 12), which concluded that First Amendment rights will vary with the electronic distribution system involved.

Broadcasters, for instance, are subject to fairness and political equal-time obligations that newspapers would find "intolerable," Shooshan said. "Yet," he added, "many newspaper editors sit idly by while a debate rages in Washington about whether or not Congress should lift these restrictions, as the FCC recently recommended."

"What will happen when a newspaper uses broadcast signals to distribute its electronic edition?" Shooshan asked. "Will the fairness doctrine apply? Will your editorial decisions be subject to federal review simply because you are using a 'scarce resource' to distribute your paper?" No one knows, "but the probable answer is 'yes' . . . Should your paper publish an electronic edition, be prepared to spend more time with your attorney."

Thus, he said, newspapers have two choices—to sit back and do nothing but hope that the FCC, the Congress and the courts do not extend the doctrine and other content regulations to newspapers, or to join broadcasters in fighting for repeal of those regulations.

That issue was simple, however, compared to another that Shooshan presented, one involving AT&T. He referred to the company, through its Yellow Pages operation, as "the largest publisher in the world today . . . the hidden giant of the publishing industry, with advertising revenues exceeding those of any newspaper chain."

NewsBeat

Farm news. Public Broadcasting Service and U.S. Department of Agriculture will conduct "demonstration project" testing delivery of farm-market news via five public television stations. For test, scheduled to begin in January, stations will receive information from USDA's news service via telephone lines, convert it to broadcast signal and transmit it over text channel. Consumers will be able to receive news with closed-captioning decoder.

Retribution. Canadian provincial court order barring reporting of pretrial testimony in murder case is not causing U.S. broadcast stations in Buffalo as much trouble as might be expected. Reason is Canadian law denying tax break for advertising on U.S. media, with resulting decrease in such advertising. WIVB-TV's Jim Peppard, executive news producer, said that station and others in Buffalo market have cut back on coverage of Canadian stories as result of law, which went into effect in 1976. As result, station is not covering murder case involving woman who dropped 2-month-old son into Niagara falls, on Aug. 30. Peppard said WIVB-TV only covers "major" stories in Canada or developments directly affecting U.S. and Buffalo area. Peppard said he was not aware of ban on reporting pretrial testimony imposed by court, in St. Catherine's, Ont. Neither was Jim Lilly, news director of WGR-TV, who said station's coverage of Canadian matters is limited to major or strictly local stories. Steve Ridge, news director of WKBW-TV is aware of ban—painfully so. He says station wants to report story, but is torn over question of whether it is better to cover pretrial hearing reporters cannot report, under court order, until trial starts, or simply pass up opportunity to gather information. It's "ethical" question, he said. As for legality, he indicated lawyers feel court is acting within Canadian law.

Technology

Times Mirror to start videotext test in California

Experiment with 350 homes will offer array of interactive services, try variety of billing methods; Sears, Ticketron among companies available for shopping

An official of Times Mirror Videotex Services said his company is in the process of selecting 350 homes to participate in a marketing test of an elaborate videotext system in southern California early next year.

Speaking at a luncheon of the Washington Ad Club last Tuesday (Oct. 20), John Warrick, director of marketing, said TMVS is conducting in-depth interviews to find 150 homes in Mission Viejo to hook up to the videotext system by cable and 200 homes in Palos Verdes to hook up by telephone.

TMVS will select the participants based on a number of "attitudinal criteria," Warrick said, instead of simple demographics. Two neighbors in Palos Verdes, he explained, may both be wealthy, but may act "very differently." One may be a neurosurgeon, the other a plumbing con-

tractor, he said.

TMVS hopes to complete the selection process soon and turn on the system next February or March, Warrick said.

The videotext system described by Warrick is sophisticated, offering an array of information retrieval services as well as transactional banking and shopping and "electronic mail." Access to the 20,000-page videotext computer is afforded by a \$2,400 home videotext terminal, featuring a full typewriter keyboard. In addition to making possible electronic mail, the keyboard also permits "key-word access," Warrick said. Instead of going through the indices, he said, the user can call up information by typing in the name of a section, such as "classified ads."

The TMVS system uses Canadian Telidon technology, Warrick said, because it has the highest degree of graphics capability now available.

Although the cost of the terminals is now "prohibitive," Warrick said, it is dropping continually. Television sets with built-in terminals may be available by 1983 or 1984, he predicted.

The videotext system lacks audio, Warrick said, except for beeps to reinforce correct answers in some of the interactive educational services. "'You can play the radio' is our standard line," he said.

Warrick said participants in the test will be offered the videotext services free for the four months. After that, TMVS has

reserved the right to charge no more than \$35 per month for the services, Warrick said, and it plans to experiment with a variety of ways of charging the customers—by the hour, by the page, by the month—"to see how [each] affects behavior."

The terminals alone will cost TMVS more than \$800,000. An editorial staff of 20 is creating the data base. Warrick would not disclose how much Times Mirror had committed to the project beyond saying that TM was "very serious" and that the project was "very costly."

As a major publisher, broadcaster and cable operator, TM has taken a "defensive posture" regarding videotext, Warrick said. The company, which purchased *The Denver Post* last year for \$95 million, wants to find out if someone with a \$50,000 computer can begin electronic "publishing," he said.

The news contained in the videotext computer will be put there by TM's *Los Angeles Times* and the Associated Press.

The transactional banking service will be provided by the Bank of America, based in San Francisco. Users who call up the banking service will be automatically routed through a "gateway switch" to the Bank of America computer. With their balance sheets displayed on the home screen, the users will be able to make payments against a number of debts, including credit cards and loans. Although only 3% of consumers have taken advantage of the telephone bill-paying services, Warrick said, his research shows that 40% would be willing to use the videotext banking system "simply because you can see it."

Sears, Roebuck, Comp-U-Card (a discount mail order house in Connecticut), The Federated Group and Ticketron are among the companies offering transactional shopping service in the videotext system, Warrick said. Local supermarkets will fill pages with continually updated specials, and other local retailers will use it for advertisements. Classified ads and a community bulletin board will also be included in the system.

Through another "gateway switch," viewers will be able to tap into a computer that will give up-to-the-minute airline information. There will also be "a huge section on education," he said. In one example, Warrick said math students could be given problems to which they punch in their answers. If the answer is wrong, the computer says so.

The videotext system will offer a number of video games, which Warrick feels may have a function beyond mere entertainment. Once users become comfortable with the "nonthreatening" games, he said, they may be more willing to experiment with the transactional services.



Diablo hop. Chronicle Broadcasting's KRON-TV San Francisco claims it made some history of its own during coverage of the recent antinuclear demonstrations at Pacific Gas & Electric's Diablo Canyon facility near San Luis Obispo. The station set up an eight-hop microwave link from the plant site to San Francisco—a link that covered 232 miles, which KRON-TV says makes it "the longest microwave link-up ever attempted by a local station using its own equipment." Explaining the rationale for the microwave effort, station news director Mike Ferring said: "The plant was so remote that phone company lines and construction would have been either impossible or outrageously expensive. Since we didn't know when the demonstration would happen, it was impossible to schedule a mobile earth station and book transponder time." Shown above, KRON technician John Weaver with equipment at Valley View Hill near the Diablo Canyon plant. Some other hop sites proved accessible only by helicopter, or, in the case of Fremont Peak, a daily 100-foot crawl to the top by technician Ray Johnson.

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New earth station design emerges as a surprise

Savac dish with aluminum panels increases gain and narrows beamwidth; may be answer to change in satellite spacing

A newly formed Pinellas Park, Fla., company has come up with an unusual, low-cost, three-meter satellite antenna it claims produces more gain and has significantly more discrimination than conventional dishes its size.

By dividing a three-meter dish into four equal parts with two intersecting panels perpendicular to the surface, Savac International found that the dish's gain increased by one decibel to about 39.5 db and its half-power beamwidth narrowed from 1.7 degrees to one degree.

Although the added gain makes for better pictures, the narrow beamwidth of the segmented dish is its chief attribute. According to Savac President Gil Hodges, the one-degree beamwidth (comparable to a 5.7-meter dish) increases the dish's ability to reject interfering signals from adjacent satellites and would permit reception of signals from C-band (4 ghz) satellites spaced three or two degrees apart.

(C-band satellites are now spaced four degrees apart, but the FCC has proposed reducing spacing to allow for greater frequency re-use.)

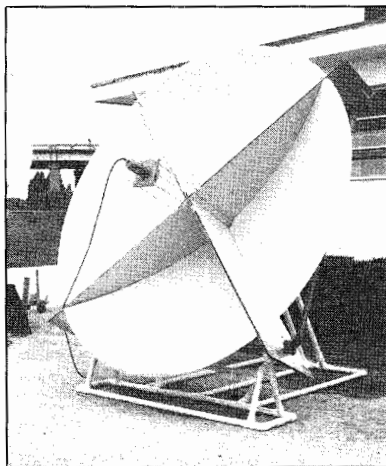
The discovery of the new design, which Savac calls "off-axis target squelch" (OATS) was accidental. The company was formed early last summer to develop a low-cost dish for the home earth station market, using manufacturing techniques developed for projection television screens.

Savac produced a four-section plastic dish and covered it with what Hodges calls "aluminum Saran Wrap"—a thin plastic sheet with a "vacuum deposited" aluminum coating. The gain of any antenna increases in proportion to the smoothness of the dish's surface and, Hodges said, Savac's laminated dish proved to be

"extremely smooth." But when the four sections were bolted together they tended "to fall open" and lose the parabolic shape critical to the successful operation of the antenna.

The two aluminum panels, Hodges said, were inserted at right angles between the four sections to keep them firmly in place. Hodges expected the panels to reduce the gain of the antenna and was surprised to find that the modified dish had greater gain and an extraordinarily narrow beamwidth.

Savac is now trying to figure out why it works. "We don't know what we are dealing with," Hodges said. "It appears that the new dish is no longer acting like a dish, but like a feed horn."



Savac's three meter dish

"The dish appears to be taking energy that is normally lost through the side lobes and redirecting it toward the feed horn," he added.

Although Savac was originally looking at the home market, OATS dishes could have application throughout the industry, particularly if the FCC opts for the narrower satellite spacing. Hodges said that Southern Satellite Systems, Harris and Microdyne have all shown interest in the antenna.

SSS invited Hodges to take the dish to the Cable Software Symposium earlier this month so it could get a hands-on look. Although the pictures it delivered for a satellite teleconference between the convention hotel and Washington were low

quality, SSS blamed the pictures on terrestrial microwave interference and praised the antenna.

Sel Kremer, a vice president at SSS, says he is eager to see "somebody who knows more than we do" test the Savac antenna. "Until the thing is under fire," he said, "it will never be proved." If the dish has the discrimination that Savac says it has, Kremer said, it is a "huge breakthrough" for the entire satellite industry.

The panels have another beneficial side effect, according to Hodges. They "break up the sail effect of the dish when wind hits the dish from an angle," he said, resulting in a 30% to 70% reduction in the wind loading of the antenna. When wind hits the antenna head-on, he added, there is no appreciable reduction.

The prototype antenna was built with cost and weight as primary design factors. The entire dish with two feed horns, aluminum panels and mount made out of PCV pipes weighs only 218 pounds, Hodges said. The aluminum panels are actually two sheets of aluminum separated by a plastic "honeycomb." The dish, not including the low-noise amplifiers, is priced at \$1,800.

Beware of LPTV interference, FCC warned

More responses to commission proposal to establish low-power standards echo those stressing importance of protecting full-power TV and radio

The technical standards the FCC adopts to process low-power television applications should not allow low-power television stations to interfere with full-power television or mobile radio signals. That reflects the majority view in additional comments filed in response to the FCC's proposal to establish standards to process its more than 5,000 LPTV applications (BROADCASTING, Oct. 19).

Most commercial broadcasters again took the tack that the FCC's proposal to set a standard that would protect full-service stations only to their Grade B contours didn't go far enough. Full-service stations provide meaningful service beyond their Grade B contours, and that service should be protected as well, they said.

Most commercial broadcasters also seemed to endorse the FCC proposal to incorporate receiving antenna front-to-back ratios into interference protection ratios for a standard. But the FCC should only use those ratios as a "safety factor," as it does currently, they said.

General Electric Broadcasting Co., for example, said the FCC's proposal to protect only the Grade B service areas of full-service stations was "inconsistent" with the secondary status accorded to translators and low-power television stations.

Drake-Chenault
ANNOUNCES
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PAGES 20-21



Clear channel. Representatives of the first minority group to receive an assignment on a clear channel were on hand to celebrate the occasion at the FCC headquarters in Washington last week. The assignment is the fourth the FCC has made in the wake of its May 1980 decision (BROADCASTING, June 2, 1980) to break down the clear channels to make room for additional stations. The commission granted the application of Jackson & Chaisson Broadcasting Systems Inc. to operate a new AM station in Lafayette, La., Oct. 1. The station, assigned to 770 khz, is authorized to operate at 1 kw during the day (using a nondirectional antenna) and at 500 w during the night (using a directional antenna). Joshua Jackson, company president, said the station's signal would cover Louisiana, Texas, Mississippi and southern Alabama. It will feature early-morning gospel music and newscasts in French and English, he said. Attending the FCC ceremony were Jackson (in wheelchair) and (l-r): FCC Chairman Mark Fowler; Russell Chaisson, company vice president; Dud Lastrapes, Lafayette mayor; Commissioner Henry Rivera; Linton Ardoin, secretary of the Louisiana Department of Urban and Community Affairs; Clarence McKee of Pepper & Corazzini, Washington, company attorney, and Representative Cardiss Collins (D-Ill.).

GEBCO said any processing guidelines should insure that low-power television and translator stations operate on a "secondary, noninterference basis" and that full-power stations be protected beyond their Grade B contours.

Taft Broadcasting, McGraw-Hill Broadcasting Co. and NEP Communications Inc., filing together, urged the FCC to adopt standards establishing that full-service stations would be protected to a "calculated contour" at least seven dbu beyond their "predicted" Grade B contours.

The broadcasters also urged the FCC to require any translator or low-power applicant to demonstrate in its application that it wouldn't interfere with the "off-the-air" pickup of any full-service station by any cable system or other translator. And it urged the FCC to establish that UHF stations would be protected at least to their predicted 70 dbu contours in Zone I.

Cox Broadcasting Corp. agreed that the FCC should protect full-service stations to service contours seven dbu below Grade B. It also said that receiving antenna front-to-back ratios and nonstandard offset factors should remain safety factors; they shouldn't be used as "allocation devices," Cox said.

Storer Broadcasting Co. said the FCC shouldn't try to use the antenna ratios as an allocation device "for the simple reason that receiving antennas cannot be relied on to provide an appreciable degree of interference protection."

Users of mobile radio systems, meanwhile, argued that the technical standards

adopted should also protect their signals from interference.

Motorola Inc. said the FCC's proposal for land mobile protection was "inadequate." Motorola urged the FCC to increase the required mileage separation between an LPTV station and the center of a "land mobile city."

The Central Committee on Telecommunications of the American Petroleum Institute, representing 45 of the nation's petroleum and natural gas companies, said the FCC's low-power proceeding was "ill founded." But if the FCC decided to continue the proceeding, the committee thought it imperative that "authorized fixed and mobile operations in the band 470-512 mhz in certain urban areas be accorded the same degree of protection from LPTV operations as that proposed for full-power television stations."

Telocator Network of America urged the FCC to "prohibit entirely" low-power stations from operating on VHF TV channels 4 and 5 and UHF TV channels 14-20 to protect land mobile stations operating in the 470-512 mhz band (which is shared with UHF TV channels 14-20) and to protect RCC (Radio Common Carrier) stations in the 72-76 mhz band (which are adjacent to VHF TV channels 4 and 5).

Nonetheless, LPTV applicant New Jersey Television Corp., founded to bring local television to New Jersey, argued that technology had improved enough to permit low-power stations to operate in the same area as land mobile stations or on channels adjacent to those allocated to the land mobile service.

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Changing Hands

PROPOSED

KAPE(AM) San Antonio and KTUF(FM) Terrell Hills, both Texas ☐ Sold by S.S.S. Broadcasting Inc. to SIT Broadcasting Corp. for \$3 million. **Seller** is owned by Center Atkins Jr. (90%) and Jerry A. Moon Sr. (10%). Atkins owns KDLK(AM)-KLKE(FM) Del Rio, Tex. **Buyer** is owned by Frank J. Sitterle (56.25%), and brothers Daniel S. Sitterle (18.75%) and Sam Sitterle (25%). Frank and Daniel Sitterle are San Antonio-based contractors and real estate developers. Sam Sitterle is program manager at KPRC(AM) Houston. They have no other broadcast interests. KAPE is 500 w daytimer on 1480 khz. KTUF is 106.3 mhz with 3 kw and antenna 143 feet above average terrain.

KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California ☐ Sold by San Bernardino Broadcasting Corp. to Kotcom Broadcasting Investment Corp. for \$2.6 million plus \$100,000 for non-compete agreement. **Seller** is owned by Thomas M. Jones and sister, Sally Jones Lenart, who also own KKON(AM) Kealahou, Hawaii, hold CP for new FM there, and are applicants for new FM at Needles, Calif. **Buyer** is owned by Dana M. Kott and wife, Carole A. Dana Kott is

former owner of WCOD(FM) Hyannis, Mass., and has no other broadcast interests. KDIG is on 1240 khz with 1 kw day 250 w night. KBON is on 103.9 mhz with 38 w and antenna 2,650 feet above average terrain. **Broker: Chapman Associates.**

KWON(AM) Bartlesville, Okla. ☐ Sold by KWON Radio Inc. to KWON Broadcasting Inc. for \$1.3 million. **Seller** is principally owned by Hugh B. Garnett and family who own KWHN-AM-FM Altus, Okla. **Buyer** is owned by Richard J. Moran, who is Houston oil and gas exploration company executive and owns KNIN-AM-FM Wichita Falls, Tex. KWON is on 1400 khz with 1 kw day and 250 w night.

WPED(AM)-WCMZ(FM) Crozet, Va. ☐ Sold by McClenahan Broadcasting Corp. to Elting Enterprises for \$1 million. **Seller** is owned by W. Edward McClenahan who has no other broadcast interests. **Buyer** is owned by John Elting, who is New York investor and owns WSER(AM) Elkton, Md. WPED is 500 w daytimer on 810 khz. WCMZ is on 102.3 mhz with 3 kw and antenna 298 feet above average terrain.

KOMW-AM-FM Omak, Wash. ☐ Sold by KOMW Inc. to Okanogan Valley Broadcast-

ing Inc. for \$750,000. **Seller** is owned by Dean Nichols, president, and 11 others, who have no other broadcast interests. **Buyer** is owned by Charles F. King (president), Martin R. Goebel, Michael D. Nichols, Donald M. Williams (20% each), Jack S. Burri and Kenneth M. Doerfler (10% each). King is president and 40% owner of KNPT-AM-FM Newport, Ore. Goebel is Newport, Ore., accountant. Michael Nichols, son of Dean Nichols, is assistant manager and less than 1% owner of KOMW-AM-FM. Williams is manager of Newport forest products company. Burri is Newport school administrator. Doerfler is Newport insurance executive and 7% owner of KNPT. KOMW is 5 kw daytimer on 680 khz. KOMW-FM is on 92.7 mhz with 3 kw and antenna 836 feet above average terrain. **Broker: William A. Exline Inc.**

WBIV(FM) Wethersfield, N.Y. ☐ Sold by The Christian Broadcasting Network Inc. to Stereo Seven Associates for \$500,000. **Seller** is Virginia Beach, Va.-based group of three FM's and, through subsidiary, Continental Broadcasting Network, two FM's and four TV's. M.G. Robertson is president. It also sold, subject to FCC approval, WMIV(FM) South Bristol township, N.Y. (BROADCASTING, July 6) and FCC granted approval to sell WOIV(FM) DeRuyter township, N.Y. (see "For the Record," page 65). **Buyer** is owned by Ronald A. Chmiel and ten others. He is Hendersonville, N.C., real estate investor and holds CP for radio station at Anguilla, West Indies. WBIV is on 107.7 mhz with 32 kw and antenna 470 feet above average terrain.

KWRO-AM-FM Coquille, Ore. ☐ Sold by KWRO Broadcasting Corp. to Southwest Broadcasters Inc. for \$500,000. **Seller** is owned by Marvin K. Frandsen (70%), W.R. Twining and Jack S. Page (15% each). They own KBLQ-AM-FM Logan, Utah, and KBLI-AM-FM Blackfoot, KSKI(AM) Hailey and KSKI-FM Sun Valley, all Idaho. **Buyer** is owned by Kachemak Broadcasters Inc. (66.67%) and Gregory Furin (33.33%). Kachemak Broadcasters is owned by Howard S. Trickey Jr. and Greg Clapper (50% each). Clapper is manager of KVOK(AM) Kodiak, Alaska. Trickey is Anchorage attorney. Furin is Kodiak dentist. They have no other broadcast interests. KWRO is 5 kw daytimer on 630 khz. KWRO-FM is on 102.3 mhz with 3 kw and antenna 880 feet above average terrain.

WAYD-AM-FM Ozark, Ala. ☐ Sold by Wade B. Sullivan to RJG Communications for \$225,000. **Seller** has no other broadcast interests. **Buyer** is owned by J. A. Baxter Jr., Gordon L. Bostic and Raymond F. Akin (one-third each). They each own one-third of WJHR(AM) Jackson, Tenn., and WJLJ(AM) Tupelo, Miss. Akin is also applicant for new FM at New Albany, Miss. WAYD is 1 kw daytimer on 1190 khz. WAYD-FM is on 103.9 mhz with 3 kw and antenna 190 feet above average terrain.

☐ Other proposed station sales include: KAVO(FM) Fallbrook, Calif. (BROADCASTING, Oct. 19); WRNG(AM) North Atlanta,

Brill Media Company, Inc.
has acquired

WHUM (AM)
Reading, Pennsylvania
for

\$1,900,000

from

Berks Broadcasting Company, Inc.

We are pleased to have served as
broker in this transaction.

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10/26/81

Ga. (BROADCASTING, Oct. 19); KIVM(AM) Lihue, Hawaii (BROADCASTING, Aug. 24); WEFM(FM) Chicago (BROADCASTING, Aug. 10); WKSJ(FM) Eldorado, Ill.; KKQQ(FM) Clovis, N.M.; KAMA-AM-FM El Paso, Tex. (BROADCASTING, Oct. 12); and WFTK(AM)-WIXV(FM) Front Royal, Va. (BROADCASTING, Oct. 5). (See "For the Record," page 64).

APPROVED

Approved station sales include: KTKN(AM) Ketchikan, Alaska; KBTA(AM) Batesville, Ark.; WDRU(FM) Drew, Miss.; WOIV(FM) DeRuyter township, N.Y.; WURD(FM) Georgetown, Ohio; KVIN(AM) Vinita, Okla.; KMED(AM) Medford, Ore.; WEKR(AM) Fayetteville, Tenn.; KOPY(AM)-KXMS(FM) Alice, Tex.; KGKL(AM)-KSJT(FM) San Angelo, Tex.; KWRT(AM) [CP] Winters, Tex.; KBRO(AM)-KWWA(FM) Bremerton, Wash.; WVVW(AM) Grafton, W. Va. (See "For the Record," page 65).

CABLE

Cable system serving Alexandria, Va.

Sold by Alexandria Cablevision Inc. to Tribune Company Cable Inc. for \$16 million. **Seller** is owned by 40 local stockholders, none of whom owns more than 5%. Principals include Charles H. Smith, chairman, Representative Stanford Parris (R-Va.), and former FCC Chairman Frederick W. Ford. **Buyer** is subsidiary of Chicago-based Tribune Co., which through interlocking ownerships, publishes *Chicago Tribune*, *New York Daily News* and other papers and owns WGN-AM-TV Chicago; WPIX-FM-TV New York; KWGN-TV Denver; KGNR(AM)-KCTC(FM) Sacramento, Calif., and WICC(AM) Bridgeport, Conn. Tribune Co. acquired majority interest in Douglas Communications, Mahwah, N.J.-based cable MSO, for \$30 million and merged it with own cable operations, WGN Electronic Systems, for total of about 90,000 subscribers (BROADCASTING, Jan. 5). Douglas H. Dittrock, founder of Douglas Communications, is president and chief executive officer of Tribune Company Cable Inc. Alexandria system, which is still hooking up and adding 1,200 subscribers monthly, serves 10,300 basic subscribers and passes 55,000 homes.

Cable systems serving Gladstone and Pate county, Mo.

Sold by Clay County Communications and Platte County Communications to Communications Services Inc. for about \$9 million. **Seller** is owned by John Schott, president, and others. None have other cable or broadcast interests. **Buyer** is subsidiary of Tandem Productions, Hollywood-based production company owned by Norman Lear and others. Phil Wilcox is president of Communications Services Inc., which operates system serving greater Kansas City, Mo., area. Gladstone and Platte county system serves 9,600 basic subscribers and passes 19,000 homes. **Broker: Daniels & Associates.**

Cable system serving Breckenridge and Olney, Tex.

Sold by R. Hurshel Tyler and

family to Cardiff Cablevision Inc. for about \$3 million. **Sellers** also own system serving Archer City, Tex., and hold interests in systems serving Crowell, Paducah, Matador and Silverton, all Texas. **Buyer** is subsidiary of publicly owned Denver-based Cardiff Industries. Pat Paterson is president of Cardiff Cablevision,

which serves some 15,000 subscribers in Kansas, Missouri, Oklahoma and Texas. Parent company also publishes through subsidiaries, *TVC* and *Satellite Communications*. Breckenridge and Olney systems serve 4,400 basic subscribers and pass 6,800 homes. **Broker: Daniels & Associates.**



Signed, sealed... The \$108.5-million acquisition of Orion Broadcasting Inc. by Cosmos Broadcasting Corp. was completed Oct. 16 at the Louisville, Ky., headquarters of Orion. The agreement was first announced in mid-1980 (BROADCASTING, June 9, 1980). It was conditioned on Cosmos's spinning off three TV's and one AM to comply with FCC multiple-ownership rules. Sales of those outlets reduced the net cost of the Orion acquisition to about \$73 million. Orion continues to operate as a subsidiary of Cosmos with key personnel of the former, including President T. Ballard Morton and Executive Vice President Ralph S. Jackson, remaining in charge. At last week's official signing (l-r): J. Law Epps, Cosmos president; Jackson; Morton; Jane M. Norton, honorary chairman of Orion, and Macom G. Patton, Cosmos chairman.

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Stock Index

Exchange and Company	Closing Wed. Oct 21	Closing Tue. Oct 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	35	33 1/8	+1 7/8	+ 5.66	7	980
N Capital Cities	76 1/4	75	+1 1/4	+ 1.66	14	1,003
N CBS	55 1/2	52 1/4	+3 1/4	+ 6.22	8	1,547
N Cox	65	68	-3	- 4.41	18	878
A Gross Telecasting	26 3/4	26 3/4			8	21
O LIN	31 3/4	32	- 1/4	- .78	11	176
N Metromedia	149	139	+10	+ 7.19	13	667
O Mooney	6	6			2	
O Scripps-Howard***	19 3/4	19 1/4	+ 1/2	+ 2.59	3	203
N Storer	29 3/4	29 7/8	- 1/8	- .41	19	390
N Taft	29 1/2	30 1/4	- 3/4	- 2.47	11	288
O United Television	7 3/4	7 3/4				93

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 3/4	21 3/4	-1	- 4.59	20	68
A Affiliated Pubs.	28 1/4	27 3/4	+ 1/2	+ 1.80	10	145
N American Family	7 1/2	7 3/8	+ 1/8	+ 1.69	6	92
N John Blair	21	20 5/8	+ 3/8	+ 1.81	7	78
N Charter Co.	7 7/8	8 1/2	- 5/8	- 7.35		215
N Chris-Craft	30 3/4	31 3/4	-1	- 3.14	10	97
N Coca-Cola	33 1/4	35 3/4	-2 1/2	- 6.99	10	4,110
N Cowles	28	28 3/8	- 3/8	- 1.32	18	111
N Dun & Bradstreet	59 3/8	59	+ 3/8	+ .63	16	1,656
N Fairchild Ind.	14 3/4	14 1/2	+ 1/4	+ 1.72	4	168
N Gannett Co.	38 5/8	38 7/8	- 1/4	- .64	13	2,088
N General Tire	25 1/4	24 7/8	+ 3/8	+ 1.50	8	608
O Gray Commun.***	42	42			9	20
N Harte-Hanks	34 1/2	34 3/8	+ 1/8	+ .36	14	328
O Heritage Commun.	11 3/8	11 7/8	- 1/2	- 4.21	33	61
N Insilco Corp.	18 1/8	17 1/4	+ 7/8	+ 5.07	8	195
N Jefferson-Pilot	24 3/4	25	- 1/4	- 1.00	6	542
O Marvin Josephson	16	13 1/2	+2 1/2	+18.51	7	37
N Knight-Ridder	32 1/8	32 1/4	- 1/8	- .38	11	1,039
N Lee Enterprises	25 1/2	25 3/4	- 1/4	- .97	11	182
N Liberty	13 3/8	13	+ 3/8	+ 2.88	6	170
N McGraw-Hill	47 1/8	48 3/4	-1 5/8	- 3.33	13	1,170
A Media General	36	35 3/4	+ 1/4	+ .69	9	260
N Meredith	56 1/2	53	+3 1/2	+ 6.60	7	178
O Multimedia	33 3/4	33 3/4			15	339
A New York Times Co.	30 3/4	30 3/4			9	368
N Outlet Co.	34	33 3/4	+ 1/4	+ .74	15	85
A Post Corp.	25 1/2	25 1/2			18	46
N Rollins	16 3/4	16 5/8	+ 1/8	+ .75	11	457
N San Juan Racing	19 3/4	20 7/8	-1 1/8	- 5.38	24	49
N Schering-Plough	27	29 1/8	-2 1/8	- 7.29	6	1,433
O Stauffer Commun.*	45	45			11	45
A Tech Operations	15 1/8	15 1/4	- 1/8	- .81	7	16
N Times Mirror Co.	49 1/2	47 1/2	+2	+ 4.21	12	1,688
O Turner Bcstg.	13 1/2	14	- 1/2	- 3.57		270
A Washington Post	30	29 3/4	+ 1/4	+ .84	13	421
N Wometco	17 5/8	17 3/4	- 1/8	- .70	10	233

CABLE						
A Acton Corp.	10 3/4	11 1/8	- 3/8	- 3.37	9	32
N American Express	43 3/8	44 3/8	-1	- 2.25	8	3,092
O Burnup & Sims	14 5/8	14 1/2	+ 1/8	+ .86	15	130
O Comcast	20 3/4	21 3/4	-1	- 4.59	25	79
N General Instrument	41 1/2	39 1/2	+2	+ 5.06	5	1,054
O Rogers Cablesystems	7 1/4	7 3/8	- 1/8	- 1.69	14	137
O Tele-Communications	19 1/4	19 1/2	- 1/4	- 1.28	49	458
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	35 1/4	37 1/4	-2	- 5.36	7	1,984
O Tocom	10 3/4	11 1/2	- 3/4	- 6.52		35
O UA-Columbia Cable	88	87 1/2	+ 1/2	+ .57	33	295
N United Cable TV	22 3/8	22	+ 3/8	+ 1.70	27	219
N Viacom	29	28 1/2	+ 1/2	+ 1.75	6	258

Exchange and Company	Closing Wed. Oct 21	Closing Tue. Oct 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	2 1/4	2 1/2	- 1/4	-10.00	2	7
N Columbia Pictures	38 1/4	38 1/8	+ 1/8	+ .32	8	387
N Disney	51 1/8	51 1/4	- 1/8	- .24	13	1,663
O Enterprise Radio*	1/8	1/8				32
N Filmways	5 1/8	5 3/4	- 5/8	-10.86		
O Four Star	1 3/4	1 1/2	+ 1/4	+16.66	18	
N Getty Oil Corp.	61 1/2	61 3/4	- 1/4	- .40	7	5,052
N Gulf + Western	16 5/8	17	- 3/8	- 2.20	4	1,241
N MCA	42 1/2	40	+2 1/2	+ 6.25	236	999
O Medcom	9 3/4	10 1/4	- 1/2	- 4.87	23	16
N MGM Film	6 7/8	7 1/8	- 1/4	- 3.50	13	223
O Reeves Commun.	26	25 1/2	+ 1/2	+ 1.96	15	141
O Telepictures	6 1/8	6 3/8	- 1/4	- 3.92	28	14
N Transamerica	22 3/4	22 1/4	+ 1/2	+ 2.24	6	1,486
O Video Corp. of Amer.	7 5/8	7 3/4	- 1/8	- 1.61	13	7
N Warner	54 1/2	50 1/2	+4	+ 7.92	21	3,203
A Wrather	21 1/2	22	- 1/2	- 2.27		49

SERVICE						
O BBDO Inc.	37	37			7	92
O Compact Video	9 1/8	9 1/2	- 3/8	- 3.94	7	27
N Comsat	55 1/4	51 3/4	+3 1/2	+ 6.76	12	442
O Doyle Dane Bernbach	15 1/4	15 1/2	- 1/4	- 1.61	9	18
N Foote Cone & Belding	27 3/4	30	-2 1/4	- 7.50	7	75
O Grey Advertising	59	59			6	36
N Interpublic Group	29 5/8	30	- 3/8	- 1.25	7	132
N JWT Group	28 1/4	28 1/4			6	86
O MCI Communications	25 1/2	24 1/8	+1 3/8	+ 5.69	142	933
A Movielab	4	4			5	6
A MPO Videotronics	5 3/8	5 3/4	- 3/8	- 6.52	18	3
O A.C. Nielsen	41 1/4	42 3/4	-1 1/2	- 3.50	17	463
O Ogilvy & Mather	28	28 1/2	- 1/2	- 1.75	8	115
O Telemation	2 1/4	2 1/4			13	2
O TPC Communications	2 7/8	3	- 1/8	- 4.16		2
N Western Union	29 1/4	27 3/4	+1 1/2	+ 5.40	16	443

ELECTRONICS/MANUFACTURING						
O AEL	12 1/2	13 3/4	-1 1/4	- 9.09	13	23
N Arvin Industries	13 7/8	13 3/4	+ 1/8	+ .90	12	108
O C-Cor Electronics	16 1/4	15 3/4	+ 1/2	+ 3.17	30	48
A Cetec	5	4 7/8	+ 1/8	+ 2.56	7	10
O Chyron	14 1/4	14	+ 1/4	+ 1.78	23	17
A Cohu	6	6 5/8	- 5/8	- 9.43	7	10
N Conrac	24 1/8	23 1/4	+ 7/8	+ 3.76	18	51
N Eastman Kodak	65 1/4	66 3/8	-1 1/8	- 1.69	9	10,530
O Elec Missile & Comm.	11 1/4	12	- 3/4	- 6.25	54	31
N General Electric	55 1/8	56 5/8	-1 1/2	- 2.64	8	12,494
N Harris Corp.	42 3/8	42 3/8			15	1,303
O Microdyne	15	14 1/2	+ 1/2	+ 3.44	18	39
N M/A Com. Inc.	26 7/8	26 1/4	+ 5/8	+ 2.38	29	897
N 3M	51 7/8	51 1/2	+ 3/8	+ .72	9	6,042
N Motorola	66 3/8	69	-2 5/8	- 3.80	11	1,894
O Nippon Electric	69 1/2	73 3/4	-4 1/4	- 5.76	30	2,282
N N. American Philips	38 1/8	40	-1 7/8	- 4.68	7	458
N Oak Industries	31 5/8	31 1/4	+ 3/8	+ 1.20	17	344
A Orrox Corp.	10 3/8	11 1/2	-1 1/8	- 9.78	37	17
N RCA	17	18 1/4	-1 1/4	- 6.84	5	1,274
N Rockwell Intl.	31	30	+1	+ 3.33	8	2,325
A RSC Industries	4 1/2	4 5/8	- 1/8	- 2.70	32	10
N Scientific-Atlanta	28 3/4	30	-1 1/4	- 4.16	35	609
N Sony Corp.	16 3/4	18 1/2	-1 3/4	- 9.45	12	3,611
N Tektronix	49	49 1/2	- 1/2	- 1.01	11	894
O Telemet (Geotel Inc.)	1 3/4	1 7/8	- 1/8	- 6.66	19	5
A Texscan	16 3/8	16 1/4	+ 1/8	+ .76	28	48
N Varian Associates	27 5/8	28 1/2	- 7/8	- 3.07	13	212
N Westinghouse	25	26 7/8	-1 7/8	- 6.97	5	2,123
N Zenith	11 7/8	12 3/4	- 7/8	- 6.86	9	223

Standard & Poor's 400
Industrial Average 135.24 134.64 + .60

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, 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. *** Scripps-Howard stock split four for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Programing

PTAR parley

Hollywood Radio and Television Society luncheon hears debate on prime-time access rule; CBS's Rosenfield advocates elimination; Eisner and Currie favor retention

"Prime-time access is bad regulation, bad economics, and does violence to First Amendment values. We at CBS feel that the access rule is a totally unwarranted government intrusion into television programming."

With that blunt introductory statement, and the observation that he felt like "Daniel in the lion's den," CBS-TV President James H. Rosenfield defended the network's objection to the prime-time access rule before a luncheon gathering of the Hollywood Radio and Television Society last Tuesday (Oct. 20) at the Beverly Hilton hotel in Beverly Hills.

The balance of the three-member panel brought together to discuss the FCC's proposed repeal of the rule, which has prohibited network or off-network syndicated programming in the 7:30 to 8:00 p.m. time period since 1971, sharply disagreed with Rosenfield.

Michael D. Eisner, president and chief operating officer of Paramount Pictures Corp., a major program syndicator, called not only for retention of prime-time access, but expansion of the rule into daytime and late-night periods. He argued that the networks are unfairly using the government's current deregulatory mood and free marketplace slogans to recover the evening half-hour. "Getting the time back in this manner is not only foxy, but piggy."

Equally direct was Steve Currie, president of the National Association of Television Programming Executives (NATPE) and program director of KOIN-TV Portland, Ore. "NATPE believes that the public interest is much better served if stations do not abrogate the prime-access time back to the networks," said Currie. "Surely, if the government has the public interest at heart it recognizes that a local station, not a network, can best serve its local community."

Currie cited a recent survey of broadcast executives, currently being tabulated and analyzed by NATPE, which "shows more than 90% [are] in favor of retaining or strengthening PTAR." The major reason "being network encroachment. In fact, the fear seems more than reasonable. Even with the rule, the networks' domination of the average broadcast day has risen from 61% to 69% since 1970," Currie said.

Panel moderator Ron Hendron, a media commentator for KNBC(TV) Los Angeles and co-host for Paramount's syndicated *Entertainment Tonight*, characterized



Currie, Eisner and Rosenfield

most prime-time access programming as "on the level of the \$1.98 *Beauty Contest*, not much higher." He asked whether local and independent program producers had squandered their chance of introducing high quality fare.

"Things have changed significantly since PTAR began," countered Currie. "We have the product now that we didn't have before." He pointed out that the popularization of ENG technology and magazine format shows has contributed dramatically to the diversity of PTAR programming. Currie quoted one study estimating there are now about 5,000 local hours produced annually between 7 and 8 p.m., excluding *PM Magazine*.

Currie also discounted the suggestion that the public is interested in more network news, one presumed justification for the access rule's repeal. He claimed the audience for network news has actually declined slightly in the past year, while the demand for local news has risen.

"We believe the expansion of network news is going to happen," said Rosenfield. "The question is how and when. It's probably coming very soon." He noted that CBS executives will talk to their affiliates'

board of directors about the possibility of a one-hour newscast next month. Rosenfield contended expansion of network news and repeal of the access rule should be debated independently.

Rosenfield argued that PTAR is "the worst kind of government regulation" and the provision that off-network programs not be allowed on network affiliates during the access period was hurting those stations. He pointed out that *M*A*S*H*, originally shown on CBS, is the highest-rated syndicated program in prime-time access—but only independent stations can show it in that period.

Retention of PTAR is a life-and-death issue for Paramount's *Entertainment Tonight*, maintained Eisner. He said the studio is spending \$20 million on the nightly strip, and that "45% to 50% of our revenue will evaporate if the rule is repealed." Eisner predicted that repeal would "put an end" to Hollywood-based production for local stations.

Of greater importance to Eisner is the possible repeal of the FCC's financial interest rule, limiting network ownership in syndicated programming, which he asserted "must stay." On a scale of one to 10 in

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PAGES 20-21

relative importance, Eisner ranked PTAR as a five and the financial interest rule as an 11.

"For once," he concluded, "let's stay with the status quo."

In a brief interview with BROADCASTING after the presentation, Currie predicted no final action would be taken by the FCC on either the prime-time access or financial interest rules until after the first of the year. "They have other priorities that are higher," he said, "and they are interested in carefully studying the facts relating to the impact PTAR has had." Currie, who met with FCC Chairman Mark Fowler in mid-October to discuss the issue, further speculated that final action might come as part of an "omnibus ruling" early in 1982.

PBS ponders new way to raise funds through new network

It urges development of line up of stations on ITFS channels to distribute educational programing via satellite

The Public Broadcasting Service has proposed establishing another new network—the National Narrowcast Network—to raise revenues for public television stations by providing distribution of instructional and informational programing for

Chicago—sports each night. What is believed to be the nation's first local, all-sports pay TV program service will become available early next year in Chicago to ON TV/Chicago subscribers. ON TV is an over-the-air STV service of Oak Industries Inc. currently programing over channel 44 WNSN(TV). Oak has entered an agreement with SportsVision of Chicago to provide 425 sporting events each year, over a new UHF station (channel 60) currently under construction. SportsVision programing will include 250 games featuring Chicago professional sports teams, including the White Sox, Bulls, Blackhawks and Sting. According to Oak, sports programs will be offered every night of the year, plus many weekend afternoons. Chicago White Sox President Edward Einhorn is heading SportsVision. ON TV will provide installation service and scrambling equipment for the new service, which will be available to ON TV subscribers as an option, using Oak's two-channel decoders. SportsVision will also be available as a pay tier to other Midwestern cable and STV systems outside Chicago.

public and private organizations through Instructional Television Fixed Service (ITFS) channels.

The proposed "closed circuit" network, which would, according to a 15-page memo sent to PBS member stations, give organizations a "cost efficient" way to communicate with their memberships, would be linked by PBS's satellite system and could earn the noncommercial television system "substantial" revenues.

According to the memo, a "typical" ITFS transmission facility could be installed for about \$120,000. If those ITFS facilities were installed in 200 markets, the total cost, which would be picked up by the organizations using the service or financed "from conventional sources," would be \$24 million, the memo said.

The memo said the system would be designed to be financed and operated entirely at the users' expense. But public television stations participating in the venture would be able to use the system's "excess capacity" to generate revenue, the memo said.

According to the memo, although many national professional and trade organizations have been "examining closely" means for linking their organizations electronically, "none so far has seized the initiative and organized its own communications system," the memo said.

Public television, however, is "uniquely situated" to provide such a service because it already has a satellite distribution system in place, the memo said.

PBS said it was "in the process of assembling a nucleus of potential users willing to fund the initial development cost" of the network.

The "uniquely suited" way to move the programing from a public station to the user would be on an ITFS channel, the memo said. The ITFS band, the memo noted, currently allocates 28 television channels exclusively for nonprofit entities and accredited institutions and is generally limited to instructional, educational and training purposes.

But "critical" to the plan is that public television stations—perhaps through PBS—apply for ITFS channels now, before the FCC, responding to "intense pressure from cable and pay program interests," completes its rulemaking considering making the ITFS spectrum available for noneducational uses, the memo said.

That rulemaking, PBS said, is considering reallocating the 31 channels within the 2500 mhz band. If adopted, the proposed

rule would designate 11 channels for ITFS, 10 for MDS and another 10 for Operational Fixed Service. Because only half of the ITFS channels can be used without creating interference problems—and because other organizations will vie for those ITFS channels—"unless we move quickly to secure ITFS channels, the opportunity to establish a national narrowcast service may pass us by," PBS said.

PBS said the network could benefit its proposed PBS/Cable service (BROADCASTING, July 6), reducing the capital budget for it by \$10 million, by giving it a way to relay its signal to cable headends.

PBS also said it would try to structure the new network so that at least one ITFS channel could be set aside for "strictly local uses."

PBS said it would hold a teleconference on the proposal for the stations on Nov. 6. If the stations "substantially support the idea," it said it would recommend "immediate action."

CBS makes it two in a row

Network outdistances ABC, NBC, but victory margin is cut in half

With five winning nights and eight of the top 10 shows, CBS-TV glided to rating victory during the second week of the prime-time season.

CBS finished the week ended Oct. 18 with a 20.4 rating and 32 share, easily overcoming its network competitors: ABC-TV with an 18.9/30 and NBC-TV with a 16.8/26.

The previous week—considered the season opener by the networks, although series are being staggered in over many weeks—also had been CBS's. Then it was CBS 22.1/35 to ABC's 18.1/29 and NBC's 14.6/23 (BROADCASTING, Oct. 19).

For the season's second competitive outing, CBS demonstrated 30-share strength on all days but Wednesday when ABC presented a three-hour *Jacqueline Bouvier Kennedy* movie special. Not only did *JBK's* 27.4/42 trample the competition; it also added about a rating point and a half to ABC's six-night average.

Four returning shows had their season premiers during the week, but no new series debuted. On Monday, CBS offered the season's first original episodes of *Private Benjamin* (17.5/27) and the *Two of*

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Us (16.3/24). The following night, it was ABC with originals of *Laverne and Shirley* (19.9/29) and *Too Close for Comfort* (20.7/30).

At NBC, baseball playoffs dominated the prime-time schedule with games on four nights. American League action clearly was the stronger draw as Tuesday and Thursday Oakland versus New York games brought a 20.4/31 and 19.3/33 respectively. The National League's Los Angeles versus Montreal games earned a 17.7/27 and 16.2/27 on Wednesday and Friday; however, they faced *JBK* the first night and CBS's *Dukes of Hazzard* and *Dallas* powerhouses the second.

The top 10 rated programs were CBS's *Dallas* (28.4/46); ABC's *JBK* (27.4/42); CBS's *60 Minutes* (25.3/41), *Jeffersons* (24.8/38), *Dukes of Hazzard* (24.5/40), *Alice* (23.6/35), *M*A*S*H* (23.1/33) and *One Day at a Time* (22.8/34); ABC's *Three's Company* (22.3/32), and CBS's *Callie and Son* movie (21.8/33).

Ranks 10-20 went to CBS's *Trapper John M.D.* (21.6/37); the conclusion of NBC's *Family Reunion* movie (21.2/31); CBS's *Country Music Awards* (20.8/31); ABC's *Too Close for Comfort* (20.7/30) and *NFL Monday Night Football* (20.6/33); NBC's Tuesday baseball playoff (20.4/31); ABC's *Happy Days* and CBS's *Mr. Merlin* (both 20.2/31), *Margin for Murder* movie (20.1/33) and *Archie Bunker's Place* (20.1/31).

Of those top 20 shows, CBS had 13, ABC five and NBC two.

CBS's five winning nights were Tuesday, Thursday, Friday, Saturday and Sunday. ABC took Monday and Wednesday.

While ABC's *JBK* movie provided the week's highest nightly score on Wednesday, NBC had the worst with *Barbara Mandrell* (12.4/21) and an *Elvis and the Beauty Queen* movie (8.2/12) averaging a 9.6/16 on Saturday.

At the other end of the rankings, NBC inauspiciously dominated, having half of the bottom 20 and six of the last 10.

Miss America on cable? Cable television capability is one of the factors that will be considered in choosing the television network to carry the Miss America pageant in 1982 and subsequently, according to Al Marks, the pageant's executive director. He said that cable will be one of the ingredients examined, along with networks' ratings, size and technical expertise. Marks said the pageant is exploring the potentialities of all the new media, including videocassettes and videodisks.

He reported that he is in negotiation now with the three TV networks for 1982 and beyond. Next year will be NBC's final option year, but, Marks stressed, he has the option to exercise and not NBC. Marks said that a combination of network TV and cable TV appears to be the appropriate formula for the Miss America pageant. The logistics still have to be arrived at, he continued, but one proposal would be to grant the pageant's preliminary events to cable.

Showcase presents program panorama for cable access

Gathering of citizen groups offers advice, programs and information on cable franchising

There were samples of access programming, literature on how to get involved in the franchise process and consumer activists offering advice on how to make cable systems responsive to their communities' needs. A Media Access Showcase, held last Monday (Oct. 19) in Washington, drew over 300 people, including staff representatives of at least 100 senators and members of Congress.

Produced by the National Citizens Committee for Broadcasting and the National Federation of Local Cable Programers, the all-day event offered Washington a chance to find out what access programming is all about. "It is our firm conviction that negative views of access are the product of myths and misinformation which have accumulated over the years," said Sam Simon, executive director, NCCB.

Groups represented at the showcase said they want to familiarize members of Congress with the access programming being produced by communities around the country so they will know what's at stake if mandated access to cable systems becomes

an issue in future legislation, as it did when cable amendments were added to and then recently stricken from a Senate common carrier bill (BROADCASTING, Oct. 12).

Diana Peck, chairman of the NFLCP, estimated there are between six and 10 hours daily of locally produced programming on most cable systems providing an access channel. There are currently about 200 access centers operating in the U.S., she said, and independently produced material is "abundant."

In a recent survey of cable subscribers in Bloomington, Ill., 30% of respondents said their primary reason for subscribing was "local programming," according to Peck. "Cable operators have a reason to keep access programming," she said.

Will the cost of providing access channels and production facilities force systems to raise their basic cable rates? "We're seeing more and more multiple funding for access from a variety of different groups," said Peck. "There's a financial base developing."

Groups helping to sponsor last week's showcase included the independent Cinema Artists and Producers, Pacifica Foundation, Independent Film and Video Distribution Center, Audio Independents, Public Interest Video Network, United Auto Workers International, United Steelworkers of America, American Federation of State, County and Municipal Employees, Office of Communication of the United Church of Christ, Anti-Defamation League of B'nai B'rith and Citizens Com-

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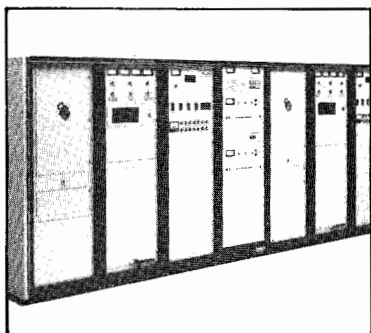
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munications Center.

Despite a greater number of channels, "the editorial control of a cable system is even more severe than in broadcast TV with its three networks," said Lawrence Sapadin, executive director, Association of Independent Video and Filmmakers, Inc., another group sponsoring the showcase. "This is no longer a marketplace of ideas, but the media equivalent of a company town. The public's right of access must be

strengthened."

According to Andrew Schwartzman, director, Media Access Project, "it is entirely appropriate for a generalized call for a regulatory system that encourages diversity. To remove the government's voice is to allow monopoly" in the cable industry. "We must call for conservative continuation of a successful and long-standing principle," that the public has a rightful voice in determining programming.

Monitor

Big gross, big price. Distributor of "Star Wars" and its sequel, "The Empire Strikes Back," has reportedly asked for \$20 million for one run of each feature on network television. Twentieth Century-Fox declined to comment on reports that studio made that offer to networks, and that at least one of three made counterproposal for long-term licensing arrangement such as CBS-TV has had with MGM for "Gone With The Wind." Networks are said to have balked at initial asking price, which is by far highest sought for theatrical feature. Combined box office receipts for two pictures is said to be over \$300 million, making them top two revenue-earners of all time.

Remember when. Barry & Enright Productions has leased back from NBC all television and cable rights to *Twenty-One*, controversial TV game show on air from 1956 to 1959. Jack Barry, original show's emcee, and Dan Enright were executive producers of show, which was cancelled after allegations that questions were given in advance to contestants in order to build public interest. Rigged games prompted congressional investigation and new laws prohibiting such practices. Producers say they will "revamp and update *Twenty-One* to conform with the entertainment techniques and technical wizardries of the 1980's." Specific format and other details will be finalized in near future. Barry & Enright Prods. is currently involved in syndicated game shows, feature films and cable TV.

Twofold celebration. Oct. 11 not only marked 17th annual Hispanic Day Parade in New York, but served as premiere date for Univision, broadcast venture of SIN National Spanish Television Network, Televisa S.A. (Mexico) and Radiotelevision Espanola (Spain), which carried parade live to potential 35 million television viewing homes. Seven-hour live satellite telecast reportedly brought "270 million people from 20 Spanish-language nations together." Advertisers for day's programming included Coca Cola, Colgate, Kimberly-Clark, Aeromexico and Gillette.

'P.M.' abroad. Group W Productions has announced first international sale of *P.M. Magazine*—to TV Tokyo (Japan). Package of program material will be aired on *World Fun Network*, collection of features about people and events around globe. Dolmatch Group, New York, represents Group W Productions internationally.

'Playhouse' premiere. *Playhouse*, new weekly series of dramatic, musical and comedy productions produced jointly by consortium of public stations including KCET(TV) Los Angeles, WGBH-TV Boston, WNET(TV) New York and South Carolina ETV Commission, will premiere Tuesday, Jan. 12, 1982, at 9 p.m. (ET) over PBS. Series will be launched with presentation of John Cheever teleplay, "The Shady Hill Kidnapping." Budget for *Playhouse*, which will have initial season of 25 Tuesday-night episodes, will total \$13.6 million, to be provided by grants from program fund of Corporation for Public Broadcasting, National Endowment for the Humanities, National Endowment for the Arts, PBS Station Program Cooperative, corporate underwriting and direct funding from CPB.

In the marketplace. *Challenge of the Sexes*, off-network half-hour celebrity sports series, is ready for barter sale by Television Program Distribution Co. of Beverly Hills, Calif. Show, which appeared for four years on CBS-TV, is available in 26-episode package for January 1982 airing. . . . Gold Key Media, distributor of weekly music series, *America's Top 10*, has renewed half-hour syndicated program for fourth season of 26 additional episodes. Program, in which Casey Kasem discusses current music scene, is presently sold in 140 markets.

Seeing is hearing. Seven *ABC Afterschool Specials* for 1981-82 season will be closed-captioned for hearing-impaired viewers, thanks to underwriting by Kellogg Co., Kellogg and ABC-TV jointly have announced. Programs, aired at 4:30-5:30 p.m., are in their 10th season on network. National Captioning Institute will carry out captioning operation.

Letterman case. NBC-TV claims there has been no decision to alter late-night schedule but acknowledges changes are being considered, with new series for David Letterman possibility. Reports were that NBC plans to have Letterman follow *Tonight Show with Johnny Carson* at 12:30 a.m. (NYT) in slot now occupied by Tom Snyder's *Tomorrow: Coast to Coast*. *Tomorrow* reportedly would start at 1:30 a.m.

As compiled by BROADCASTING Oct. 13 through Oct. 16 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

AM applications

■ Valdez, Alaska—Alaskan Minority Broadcasting seeks 1230 khz, 1 kw-D, 250 w-N. Address: 1549 East Tudor Road, Anchorage, Alaska 99507. Estimated construction costs: \$60,000; first-year operating cost: \$57,000; first-year revenue: \$122,000. Format: Contemporary 80%. Principals: Colonial A. Armstrong (50.1%) and John Lindauer (49.9%). Armstrong is former Los Angeles-based radio sales representative. Lindauer is president of Alaska Industry and Energy Corp., and owns KLAM(AM) Cordova and KRXA(AM) Seward, both Alaska. Filed Oct. 7.

■ Marana, Ariz.—Thomas G. Renteria seeks 1110 khz, 2.5 kw-D. Address: 769 West Sepulveda Street, San Pedro, Calif. 90731. Estimated construction costs: \$53,100; first-year operating cost: \$12,400. Format: Hispanic 92%. Principal: Applicant is marine engineer and also is applicant for new AM radio station at Kernman, Calif. (see below). Filed Oct. 6.

■ Kerman, Calif.—Thomas G. Renteria seeks 1030 khz, 10 kw-D, 500 w-N. Address: 769 West Sepulveda Street, San Pedro, Calif. 90731. Estimated construction costs: \$75,600; revenue: \$15,300. Format: Hispanic 92%. Principal: Applicant is also applying for new AM at Marana, Ariz. (see above). Filed Oct. 5.

■ Greenwood, Miss.—Leflore-Dixie Employee Venture seeks interim operating authority for 1540 khz, 1 kw-D. Address: P.O. Box 885, Greenwood 38930. Estimated construction costs: \$1,000; first-quarter operating cost: \$40,000; first-quarter revenue: \$47,000. Principals: Keith Worrell Jr. (44%), wife, Alice C.; Tony and David Browning, brothers; James Brown, Hardin Browning, Eddie Galey and Susan Mansfield (8% each). Keith Worrell is general manager of WSWG-AM-FM Greenwood, Miss. Other principals also are employed at WSWG in varying capacities. Filed Oct. 9.

FM applications

■ Falmouth, Mass.—Schooner Broadcasting Inc. seeks 100.9 mhz, 3 kw, HAAT: 287 ft. Address: P.O. Box 536, East Falmouth, Mass. 02536. Estimated construction costs: \$76,500; first-quarter operating cost: \$20,000; first-year revenue: \$100,000. Principals: Edward P. Morris, Brenda M. Westgate (30% each), Linda R. Baines and Middleton E. O'Malley-Keyes (20% each). Morris is vice president of WCIB(FM) Falmouth, Mass., where Westgate is former account executive. O'Malley-Keyes is announcer at WCIB, and Baines is former account executive. Filed Oct. 8.

■ Greenwood, Miss.—Leflore-Dixie Employee Venture seeks interim operating authority for 99.1 mhz, 100 kw, ant. 220 ft. Address: P.O. Box 885, Greenwood 38930.

Principals: Applicants seek interim operating authority for WSWG-FM and are also seeking interim authority for WSWG(AM) (see above). Filed Oct. 9.

■ Las Vegas—Voice Intersectario Verdad America Inc. seeks 106.5 mhz, 100 kw, HAAT: 1148 ft. Address: 7129 Durango Street, Las Vegas 89120. Estimated construction costs: \$245,500; first-quarter operating cost: \$75,000; first-year revenue: \$340,000. Principals: Alfredo Alvarez (51%), James C. Gates (44%) and Juanita H. Landon (5%). Alvarez is Las Vegas producer and real estate investor. Gates is San Diego film producer and radio sales representative. Landon is San Diego sales representative. They are applicants for new low power TV's at San Diego and Las Vegas. Gates and Landon are also applicants for new FM at Pasadena, Calif. Filed Oct. 9.

■ Sparks, Nev.—Pepper Schultz seeks 92.1 mhz, 500 w; HAAT: -474 ft. Address: 527 10th Street, Sparks, Nev. 89431. Estimated construction costs: \$2,560; first-year operating cost: \$28,600; first-year revenue: \$187,000. Format: Rock. Principal: Applicant is electronic technician for U.S. Bureau of Land Management, Reno, and has no other broadcast interests. Filed Oct. 13.

■ Irmo, S.C.—Irmo Broadcasting Inc. seeks 102.3 mhz, 1.67 kw, HAAT: 400 ft. Address: 431 Friarsgate Boulevard, Irmo 29063. Estimated construction costs: \$113,000; first-year operating cost: \$22,400; first-year revenue: \$160,000. Principals: Dale S. Ness, Joseph K. East, W. Lee Simmons and C. L. Sligh (25% each). Ness is Columbia, S.C., stockbroker. East owns educational services company. Sligh is sales manager for Mid-State Communications. Knight is Columbia, S.C., attorney. Simmons owns 39% of WPDZ(FM) Cheraw, S.C., and one-third of WWLS(AM) Monroe, N.C., and 51% of applicant for new FM at Albemarle, N.C., and is also 10% owner of applicant for new low power TV to serve Florence, S.C. Filed Oct. 8.

■ Freeport, Tex.—Freeport Broadcasting Co. seeks 102.5 mhz, 100 kw, HAAT: 537 ft. Address: 1400 Brazosport Blvd., Houston, Tex. 77027. Estimated construction costs: \$218,400; first-quarter operating cost: \$61,000; first-year revenue: \$576,000. Format: CW. Principals: Derrill E. Holly and wife, Michelle E. (37.5% each) and Fred R. Brison (25%). Derrill Holly is public affairs director at KIKK-AM-FM Houston. Michelle Holly is systems analyst for Weatherford Inc., Houston. Brison is Houston attorney. They have no other broadcast interests. Filed Oct. 13.

■ Thermopolis, Wyo.—Long Lines Broadcasting Inc. seeks 98.3 mhz, 3 kw, HAAT: -418 ft. Address: 320 Senior Avenue, Thermopolis, Wyo. 82443. Estimated construction costs: \$18,300; first-quarter operating cost: \$2,750; first-quarter revenue: \$13,500. Principal: Bruce R. Long (100%), who is president and owner of KTHH(AM) Thermopolis. Filed Oct. 7.

TV applications

■ Pueblo, Colo.—Pueblo Family Television seeks ch. 32; ERP: 2667 kw vis, 705 kw aur., HAAT: 2114 ft.; ant. height above ground: 120 ft. Address: c/o Consolidated Resources of America, 2245 Perimeter Park, Atlanta, Ga. 30341. Estimated construction cost: \$215,000; first-quarter operating cost: \$212,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: James E. Price, Chattanooga, Tenn. Principals: Harley G. Hunter and David R. Vaughn (50% each). Hunter is Evergreen, Colo., financial consultant. Vaughn is Atlanta, Ga., investor and developer and recently was granted FCC approval to buy 40% of WAKC(TV)[CP] Canton, Ohio (BROADCASTING, Oct. 19) and is general partner in applicant for new TV at Appleton, Wis. Action Oct. 6.

■ Hammond, Ind.—Cafriam Television Inc. seeks ch. 62; ERP: 2800 kw vis, 560 kw aur., HAAT: 410 ft.; ant. height above ground: 438.9 ft. Address: 5710 South Kimbark, Chicago 60637. Estimated construction cost: \$35,000; first-quarter operating cost: \$380,000. Legal counsel: B.T. Wade, Washington, D.C. Consulting engineer: Peter V. Gureckis & Associates. Principals: Barbara Wade, Gwendolyn May (40% each) and Raymond L. Grant Sr., Karin English (10% each).

Wade is vice principal of elementary school. May is college professor. Grant is production manager for Chicago film company. English is president of Minority Children's Television, low power applicant for Houston, Miami and Chicago. Wade and May are also principals in various low power applications. Filed Oct. 7.

■ Hammond, Ind.—Cross Country Network Inc. seeks ch. 62; ERP: 5000 kw vis, 500 kw aur., HAAT: 332 ft.; ant. height above ground: 400 ft. Address: 1058 West Washington Boulevard, Chicago 60607. Estimated construction cost: \$2,500,000; first-quarter operating cost: \$316,000; first-year revenue: \$800,000. Consulting engineer: Stanley P. Lapin. Principal: Fred A. Niles (100%), who is Chicago film and a radio advertising producer and owns no other TV or radio stations. Filed Oct. 7.

■ Hammond, Ind.—Hammond Indiana TV Inc. seeks ch. 62; ERP: 2496 kw vis, 260 kw aur., HAAT: 348 ft.; ant. height above ground: 405 ft. Address: 311 Ridge Road East, Rochester, N.Y. 14621. Estimated construction cost: \$2,700,000; first-quarter operating cost: \$320,000; first-year revenue: \$800,000. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: John H. Mullaney, Potomac, Md. Principal: Malcolm I. Glazer (100%), who is president and owner of WTWO-TV Terre Haute, Ind.; WRBL-TV Columbus, Ga.; KQTV(TV) St. Joseph, Mo. He is also 80% owner of applicant for new TV at Orange Park, Fla.; 80% of applicant for new TV at Irving, Tex.; 80% of applicant for new TV at Toledo, Ohio; 51% of applicant for new TV at Knoxville, Tenn.; and 51% of applicant for new TV at Salt Lake City. Filed Oct. 6.

■ Hammond, Ind.—Hammond Telecasters Inc. seeks ch. 62; ERP: 2685 kw vis, 268.5 kw aur., HAAT: 729 ft.; ant. height above ground: 748 ft. Address: 161 Highland Avenue, Needham, Mass. 02194. Estimated construction cost: \$2,200,000; first-quarter operating cost: \$203,300. Legal counsel: Hamel, Park, McCabe & Saunders, Washington, D.C. Consulting engineer: Moffet, Rich & Larson, Arlington, Va. Principals: Subsidiary of EHD, Inc., closely held group of eight stockholders principally owned by Avi Nelson. He is news and public affairs talent at WCVB-TV Boston. EHD Inc. also owns 96% of applicant for new TV Riverside, Calif. Nelson is also 71% owner of applicant for new TV at Middleton, Mass. Filed Oct. 7.

■ Hammond, Ind.—Jovon Minority Broadcasting Corp. seeks ch. 62; ERP: 5000 kw vis, 500 kw aur., HAAT: 625 ft.; ant. height above ground: 670 ft. Address: 4615 Setting Sun Drive, El Sobrante, Calif. 94803. Estimated construction cost: \$2,500,000; first-quarter operating cost: \$400,000; first-year revenue: \$2,500,000. Consulting engineer: E. Harold Munn Jr. Principals: Joseph A. Stroud (51%) and wife, Yvonne M. (49%). They are El Sobrante real estate investors and have no other broadcast interests. Filed Oct. 6.

■ Hammond, Ind.—Pan American Broadcasting Co. seeks ch. 62; ERP: 2,760 kw vis, 358.8 kw aur., HAAT: 489 ft.; ant. height above ground: 495 ft. Address: 414 Whitney street, Joliet, Ill. 60435. Estimated construction cost: \$1,116,000; first-quarter operating cost: \$210,000. Consulting engineer: Ralph E. Evans Associates. Principals: Enrique Lopez (50%), Elvia I. Ramirez and husband, Robert M. (25% each). Lopez is Chicago radio and TV advertising producer. Elvia is teacher. Robert Ramirez is general manager of WFBN(TV) Joliet, Ill. Lopez also owns 17% of KKKX(FM) Galveston, Tex., and 50% of applicant for new TV at Lakeland, Fla. Filed Oct. 7.

■ Rochester, Minn.—Sterling Communications Inc. seeks ch. -47; ERP: 762 kw vis, 168 kw aur., HAAT: 428 ft.; ant. height above ground: 380 ft. Address: Suite 418, Uptain Building, Chattanooga, Tenn. 37411. Estimated construction cost: \$186,000; first-quarter operating cost: \$187,400. Legal counsel: Robert S. Stone, Knoxville, Tenn. Consulting engineer: Sterling Communications. Principals: Abraham G. Thiessen and James E. Price (50% each). They are Knoxville-based broadcast consultants. Thiessen is applicant for new low power TV at East Ridge, Tenn. His wife, Ellen

A., is also applicant for new TV at Melbourne, Fla. Price's mother, Cora N. Price, is applicant for new TV at Parkersburg, Va. Filed Oct. 14.

TV action

■ **Victoria, Tex.**—Community Broadcasting of Coastal Bend Inc. granted ch. 25; ERP: 2140 kw vis., 214 kw aur., HAAT: 1020 ft.; ant. height above ground: 1045 ft. Address: 2710 Hospital Drive, Suite 106, Victoria, Tex. 77901. Estimated construction cost: \$2,486,000; first-quarter operating cost: \$138,000; first-year revenue: \$1,200,000. Legal counsel: Hamel, Park, McCabe & Saunders, Washington. Consulting engineer: Jules Cohen & Associates. Principals: George A. Constant and wife, Ruth L. (37.5% each) their son, Anthony, and Ron Sheldon (12.5% each). George Constant is Victoria physician. Ruth is management consultant and real estate investor. Anthony is Corpus Christi attorney. Sheldon is Lolita, Tex., businessman. They have no other broadcast interests. Action Sept. 22.

FM action

■ ***Humble, Tex.**—Mission to America Inc. granted 88.1 mhz, 3 kw, HAAT: 200 ft. Address: 736 Wilson Road, Humble 77338. Estimated construction costs: \$37,350; first-year operating cost: \$24,000. Format: Religious. Principal: noncommercial corp.; Hilton H. Sutton is president. He is Humble minister and has no other broadcast interests. Action Oct. 2.

Ownership Changes

Applications

■ **WAYD-AM-FM Ozark, Ala.** (AM: 1190 khz, 1 kw-D; FM: 103.9 mhz, 3 kw, ant. 190 ft.)—Seeks assignment of license from Wade B. Sullivan to RJG Communications for \$225,000. Seller has no other broadcast interests. Buyer: J.A. Baxter Jr., Gordon L. Bostic and Raymond F. Akin (one-third each). They each own one-third of WJHR (AM) Jackson, Tenn., and WJLJ (AM) Tupelo, Miss. Akin is also applicant for new FM at New Albany, Miss. Filed Oct. 8.

■ **KINY-TV Juneau, Alaska** (ch. 8, 239 kw vis., 47 w. aur., ant. 1,160 ft.)—Seeks assignment of license from Midnight Sun Broadcasters Inc. to KINY Associates for \$500,000. Consideration includes assignment of KINY (AM) Juneau, which has already been granted (BROADCASTING, Oct. 12). Seller also sold, subject to FCC approval, KTKN (AM) Ketchikan, Alaska, (BROADCASTING, Aug. 17). FCC approved its sale of KENI-TV Anchorage and KFAR-TV Fairbanks for \$4.6 million (BROADCASTING, March 30), and KENI (AM) Anchorage for \$712,000 (BROADCASTING, July 13); KFAR (AM) Fairbanks for \$675,000 (BROADCASTING, Sept. 28), and KINY (AM) Juneau for \$500,000 (BROADCASTING, Oct. 12). Buyer is owned by Charles M. Gray (45%), Edward W. Christiansen (25%), Earl E. Reilly and Kenneth L. Wiley (15% each). Gray, Christiansen and Reilly are minority stockholders in Midnight Sun. Wiley is station manager at KINY. Filed Oct. 8.

■ **KAVO (FM) Fallbrook, Calif.** (107.1 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Burdick Broadcasting Corp. to North County Communications for \$500,000 plus \$145,000 for noncompete agreement. (BROADCASTING, Oct. 19). Seller: Max L. Burdick Jr. (80%) and his parents Max L. Burdick Sr. and Dona Lou Burdick (10% each). Younger Burdick is also applicant for new FM at West Jordan, Utah. Buyer: Meads Group (49%), Wallace Reid, Giles W. Meads Jr., and brother, Richard W. Meads (17% each). Meads Group is Morgan Hill, Calif., real estate and investment company of which Giles Meads is president and owner. Richard Meads is San Diego advertising executive. Reid is former general manager of KITT (FM) San Diego. They have no other broadcast interests. Filed Oct. 7.

■ **WRNG (AM) North Atlanta, Ga.** (680 khz, 25 kw-D, 20 kw-N)—Seeks transfer of control of Ring Radio Co. from Charles Smithgall and others (100% before; none after) to Charles Smithgall III (none before; 100% after). Consideration: \$1,800,000 (BROADCASTING, Oct. 19). Principals: Seller is principally owned by Charles Smithgall, who owns WAAX (AM)-WQEN (FM) Gadsden, Ala., plus cable system serving Rome, Ga., and with son cable system serving Chattanooga, Tenn. Buyer is currently general manager and 5% owner of WRNG. Filed Oct. 5.

■ **KIVM (AM) Lihue, Hawaii** (1350 khz, 5 kw-U)—

Seeks assignment of license from Urbatek Systems Inc. to Kauai Broadcasting Inc. for \$269,000 (BROADCASTING, Aug. 24). Seller is owned by Kenneth R. Harding and wife, Kitty, who have no other broadcast interests. Buyer is owned by Mack Lochrie and William Bayne (20% each), Donna R. Gustafson (15%), Rudy Vsetecka (10%) and others. Lochrie and Bayne each own 46% of KHUG (AM) Medford, Ore. Gustafson is wife of Dennis Gustafson, administrator at Lihue hospital. Vsetecka will be general manager. Filed Oct. 6.

■ **WEFM (FM) Chicago** (99.5 mhz, 6 kw, ant. 1,170 ft.)—Seeks assignment of license from GCC Communications Inc. to First Media of Illinois Inc. for \$6,500,000 (BROADCASTING, Aug. 10). Seller is owned by General Cinema Corp., Boston-based publicly traded corporation. Richard A. Smith is chairman and president and 3.3% owner. General Cinema also owns WCIX-TV Miami and 80% of WSNY (AM)-WHUE (FM) Boston. It has sold, subject to FCC approval, WIFM (FM) Philadelphia (BROADCASTING, Aug. 10). Alexander M. Tanger, president of GCC Communications, owns remaining 20% of Boston stations. Buyer is owned by Richard E. Marriott (chairman) and family. He is vice president of Marriott Corp., publicly held worldwide hotel and restaurant chain. Marriotts also own WPGC-AM-FM Morningside, Md. (Washington); KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz.; KFMK-FM Houston and WZGC (AM) Atlanta. Filed Oct. 8.

■ **WKSJ (FM) Eldorado, Ill.** (102.3 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Eldorado Broadcasting Corp. from Robert D. Unsell and others (100% before, none after) to Ted L. Hite and Robert C. Winchester (none before, 100% after). Consideration: \$139,000. Principals: Transferors: Walter R. Unsell (49.76%), John T. Brown (24.18%), his brother, Philip E. Brown (24.16%) and Walter's son, Robert D. (2%), who have no other broadcast interests. Transferees: Hite is news director at WKSJ. Winchester is Illinois State representative. They have no other broadcast interests. Filed Oct. 6.

■ **KKQQ (FM) Clovis, N.M.** (99.1 mhz, 100 kw, ant. 300 ft.)—Seeks assignment of license from Frequently Modulated Radio Corp. to Zia Broadcasting Co. for \$182,000. Seller: Darwin Galloway, Roger Metzler Jr. (27.5% each) and Chuck Wolfe, Leroy Wolfe (22.5% each). Chuck Wolfe is also applicant for new FM at Farwell, Tex. Buyer: subsidiary of Allsup's Convenience Stores, Inc., which is owned by Lonnie D. Allsup (95%) and wife, Barbara J. (5%). They are Clovis-based owners of approximately 200 convenience stores and also own KCLV (FM) Clovis; KACT-AM-FM Andrews and KQTY (AM) Borger, both Texas. Filed Sept. 30.

■ **KWON-AM-FM Bartlesville, Okla.** (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 100.1 mhz, 3 k2, ant. 300 ft.)—Seeks assignment of license from KWON Radio Inc. to KWON Broadcasting Inc. for \$1,300,000. Seller: Principally owned by Hugh B. Garnett and family who also own KWHN-AM-FM Altus, Okla. Buyer: Richard J. Moran (100%), who is Houston, Tex., oil and gas exploration company executive and owns KNIN-AM-FM Wichita Falls, Tex. Filed Oct. 13.

■ **KWRO-AM-FM Coquille, Ore.** (AM: 630 khz, 5 kw-D; FM: 102.3 mhz, 3 kw, ant. 880 ft.)—Seeks assignment of license from KWRO Broadcasting Corp. to Southwest Broadcasters Inc. for \$500,000. Seller: Marvin K. Frandsen (70%), W.R. Twining and Jack S. Paige (15% each). They own KBLQ-AM-FM Logan, Utah; KBLI-AM-FM Blackfoot, KSKI (AM) Hailey and KSHI (FM) Sun Valley, all Idaho. Buyer: Kachemak Broadcasters Inc. (66.77%) and Gregory Furin (33.33%). Kachemak Broadcasters is owned by Howard S. Trickey Jr. and Greg Clapper (50% each). Clapper is manager at KVOK (AM) Kodiak, Alaska. Trickey is Anchorage, Alaska attorney. Furin is Kodiak dentist. They have no other broadcast interests. Filed Oct. 9.

■ ***KTVR (TV) La Grande; KVDO (TV) Salem; KOAC-AM-TV Corvallis and KOAP-AM-TV Portland, all Oregon**—Seeks assignment of license from Oregon State Board of Education to Oregon Commission on Public Broadcasting (reorganization). Application seeks to transfer licensee control to newly formed state agency. No financial consideration is involved. Filed Oct. 13.

■ **KWRC (AM) Woodburn, Ore.** (940 khz, 250 w-D)—Seeks transfer of control of KWRC Inc. from Robert L. Withers, trustee (100% before; none after) to Robert L. Withers and others (none before, 100% after). Consideration: settlement. Principals:

Transferor is formerly owned by O.L. Withers, deceased. Transferees are: Robert L. Withers (47%), niece Colette S. Jeleneo (28%) and nephew David B. Stephenson (25%). Withers is president of Woodburn Lumber Company, where Stephenson is manager. Jeleneo is public affairs director at KWRC. Filed Oct. 7.

■ **WBIV (FM) Wethersfield, N.Y.** (107.7 mhz, 32 kw, ant. 470 ft.)—Seeks assignment of license from The Christian Broadcasting Network Inc. to Stereo Seven Associates for \$500,000. Seller is Virginia Beach, Va.-based group of three FM's and through subsidiary, Continental Broadcasting Network, two FM's and four TV's. M.G. Robertson is president. It also sold, subject to FCC approval, WMIV (FM) South Bristol township, N.Y. (BROADCASTING, July 6) and has been granted FCC approval to sell WOIV (FM) DeRuyter township, N.Y. (see below). Buyer: Ronald A. Chmiel and ten others. He is Hendersonville, N.C. real estate investor and holds CP for radio station at Anguilla, West Indies. Filed Oct. 8.

■ ***WSBE-TV Providence, R.I.** (ch. 36, 479 kw vis., 429 kw aur.; ant. 600 ft.)—Seeks assignment of license from Rhode Island State Board of Regents to Rhode Island Public Telecommunications Authority for reorganization. Assignee was created by the General Assembly of the state of Rhode Island to exercise authority currently exercised by the assignor with respect to educational television in the state. Warren Kraetzer is general manager. Filed Oct. 7.

■ **KAMA-AM-FM El Paso, Tex.** (AM: 1060 khz, 10 kw-D; FM: 93.1 mhz, 30 kw, ant. 1,190 ft.)—Seeks assignment of license from KAMA Radio Inc. to El Paso County Broadcasting Inc. for \$2,070,000 (BROADCASTING, Oct. 19). Seller: Jack R. McVeigh and wife, Billie M.; who have no other broadcast interests. Buyer: Subsidiary of Thrash Broadcasting Co., principally owned by James Thrash. Thrash Broadcasting owns 86% of KALL-AM-FM Lubbock, Tex. James Thrash owns 25% of WGGT (TV) [CP] Greensboro, N.C. Filed Oct. 8.

■ **KAPE (AM) San Antonio, Tex., and KTUF (FM) Terrell Hills, Tex.** (AM: 1480 khz, 500 kw-D; FM 106.3 mhz, 3 kw, ant. 143 ft.)—Seeks assignment of license from S.S.S. Broadcasting Inc. to SIT Broadcasting Corp. for \$3,000,000. Seller: Center Atkins Jr. (90%) and Jerry A. Moon Sr. (10%). Atkins owns KDLK (AM)-KLKE (FM) Del Rio, Tex. Buyer: Frank J. Sitterle (56.25%), Daniel S. Sitterle (18.75%) and Sam Sitterle (25%), brothers. Frank and Daniel Sitterle are San Antonio-based contractors and real estate developers. Sam Sitterle is program manager at KPRC (AM) Houston. They have no other broadcast interests. Filed Oct. 13.

■ **WPED (AM)-WCMZ (FM) Crozet, Va.** (AM: 810 khz, 500 w-D; FM: 102.3 mhz, 3 kw, ant. 298 ft.)—Seeks assignment of license from McClenahan Broadcasting Corp. to Elting Enterprises for \$1,000,000. Seller is owned by W. Edward McClenahan (100%) who has no other broadcast interests. Buyer: John Elting (100%), who is New York investor and owns WSER (AM) Elkton, Md. Filed Oct. 13.

■ **WFTR (AM)-WIXV (FM) Front Royal, Va.** (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw, ant. 490 ft.)—Seeks transfer of control of Harris Broadcasting Corp. from Donald B. Harris and others (100% before, none after) to Strause Communications in Virginia Inc. (none before; 100% after). Consideration: \$626,000. (BROADCASTING, Oct. 5). Seller is owned by Donald B. Harris (52%), wife, Dorothy J. (28%), and E. Richard Westlake (20%) who have no other broadcast interests. Buyer is owned by R. Peter Straus and wife, Ellen S. who own WMCA (AM) New York. Peter Straus is former director of Voice of America. Filed Oct. 5.

■ **KOMW-AM-FM Omak, Wash.** (AM: 680 khz, 5 kw-D; FM: 92.7 mhz, 3 kw, ant. 836 ft.)—Seeks transfer of control of KOMW Inc. from stockholders (100% before; none after) to Okanogan Valley Broadcasting Inc. (none before; 100% after). Consideration: \$750,000. Principals: Seller is owned by Dean Nichols, president, and 11 others who have no other broadcast interests. Buyer is owned by Charles F. King, president; Marlin R. Goebel, Michael D. Nichols, Donald M. Williams (20% each), Jack S. Bivori and Kenneth M. Doerfler (10% each). King is president and 40% owner of KNPT-AM-FM Newport, Ore. Goebel is Newport, Ore., accountant. Nichols is assistant manager of KNMW and son of Dean Nichols. Williams is manager for Newport forest products company. Burri is Newport school administrator. Doerfler is Newport insurance executive and 7% owner of KNPT. Filed Oct. 9.

Actions

■ **KTKN(AM)** Ketchikan, Alaska (930 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Midnight Sun Broadcasters Inc. to Gateway Broadcasting Co. for \$350,000. Seller has also sold KINY(AM) Juneau, Alaska (BROADCASTING, Oct. 12), and subject to FCC approval, KINY-TV Juneau, Alaska (see above). Buyer is subsidiary of Media Inc., owned by E. Roy Paschal (74.3%), Steven L. Rhyner (12.2%) and six others. They own 100% of KIFW(AM)-KIFW(TV) Sitka; 90% of KJNO(AM) Juneau, all Alaska; and 53% of cable company serving Juneau. They also own 100% of permittee for unbuilt KETH(AM) Ketchikan which they will relinquish. Action Oct. 7.

■ **KBTA(AM)** Batesville, Ark. (340 khz, 1 kw-D, 250 w-N)—Granted transfer of control of White River Valley Broadcasters from Thomas G. Vinson and Nan Tucker (100% before; none after) to Thomas A. Vinson and others (none before; 100% after) consideration: \$97,500 and \$208,000 for guarantee of debt. Principals: Seller is owned by Thomas G. Vinson and Nan Tucker, who are relinquishing their interest in station. Buyer is owned by Thomas A. Vinson and wife, Diane (50% jointly) and Joseph M. Biard and wife, Nancy J. (50% jointly). Thomas Vinson has been president and 40% owner of KBTA. Diane Vinson has been in charge of billing for station. Joseph Biard is salesman at KBTA, Nancy Biard is housewife. They are permittee of new FM on 93.1 mhz at Batesville. Action Oct. 7.

■ **WDRI(FM)** Drew, Miss. (95.5 mhz, 3 kw, ant. 295 ft.)—Granted assignment of license from Triangle Broadcasting Inc. to Galtelli Broadcasting Inc. for \$150,000. Seller: Group of 12 stockholders. George Wofford is president and 22.2% owner. None have other broadcast interests. Buyer: Paul L. Galtelli (51%) and wife, Patricia B. (49%). Paul is station manager at WROX(AM) Clarksdale, Miss., where Patricia is office manager. They have no other broadcast interests. Action Oct. 6.

■ **WOIV(FM)** DeRuyter Township, N.Y. (105.1 mhz, 42 kw, ant. 540 ft.)—Granted assignment of license from the Christian Broadcasting Network Inc. to Forum FM Broadcasting of New York Inc. for \$242,500. Seller: Virginia Beach, Va.-based group of three FM's and through its subsidiary, Continental Broadcasting Network, one FM and four TV's. M.G. Robertson is president. It sold, subject to FCC approval, WMIV(FM) South Bristol Township (BROADCASTING, July 6) and sold subject to FCC approval, WBIV(FM) Wethersfield, N.Y. (see above). Buyer: Simon Rosen and Lind C. Voth (50% each). They are stockholder, officers and directors of WTIS(AM) Tampa, Fla.; KITA(AM) Little Rock, Ark.; WYRD(AM) East Syracuse, N.Y.; and WITA(AM) Knoxville, Tenn. Voth and Rosen have also bought 49% of WPRZ(AM) Evanston, Ill. (BROADCASTING, Oct. 5). Action Oct. 6.

■ **KVIN(AM)** Vinita, Okla. (1470 khz, 500 w-D)—Granted transfer of control of PBL Broadcasting Co. from Jackie D. Lee and Wayne Boyd (100% before; none after) to Charles D. Cresap and wife, Gail (none before; 100% after); consideration: \$165,000. Principals: Seller is owned two-thirds by Lee and one-third by Boyd. Buyer is Charles D. Cresap (66.6%) and wife,

Gail (33.3%). They are Bartlesville, Okla., beverage distributors and have no other broadcast interests. Action Oct. 5.

■ **WURD(FM)** Georgetown, Ohio (97.7 mhz, 1.6 kw, ant. 390 ft.)—Granted assignment of license from Brown Country Radio Inc. to Jaco Broadcasting Group Inc. for \$480,000. Seller is principally owned by Jerry E. Kiefer, who bought, subject to FCC approval, WELE(AM) South Daytona Beach, Fla. (BROADCASTING, May 18). Buyer is principally owned by Terry Jacobs. Jacobs owns WTSJ(AM) Cincinnati; WVOH(AM) Toledo, Ohio, and WTOW(AM) Towson, Md. Action Oct. 7.

■ **KMED(AM)** Medford, Ore. (1440 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Northstar Broadcasting Inc. to KMED Radio for \$295,000. Seller: Martin W. and Gary L. Hawke, brothers (25.5% each) and William D. and James Friden, brothers (24.5% each). Hawke brothers own KSYC(AM) Ureka, Calif. Buyer: Champion Broadcasting Inc. (40%), Robert L. Bridge (18%), Henry Friedman (10%), Alfred and Edith Adler (10% jointly), Ralph Polcar (5%) and three others. Richard G. Mattson is president and 40% owner of Champion. Bridge is Seattle jeweler. Others are Seattle businessmen and have no other broadcast interests. Action Oct. 6.

■ **WEKR(AM)** Fayetteville, Tenn. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from James Porter Clark to Elk River Broadcasters Inc. for \$250,000 plus \$75,000 for 7 1/2 year noncompete agreement. Seller has no other broadcast interests. Buyer: Flora E. Freeland (60%), James R. Lane, brother Randal Lee and Flora's brother-in-law, Noel Randolph (10% each). Flora Freeland owns 45% and James Lane owns 5% of WKAX(AM) Russellville, Ala. James Lane also owns 10% of WFWL(AM) Camden, Tenn. Randal Lane is program director at KBEQ(FM) Kansas City, Mo. Noel is commission agent for Winston-Salem, N.C., trucking company. Action Oct. 2.

■ **KOPY(AM)-KXMS(FM)** Alice, Tex. (AM: 1070 khz, 1 kw-U; FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of MS Broadcasting Inc. from Don A. Magee (100% before; none after) to Earle Fletcher and others (none before; 100% after). Consideration: \$80,473. Principals: Seller owns 89% of stock and has no other broadcast interests. Buyers are group of six stockholders. Earle Fletcher is president and 55% owner. He owns 89.96% of KCLE(AM) Cleburne, Tex. Action Oct. 2.

■ **KGKL(AM)-KSJT(FM)** San Angelo, Tex. (AM: 960 khz, 5 kw-D, 1 kw-N; FM: 97.5 mhz, 34 kw, ant. 100 ft.)—Granted transfer of control of Concho Valley Broadcasting Co. from Estate of Leroy J. Gloger (100% before; none after) to Reba K. Gloger, and family (none before; 100% after) consideration: settlement. Principals: Applications seeks transfer to implement passage of title in stock and administration of estate. Reba G. Gloger (49.95%), and children Susan Moncrief, Peter L. Gloger, Kelley C. Gloger, Jacquelyne Salley, Sandra Llewellyn and Paulette Gloger (8.33% each). Action Oct. 5.

■ **KRWT(AM)[CP]** Winters, Tex. (1060 khz, 1 kw-D)—Granted assignment of license from Winters Radio Inc. to Soho Broadcasting for \$28,000. Seller: Tom E. Spellman (51%), P.D. Johnson and Larry L.

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Summary of broadcasting

FCC tabulations as of September 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,624	3		4,628	124	4,752
Commercial FM	3,340	2		3,343	179	3,522
Educational FM	115	0		115	61	177
Total Radio	9,079	5	3	9,087	364	9,451
Commercial TV						
VHF	521			522	6	528
UHF	244	0	0	244	12	256
Educational TV						
VHF	03	1	3	07	6	13
UHF	56	2	4	62	17	79
Total TV	824	4	7	835	25	860
FM Translators	401	0		401	24	425
TV Translators						
UHF	2,655	0	0	2,655	82	2,737
VHF	470	0		470	428	898

*Special temporary authorization

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Henderson (19.5%) and Balva Dee Prescott (10%). Spellman owns 25% of KAGC(AM) Bryan, Tex., and 13% of applicant for new FM at Bryan; 25% of KSKS(AM) Conroe, Tex., and one-third of new AM for Plano, Tex. Henderson owns 100% of KTXO(AM) Sherman, Tex. Buyer: Benita S. Soho (51%) and husband, Stanley (49%), who bought, KBWA(AM) Williams, Ariz. (BROADCASTING, March 2) and own KDAN(AM) South St. Paul, Minn. (BROADCASTING, Sept. 21). Action Oct. 5.

■ KBRO(AM)-KWWA(FM) Bremerton, Wash. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 106.9 mhz, 30 kw, ant. 86 ft.)—Granted assignment of license from Lillian S. Bartley as executrix to Lillian S. Bartley in own name for settlement. Application seeks to settle estate of late husband's will and assign license to Lillian Bartley in her own name. Action Oct. 5.

■ WVVW(AM) Grafton, W. Va. (1260 khz, 500 kw-D)—Granted transfer of control of WVVW Inc. from present stockholders (100% before; none after) to John R. Callahan (none before; 100% after). Consideration \$150,000. Principals: Sellers are Jean Bolyard, estate of Patrick W. Larkin (35% each); Mary D. and George P. Beacon (10% each); and four others. Buyer is general manager of WJTT(AM) Jellico, Tenn., and has no other broadcast interests. Action Oct. 6.

In Contest

Designated for hearing

■ Orange Park, Fla. **new TV** (ch. 25)—Clay Television Inc., Christian Communications of Clay Inc., and Orange Park Florida T.V. Inc.: to determine if Clay and Christian are financially qualified; whether Clay has complied with Section 73.613 or Rules with respect to location of main studio, and if not, whether circumstances exist which justify approval of location proposed; whether there is possibility that tower height and locations proposed by Christian and Orange Park

would constitute hazard to air navigation; and whether potential interference from Orange Park's short-spaced transmitter site would be insignificant and, if so, whether waiver of Section 73.610 of rules is warranted. (BC Doc. 81-690-692). Action Sept. 29.

■ Manchester-Derry, N.H. **new TV** (ch. 5)—Channel 50 Inc., Golden Triangle Broadcasting Corp. and CTV of Derry Inc.: to determine if Channel 50 is financially qualified; whether there is reasonable possibility that tower height and location proposed by Golden Triangle would constitute hazard to air navigation; which of proposals would best provide fair, efficient and equitable distribution of radio services; which of proposals, comparatively, would best serve public interest; and which to grant. (BC Doc. 81-693-695). Action Sept. 29.

■ Nashville, Tenn. **new TV** (ch. 30)—Carolina Christian Broadcasting Inc.; American Television and Communications Corp.; T.S.T.V. Inc.; Domedia of Tennessee Inc.; Choice of Tennessee Inc.; Consolidated Broadcasting Corp.; Golden West Broadcasters; Music City Thirty Inc.; Nash Broadcasting Inc.; Page Broadcasting Corp.; Satellite Broadcasting Systems Inc.; Tillis Nashville Television Inc.; and Television Corporation of Tennessee: to determine whether Carolina, American Domedia, Choice, Consolidated, Golden, Music, Page and Satellite are financially qualified; whether Carolina has complied with requirements specified in Section 73.2080 of Rules and whether required EEO program adequately meets guidelines delineated in that rule and in FCC Form 301, Section VI; with respect to American, facts and circumstances concerning suit filed by United States against Eastex Packaging Inc. (1976), and its effect upon applicant's basic or comparative qualifications; which of proposals, comparatively, would best serve public interest; and which of applications should be granted (BC Doc. 81-677689). Action Sept. 29.

Procedural rulings

■ Covington, Ind. **FM proceeding** (Doxa Inc., and Covington Area Broadcasters Inc.) ALJ Joseph Chackin granted joint request and approved agreement, authorized reimbursement to Doxa for \$12,142.74, dismissed Doxa's application with prejudice, granted Covington's application and terminated pro-

ceeding (BC Doc. 81-268-269). Action Oct. 1.

■ Pittston, Pa. **FM proceeding** (CLW Communications Group of Pennsylvania Inc. and Morgan Communications Inc.) ALJ Joseph Chackin denied motion by CLW to enlarge issues, granted petition by Morgan for leave to amend, granted motion by Morgan and resolved in its favor air hazard issue designated against it, granted joint motion by applicants and approved agreement, authorized reimbursement of \$7500 to CLW, dismissed CLW's application with prejudice, granted Morgan's application and terminated proceeding. (BC Doc. 81-398-399). Action Oct. 5.

■ *Lebanon, Tenn. **FM renewal proceeding** Cumberland College of Tennessee (WFMQ(FM) and Vanderbilt Student Communications Inc., WRVI(FM))—ALJ Lenore G. Ehrig by two separate actions, granted petition by Vanderbilt and enlarged issues to determine whether Cumberland modified facilities of WFMQ(FM) without authority from FCC, and in light of evidence adduced, effect on its basic and comparative qualifications; set procedural schedule and continued without date hearing set for Oct. 21 in light of possible settlement agreement. (BC Doc. 81-418-420). Action Oct. 5.

Other

■ Total of 10,841 complaints from public was received by Broadcast Bureau in August 1981, decrease of 2,368 from July. Other comments and inquiries for August totaled 744, decrease of 86 from previous month. Bureau sent 1,064 letters in response to these comments, inquiries and complaints. Ann. Oct. 15.

Call Letters

Applications

Call	Sought by
New AM	
WOZO	Broadcast Facilities Co., Penn Yan, N.Y.
New FM's	
WCIC	Illinois Bible Institute Inc., Pekin, Ill.
KKKA	Watsonwan County Broadcasting Co., St. James, Minn.
WKMY	Fincastle Communications Inc., Princeton, W. Va.
New TV's	
KSPR	Springfield Family Television Inc., Springfield, Mo.
KWBA	Satellite Television Service Inc., Pembina, N.D.
WSWB	SWH Associates, Scranton, Pa.
KJAA	Troy Raymond Moran, Lubbock, Tex.
WSCO	Northeastern Wisconsin Christian Television Inc., Suring, Wis.
Existing FM's	
KUOL	KSRK Mena, Ark.
KSNN	KLBS-FM Los Banos, Calif.
WRLX	WMAR-FM Baltimore
KNNS	KXGR Grand Rapids, Minn.
WIOA	WIMA-FM Lima, Ohio
KYYK	KHIM Palestine, Tex.

Grants

Call	Assigned to
New FM	
KEWB	Jancur Inc., Anderson, Calif.
Existing AM's	
WMOE	WNFR Alpharetta, Ga.
WSIV	WYRD East Syracuse, N.Y.
WOYK	WZIX York, Pennsylvania
WLPM	WFOG Suffolk, Va.
KYXS	KORC Mineral Wells, Tex.
Existing FM's	
KKBZ-FM	KAAP-FM Paula, Calif.
WMBJ-FM	WMBL-FM Morehead, N.C.
WLSP-FM	WCDL-FM Carbondale, Pa.
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RADIO

HELP WANTED MANAGEMENT

Excellent Sales Manager with longevity in prior jobs documented with proven success sought for top shelf No. 1 FM rock station. Must carry heavy list and understand bottom line. This is a permanent opportunity that will pay the price for a true professional. All candidates will be thoroughly checked. Number one salesperson that is now highest biller at their station okay. Compensation package proves we want a winner. Letter and resume Box K-118.

General Manager with strong sales and collection background, for the dominant AM station in central New York. Bachelors degree and good sales track record required. Complete knowledge of co-op, agency and direct sales and heavy collections emphasis a must. Chance to grow with rapidly rising national communications firm. Send resume and salary history to Box K-108. Equal Opportunity/Affirmative Action Employer.

Sales oriented General Manager needed to direct medium market, Oklahoma AM-FM. Great staff and great product needs proven GM to motivate and lead. Must be knowledgeable in sales, production & programming with good references. Send complete resume to Bob Brewer, PO. Box 756, Okmulgee, Oklahoma, 74447, phone 918-756-1800.

Sales Manager (who wants to be General Manager). Midwest. Small/medium market. Big signals. Group. You must be highly motivated. E.O.E. M/F. Resume to Box K-161.

Sales Manager for Mid-Atlantic FM under new GM. Beautiful small market location. New format and strong promotional support provided. Wide-open situation with outstanding earnings potential. Ideal for aggressive sales manager or top-billing account executive. A fantastic opportunity. Resume and references to Box K-159.

Sales Manager Wanted for medium-market station, excellent opportunity for individual to lead/direct sales staff, package promotions, work directly with all dept. heads. Active list available. Salary + Comm. + Override. 201-965-1530. Larry Conti.

Experienced Sales Manager wanted for Northeast college town area. Right job for person capable of building sales and able to handle all aspects of sales: production, promotions, rates, strategy and organizational know-how. Expertise required in local, regional, and national sales. Box K-177.

Smart working sales manager needed immediately to take charge and get station to billing potential. Challenging and rewarding small market Iowa AM and FM. Box K-204.

Station Manager with proven sales and administrative ability for the No. 1 country station in Lexington, Kentucky. Base salary plus bonus. Stock option available after meeting performance goals. Base salary commensurate with experience. Box K-232.

Station Manager with strong sales background for Massachusetts AM/FM mid-market stations. Good compensation, benefits and potential for growth. Send resume and salary requirements to E.H. Close, Box 466, Keene, NH 03431.

Manager and staff for new station. Resume, references, and tapes to WFLE, Box 62, Flemingsburg, Ky. 41041.

Manager needed for new station. Must be willing to sell and capable of handling small staff. Good opportunity to grow. Salary and Commission. Resume to James Childress, PO. Box 910, Saltville, VA 24370. EOE.

Toledo AOR needs ambitious, innovative young sales manager. Experience preferred. Resumes to Bill Neiderman, WXEZ, 2965 Pickle Rd., Oregon, OH 43616, or call (419) 255-1470.

General Manager with experience, KAZI-FM Minority-Oriented Community Station, Austin, Texas. Responsibilities include bringing station to on-air status, administrative and operational management. Salary up to \$25,000 depending upon experience and background. Minorities encouraged to apply. Equal Opportunity Employer. Resume and References: PO. Box 12504, Austin, Texas 78711.

HELP WANTED SALES

We are expanding. 5 kw AM and 50 kw FM Ohio station is in need of a quality salesperson to add to our current sales staff. If you're experienced in radio sales and interested in a growth opportunity, act now. Send letter outlining earnings expectations and resume, with references to Box K-163 E.O.E. M/F

Immediate openings. Seeking aggressive experienced and inexperienced salespeople. Great potential for pro and novice. Pro could earn \$20K first year. Box K-187.

Immediate opening for sales/sport announcer. Person will carry account list and do play by play announcing for local sports programming. Could earn \$15K first year. K-188.

One of the best AM facilities in Portland, Oregon looking for salesperson interested in marketing approach to radio sales—experience necessary. Box K-194.

Sales-Announcing—Emphasis on Sales. South Central Kentucky Adult Contemporary Station. Opportunity for growth. Send resume, references to Box K-220.

Opening for experienced Pro, Western PA, AM/FM; college town, single-station market. Salary, commission and benefits. Golden opportunity for aggressive, highly-motivated person. Send resume and income requirements to Box K-228. E.O.E.

Want to make big bucks? A sales position is open at one of the top small market stations in the country at a midwest location. ... Call Dorothy 402-228-3704.

Central Florida's No. 1 contemporary FM, WDOQ, seeks experienced sales manager. 1st year potential \$30,000 plus. Only super sales flyers need apply. Send resume and letter to Jack Alix, VP/GM, PO. Box Q102, Daytona, Beach, Florida 32015. No. calls please.

Sales-Street Fighter—Not just a catch word in the broadcasting biz. We're looking. If you are, and if you are looking for a station to prove that you are, in a bigger market, get in touch now. This is an exceptional opportunity for an energetic sales person in a top 30 market with a growing company, at the "home office" FM AOR station. Good base, excellent incentive, benefits. Sell us. Send resume to 2692 Staley Road, Grand Island, New York 14072. We are an EEO Employer.

HELP WANTED ANNOUNCERS

Experienced morning personality wanted for top-rated station in southeast market. E.O.E./M/F. Send resume to Box K-169.

Heart of the Sunbelt. Beautiful music station needs good voice with ability to sell a commercial. Producing quality commercials ranks first in importance. Send tape and resume to Manager, WLIN, Box 12247, Jackson, Miss. 39211.

Sports announcer and board shift person desired. Person must have previous play by play background. Send tapes, resume and references to KTNM/KQAY, Tucumcari, New Mexico 88401.

If You're Fond of Sand Dunes. ... why not come to Cape Cod, Mass. for your next position. An afternoon drive slot is now open at the Cape's No. 1 Adult Contemporary station. Vacation and medical standard equipment. If you have experience, and like talking TO people, send resume and tape to: Keith G. Corey, WCIB-FM, Spring Bars Road, Falmouth, Mass. 02540.

Versatile? Solid small market Ohio station needs combo jock-news person. Some experience. E.O.E. Box K-218.

New Morningstar? Strong on sales and promotion ideas? Join adult contemporary FM boomer on Cape Cod. Send tape and resume to Al Makkay, PO. Box 1170, Orleans, MA 02653.

50,000 Watt FM, CHR seeks qualified PM. Drive air personality. Good production necessary. No beginners. No. 1 in market. Tape and resume to: WKHI, Post Office Box 758, Ocean City, Maryland 21842. No phone calls. E.O.E.

Experienced DJ with good production. Good salary. Send tape to KSOX, 345 South Seventh Street, Raymondville, Texas 78580. E.O.E.

WGMS AM/FM has an immediate opening for a part-time classical music announcer. Position requires a strong background in classical music and foreign languages. Previous on-air experience and knowledge of basic radio skills necessary. Contact Paul Teare, PD, 301-468-1800 x 208. EEO.

Mid Florida A/C fulltime station looking for experienced personality. Women and minorities are encouraged to apply. Call "Chuck" 904 629-8008 or send tape and resume to WTMC, PO. Box 897, Ocala, Florida 32678. An Equal Opportunity Employer.

Announcer-Salesperson. Board shift plus some sales calls. Sales training available. Small market country music—rock oldies station south of Washington. WMJS, Prince Frederick, MD. 20678-0547.

HELP WANTED TECHNICAL

Chief Engineer for Class 4 AM and Class C automated FM. Digital background and automation experience preferred. Top company offering fringe benefits. Write Bob Ordonez, Manager, KCBN/KRNO, PO. Box 10630, Reno, Nevada 89510 or call 702-826-1355. E.O.E.

State Of The Art Ability required to maintain newly built FM. Seeking engineer who demands the best signal in town from his equipment and gets it. This young growing AOR broadcasting group has plenty of opportunity for the engineer who can follow through quickly on all projects. Reply to: Box K-146.

Chief Engineer wanted for top rated FM, suburban N.Y.C. station. Only a pro (5 yrs exp.) need apply. No head cases, must be able to communicate with top flite staff and be a "can-do" person. Excellent new equipment and opportunity for the right 1st class operator. Send resume, references and salary requirements to Box K-143, E.O.E.

Chief engineer Class IV AM in Rio Grande valley of Texas. Send resume to Chris Clinton, KSOX, 345 South 7th Street, Raymondville, TX 78580. EOE.

Engineer Wanted—Major market—East Coast—Write Box K-165.

Chief Engineer/Announcer for medium market coastal Carolina. AM/FM combo. Excellent opportunity to grow with new group. Box K-150.

Maintenance engineer. First/General License. 2 years troubleshooting/construction experience. Help build studios. Permanent position will full benefits. J. Baker WBBF/WMJQ 850 Midtown Tower, Rochester, N.Y. 14604 716-232-7550.

Want A Change? Upstate N.Y. Independent TV looking for engineer for maintenance department. If interested, contact: Chief Engineer, WUHF-TV, 360 East Ave, Rochester, N.Y. 14604. EOE.

AM/FM combination in S.E. Wisconsin needs Chief Engineer. AM is 500w, non directional daytime only FM is 50 KW Top 40, with new studios. Salary commensurate with experience. For additional details contact Jack Fischler at 513 874-5000, or send resume to 8686 Michael Lane, Fairfield, Ohio 45014, attention Mr. Fischler. E.O.E.

HELP WANTED TECHNICAL CONTINUED

1st Class Licensed & experienced engineer. State of The Art Digital-Computer Controlled AM and FM seeking engineer who demands the best sound and signal in our market, and gets it. Our stations are located near Tulsa, Oklahoma. Send resume to W. Irvin Newhart, P.O. Box 66, Pryor, Oklahoma 74361.

Long Island's largest radio facility needs hard-working chief engineer. Career opportunity. Perfect for energetic engineer, experienced in FM, automation, high powered directional AM, and studio construction. State-of-the-art engineers with good communication, technical, and administrative skills should send resumes, salary requirements, to WGSM/WCTO, Box 74, Long Island, New York 11747.

Chief engineer, full time, wanted by Central Florida's No. 1 contemporary FM. Good salary, benefits, sunshine! Call Jack Alix, GM, at 904 225-1456. WDOQ, Daytona Beach.

Chief Engineer—WAMO AM/FM Pittsburgh. Call Bob Steel collect 412-281-6747 or mail resume to 1811 Boulevard of the Allies, Pittsburgh, PA 15219.

Engineering Supervisor WFUM-TV has an opening on its technical staff. Duties include supervising a small group of technicians; maintaining TV equipment; and training others in good engineering practices. Competitive salary, excellent benefits. The University of Michigan is a non-discriminatory/Affirmative Action Employer. Send resume to: WFUM-TV, The University of Michigan-Flint, Flint, Michigan 48503, Attn: Guy Beverlin, Chief Engineer.

Springfield, IL. group owned AM directional needs chief engineer with solid background in FCC rules & AM directional operations & theories. General Radio telephone license or Senior SBE certification required. FM & automation experience helpful but not necessary. Resume with Salary requirements to: Chris J. Cain, Engineering Director, Midwest Family Stations, P.O. Box 2058, Madison, WI. 53701. EOE.

North Jersey's Premier radio stations, WMTR-AM in Morristown N.J. and WDHA-FM in Dover, New Jersey, are searching for a Chief Engineer. WMTR is a 5000 watt daytime directional with 500 watt pre-sunrise. We have just installed a new transmitter and two new consoles. WDHA is a class A stereo, with a new transmitter tower and antenna. Upcoming projects will include two new consoles for the FM and nighttime for the AM. Both stations are located in beautiful Morris County northern New Jersey, an excellent place to live and work. You will have a full time assistant. This job is not for a beginner. We need a good engineer, who is familiar with all aspects of broadcast engineering, and we will pay a good salary for a good person. Please respond to Alan Parnau, Chief Engineer, WMTR Radio, Horsehill Road, Cedar Knolls N.J. 07927, or call 201-538-1250. Drexel Hill Associates is an Equal Opportunity Employer.

KIMN-KYGO, Denver, has an opening for a full-time engineer. Minimum five years experience in studio, transmitter and operational requirements. Contact Chuck Waltman, Chief Engineer KIMN/KYGO, 5350 W. 20th Avenue, Denver, CO 80214, 303-234-9500.

HELP WANTED NEWS

Experienced and resourceful news reporter, preferably from the western states, but others will be considered. You will join an honest-to-goodness Award Winning news department. Send tape and resume to News Director, KGAK/KQNM, 401 E. Coal Avenue, Gallup, N.M. 87301. An EOE employer.

Future Opening for a professional, dedicated radio news person in a medium market. Must be strong in on-air talent and writing skills. Minimum of 2 years experience. Full benefits. Salary negotiable. Send resume to Box K-155.

Birmingham's Top Rated Radio station seeks experienced news anchor with good writing skills. Minimum of two (2) years full-time news experience required. Forward tape and resume to Ley Garnett, WZZK, 530 Beacon Parkway West, Birmingham, Alabama 35209. No phone calls please. E.O.E.

Virginia Station with top local news reputation seeks news director candidate with top credentials. This is a real radio journalism position, not rip and read. Talent and drive count as much as experience. Box K-152.

News Director. Must be strong in local news gathering, production, and delivery. Good opportunity for hard working professional. Experienced only. Station Manager, WCVA, Culpeper, VA 703-825-3900. No collect calls. EOE.

Morning Newsman... Good writer, good voice. Want a mature, experienced newsmen to present news in style. Send tape and resume to: Dean Sherwood, WLVE-FM, Box 3336, Madison, Wisconsin 53704.

Progressive 100,000 Watt AOR looking for an anchor-reporter who values journalistic freedom, has experience, savvy, etc. Females encouraged. Great Lakes, Great Station. Letter, resume to Box K-184.

Meteorologist and sales—AM/FM in beautiful part of Minnesota with radar is looking for a Meteorologist who can perform on air and wants to sell. Great opportunity for someone wanting to get into broadcasting. EOE. Box K-225.

News Director to work with professional staff committed to local news. Active news atmosphere. Good salary, excellent benefits, stability, attractive area. Tape, resume. Stan Banyon, PD., WHFB, PO Box 608, Benton Harbor, Michigan 49022. EOE

News and Public Affairs Director for Public Radio Station. 2 years college & broadcast journalism experience. Send tape and resume to: WRVO, Oswego, New York, 13126.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director wanted for northern Ohio 5 kw Adult Contemporary AM Station. Must have programming experience with music and production ability. Send resume, tape and letter outlining earning expectations to Christopher M. Johnson, Station Manager, WFUN, 3226 Jefferson Road, Ashtabula, Ohio 44004. E.O.E. M/F.

Writer to interview Radio executives, advertisers for trade association. Broadcast sales experience helpful. \$15,000-\$17,000 Box K-221.

Program Director—Morning DJ for Texas Country station. Salary \$15,000.00 EOE. Reply to Box K-229.

On Air P.D. for northeast Pennsylvania personality-information group operated station. Excellent opportunity to grow. Tape and resume to: Bob Woody, WBQW, 1520 N. Keyser Avenue, Scranton, PA 18504. E.O.E.

Copywriter Needed for Top rated FM station, Rockford, Illinois market. Seeking experienced, creative, individual with excellent writing skills. Send writing samples, resume to general manager, WRWC, P.O. Box 345, Rockton, Illinois 61072.

SITUATIONS WANTED MANAGEMENT

General Manager who delivers exactly what's expected of him looking for better opportunity! Non Floater with 18 years industry experience. Outstanding track record! As proficient in programming as in sales! Box J-88.

Presently Employed, Sales, profit-oriented GM, former partner, 10 years experience, two applications and 8 renewals. Incredible track record, available to relocate. Northern climate preferred. Box K-122.

Small/medium market GM wants move to stable situation in Deep South. Young, successful. Nearly 20 years announcing, programming, sales, operations, management, Reply Box K-185.

Husband-Wife Team to take over operation of small market station. Affordable, knowledgeable and high community profile. Experience in sales and organization, announcing, programming, promotions, creative production, traffic, bookkeeping, accounting, billing, news, automation, remotes and more. Your station can be a money maker with this team, have quality programming and a positive image in the community. If you are not a hands-off owner with complete confidence in your judgment to select a manager, do not reply. K-210.

Seeking Working partners in Colorado radio station! Let's own one!! Box K-174.

Attn—Small Market owners. I'm a young, aggressive, capable sales-oriented manager ready to make move to G.M. Get a Bargain. Reply Box K-178.

VP and GM, compatibly employed, seeking GM position smaller market. Successful management over 10 years. Familiar all phases. Sales, promotion, people oriented. Cost-Conscious professional broadcast administrator. Community active. Best references, credentials. Box K-201.

Manager, 20 year pro in sales, programming and P&L 502-826-4079 or Box K-203.

General Manager. Expertise turnaround, sales, programming. Black formats currently employed. Bottom line oriented excellent references, let's talk. Box K-215.

General Manager. Available 1/1/82. 28 years experience; all phases broadcasting, including GM of radio and TV station 11 years. Seeks East Coast location, Carolinas to Maine. Station or cable system. Box K-227.

Station sold, experienced General Manager, strong on sales. Available immediately. Prefer Mid-West or Texas. 816-431-2529 after 8:00 PM."

Station sold, experienced Sales Manager, available now. Prefer Mid-West. 816-431-2529 evenings.

Experienced Midwest Small market salesman eager for sales manager's or manager's position. Call 402-721-8300.

22 year radio Veteran. Have programmed for ABC in Chicago and San Francisco, CBS in San Francisco, KHJ, Los Angeles plus several others seeking opportunity to become General Manager of aggressive and growing company. Call Ron 415-921-5243.

SITUATIONS WANTED SALES

Have B.A. in Communications, Broadcasting School training, professional sales experience, and announcing ability. Can we work toward success? Don Williams, 1125 Rivara Circle, Sacramento, California 95825. 916-488-0729.

Successful, honest workaholic sales manager seeks 7-figure quotas. Box K-173.

MBA-Marketing with "on-air" experience wants to sell for you! Make your station the beneficiary of this hard-working first-timer in sales who has just completed his graduate studies and is anxious to put it to work for you! Contact me and let me sell you! Contact Ray Siri at 415-334-3852 or 415-333-6498.

SITUATIONS WANTED ANNOUNCERS

Experienced Female needs a job. Call Randi at 212-379-7746 anytime and let's talk!

Versatile personality with major market experience looking to move on. Good production skills. Box K-95.

Experienced announcer, college grad, seeks announcer and/or production position. Available now. Prefer East Coast location. Cory Nightengale, 3713 Alabama Ave. S.E., Wash. D.C. 20020. 202-584-8029.

Experienced Sportscaster looking for position, in the areas of PBP in all sports & sportscasting w/expert commentaries included. Have experience in interview work, & I am willing to relocate immediately. If interested, please call Joe at 312-442-6600 between 9:00 AM-3:20 PM, or at 312-652-2452 after 3:00 PM.

Polished Trained Broadcaster, slight hint Caribbean accent, good voice, excellent speech. Emmerson Sealy, 2223 Cortelyou Road, No. 2C, Brooklyn, New York. 11226.

You read this column every week searching for real talent, stop rading—start calling. Four year pro, available now! 518-725-9384.

Back in New York After 1½ years in Colorado Radio. if you're in the market for a first phone performer with a resonate crowd pleasing quality that's easy to live with and good production skills contact Martin Korofsky 8602-208th Street Hollis, New York 11427. (212) 464-2178 northeast preferred. Will consider all. Try me, you'll like me.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Indiana announcer looking for home further east. Good pipes, tight board. Chris Robbins 317-849-7276 or 317-862-4075 for T and R.

Mature, Experienced Announcer desires stable position in A/C, A.O.R. hard working, dependable Box K-175.

I'm Radio-Active ... Experienced Announcer, versatile, hard worker. Desires full time air shift. Your format. Box K-172.

Heavy Experience ... adult delivery. Presently employed. All inquiries will be considered. Box K-176.

Mature Voice for M.O.R. station. No prima donna. Can start immediately. Resume available. Box K-200.

Midwest Jock with 4 years experience looking to settle down at a competitive, medium market AC or top 40 outlet. My T&R is ready to go. Send replies to Box K-226.

BA/MBA with experience seeks re-entry into radio after extensive graduate studies. Sports and PBP a specialty, but most of all I'm willing to work. Willing to go anywhere, but prefer West Coast. Give me a call, and make me an offer! Contact Ray Siri at 415-334-3852 or 415-333-6498.

Talk Host: Outstanding Interviewer. Great open phones and generating listener response. 14 years radio pro. Entertaining, controversial, firendly, and informed. Available immediately for major/medium market. Prefer Northeast or West Coast. Outstanding tape and resume. Call 616-957-2448.

Want the style with a smile? Ya got it. I'm an experienced and intelligent disc-jockey now available for work. Friendly and conversational delivery. I also do exceptional news and production. Willing to relocate. Just call Kris at: 215-488-6087. Mornings please.

You've seen the face—now hire the voice. (DJ, News, Sports PBP). The interesting style of JHF 212-371-2356.

Sportscaster with extensive pbp experience wants to move up. Small-market background. He's good! Steve 319-524-2027.

Professional Sounding. Bright, enthusiastic jock with some experience. Go anywhere. Tape and resume call Cathy Nash 414-425-6231.

Bright Beginner with extensive training and good references looking for a start in broadcasting. Confident with AOR, MOR, Top 40, Adult, Black or urban contemporary. Tape and resume available. Please call John Bundy, 312-524-0464 or 524-1362.

AOR-Rocker, musically creative. Knows that music sells best. Trained All-Around, and ready to roll. Contact Paul Joyce (312) 849-7475. Tape and resume.

Disc Jockey with excellent voice and speech seeking position, able to work all shifts. Good Production, Sales welcomed. Arthur Ostermann, 212 447-4866.

Graveyard Shifts ("I love it"). Holiday work! (terrific!) 18 hour days! ("fantastic") Modest salary ("hooray") smallest market! ("Great") Want more? Just ask! Well trained broadcaster will send tape. Phone, 212-561-4493 or 585-7813, Maurice Mercer.

Experienced, Dependable announcer, licensed, mature voice, salary open, midwest preferred, Bill 612-447-2835, after 1PM.

Listen!—you'll like it. A unique voice for the unique radio station. Good copy & production. Tape and resume available. Will relocate. Call Nigel between 4-6 p.m. 212-926-2332 or 690-1566 or write Box K-102.

SITUATIONS WANTED NEWS

Talented Sports Reporter, 6 years experience, wants solid sports position, could combine with news, aggressive local reporting, sports talk, major college PBP Ready immediately, any market, call Jim 614-436-6733.

Young, experienced newsmen seeks position in Midwest Medium Market. Box K-171.

Mature, experienced newsmen seeks change. Strong Public Affairs, Talk, Management experience. Now in N.Y. market. Box K-148.

Talented News Reporter seeks dependable news operation, aggressive local reporting, excellent delivery, writing, 6 years experience, ready immediately, any market call Jim 614-436-6733.

Sports/News/PBP Recent college grad. 6 months part-time experience with major Detroit FM as sports reporter/producer. 5 years non-commercial experience; college, high school. Will relocate. PBP tape available 313-967-4098.

Willing to work hard, write well and earn less in exchange for an honest, candid, well-managed professional news operation. Midwest. Tom 701-225-4866.

News-sportscaster: Excellent writer, two years experience field reporting in San Francisco Bay Area, some play-by-play activity. Reply: David Petersen, Box 515, Belmont, CA 94002.

News Director-Operations Manager ... Take charge professional. 20 years experience. First phone. Good on-air skills. Ability to get most from staff. Prefer Texas Major Market. Will consider all. Let's talk winners. Box K-121.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Attention, broadcast schools. I have invested nearly half of my life in this business. Now it's time to teach others what I know! Extensive experience in programming and news. I'll move, if the price is right! Box K-181.

Quality Individual Quality PBP. Intelligent, educated, experienced, dedicated, knowledgeable. Football, basketball, baseball. Box K-209.

Management Shakeup. After 13 years with WPTH Ft. Wayne, nine as PD, 1 must move. 16 yr pro looking for PD/OP/MD position at stable operation. Call Don Ray 219-483-3909 for resume.

14 years' experience medium-market PD/MD operations looking for FM operation. Well-versed in top 40/contemporary/country formats. Call Dan at 804-946-2259.

If you need a morning show that's local, humorous, highly saleable and priced right, call Program Director Bob West at KQAM Wichita, Kansas 316-838-7744.—ask him about the Charlie & Harrigan Program.

TELEVISION

HELP WANTED MANAGEMENT

General Manager sought for unconventional VHF public TV station near Denver. Salary: \$25,000 annually, plus incentive, based on station income. Resumes to: Search Committee; Box 6060; Boulder, CO 80306. Equal Opportunity Employer.

Television General Manager - Group owned network affiliate in southeast market seeking experienced broadcaster of general manager's position. Sales, budgeting and people skills essential as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Sent resume to Box K-162.

Promotion Manager—74th ADI, Midwest CBS affiliate seeking a professional individual with strong on-air print, radio, billboard, news and over-all station image promotion experience. Applicants should send confidential resume and salary requirements to Program Manager, KFVS-TV, PO. Box 100, Cape Girardeau, Missouri 63 701 EOE.

TV Station Manager—Small market owner in South is looking for a good manager to play important role in running station. Mail particulars to Box K-224. We are an Equal Opportunity Employer, M/F.

Managing Editor. Independent Television News Assoc., seeks senior TV news manager. Will supervise Wash. domestic and international coverage; incoming and outgoing feeds. Min. 10 to 15 yrs exp. Resumes only, no-calls. Hal Levenson, Executive Editor, iTNA, 1414 22nd St., N.W., Suite 104, Washington, D.C. 20037.

Business Manager for Independent station in Oklahoma City. Prefer accounting degree with at least three years broadcast or related experience. The person selected will be in complete charge of all business related functions including accounting, credit and collections, and will have full department head status reporting directly to the General Manager. Position is open immediately. Rush letter, resume and salary requirements to Ted Baze, V.P. and General Manager, KGMC-TV, PO Box 14587, Oklahoma City, OK 73113. EOE/MF.

Senior Vice-President programming public television station KOCE-TV Huntington Beach California seeks experienced program development officer with proven track record. Key emphasis placed on program project development, production and re-distribution. Salary: negotiable to \$45,000 plus. For further information call Harry Baldwin 714-895-5623 for application: contact personnel, Coast Community College District, 1370 Adams, Costa Mesa, California 92626. Phone 714-556-5947 before 5 p.m. Nov. 6, 1981.

Central Michigan University is seeking an Assistant Public Broadcasting Development Coordinator to assist in the organization & coordination of on-air fund-raising events for Public Broadcasting; solicit advertising & challenge grants locally & state wide; assist the development coordinator with corporation underwriting. Bachelor's degree in public relations, broadcasting, marketing, computer operation, advertising or business administration, or equivalent in related experience of a qualifying nature. Ability to maintain positive interpersonal relationships, project a positive public image, communicate effectively, and handle travel obligations. Salary: \$12,900-\$15,450, commensurate with qualifications. Excellent fringe benefits. Send resume by November 15, 1981 to Personnel Office, 109 Rowe Hall, Mt. Pleasant, MI 48859. CMU is an affirmative action and equal opportunity institution.

HELP WANTED SALES

I am looking for a seasoned small market TV Sales Manager experienced enough to become a General Manager of a UHF Market Station now on the air. Tell me why you're qualified and when you would be available. Send me your background, current earnings, address and phone number and any ideas or questions you have. All replies kept confidential. I'll phone you. Box K-170.

Account Executive—NBC network affiliate in rapidly growing sunbelt market needs aggressive, experienced local AE to cover an established agency/client list. Local & regional sales experience necessary. Send resume with salary requirements to Box K-195. E.O.E.

Number one independent station has immediate opening for an aggressive Account Executive with experience in TV sales. Apply to: Tim Leaf, Sales Manager, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435 612-925-3300. KMSP is an Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Television Announcer for number one market station. On Camera and Booth experience necessary. Includes News and Voice-overs. Send audio and/or video cassette, resume to PO. Box 1300, New York, NY 10101.

HELP WANTED TECHNICAL

Television Maintenance Engineer. Must know electronic troubleshooting. Will assist in maintaining all television equipment at station. Brand new RCA transmitter installation. Brand new production facilities. Contact: Bill Brister, Chief Engineer, WGNO-TV, No. 2 Canal Street, New Orleans, LA 70130, 504-581-2600. E.O.E.

Expanding Christian Broadcaster requires 4 experienced maintenance Engineers. Digital experience a definite plus. Work with State Of The Art equipment and participate in construction of a modern television facility. Also have a need for two experienced videotape editors. Send resume or contact: Dan Faso, Director of Engineering, Jimmy Swaggart Ministries, PO. Box 2550, Baton Rouge LA. 70821 504-926-6239. We are an Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Maintenance Engineer: First Class FCC License and experience required. Not entry level position. Top Union Salary. Major market Network UHF in the Northeast. E.O.E. Reply Box J-36.

Assistant Chief Engineer — We are looking for an individual with 3-5 years studio/transmitter maintenance experience, with a desire to move up to a management level position. We are a growing independent UHF in a major eastern market, group owned, offering a competitive starting salary and benefits package. E.O.E. M/F. Please forward resume and salary history to Box K-151.

Chief Engineer for medium market station. "Hands on" experience necessary. Excellent opportunity with expanding Eastern group. Salary: \$23,000. Reply Box K-158.

Southern California: Maintenance Supervisor. For major market PBS station. Hands on experience with quad 1-inch and 3/4 inch VTR studio and remote production equipment, microwave, UHF transmitter and satellite equipment essential. Must be self-starter with follow through. FCC license required. \$29,300 for person with advance experience. Excellent benefits. For information: Bo- Moffett, 714--895-5623. Request application: Coast Community Colleges, 1370 Adams Avenue, Costa Mesa, California 92626. Telephone 714--556-5947.

Television maintenance engineer with aspirations to become assistant chief, self-starter with heavy experience in studio and transmitter, UHF preferred. Resume to: Don Ingram, C.E., KLKK-TV, 1510 Coors Blvd. NW, Albuquerque, NM 87105; or call 505--836-1992.

Chief Engineer. New, newtork affiliate TV, Eugene, Oregon. Participate in design, construction, equipment acquisition, installation and eventual on-air operation of new facility. Send resume to: R.W. Davis, KMTR Inc., P.O. Box 7365, Eugene, or 97401. EOE.

Television Transmitter Engineer Salary range: \$20,342-\$25,500. Supervision of engineers at two transmitter sites. Ability to train others, participate in and supervise all phases of technical broadcast engineering functions. Assure compliance with FCC, FAA and state regulations. Maintain equipment to assure maximum performance of system. Merit requirements: Licensure plus a minimum of four (4) years employment in operating, maintaining and/or repairing complex electronic equipment. (Preferably at a UHF TV transmitter facility.) Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, 515-281-4498. Des Moines, Iowa 50306. EEO/M/F.

Video Engineer Immediate opening — University TV production unit seeks experienced maintenance/production engineer to run full color studio. Knowledge of Ikegami cameras, lighting, 3/4" editing systems required. Duties include equipment setup and maintenance, production work, EFP and editing. Submit letter of application, resume, including salary history and expectations, before November 15, 1981 to: V. H. Aulestia, Director, Instructional Media Resources, University of Maryland-Baltimore County, Catonsville, Maryland 21228. 301--455-3208.

Assistant Chief Engineer: Immediate opening at Upstate New York Independent UHF. Must be a self starter with strong maintenance background. Advancement opportunities within growing broadcast group; company paid benefits. Send resume to: Chief Engineer, 360 East Ave., Rochester, N.Y. 14604. EOE.

Jefferson Parish Public School System is seeking a first class licensed Engineer for the supervision, maintenance and operation of a television studio and cable operation. This person should be familiar with JVC cameras and tape recorders—3/4 inch—as well as the major components of a broadcast production studio and microwave transmission. A minimum of three years experience is required. Salary range: \$15,000 to \$18,000. Apply in writing to: Jefferson Parish Public School System, Division of Personnel, 519 Huey P. Long Avenue, Gretna, Louisiana 70053.

Director of Engineering Wanted: New 'State of the Art' editing facility in Phoenix, Arizona, is looking for a qualified Director of Engineering. Should be able to maintain 1", 2", 3/4" VTR's, as well as broadcast cameras. Want a hard worker who will set an example for others. Excellent benefits included. Send resume and salary requirements to: Golden Image Network, P.O. Box 34280, Phoenix, Arizona, 85067.

Broadcast Engineering Technician needed for FM and TV station to maintain studio equipment. Require First Phone License and experience as a Broadcast Technician. Closing date October 30, 1981. Write to David Walstad, KUAC, University of Alaska, 208 Theatre Bldg., 312 Tanana Drive, Fairbanks, AK 99701. Your application for employment with the University of Alaska may be subject to public disclosure if you are selected as a finalist. The University of Alaska is an EO/AA Employer and educational institution.

Top 50 CBS/TV affiliate in largest UHF market in United States will relocate station to new site early 1982 needs experienced take charge chief engineer on site location, design, equipping and construction of new facility. Scranton has active culture activities including own symphony, public theatre, museum, zoo. Hub of interstate highways, PA Turnpike, within two hours of New York, Philadelphia. Send resume to: General Manager, WDAU-TV, 1000 Wyoming Avenue, Scranton, PA 18509.

Chief Engineer for VHF network affiliate in Southeast. First class FCC license required. Responsible for all engineering administration. Must be experienced in studio and transmitter maintenance. Excellent opportunity. EEO employer M/F. Contact Jim Underwood, General Manager, WRBL-TV, Box 270, Columbus, GA 31994. 404--323-3333.

HELP WANTED NEWS

Number One Meteorologist—Top 40 market. Must have degree, two years minimum broadcasting experience. Send resume and salary requirements to Box I-28. EOE/M/F.

Need anchor for hour long early-morning newscast. Expanding number 1 medium market station needs organizer, producer, self-starter who can "run the show." Box K-142.

Anchor. Rapidly expanding market and a station commitment to news make this 50-plus ADI the place to be. Your present market size not a factor. Box K-141.

Midwestern group-owned TV station looking for anchor-reporter. We pay well above average for well above average people. ENG. ratings leader, chance to grow with a successful organization. One year experience prerequisite. Contact Box K-156. Equal Opportunity Employer. M/F.

Photographer for all ENG. Familiarity with equipment required. 1½ years experience preferred. Looking for someone who wants to help win the NPPA. Write, don't call: Tom Becherer, News Director, WLKY-TV, 1918 Mellwood, Louisville, Ky. 40206.

Producer/Director, Weekends plus 3 days a week. If you understand visuals and can produce and switch a quality news cast, then rush resume and salary requirements to Box 191, E.E. Deg./Exp. req.

TV News Reporters: Dynamic, growing independent news organization needs outstanding reporters in Washington, D.C., and New York. Staff and part-time. Two years minimum experience. Must be strong in writing and street reporting. ENG and live experience a must. Send resumes to Box K-231.

Wanted: Freelance ENG crews in major US cities in support of news network now forming. Send information and experience to: News Crews, Marian Stern, 4 Washington Square Village, New York, NY 10012, Suite 11A 212--683-5514.

Anchor—Early and late M-F. Qualifications: anchor experience, college degree, good journalistic skills. EOE. M/F. Send tape/resume to: WMBB-TV, Box 1340, Panama City, FL 32401. Attn: Doug Grimm.

Anchor/producer, top rated noon broadcast. We're looking for a dynamic person wishing to join an 18 person ENG equipped news department, in a high tech community. Group owned VHF net affiliate. Send resume and tape to News Director, WBNG, 50 Front Street, Binghamton, New York 13902.

Anchor/Producer. We are looking for quality people to become involved in innovative late night news. If you're better than good send resume and salary requirements to Box K-191. E.O.E. Deg./Exp. Req.

We are looking for experienced ENG photographers to work at top-rated station. Using HL 79's and Sony recorders. Will work general news assignments, live, and multi-camera remotes. Contact Ed Ivey, KFDM-TV, P.O. Box 7128, Beaumont, Texas 77706, 713--892-6622.

Photo Journalist. That's what we're looking for, not shooters. Our talented staff has the ability to produce quality visual stories. We want someone who can fit right in. If you're committed to news, send resume and salary requirements to Box K-191. E.O.E. exp. req.

Immediate opening for reporter with possible weekend anchor duties. Great second step. 4-station news network with statewide show. Tape and Resume to: Ed Coghlan, Box 1331, Great Falls, Montana 59403.

TV News Director for small market station in western North Dakota. Satellite in four member group ... heart of energy development country. News broadcasting experience necessary. Equal opportunity employer. Contact: Dennis Neumann, Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Sports Anchor for 40th market CBS affiliate. Applicant must have a proven record as an anchor who knows sports and how to package it with good crisp writing and plenty of video. We are not looking for someone who just reads scores. Send resume/tape to: Ned Warwick, P.O. Box 2009, Durham, NC 27702. EOE.

KIRO-TV, No. 1 in Seattle, is expanding its news department. Looking for experienced reporters, photographers, anchors, producers, ENG Editors. Send resume and audition tape to: Personnel, KIRO-TV, 3rd and Broad, Seattle, WA 98121. EOE.

WRCB-TV has opening for TV News Producer. Experienced, creative person with news production know-how. Sunbelt station seeks person familiar with ENG equipment, Live Eye remotes, to produce 6 and 11 PM newscasts. Send resume to WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405 A Ziff-Davis Station. An EEO Employer.

Sports Reporter—Weekend Sports anchor; experience in anchoring, field production & ENG editing a must. Send tape and resume to Joe Lesem, N.D., WJTV, P.O. Box 8887, Jackson, MS 39204.

Anchor-Field Reporter: 2 years anchor experience with ability to produce and also field report. Send tape & resume to Joe Lesem, N.D., WJTV, Jackson, MS 39204.

Field Reporters & Photographers for aggressive, expanding news operation ... Experience & proven skill a must. Send tape & resume to Joe Lesem, N.D., WJTV, Jackson, MS 39204.

Reporters—We're expanding our talented staff once again. If you love TV news and are among the best then send resume and salary requirements to Box K-191. E.O.E. Deg./Exp. Req.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Assistant Program Director - KOMU-TV. A Midwest Network affiliated commercial TV station, owned and operated by the University of Missouri, is seeking applications for a position to report to the station Program Director in an understudy capacity. Anticipated retirement of the Program Director is in summer 1982, at which time successful incumbent of understudy position will be promoted to the Director position. Responsibilities will include: program research planning, promotion, and budgeting; compliance with FCC and NAB standards; licensure ascertainment; and public relations activities. Minimum qualifications: Bachelor's degree in Journalism or related field and two to three years experience in Television programming. Send resume and salary requirements to: Mr. Tom Gray - General Manager - KOMU, 309 Hitt Street, Columbia, Missouri 65211. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Established cable TV service requires experienced film programmer and negotiator. Knowledge and interest in foreign and art films necessary. TV station or network background most helpful. Forward salary requirements and resume to Box K-144.

PM Magazine in Lafayette, Louisiana is looking for a co-host to work with our female host. In addition to on-air ability, feature producing skills are desirable. Send tape to Mike Harrelson, Producer, KLFY-TV, 2410 Eraste Landry Road, Lafayette, LA. 70506. An Equal Opportunity Employer.

Producer: Top 10 group owned network affiliate. Program concept and production a plus. News, documentary and/or magazine production experience necessary. Box K-183.

Take Charge Promotion Manager for aggressive Mid-West TV station. Creativity, attention to detail, and desire to lead, all essential. Resume and salary requirements to Box K-223.

Public Information Manager. Midwest Public TV/FM operation needs personable professional to handle all promotional activities. Duties include: publicity, advertising, editing monthly program guide, producing/editing on-air promos and assisting in solicitation of corporate grants. A BA in journalism, related field, or equivalent experience required. Graphics/photography background helpful. Must be creative self starter. Send resume and salary history to Dir. of Programming, WNIN-TV-FM, 9201 Petersburg Road, Evansville, IN 47711. E.O.E.

Promotion Director: Must have creative writing talent, hands-on editing and production skills, experience. Send resume and demo reel to Promotion, KOAT, Box 25982, Albuquerque, NM 87125.

Traffic Manager needed immediately for new TV Station in Southern Good Life City. Experience necessary for manual system. Perfect move up for current assistant. Resume and salary history to WTSG-TV, Box 4050, Albany, GA 31706 912-435-3100. EOE.

Producer/Writer—to produce/research/write/edit ENG pieces, public affairs programs and special projects. Must have minimum one year experience in ENG production and proven writing experience; knowledge of news-related issues important. Looking for someone with creative approaches & solid content. Send tape & resume by Nov. 1 to: Roberta Gordon, Executive Producer, WJXT, PO Box 5270, Jacksonville, Florida 32207. No phone calls. Equal opportunity employer M/F.

Jefferson Parish Public School System is seeking a television producer-director for instructional-educational programs. This person's responsibilities would include the producing and directing on 3/4 inch tape, studio educational and instructional programs for a cable system. A Bachelor of Fine Arts or a Bachelor of Arts with a major in broadcast production is required. This person must be familiar with all phases of television production, including 3/4 inch editing. Salary range: \$15,000 to \$18,000. Apply in writing to: Jefferson Parish Public School System, Division of Personnel, 519 Huey P. Long Avenue, Gretna, Louisiana 70053.

Production Manager—To supervise, train, and develop all phases of production. We have live camera, local sports, local talk and magazine shows and a large news commitment. Local production and studio commercial production growing. Send resume and salary requirements to Jack Porray, KTVN, P.O. Box 7220, Reno, Nevada 89510. An EOE employer.

Producer/Director If your goal is to be the top producer/director in the country, then this is the job for you!! We're looking for an experienced, take-charge person, one who is not afraid of responsibility, loves a challenge, and is interested in moving up. We offer one of the top facilities in the country in one of the fastest growing markets. However, if you're allergic to work, Don't apply!! Otherwise, submit your resume to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/Male/Female

Field Producer/Reporter. KTCA-TV, the Minneapolis/St. Paul PBS station, has a potential opening for an experienced field producer/reporter for a sophisticated public affairs magazine program. Need solid journalist who knows how to produce with fine production values. Good on-air presence a must. Competitive salary and chance to be part of a quality production effort. Send tape and resume to: Gerald Richman, Executive Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. (EEO/AA employer).

Immediate Opening: Need experienced TV, photog/ editor to work fulltime in news department. Must have extensive knowledge of ENG equipment and 3/4 inch cassette editing systems. Contact: Pattilyn Drewery-News Director-KTUU-TV P.O. Box 2880, Anchorage, Alaska 99510/907-277-6397 Resume and cassette "a must."

SITUATIONS WANTED MANAGEMENT

Available Immediately: John Radeck - former president and G.M. WJBF-TV, Augusta, Ga. KESQ-TV, Palm Springs, CA. Outstanding record in profitability, leadership, community involvement. Phone 714-323-5814.

Looking for a dedicated manager with over 18 years management experience? Strong all phases of operation. Administrative, News, Programming, Sales, Public Affairs and Technical. Excellent record. Tops in news and sales. Let's talk. Box K-154.

Available Immediately—12 years successful sales experience, 5 years sales management. Involved with 2 indies start-ups. Phone 412-443-6524.

Local A.E. ready for sales management. Experience covers 6+ years in local/regional sales, national agencies. Box K-43.

General Manager. Former key executive major rep with top market GM experience seeking return to station with equity position. Box K-186.

General Manager. Practicing television 27+ years! Outstanding track record! Produces spectacular sales and profits, plus prestige! Box K-202.

SITUATIONS WANTED TECHNICAL

Looking for an entry level position in ENG camera and editing. Recent graduate of School of TV Arts N.Y. Willing to relocate. Looking for break into the field. Write or call: 212-457-8054 Jeff Levine 62-27 84 St., Rego Park, New York 11379.

SITUATIONS WANTED NEWS

Dedicated Newsmen Ready to join your operation. Smooth delivery-professional attitude. Video tape sent, 213-851-8040, mornings-evenings. Will relocate now.

Sports Director - 3 years experience. Looking for market with major college sports. Talented and creative! Call 414-465-1876 mornings.

We're number one in competitive market! Anchor seeks new home. Excellent track record. Willing to make long-term, involved commitment to quality station. Strong writing-mid 30s. A tape awaits you. Box K-153.

TV Meteorologist 2 yrs. medium market experience looking for greater challenge. Mark 615-688-1813.

News Director. 19 years, 8 as producer, 6 as assignment editor, 5 as executive producer, plus reporting, writing, editing, photography. Family. Would prefer southeast. 404-971-9732.

Sports Director whose professional approach can produce the winning edge. Solid anchoring/reporting skills, play-by-play, coaches' shows, timely commentary, impressive "involvement" packages. Tape shows versatility. Available now. 402-330-4373.

T.V. Meteorologist. Eager to work full time at medium size market. 2 years on-air experience in college. Available upon graduation, N.I.U. 12/19/81. Call or write Mark Stern for Tape/Resume, 807 Taylor St., Apt. 512, DeKalb, IL 60115 815/758-6325.

Female Meteorologist, just out of college, desires employment. Good forecaster, cordial personality with radio and television experience. Available immediately. Call Susan 201-349-8655.

Reporter-Anchor. Solid sports background, also available as news reporter. Strong ENG photography and editing. Two years TV, five years radio. Degree. Phone 309-691-2927.

Television Reporter, Photographer, and 4,000 plus hour Helicopter Pilot with Bachelors Degree in Journalism and experienced in top 20 market. Seeking position on aggressive news team. 303-423-0187. Bill.

Top 10 sports producer looking for on air opportunity. All market sizes and locations considered. Box K-179.

News Administration is my career. Over 20 years journalism; news director here over 10! Seek new challenge, solid future. Offer stability, dependability, responsible operation created-continued. Box K-182.

ENG News Cameraman. 3+ years experience. Live van, TK76, Sony 6000, EFP background. One man band, proven abilities: camera, sound, lighting, quick, good news sense, ability to work well with news staff. If you are looking for these qualities call Erick 415-924-2661 or write Box K-192.

Meteorologist, 3 years experience. Professional but personable and enthusiastic. Entertaining personality. Box K-193.

Meteorologist desires weather only, weekday position in southeast medium market. Experienced small, major markets. Box K-199.

Weathercaster or Weathercaster/Reporter position sought by seven year TV-Radio reporting pro. Degree. All market sizes considered. Box K-211.

Tired of the same old thing? Experienced sports anchor displaying wit, humor, innovation and personality seeking position in medium or large market. Tight writing and public-participation features displayed, along with strong editing skills. Reply to Box K-212.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Creative, hard-working production person seeking employment with commercial production facility. Experienced in field productions. Contact: Steve Higginbotham, General Delivery, Sayre, Alabama 35139. 205-674-9006.

Ambitious, hard-working female communications graduate seeks production position. Will relocate. Phone 516-221-4006.

Earnestly seeking a position with an innovative TV station or production company that can put my creative energies to work. 2 years commercial experience with Digital Effects, Chyron IV, 1", TK-76 and other quality equipment. Even willing to start at low end with the right company. Call Dave: 515-832-4701.

Associate Producer with ETV, ITV experience seeks medium market spot. Camera, editing, writing, plus on-air ability. Call Larry 203-359-2225.

Innovative college graduate with 2 years commercial experience in TV Production is looking for that one unique position which could best utilize my creative energies. Call: Dave 515-832-4701.

ALLIED FIELDS

HELP WANTED SALES

Midwest Business oriented successful salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Co. Inc., 1835 Savoy Dr., Atlanta, GA 30341.

HELP WANTED TECHNICAL

Chief Technician for Central California CATV operations. Must be well versed in all aspects cable construction, maintenance, television broadcasting theory. Other radio/TV positions available also. Submit resume, salary history, references to E. Doran, Director of Engineering, Donrey Media Group, P.O. Box 550, Las Vegas, NV. 89101. Telephone 702-452-2061. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

VTR Operator for NYC duplication facility. Experienced in all formats (2", 1", 3/4" & 1/2") desirable. Send resume to P.O. Box 166, Syosset, NY 11791.

HELP WANTED NEWS

We are a well-known trade association needing a bright, articulate broadcast journalist who likes challenge and controversy. You'll be based in Washington, D.C. and travel extensively representing us on radio, television and press interviews and in front of civic and business groups. You must have at least three years of experience and be interested in the media and advocacy work. You must also show an ability to think quickly, ad-lib and write. For the right person, we offer excellent benefits and a salary in line with your track record. Reply to Box K-198.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

WKSU-FM, 50,000 watt NPR affiliate serving Akron/Canton/Cleveland markets, is seeking a Director of Development to provide a \$100,000+ minimum development effort for FY82. Responsibilities include overall development effort with primary emphasis on corporate and foundation solicitation/underwriting and providing oversight in area of public information, with possible promotional duties. Demonstrably proven track record in public broadcasting development or equivalent in public or commercial sector a must. Strong oral and written communications ability essential. Bachelor's degree required. Salary commensurate with experience. Application deadline November 30, 1981. Send resume and 3 letters of reference to Search Committee, WKSU, Kent State University, Kent, Ohio 44242. Kent State University is an Affirmative Action/Equal Employment Opportunity Employer.

Director of Programming. Performs audience size and preference research. Ascertains program needs, controls program budgets. Acquires programs and arranges for rights, clearance and payment schedules. Assembles Program Schedule from local, regional and national program availabilities. Responds to audience queries. Develops and markets PTV production products. Requirements: Bachelor's degree in Radio/Television/Film or related, plus (8) eight years experience in work related to the above described duties. Above the high school diploma related experience and/or education can be substituted on an equal basis. Contact Mississippi Authority for Educational Television Personnel, P.O. Drawer 1101, Jackson, MS 39205. 601-982-6227. An Equal Opportunity Affirmative Action Employer, M-F. Applications accepted through November 30, 1981.

HELP WANTED INSTRUCTION

Department of Communication seeks Associate/Full Professor for teaching, curriculum development, professional contacts and research. Option for administrative responsibilities possible. Ph.D., professional broadcast experience and demonstrated teaching ability required. Growing Department considering school status with 700 majors. Grad program starting this academic year. Application and curriculum vita to: Chairman, Broadcast Journalism Search Committee, University of Miami, Post Office Box 248127, Coral Gables, FL 33124, by December 1, 1981.

The Kiplinger Program in Public Affairs Reporting invites applicants for its 1982-83 program, beginning Sept. 22, 1982, at The Ohio State University. Professionals with 2-5 years experience can earn a Master's degree in journalism. Substantial teaching associate-ship funds available. Write or call: The Kiplinger Program, School of Journalism, The Ohio State University, 242 W. 18th Ave., Columbus, OH, 43210; or telephone 614-422-7438.

Assistant Professor (tenure-track) to teach courses in broadcast news and mass communication. Maintain strong ties with broadcast professionals, conduct research in broadcasting and mass communication. Graduate degree and professional experience required. Send application by January 15, 1982 to Search Committee, Penn State University, 215 Carnegie Bldg., Box K, University Park, PA 16802. Affirmative Action/Equal Opportunity Employer.

Broadcasting: Tenure track appointment beginning June or August, 1982. Master's degree required, Ph.D. preferred. Responsibilities include teaching undergraduate courses in radio-television emphasis of Department of Mass Communication; coordinate and advise R-TV students; maintain relations with professional broadcasters in Fort Worth-Dallas metroplex. Send resume, transcripts, a brief description of research interests and three letters of reference to Ronald D. Ballard, Dean, School of Science and Humanities, Texas Wesleyan College, Fort Worth, Texas 76105. Closing date for applications is December 15, 1981. An Equal Opportunity/Affirmative Action Employer.

The American University School of Communication in Washington, D.C. seeks graduate students with full time journalistic experience to work in teaching and professional positions while earning a Master's degree in its program in Journalism and Public Affairs. This is a one-year, full-time program. Includes internship. For information, write Graduate Admissions Committee, The American University, Washington, D.C. 20016. An Equal Opportunity and affirmative action employer.

Mass Communication. Two faculty positions (tenure-track) available Spring 1982. Fall '82 appointment also possible. 12 hr. teaching load, advise students, participate in dept. activities. Qualifications: Ph.D. and professional experience required. Rank: assistant professor; salary \$15,000-\$23,000 depending on qualifications and experience. Opportunity for summer and evening teaching for additional remuneration: 1) teach media management, media criticism, TV production, cable TV management; ability to teach other mass media courses. 2) teach broadcast announcing and writing, radio production, introductory broadcasting; ability to teach other mass media courses. FCC first class license preferred. Minorities and women are encouraged to apply. Send resume and letters of recommendation by Nov. 27, 1981, to Dr. Irene Shipman, Chairperson, Dept. of Speech and Mass Communication, Towson State University, Baltimore, MD 21204. An Equal Opportunity, Affirmative Action Employer.

The University of Florida's Department of Broadcasting seeks a person to teach graduate and undergraduate courses in broadcast management, programming, and other areas of interest. The position is tenure track and candidates must have a Ph.D. in broadcasting or a related field. The successful candidate will have a strong teaching, research and service record and be qualified to direct graduate theses and dissertations. Associate or full professor rank. Salary and rank commensurate with teaching, professional and publication record. Salary range \$29,000-\$36,800. Application deadline is November 28, 1981. Send resume and names of three references to: Hank Conner, Department of Broadcasting, University of Florida, Gainesville, FL 32611. The University of Florida is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

The University of Florida's Department of Broadcasting seeks two faculty members to teach in the graduate and undergraduate broadcast news program. Students in broadcast news attend classes and gain working experience at professional university radio and television facilities. Position One: Teach broadcast news, research and other courses on the graduate and undergraduate level and direct master's theses. Ph.D. in broadcast news, radio-television-film, or related field required. Commercial broadcast news experience desirable. Position Two: Teach undergraduate broadcast news and other courses. Act as coordinator of the undergraduate broadcast journalism program. Must have solid commercial radio and television news experience. Master's degree in broadcast news, radio-television-film or related field. Ph.D. preferred. Both positions are tenure track positions at the assistant or associate professor rank. Salary and rank commensurate with teaching, professional and/or publication record. Salary to \$25,380 for nine months. Application deadline November 28, 1981. Position available after August 1, 1982. Send resume and three letters of reference to Mike Cremedas, Department of Broadcasting, University of Florida, Gainesville, FL 32611. The University of Florida is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

Los Angeles area university Asst. Prof. tenure track for TV production and management courses, Sept. 1982. \$19,044-\$22,896. Minimum requirements: Doctorate, M.F.A., or other terminal degree in related area, two years university teaching TV production and/or management; professional experience in one or both teaching areas. Deadline: January 15, 1982. Chair, Search/Screen Committee, Position No. 82-13, RTVF Department, California State University, Northridge, CA. 91330.

Los Angeles area university Asst. Prof. tenure track for film production and coordination of internship program, September, 1982. \$19,044-\$22,896. Minimum requirement; Doctorate, M.F.A., or other terminal degree in related area, university teaching in film production desired, with significant experience in film production. Able to coordinate internship program with media organizations in Los Angeles area. Deadline: February 1, 1982. Chair, Search/Screen Committee, Position No. 82-12, RTVF Department California State University, Northridge, CA 91330.

Faculty Positions in telecommunications. The Department of Telecommunications, Indiana University, anticipates one or two new positions at the rank of Assistant Professor, tenure track, beginning August 15, 1982. Salary: \$18,000 or more, depending upon qualifications. Qualifications: Ph.D. (or near completion) or equivalent thereof. Two or more years college teaching experience desired, but not required. Commitment to research and/or electronic publication. Teaching and research interests in one or more of the following telecommunications areas: Management, Economics, and Advertising; New Technology; Law and Policy; Broadcast Journalism; Effects; Aesthetics; Production; History; International/Comparative Systems; Common Carrier. Applications should include (1) transcripts of graduate level course work, (2) a description of previous teaching experiences and future teaching interests, (3) a description of previous research/electronic publications, (4) plans for future research/electronic publications, and (5) three letters of recommendation submitted directly by references or from recognized placement services. Applications received by December 15, 1981 will be assured of full consideration. Please send your application to: Professor Roland C. Johnson, Department of Telecommunications, Indiana University, Bloomington, IN 47405. Indiana University is an Equal Opportunity/Affirmative Action Employer.

The University of Texas at Austin Department of Journalism seeks five tenure-track assistant professors for fall, 1982, with specializations in one or more of these areas: broadcast news, international communication, magazine journalism (including editing), news and public affairs, photojournalism, and public relations. Teaching assignments will include undergraduate and graduate classes. Earned doctorate, professional experience, and prospects for excellent scholarly or creative publications are required. Send resumes and a list of references to: Dr. Dwight L. Teeter, Jr., Professor and Chairman, Department of Journalism, The University of Texas at Austin, Austin, Texas 78712. Application deadline: November 23, 1981. The University of Texas at Austin is an 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 Broadcast Equipment: Urgently need UHF Transmitters, microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800-241-7878. In GA call 404-324-1271.

Reward for UHF Transmitters. Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800-241-7878. In GA call 404-324-1271.

Want To Buy-used equipment for Class A and Class C CP's. Need everything: transmitters, towers, antennas, marti-remotes, etc. Call John 612-222-5555.

Want to Buy a used TV transmitter, channel 5, one, five or ten kw. Contact G. Bonet, WORA-TV, Box 43, Mayaguez, PR 00709. 809-832-1150.

WANTED TO BUY EQUIPMENT

CONTINUED

Wanted: Sony 3/4" Editing Equipment, late model in perfect working condition for Children's Entertainment Co. Call 516-826-2735 days, 516-221-1936 evenings.

Want to Buy CBS loudness meter. Contact Chris Hood at 412-921-4357 or 921-2911.

700 to 1,000' tower. Must be excellent condition. Galen Gilbert, 214-272-0322.

Franciscan Communications, non-profit religious production center, needs 16mm cameras, editing machines and allied audio-production equipment. Will issue tax-deductible receipt for any amount of contribution. Contact Rev. Anthony Scannell, 213/746-2916, 1229 South Santee Street, Los Angeles, CA 90015.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Broadcast Systems Inc. supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6254; Al Crocker, 805-929-4476; and Jim Spears, Chuck Baljing, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

10KW AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

5 KW AM Gates BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

Used Equipment Bargains: RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavec & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; Vital Vix-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

ENG—Production Van: Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring. Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Inventory Clearance—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

5 KW FM RCA BTF-5D (1965) w/solid state BTE 15A exciter and stereo. M. Cooper 215-379-6585.

Revov PR-99 New 2 track reel to reel tape deck list \$2095 sale price \$1750 Transcom 215-379-6585.

Harris 2.5KW transmitter FM. Used four months. Possible financing available. Also includes, exciter and stereo generator. 309-673-0902.

Quad VTR's: RCA TR-60, excellent condition, low hours, \$9,000; RCA TR-22, Hi-Band, \$7,000; Ampex 1200B, D.O.C. PROC AMP \$14,000. Call Bill Kitchen or Jim Herring, Quality Media, 800-241-7878. In GA call 404-324-1271.

Color Cameras: NORELCO PC-70, Pedastals and Heads, \$8,000 ea; GE PE-400, complete, \$4,000 ea; GE PE-350, complete, \$2,500 ea; TOSHIBA CTC-7X Minicam, Plum-Icons, \$10,000. Call Bill Kitchen or Jim Herring, quality Media, 800-241-7878. In GA call 404-324-1271.

Three PC70 Studio Cameras. Schneider 10:1s, FET Preamps; Houston Fearless Friction Heads and Pedestals; Tripods, Dollies. All in good working order. Contact: Dave Hoppe, HBO Studios, 120A East 23rd Street, New York, N.Y. 212-477-9341.

Channel 10 Transmitter Package; includes RCA space 25 kw transmitter, transmission line, antenna. \$35,000. Call Bill Kitchen or Jim Herring, Quality Media Corp., 800-241-7878; in GA call 404-324-1271.

Hitachi FP1212 3 tube camera with 10-1 zoom lens, 50 foot cable and CCU Bell & Howell B&W studio camera with 10-1 zoom lens and external sync cable. 2 O'Connor "100" Pan/tilt heads. 10 Sony VO 2850 VTR's. CMX modified; 2 Sony VO 2850 A VTR's. CMX modified; 4 CVS 504B TBC's. ISI model 612 production switcher. BEG Model EN210 closed caption encoder/decoder with twin disk drive. 35MM interlock projector. 1 8 plate and 1 7 plate KEM flatbed editing tables, 16 & 35MM elements. 2 Sony RM 400's. Please call George or Jim for details. Phone No: 312-321-0880.

RCA TK-76 camera, one owner and user, meticulously maintained, all batteries, cables, A.C. and angeliex power zoom lens... 25K 714-283-9355.

Chyron 111B Titling System: 16K Memory-4 Fonts-Colorizer/Keyer Disc Drive with Insteel Rack Mounted Cases and a set of foam lined shipping cases—very good condition. \$18,500. TVGraphics, 201-444-2911.

2 Magne recorder 1021s. \$200 each. Spotmaster 2000-R/P, \$100. Rackmount Spotmaster 505-CR, \$75. Various lengths HJ5-50 heliast, \$3 foot & 5 flanges. 208-743-2282.

Telecine Specials! Phillips 25mm, all modifications, refurbished... \$16,995. RCA TP 66, low hours, from \$12,750. Eastman CT 500, mint, optical/magnetic... \$10,995. All under six month warranty. We take old equipment in trade. Write, wire, or phone International Cinema Equipment Company, 6750 N.E. 4th Ct., Miami, FL 33138. Phone: 305-756-0699. Telex 522071—Int Cinema Mia.

RCA 50-H, with solid-state exciter, and plenty of spares. Like new. Delivery from stock, presently tuned to 1180 kc. Also Continental 10 kw AM, Continental 5 kw AM and FM transmitters from 5 kw to 20 kw. Besco International, 5846 Club Oaks Dr., Dallas, TX 75248.

TV Microwave System consisting of 2 Lenkurt 778A2 microwave transmitters both 6900-6925 MHz (no receivers), approximately 100' waveguide, 1 4-foot parabola antenna with heated radome. For sale by sealed big by WGTE-TV in behalf of Ohio Building Authority. Equipment available late December 1981 in Toledo, OH. Inspection by appointment. Sealed Bids must reach R.D. Smith, WGTE-TV, 415 N. Saint Clair Street, Toledo, OH 43604, by 5:00 PM November 30, 1981.

Helicopter—Eye in the sky at 1/2 the cost. 1981 Hughes 300 C ENG Helicopter with live microwave capability, plus extras. Available immediately. Sale or lease. Ni-Cad Inc., South Bend, IN. 219-287-5905.

Six RCA RT-27 Cartridge machines, two record amps, cart winder with timer, all virtually as new. 313-285-9700.

RCA Film/Slide Chain consisting of 1 TK-27 camera, 2 TP-66 film projectors, 1 TP-7 slide projector, 1 TP-15 multiplexer, 1 slide projector mounting base, 1 interconnect box, 1 D.C. power supply. For sale by sealed bid by WGTE-TV in behalf of Ohio Building Authority. Equipment available late December 1981 in Toledo, OH. Inspection by appointment. Sealed Bids must reach R.D. Smith, WGTE-TV, 415 N. Saint Clair Street, Toledo, OH 43604, by 5:00 PM November 30, 1981.

IVC 9000 2" Helical VTR. All options including bridge with tektronix color monitor. Best offer. Call Mike Ritter at Global Television, 1950 Cotner Ave., L.A., CA 90025. 213-479-8081.

Stereo Mixing console, spotmaster 4550, like new. \$1000.00 315-285-9700.

Microwave Equipment. 2 Channels Cars Microwave. (2) MA12G TX, Rack MT W/PS. (3) MA12XC RX (2) 6' Para. Ant., 400' ELL W/G, (2) Press kit (2) Dehydrator. New \$27,000. Best Offer. MCC, Inc., P.O. Box 232, Monticello, IL 61856. 217-762-9402.

Coax R.C.A. Universal Marman Clamp 20' 50 ohm 420' good condition. Stored inside. Call 419-684-9496.

Prod. & Remote Equip. Sale: Complete Ampex RA-4000 Editing System, numerous Ampex 1200-A's, 1200-B's and 2000-B's, Gates PE-245 Film Camera and PF-12 Multiplexer, Hitachi SK-70, Sony 3/4" Recorders, Grass Valley Switchers, Conrac Color & B&W Monitors, Audio and Distribution Equipment. 35 foot 4-Camera Mobile Unit with PC-70's, Grass Valley 1400-8, RTS PL & IFB, full monitoring and terminal equipment. Thousands of feet of camera cable. For complete listing call: 214-637-2400.

COMEDY

Hundreds Renewed again! Free sample Contemporary Comedy, 5804-B Twineing, Dallas, Tex. 75227.

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

Comic Relief. Just for laughs. Bi-weekly. Free sample. Whilde 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. 213-595-9588.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813-526-6706. Drawer 84, St. Petersburg, FL 33731.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

Turn Key Transmitter Installations. High power UHF-VHF, low power TV and translators. Planning assistance available. ARG Associates, 3102 Medina, Garland, TX 75041. 214-278-8498.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade—better! For fantastic deal, write or phone: Television & Radio Features Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312-944-3700.

Low Power television crash course, Albuquerque, NM, Nov. 7-8. Printout of all applications to date \$15.00. 602-945-6746.

RADIO PROGRAMMING

Photo Tips radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local photo shops and film processors. Buy inexpensively or barter. Sales package available. Call 800-547-5995 ext. 181, Domain Communications, Box 337, Wheaton, IL 60187.

RADIO PROGRAMING CONTINUED

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo, Copyright 1962. P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

Here's Extra Billing. Seventy, creative ten second Christmas/New Year's greetings in script form from Holiday Productions. Simply insert sponsors name. Sales aids included. Send check or Money Order Now to: Holiday Productions, Box 20073, Seattle, WA, 98102. We'll send your Holiday greeting package by return mail.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

RADIO Help Wanted Management

Experienced General Manager

Strong sales experience, retail and national. Goal oriented—must motivate. Virginia medium market AM/FM modern country. Attractive community—compensation package commensurate. Send resumes and replies to: Elting Enterprises Inc., 515 Madison Ave., New York, N.Y. 10022

RADIO MANAGER

Group Operator seeking General Manager for medium size market. Heavy sales background required. Will consider current sales manager wanting to move up. Excellent opportunity and benefits with growing organization. An Equal Opportunity Employer. Send resumes to Box K-205.

Help Wanted Sales

SALES MANAGER

for group-owned AM facility in Tampa. Will be responsible for hiring, organizing and directing sales staff. Solid opportunity for future. Must be mature veteran of sales management. Send complete resume, references and salary requirements to Box K-197. EEO.

Help Wanted Announcers

HIGH PROFILE AM DRIVE TALENT OR TEAM FOR BOSTON

We're staffing WMJX, soon to be our brand new FM in Boston. For starters, we need a high profile morning drive personality or team. Then, the rest of the air staff. Send your tape and resume, but please hold the calls.

Julian H. Breen

Vice-President/Radio Programming
Greater Media Inc.
197 Highway 18

East Brunswick, NJ 08816



GREATER MEDIA, INC.

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted Technical

WANTED: EXPERIENCED ENGINEER

for 3 station chain in scenic western Massachusetts. Starting Salary \$25,000. Contact Gary James, WARE, 90 South St., Ware MA 01082.

EXCEPTIONAL CHIEF ENGINEER NEEDED

for challenging opportunity with major group broadcaster. Immediate opening for chief of AM/FM combo. Position requires at least 2 years as a full time chief, knowledge of AM directionals and FM stereo, some digital background, and the ability to communicate and work with programming people as a team. You should be able to organize an engineering department and have the desire to work with the latest state of the art equipment. Send detailed resume to Box K-230.

An Equal Opportunity Employer

Help Wanted News

BUSINESS/ECONOMICS

One of the nation's leading public radio production centers is seeking staff for a weekly business program for national satellite distribution. Applicants must have broadcasting and journalism experience and knowledge of business and economics, and demonstrated creative ability. Resume, tape and other supporting materials will be held in strictest confidence.

Rick Lewis
Minnesota Public Radio
45 E. 8th St.
St. Paul, MN 55101

Help Wanted Programing, Production, Others

Group Program Director

for multi-market group operator. Must be mature with minimum of 10 years programing experience, able to supervise execution of variety of formats. Will be located in Philadelphia, travel to other locations. Send complete resume, references and salary requirements to Box K-197. EEO.

Situations Wanted Management

General Manager

Energetic, intelligent, hardworking individual with over 12 years of excellent performance in medium and major markets is carefully looking for a long-term association with a forward-thinking organization dedicated to radio. Experience heavy on sales management, marketing and administration, AM & FM, with groups ranging from medium size to network O&O. Top industry references. 206-641-5541.

TELEVISION Help Wanted News

METEOROLOGIST

If you are as personable as you are professional, as creative as you are committed, we're looking for you! Our expanding weather department needs a degreed meteorologist for weekends, weekdays and backup. You must have a strong on-air communicating style and a love of midwestern weather. Contact Joe Witte, Chief Meteorologist, WITI-TV, 9001 North Green Bay Road, Box 17600, Milwaukee, WI 53217.
An Equal Opportunity Employer M/F

PRODUCER

for top rated station in sunny South Carolina. If you consider yourself an excellent writer ... a communicator with ideas ... we would like to talk wit- you. We are a top 100 market, with a track record of excellence. Check us out. No beginners please. At least 3 years experience in TV as a reporter or producer required. Send resume, writing samples ... recent show and salary requirements to Gary Anderson, News Director, WIS-TV, Post Office Box 367, Columbia, SC 29202. An Equal Opportunity Employer.



IMMEDIATE OPENING FOR MALE CO-HOST

SEND RESUME TAPE TO
MARC ROSEN, PRODUCER
P.M. MAGAZINE
WCIA
509 S. NEIL ST.
CHAMPAIGN, IL 61820
An Equal Opportunity
Employer M/F

GENERAL ASSIGNMENT REPORTER

Strong writing, serious news approach and initiative sought by this all ENG News operation in Virginia's capital city. Hourlong newscast, CBS Affiliate. No Phone Calls. Resumes and tapes to: Jay Moore, News Director, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. E.O.E.

EXPERIENCED ANCHORS PRODUCERS WRITERS

We want you.

Send resumes to:

Director of Personnel
CNN2

1050 Techwood Drive
Atlanta, Georgia, 30318

An Equal Opportunity Employer

NEWS ANCHOR

Medium market California affiliate with major market style and class needs an aggressive anchor. We're a sharp news organization in a competitive city. Call Greg Lefevre at 209-237-2424. EOE.

Help Wanted News Continued

REPORTER

Major, aggressive Midwest television news department with the latest state-of-the-art equipment, including live helicopter, needs general assignment reporter. Candidates should have journalism degree plus at least 3 years television news experience. We are searching for someone to complement our AP and UPI newscast of the year. Please send resume to Box K-114. E.O.E., M/F.



No. 1 rated PM Magazine in major market looking for top notch experienced photographer/editor. Video production experience required. Write or call or send tape to: Executive Producer, PM Magazine, 50 South 9th Street, Mpls., MN 55402.

CO-ANCHOR

Major market Sun Belt station seeking co-anchor. Female and minority applicants encouraged. Good journalistic background, lots of live work required. Strong, warm air personality a requirement. Anchor experience necessary. Box K-216. Equal Opportunity Employer.

WEEKEND ANCHOR

Top 20 Florida station looking for experienced weekend anchor. Three years on-air experience with a strong presentation style. No calls, please write to: George Faulder, News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg, Florida 33733. Equal Opportunity Employer.

TV WEATHER PERSON

Major market network affiliate seeks an attractive individual for on-camera weathercasting position. We're looking for someone with flair. Personality is an important qualification—so is credibility and poise. Send resume to Box K-214.

An Equal Opportunity Employer

Help Wanted Management

GENERAL MANAGER

small, fast-growing telecommunications business in Washington, D.C. specializing in teleconferencing, facilities sales, program development. Sales/market-oriented with management experience. Salary commensurate with experience. Send resume and salary history to Box K-213.

OPERATIONS MANAGER

WNAC-TV, Channel 7, Boston's CBS Affiliate, has an immediate opening for an experienced Operations Manager. As a member of the management team at WNAC-TV, ideal candidate will coordinate and supervise program and commercial production personnel and facilities. A minimum of 5 years' studio production and "state-of-the-art" skills essential. College degree preferred.

Boston leads the nation in local live production, and WNAC-TV needs a leader to maintain our product. Excellent facilities with a liberal benefits plan. So, "Reach for the Stars at Channel 7," and send resume and salary requirements, to Diane Puglisi, Personnel Manager, RKO General Broadcasting, WNAC-TV, RKO Building, Government Center, Boston, MA 02114.



An RKO General Television Station

An Equal Opportunity Employer M/F/H/Vets

A CBS Affiliate

NATIONAL SALES MANAGER

WFLD-TV is seeking a qualified National Sales Manager. National Sales Management or Rep Experience required.

Please send resume, with qualifications, to:

Vivian Rose Hayes
General Sales Manager
WFLD-TV
300 N. State Street
Chicago, IL 60610

An Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others



Co-Host

Position available immediately to work with female in this established unit. Previous PM Magazine or feature reporting experience desired, producing/writing ability and dedication a must. Send tape, resume and salary requirements to Nancy Alspaugh, Producer PM Magazine, WXEX-TV, 21 Buford Road, Richmond, VA 23235. No phone calls. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others Continued

JOIN CHANNEL 21 PRODUCTION IN DALLAS

We need experienced television production professionals who want the challenge of building the new, exciting Channel 21 serving the Dallas/Ft. Worth community. We promise you a unique opportunity for professional growth, and a rich and rewarding experience as our company expands its operations on Channel 21 in Dallas and Channel 20 in Houston.

If you want to be a part of the original team in this innovative Dallas/Ft. Worth television production venture, please write to: Milton Grant, KTXA Channel 21, Inc., 1712 E. Randol Mill Road, Arlington, Texas 76011.

Opportunities are available for:

- 1) Director/Editor
- 2) CMX Editor
- 3) Production Video Tape Operator
- 4) Audio/Sound Operator
- 5) Cameraman/Studio-Remote
- 6) Chief Engineer
- 7) Transmitter Supervisor

We are an equal opportunity employer. All contacts will be strictly confidential.

DIRECTOR/PRODUCER

Top Chicago independent is expanding creative staff and looking for the best talent around! Need an experienced professional who can handle a wide variety of creative assignments from concept to finished product and deliver top quality without compromise. Polished writing, producing, directing and technical skills required, including ability to switch your own productions. Prefer 3-5 years experience.

Send resume and demo tape to:
Jon Findley, Production Manager
WFLD TV
300 North State Street
Chicago, Illinois 60610

An Equal Opportunity Employer. M/F
FIELD COMMUNICATIONS



We need a PM MAGAZINE producer and female co-host to replace two people who have moved to Top 20 markets. We're a top-rated affiliate in a growing, news-conscious community.

CO-HOST

Must be energetic with upbeat personality and dedicated to team effort. Ability to write and produce features necessary. Experience in PM MAGAZINE hosting and production preferred.

PRODUCER

Must have managerial and administrative skill as well as imagination and creative and writing talent. Will have responsibility for hiring technical staff. Ideal candidate will be a motivator and team leader. Applicants send resumes, tapes and salary requirements to Ann Bryant, WBRC-TV, Box 6, Birmingham, Alabama, 35201. E.O.E.

Help Wanted Programing, Production, Others Continued

TELEVISION PROGRAMER

Growing firm in the Southwest has an immediate opening for an experienced television programmer. This position requires previous experience in full range television programming, from movies to sports to concerts. In addition, you must be able to analyze viewing audience and trends and program accordingly.

An excellent salary and company paid benefits are provided. For career growth, come join us in the sunny and beautiful Southwest. Please send your resume to:

Box K-190

Equal Opportunity Employer M/F

NEWS PRODUCER

Major market TV station seeks experienced news producer to supervise production of station's major news programs. Also work with news reporters on minidocumentaries and special reports, and handle a variety of producing assignments. College degree and minimum of 3 years experience in commercial television news preferred.

ENG FIELD OPERATOR

Candidate with thorough knowledge of electronic news gathering production and techniques with minimum of three years experience in a daily TV news operation desired. Experience in cinematography and ability to work well with producers and reporters. Must be able to respond to spot news pressure.

Send resumes to Bob Warfield, Assistant News Director, WDIV, 622 Lafayette Blvd., Detroit, MI 48231.

Equal Opportunity Employer

MALE CO-HOST—MORNING TALK SHOW

The Christian Broadcasting Network has immediate need for male co-host for early morning talk show. Candidate must have strong on-air appearance and major market experience. Personal beliefs and practices must be compatible with this broadcasting ministry. Salary commensurate with background and experience. Rush tape and resume to CBN Personnel, CBN Center, Va. Beach, VA 23463.

Help Wanted Technical

TV STATION ENGINEER

For South Texas VHF station. Good opportunity for good maintenance type. Need someone with good "hands on" experience for Sony's, 1-inch, 2-inch, studio cameras, other control room-studio equipment. Excellent location, climate, conditions, benefits. Send resume and salary requirements to Box K-206. Equal Opportunity Employer.

TV STATION DESIGN

Engineer to supervise the system design, installation and operation of television station overseas. Previous experience and related degree essential. Approx. 25% foreign travel. Excellent income potential. Contact Janet 801-756-9686.

Help Wanted Technical Continued

WE NEED

Technical Supervisors—two—Engineering/Technical Background. Television Experience; TV Station Technical Experience. Must have ability to manage personnel in the technical aspects of production and telecommunications.

Television Maintenance Technicians—Two—Experienced operational engineers in state of the art equipment, Format C, Videotape machines.

Videotape Operators—Five—Qualified to operate 1-inch VTR machines; 3/4" machines; audio decks and reel-to-reel.

Font Operators—2—Experienced—to cover live sporting events.

Please reply to USA NETWORK
Department C
208 Harristown Road
Glen Rock, New Jersey 07452

Help Wanted Sales

NATIONAL ACCOUNTS REPRESENTATIVE—TVB

The Television Bureau of Advertising (TVB) needs an experienced salesperson in Chicago to expand television budgets of national advertisers. The requirements are a demonstrated sales ability with a knowledge of national advertisers and the media they use. Send resume to: Richard Severance, Television Bureau of Advertising, 485 Lexington Avenue, New York, New York 10017.

Help Wanted Sales Continued

Tektronix Television

Sales Engineer

You know the Tek TV Sales Engineers. They are the people respected throughout the industry for their sales professionalism and technical expertise. They are the highly motivated self-starters who work in a true consultative selling environment solving technical problems and communicating with both engineering and management. They have BSEE's or equivalent and are "committed to excellence."

A recent expansion in our sales force has created openings in Syracuse, Philadelphia, New Orleans, Denver, and Los Angeles. If you have the professional as well as technical qualifications and are interested in a career growth opportunity with an industry leader, we would like to talk to you.

Please call or write:

Mark C. Gray, Western Regional Sales Manager, Tektronix, Inc., 3003 Bunker Hill Lane, Santa Clara, CA 95050, (408) 496-0800.

Interviews will also be held during the SMPTE meeting in Los Angeles, October 25-30. Please call for an appointment.

We are an equal opportunity employer m/f/h.

Tektronix
COMMITTED TO EXCELLENCE

TV STATION SALES MANAGER

OPPORTUNITY WITH FAST GROWING STATION IN SOUTHWEST

This Attractive opening offers the individual an opportunity to assume prime responsibility for the sales department of an affiliated TV station, located in the Southwest.

We're a highly progressive communications company that owns several established, growing television stations. We're seeking a highly motivated individual to work with us in meeting the

many challenges that exist in the communications industry.

Must have ability to manage sales operation. Prefer a creative, self-starter who can take charge and produce. Must have 3-5 years broadcast management experience in local and national sales, and in local new business development.

This position offers opportunities for continual advancement. The salary is attractive and we offer an excellent benefits package. Please send resume and salary requirements, in confidence, to:

Box K-207

An Equal Opportunity Employer M/F



Help Wanted Sales Continued

TV COMMERCIALS SALES

We're a well established producer of syndicated TV commercials. Due to the increasing demand for our product, we need to add capable sales people. We're looking for people with the following qualifications. Experience in 1 on 1 selling to retailers . . . experienced and able to travel extensively—7 mos. per yr. on the road (willing to enjoy 5 mos. vacation) . . . 26 to 40 yrs. old and single.

If you would like to join our unique and special sales force, who have sold what is undoubtedly the finest package of syndicated TV commercials available . . . we want to talk to you. Write, include resume, or call 203-435-2551.

An equal opportunity employer

MADISON MUYSKENS AND JONES, INC.
P.O. Box 432/Main Street/Lakeville, CT 06039

Situations Wanted Management

GM/GSM

22 Years experience. Dir. sales, GSM, NSM, market manager, LSM, Reg. rep. Oper. manager, Lcl sales—Budgeting, MBO. Must make change. Box K-167.

TV-General Manager

Top executive with outstanding track record available for new challenge. Box K-222.

Situations Wanted News

NEWS DIRECTOR/ EXEC. PRODUCER

23 years' experience in U.S., Europe, Africa and the Mideast. Good writer; economy-minded, resourceful producer thoroughly knowledgeable of all aspects of video/film production. Box K-208.

Employment Service

RADIO JOBS!

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week!! Disk Jockeys. Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list \$6.00. Special Bonus: Five Consecutive weeks only \$12.95—you save \$18.00!!

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

Employment Service

"JOB HUNTING?"

National Broadcast Talent Coordinators can help. We specialize in radio personnel placement. Programming, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, Alabama 35216. 205-822-9144.

Miscellaneous

Currently

the local morning show in over 20 markets, Charlie & Harrigan can do it for you too. For a tape and full details, call or write C&H Present, P.O. Box 19628, San Diego, CA 92119. 714-465-9400.

Miscellaneous Continued

SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership and creative response to increasingly competitive radio marketplace. Format background is not a limitation.

Mail appropriate information to my attention; your confidentiality will be respected. No phone calls at this time.

Loring Fisher, President
Lomar Associates
Dept. B
P.O. Box 124
Montvale, New Jersey 07645

**For Fast Action Use
BROADCASTING's
Classified Advertising**

ALLIED FIELDS Help Wanted News

REPORTER (Experienced)

Medicine's leading national organization is looking for an experienced RADIO NEWS REPORTER/ANCHOR to implement and program a medical radio news service. Reporter will be responsible for developing national spot news and documentaries on medical socio-economic and scientific issues for all major markets. Importance of the news service necessitates a seasoned electronic media investigative reporter based in Chicago.

Candidates must demonstrate ability to handle a variety of sensitive topics in a high pressure atmosphere. Stories involve physicians, consumers, businessmen, politicians and researchers on the leading edge of health care issues. If you are interested in knowing more about this position, send your resume immediately.

Salary is commensurate with experience.

Box K-196

equal opportunity employer m/f

Help Wanted Programing, Production, Others

PRODUCTION/BROADCAST OPERATIONS EXECUTIVE

The Entertainment & Sports Programing Network, currently telecasting via satellite to over 2,600 affiliated cable companies throughout the United States, with a viewership in excess of 12,000,000 households, is looking for an experienced, mature executive to lead its rapidly expanding Production Operations Department.

Applicants should possess a minimum of 8 to 10 years extensive experience acquired at either the network or major local station level with a heavy emphasis devoted to remote production, facilities operations and satellite transmission. In addition, applicants should have a practical awareness of operational and capital budgeting elements and commercial scheduling activities.

ESPN will offer an attractive salary and benefits package for the right individual to fill this highly responsible, Bristol, CT based position.

Please send resume and salary history in confidence to:

ESPN
ESPN Plaza
Bristol, CT 06010

Attn: Dir., Human Resources & Administration

No phone inquiries will be accepted.

An Equal Opportunity Employer M/F

**Help Wanted Programing,
Production, Others
Continued**

AUDIO ENGINEER

Regular, full time position; records all sound used in motion pictures, records, and radio-TV; makes special tapes; acts as sound advisor for Colonial Williamsburg Foundation; requires A.A. degree in electrical engineering supplemented by 3-4 years experience in sound recording, editing and mixing using tape, videotape and sprocketed magnetic film, OR four year degree in electrical engineering plus 1-2 years experience; must be capable of technical installation and maintenance of associated equipment; competitive salary; excellent benefits.
Send resume to:

H.T. Alexander, Director of Recruiting Activities
Colonial Williamsburg Foundation
P.O. Box C
Williamsburg, VA 23187

Public Notice

**LEGAL NOTICE
FRANCHISE AVAILABLE**

The Town of Vienna in Oneida County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until Dec. 23, 1981, and all applications received will be available for public inspection during normal business hours at the Town Hall.

Kathleen S. Kirk, Town Clerk
Route 49, P.O. Box 127
North Bay, New York 13123
Telephone (315) 245-2199

PUBLIC NOTICE

The Village of Malverne, located in Nassau County, New York, invites application for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. A non-refundable application fee of \$100.00 must be submitted with bid. Sealed bids will be accepted until 4:00 p.m. on December 7th, 1981 at the Village Hall, 99 Church Street, Malverne, New York.

William Gaddis
Village Clerk-Treasurer

Dated: October 7th, 1981
Malverne, New York

By Order of the Mayor
and Board of Trustees

REQUEST FOR PROPOSALS

Notice is Hereby Given that the Board of Town Trustees of the Town of Munster will, on or before 5:00 p.m. on the 30th day of November, 1981, at the office of the Town Manager, 805 Ridge Road, Munster, Indiana 46321, accept proposals for the following:

The installation and providing of Cable Communications Services through grant of a non-exclusive franchise agreement.

The Request for Proposal, including the guidelines and application forms, may be obtained from the Office of the Town Manager, 805 Ridge Road, Munster, Indiana 46321.

The Board reserves the right to reject any and all bids and to waive any informality.

Board Of Town Trustees Of The Town Of Munster, Lake County, Indiana

by: Don P. Johnson

Help Wanted Technical



Electronic Engineering

Video Engineer

Jubail Industrial City Saudi Arabia

Bechtel Incorporated, a world leader in engineering and construction, is involved in a major project in Jubail by supplying technical and engineering services. We are looking for a video engineering specialist to join our team on this project.

This individual will be responsible for video and audio engineering in the production of videotape programs, studio operations, electronic repair and maintenance of equipment. Will be responsible for developing production and distribution programs for closed circuit television. Will make recommendations for equipment and operational budget requirements and maintain accountability for purchase of materials and maintain inventory control.

Qualified candidates should have completed some form of video electronics training program with 3 or more years of related experience.

These assignments offer:

- **Excellent salary**
- **Good Housing**
- **Living Allowance**
- **Annual Home Leave**
- **Liberal R&R**

For consideration, please RUSH your resume to:

Jerry Bittle
Bechtel
Employment Dept. 10-40-81
P.O. Box 3965
San Francisco, CA 94104



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Consultants

Communications Consultants

A full-service communications consulting firm that specializes in preparing all aspects of Federal Communications Commission application filings.

CONSULTING SERVICES:

Applications: For new broadcast facilities

- Low Power Television
- FM Radio
- AM Radio
- Full-Service Television

Computerized frequency searches:

- Low Power Television
- FM Radio
- AM Radio
- Full-Service Television

Feasibility Studies

- AM/FM Power Increases
- Nighttime Service
- Pre-sunrise Authority

Petitions for Rulemaking:

- FM Channel Assignments
- Full-Service Television Assignments

Turn Key Construction

- New or Remodeled AM/FM Radio Stations
- New Power Television
- Full-Service Television

2 WEEK DELIVERY



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8647 Navajo Road, San Diego, California 92119

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We've got a stable of great writers, designers, planners, musicians, singers, animators, and 25 years of experience in producing media advertising and promotion that works. Call us at 714-698-0922 and watch us ride to your rescue.

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8647 Navajo Road, San Diego, California 92119

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The industry leader in LPTV and medium power television turnkeys.

VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

Business Opportunity

OWNERS

Want to increase your business substantially? Start a shopper in your market. Chances are, your shopper will out-bill your single station. My associates and I will be glad to show you how you can become the billing and profit leader. For information, write William Tewell & Associates, P.O. Box 4527, Pensacola, Florida 32507.

Radio Programing

BACK BY POPULAR DEMAND!

The Spirit of Christmas with Lorne Greene

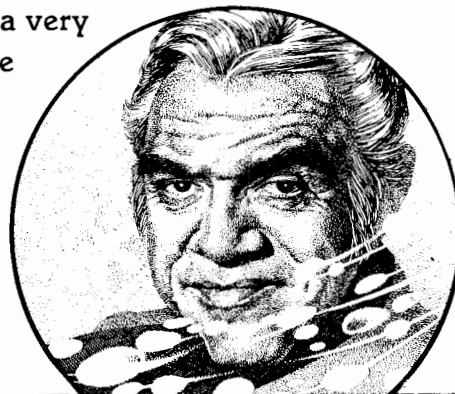
A very special feature . . . a very special sponsorship vehicle

30 90-second vignettes with separate 8-second intro and commercial donut.

Available on an exclusive basis.

For more information or a demo, call or write:

Diane Pugh
St. Clair Productions
92 Isabella Street
Toronto, Ont. M4Y 1N8
(416) 922-4441



HAUNTED HOUSES

Nationally known "Ghost Hunter" has 65 episodes, 2 1/2 minutes each, of interviews with people who live in haunted houses! Also research information on why haunted, what is a ghost, exorcism, etc. One a day, Monday thru Friday, for 13 weeks. Only \$25.00 per week. Write or call:

The Ghost Hunter
Norm Gauthier
982 Union Street
Manchester, N.H. 03104
1 (603) 669-3237

»FAMILY HEALTH«

with Dr. Fred Jensen

Five FREE 2 1/2 minute programs weekly

For free demo:

Ed McDonald
Ohio University
Telecommunications Center
9 S. College St.
Athens, OH 45701
(614) 594-5321



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Wanted To Buy Equipment

TYPEWRITERS

5/8" or 3/4" video typewriters compatible with 10" prompting equipment.

Call Douglas Harriman
212-787-3100

HARRIMAN ENTERPRISES INC.
2667 Broadway New York, N.Y. 10023

For Sale Stations



CHAPMAN ASSOCIATES®

media brokerage service

STATION

MW	Small	FM	\$295K	Cash	Paul Crowder	(615) 298-4986
S	Small	AM	\$375K	29%	Ernie Pearce	(615) 373-8315
MW	Small	FM	\$525K	Cash	Paul Crowder	(615) 298-4986
W	Small	AM/FM	\$525K	\$100K	Greg Merrill	(801) 753-8090
S	Small	AM/FM	\$795K	\$150K	Bill Cate	(904) 893-6471
SE	Medium	Fulltime	\$450K	\$130K	Bill Chapman	(404) 458-9226
W	Medium	AM/FM	\$2,250K	\$652K	Bill Whitley	(214) 387-2303
S	Metro	Fulltime	\$1,300K	Terms	Bill Chapman	(404) 458-9226
E	Suburban	AM/FM	\$500K	Cash	Bob Thorburn	(404) 458-9226
S	Metro	AM/FM	\$3,000K	Cash	Bill Cate	(904) 893-6471

CONTACT

To receive offerings within your areas of interest, or to sell, contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341.

For Sale Stations Continued

FOR SALE

1000 watt AM daytimer in medium size Ohio market. Profitable operation. 15 acres of real estate included. \$425,000. Terms available. Box K-164.

CAPTURE SUCCESS HERE & NOW

10,000 watt fulltime powerhouse (good dial position) on Oahu, Hawaii. \$600,000. The "right operator" can get his back in one year! Ride a sure-fire winner to the top—in paradise. Box K-219.

Religious Station Buyers

Far-reaching, Clear Channel AM Daytimer on good frequency located in midwestern religious area. Now programmed country. \$350K, \$150K down. Balance assumable at low interest rates.

Box K-189

For Sale By Owner

FM-single station market. Located in Penna. Terms available. First parties only.

Box K-217

FL, GA, S.C., AL, TN OWNERS WE HAVE THE BUYERS

CHANEY/MCCARTHY ASSOC. "The Broadcaster's Brokers." P.O. Box 66035, St. P'Burg Beach, FL 33706. 813/360-3162.

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Lynchburg, Virginia 24502

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President	Southeastern
Suite 417	Representative
1730 Rhode Island	P.O. Box 1845
Avenue, N.W.	Holmes Beach,
Wash. D.C. 20036	Florida 33509
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901/767-7980

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- Daytimer in resort area. South of San Francisco. \$650,000.
- Daytimer. Suburban Atlanta. \$590,000.
- Daytimer. Powerful big city in Alabama. \$590,000.
- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. Big city area. MN. \$360,000.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer. E. Ark. \$150,000. Terms.
- AM/FM, E. Ky. Good billing. \$600,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. S.E. Ky. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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of
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MO	AM/FM	300K	Small
MO	AM & FM	650K	Small
NY	FM	635K	Small
MS	AM & FM	475K	Small
AL	FM	475K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
NM	FM	500K	Small
KS	FM	480K	Medium
TX	AM & FM	950K	Small
Midwest Class C FM			
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
MO	FM Downpayment	35K	
NM	FM Downpayment	35K	
MO	FM Downpayment	35K	
NM	FM Downpayment	35K	
SC	AM Downpayment	20K	

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2 Missouri AM-FM small market
combos 525K and 320K, terms.

Fla. coastal AM daytimer 350K,
terms.

Fla. fulltimer AM 285K, terms.

Midwest AM-FM 750K.

Illinois fulltime AM, profitable,
675K.

Idaho fulltime AM, 835K.

Tenn. daytime AM, 500 cash.

North Carolina medium market
fulltime AM, 350K, terms.

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For prompt service
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Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963
Brokers and Consultants



R.A. MARSHALL & COMPANY

MEDIA INVESTMENT ANALYSIS &
BROKERAGE

Executive Suite 200 Professional Building
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Lexington, Mo. 64067
Phone 816-259-2544

Effective with the Nov. 16, 1981 issue of BROADCASTING

Classified Advertising rates will be in-
creased to the following:

Rates: Classified listings (non-display)
Help Wanted: 85c per word. \$15.00
weekly minimum. Situations Wanted:
(personal ads) 50c per word. \$7.50
weekly minimum. All other classifica-
tions: 95c per word. \$15.00 weekly
minimum. Blind box Numbers: \$3.00 per
issue.

Rates: Classified Display: Situations
Wanted: (personal ads) \$40.00 per inch.
All other classifications: \$70.00 per
inch. For Sale Stations, Wanted To Buy
Stations, and Public Notice Advertising
require display space. Agency commis-
sion only on display space.

Situations Wanted, For Sale Stations,
Wanted to Buy Stations, Employment
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Programming, Miscellaneous, Consul-
tants, For Sale Equipment and Wanted
to Buy Equipment advertising requires
payment in advance.

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Media



Mounty



Sherman

Robert Mounty, executive VP, AM Radio, NBC Radio Group, New York, named to newly created post of VP, marketing, NBC, responsible for developing new marketing approaches for company's radio and television divisions.

Robert Sherman, VP-general manager of NBC's WNBC(AM) New York, named executive VP, NBC Radio Stations, responsible for NBC's four AM's and four FM's. He remains based in New York. **Domanick Fioravanti**, station manager WNBC, succeeds Sherman.

T. Ballard Morton Jr., president, former Orion Broadcasting, Louisville, Ky.-based station group, named vice chairman of Cosmos Broadcasting, Columbia, S.C.-based station group that purchased three TV's and one radio station in Orion group after spin-off of others (see "Changing Hands," Aug. 31). **Ralph Jackson**, executive VP, Orion, named senior VP of Cosmos. **Lee Browning**, VP, Orion, named VP-broadcasting services for Cosmos.



Bongarten

Randall Bongarten, station manager, WGY(AM)-WGFM(FM) Albany, N.Y., named VP of radio for parent, General Electric Broadcasting, based in Schenectady, N.Y., and responsible for group's three AM's and five FM's.

Herb McCord, general manager of radio division, and **Walter Veth**,

director of cable division, Greater Media, East Brunswick, N.J.-based station group and cable TV operator, named group VP's for radio and cable, respectively.

Larry Getz, VP-general manager, WELI(AM) New Haven, Conn., named senior VP, and takes on additional duties of supervising research and development for new venture into cable television by parent, Street Communications.

George Geib, general manager, WOKO(AM) Albany, N.Y., named VP of special projects for parent, Citicomm Radio there. **William Cranney**, program manager, WOKO, succeeds Geib.

David Austin, director of news and public affairs, WEEL-FM Boston, named VP-general manager.

Joel Day, station manager, KOA(AM)-KOAQ(FM) Denver, named general manager.

Louis Fox, sales manager, KMPX(FM) San Francisco, named general manager.

Benjamin Tucker, general manager, KMST-TV, Salinas, Calif., named VP of parent, Retlaw Broadcasting.

Dianne Haysmer, research assistant, Welt International Corp., Washington-based export firm, joins noncommercial WKAR-AM-FM East Lansing, Mich., as development associate.

Marjon van den Bosch, development manager, WKAR-AM-FM, named associate director.

John Eastman, host, *John Eastman Show*, WTSP-TV St. Petersburg, Fla., joins WNSI(AM) there as operations director. He will continue as host on WTSP-TV.

John Roberts, program director, KDWZ(FM) Grand Forks, N.D., joins WKAP(AM) Allentown, Pa., as operations manager.

Mark Warner, operations manager, WIBQ(FM) Utica, N.Y., assumes same duties for co-owned WIBX(AM) there.

Joe Brautman, air personality, WKRT(AM) Cortland, N.Y., joins WGVA(AM) Geneva, N.Y., as operations manager.

Bill Miller, operations manager, KCGF(AM) Coffeyville, Kan., joins KAKZ(AM) Wichita, Kan., in same capacity.

Marvin Mord, VP, research services, ABC Television Planning, New York, named VP, marketing and research services for ABC Inc. and ABC Television in restructuring of ABC's research services department. **Anita Hecht**, director, employee benefits, ABC Inc., New York, named director of personnel, headquarters facilities, East Coast, based in New York.

Warren Salerno, associate director, employee benefits, succeeds Hecht. **Ronnie Lazar**, director, corporate staffing, ABC Inc., New York, named director of regional personnel administration and staffing. **Patrick Lofaro**, director of financial controls, East Coast, ABC-TV and ABC Entertainment, New York, named director of financial controls, responsible for East and West Coast divisions. **William Boesenberg**, associate director, financial controls, East Coast, succeeds Lofaro.

Donald Conley, president, Teleprompter Manhattan (N.Y.) Cable Television, named VP, new market developments for parent Teleprompter, also New York. **Donald Mitzner**, VP-general manager, Teleprompter Manhattan Cable, succeeds him.

David Spangler, divisional VP, Times Mirror Cable, Newark, Ohio, joins Harte-Hanks Cable, as president of its Houston operations and VP of parent.

Tom Graves, director of communications, Iowa Association of Electric Cooperatives, Des Moines, joins Heritage Communications there, cable MSO, as director of government relations.

Dana Webb, assistant regional manager, Northeast region, Continental Cablevision of

Ohio, based in Findlay, named regional manager for Northeast.

Constance Pettit, program production manager, Palmer Communications, Naples, Fla., and **Cheryl Traverse**, VP, marketing systems, Biarobi System, Hamlin, Pa.-based manufacturer of waste water treatment equipment, join Warner Amex Cable Communications, New York, as directors of advertising sales, for Western and metro divisions and Eastern division, respectively. Metro division encompasses Warner's Qube cable TV operations. **Jim Rynak**, VP-personnel, Acceleration Corp., Columbus, Ohio, joins Warner Amex Cable Communications, Columbus, as director of human resources.

Advertising

Keith Turner, assistant media director, Grey Advertising, New York, named VP.

Frederick Rhines, account director, McCann-Erickson, New York, named senior VP.

Nick Howse III, media planner, Campbell-Mithun, Chicago, joins Bozell & Jacobs there as senior media planner.



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Wolfe

C. A. (Al) Wolfe, executive VP, N W Ayer, New York, joins Needham, Harper & Steers, Chicago, as executive VP and managing director. **Allen Rubens**, creative supervisor, NH&S, Chicago, named executive copy director.

John Littlewood, VP-creative supervisor for N W Ayer, New York,

named senior VP-creative director for Los Angeles office.

John Prendergast, media director, Sawdon & Bess Advertising, New York, named VP-media.

Jacques Cornet, media director, James Neal Harvey, New York, joins Marsteller, New York, as associate media director.

Karen Whitten, assistant media buyer, J.H. Lewis Advertising Agency, Mobile, Ala., named media buyer.

Lynne Hoinash, promotion strategy manager, Digital Equipment Corp., Maynard, Mass., joins Trout & Ries Advertising, New York, as account supervisor.

Austin Craig, from Kenyon & Eckhardt, Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as account executive.

David Dieterich, assistant to sports director, KXAS-TV Fort Worth, joins DM&M, St. Louis, as buyer for sports buying group.

Robert Lewis, West Coast manager, William B. Tanner Co., based in Los Angeles, joins Dailey & Associates, advertising firm there, as VP of new barter division.

William Coury, account executive, Blair Radio, Detroit, named VP-office manager there. Named account executives, Blair Television, New York: **Barbara Kellner**, from WNBC-TV New York, to NBC red sales team; **James Sanders**, from account executive, Top Market Television, New York, to ABC red sales team, and **Bryan Healy**, from Top Market Television, New York, to NBC/blue sales team.

Joseph Piccirillo, research manager, Seltel, New York, joins Katz Television there as manager of its white sales research team. **Suzanne Benson**, with Katz, New York, named manager for red sales research team there. **Todd Siegel**, sales manager, Home Video Productions, New York, joins Katz TV there as sales research analyst for Katz Continental's gold sales team. **Mark Turner**, account executive, wsco-tv Charlotte, N.C., joins Katz TV there in same capacity.

Named account executives, Petry Television: **Richard Kastenbaum**, from E.J.L. Advertising, Los Angeles, to Petry sales staff there; **Toni Kirk**, from King Publishing, Visalia, Calif., to Los Angeles sales team; **Frieda Day Paige**, from account executive, Top Market Television, Chicago, to sales team there; **Colleen Dowdle**, Petry sales trainee, Chicago, named to sales team there, and **Carolyn Ann Navarra**, from KYW(AM) Philadelphia to sales team there.

Edward Bee, general sales manager, WTVW-TV Evansville, Ind., and **Michael Spitalnik**, account executive, Top Market Television, New York, join Metro TV Sales, Los Angeles, as account executives for blue sales group.

'GMA' departure. ABC Entertainment last week announced the resignation of its *Good Morning America* executive producer, George Merlis. Merlis has been with the show since its debut and executive producer since 1979. Susan Winston, a *GMA* line producer, succeeds Merlis.

According to an ABC statement, "ABC's concept and direction for *Good Morning America* differed with that of George Merlis." Calling it a "long-standing respectful disagreement," which had "nothing to do with ratings or any specific editorial segment of the program," ABC offered no other explanation.

Merlis, believed to be surprised by his firing (or forced resignation), could not be reached for comment.

Fred Farrar, producer, *Live at Five* news and information feature program, WNBC-TV New York, joins *Good Morning America* as program producer on rotating basis with Jack Reilly.



Richard Hammer, senior VP-sales, Enterprise Radio, Avon, Conn., joins CBN Continental National Sales, New York, as director of sales, syndication network.

Don Cena, general sales manager, KBIG(FM) Los Angeles, named VP-sales for KBIG and co-owned KOIT(FM) San Francisco, based in Los Angeles.

Leslie Prager, national sales manager, WNEW-TV New York, named VP.

Mac Steen, account executive, KJR(AM) Seattle, named sales manager.

Steve McDonald, from WTVD(TV) Durham, N.C., joins KVUE(TV) Austin, Tex., as national sales manager.

Kyoko Hirano, account executive, WCBS-TV New York, joins co-owned KMOX-TV St. Louis as local sales manager.

Maria Tully, account executive, WITI-TV Milwaukee, named local sales manager.

Meg Turner, account executive, WFYR(FM) Chicago, named sales co-op director.

Programing

Wally Weltman, director, daytime programs, West Coast, ABC Entertainment, Los Angeles, named VP.

Seth Baker, president of ABC Publishing, division of ABC Inc., New York, joins Reeves Communications there as president and chief operating officer. **Robert Burton**, group VP-special interest publishing, ABC Publishing, succeeds Baker.

John Martinez, VP, installment loan administration, Union Bank, Los Angeles, joins American Educational Television Network, Irvine, Calif., as VP-director of marketing. **Gordon Cawthray**, director of acquisition programs, Carte Blanche Corp., Los Angeles, joins AETN as VP-director of marketing services.

Joel Bresler, consultant, Marvel Comics Group, New York, joins VHD Programs, Los Angeles, as assistant to president. VHD produces and markets videodisks.

Robert Jeremiah, account executive, Entertainment and Sports Programming Network, Bristol, Conn., named director of advertising sales. **Neal Holt**, from NBC-TV, New York, joins ESPN, as manager, program acquisitions.

Robert Zitter, VP, Schurz Communications, South Bend, Ind., station group and cable TV operator, joins Home Box Office, New York, as director of network operations. **Robert Green-**

way, director of program administration, Entertainment and Sports Programming Network, Bristol, Conn., joins HBO, New York, as director of sports operations.

James Holly, VP, Times Mirror Videotex Services, Irvine, Calif.-based Times Mirror Cable Television subsidiary, named executive VP-general manager, responsible for research in electronic publishing.

Jay Goldberg, senior attorney, West Coast, NBC Television Network, Los Angeles, named director of NBC program and talent contracts department there. **Robert Angel**, Los Angeles-based attorney, joins NBC program and talent contracts department, West Coast, as senior attorney.

Joe Uva, advertising account executive, USA Cable Network, Glen Rock, N.J., named advertising sales manager for Eastern region, based in New York.

William Miller, media-cable coordinator, Trinity Broadcasting Network, Santa Ana, Calif., joins CBN Satellite Network, as Western regional representative, based in Corona, Calif.

Reuben Gant, former player, National Football League's Buffalo Bills, Buffalo, N.Y., joins Satellite Syndicated Systems, Tulsa, Okla., as specialized services coordinator.

Dave Driscoll, part-time programmer, Viacom Cablevision of Long Island, Central Islip, N.Y., named production assistant.

Lee Michaels, special assistant for programming, WBMX(FM) Oak Park, Ill., named program director. **Marco Spoon**, with WBMX, named music director.

Grace Chiu, manager of affiliate services, Showtime, New York, joins Rainbow Programming Services, Woodbury, N.Y., as national affiliate services manager.

Mary Lou Hamill, project director, Center for Consumer Education Services, Edison, N.J., joins New Jersey Network's educational services division, Trenton, N.J., as coordinator of school services.

Tom Shovan and **Randy West**, account executives, Creative Factor, Los Angeles-based programmer, named radio marketing directors.

Chuck Urban, program director, KPMS(AM) Seattle, joins KAYO(AM) there in same capacity. **Hal Murray**, music director, KWIZ(AM) Everett, Wash., joins KAYO in same capacity.

Carey McDaniel, public affairs director, WVOH-AM-FM Hazelhurst, Ga., named program director.

Bill Minckler, program director, KINK(AM) Portland, Ore., joins co-owned KGW(AM) in same capacity.

Appointments, programming department, KIRO-TV Seattle: **Duane Barr**, from production manager to special assignment producer; **Richard Jacoby**, from film editor to Barr's successor; **Rick Jones**, from floor director to producer-director; **Mike Rosen**, from news photographer to senior producer-special programs; **Christine Dewey**, from *PM Magazine* associate producer to producer-writer, special programs, and Nick Latham, from news writer to coordinator, special programs.

Timothy Marsh, creative director and talent, KESQ-TV Palm Springs, Calif., assumes additional duties as production coordinator.

Terry Kaye, weekend news and general relief director, KTLA(TV) Los Angeles, joins KOMO-TV Seattle as general assignment director.

Scott Kummer, air personality, KENR(AM) Houston, joins TM Programming, Dallas, as a programming consultant.

Paula Tarr, production secretary, *PM Magazine*, San Francisco, named clearance coordinator.

Patti Haze, air personality, WMET(FM) Chicago, joins WLUP(FM) there in same capacity.

Ron Robin, program director, WBOS(FM) Boston, joins WBZ(AM) there as air personality.

News and Public Affairs

Dana Millikin, on-air personality-producer, KPRC-TV Houston, joins KTBC-TV Austin, Tex., as executive news producer.

John Haralson, executive news producer, KBTU(TV) Denver, joins KOA-TV there as news director. **Marv Rockford**, news operations manager, KBTU, joins KOA-TV as assistant news director.

Janet Janjigian, documentary producer for NBC News, New York, joins ABC News, New York, as associate producer for *ABC News Nightline*.

Paul Amos, producer, Cable News Network, Atlanta, named senior producer.

Rick Sykes, reporter, WNEM-TV Bay City, Mich., named news manager.

Lu Ann Reeb, 10 p.m. news producer, WFRV-TV Green Bay, Wis., named 6 p.m. news producer. **Pat Hastings**, reporter, WFRV-TV, succeeds Reeb.

Kevin Brownell, anchor-reporter and editor, WDRC(AM) Hartford, Conn., joins WVIT(TV) New Britain, Conn., as assignment editor.

David Brannen, news director, WGOM(AM)-WMRI(FM) Marion, Ind., joins WIOU(AM)-WZWZ(FM) Kokomo, Ind., as director of news and public affairs.

Bill Shepard, assistant news director, WMMM(AM)-WDFJ(FM) Westport, Conn., named news director.

Jerry D'Amico, news director, WMTW-TV Poland Springs, Me., joins KGUN-TV Tucson, Ariz., as weekend co-anchor and general assignment reporter. **Karen Zupen**, news anchor and general assignment reporter, KCRL-TV Reno, joins KGUN-TV as reporter.

Stephen Gill, from WOWK-TV Huntington, W.

Va., joins KMTV(TV) Omaha as executive news producer.

John Kerans, head of own marketing and communications firm, Minneapolis, joins WOIT-TV Ames, Iowa, as news director. **Jerilyn Donovan**, anchor-reporter, KTHI-TV Fargo, N.D., joins WOIT-TV as weekend anchor-reporter.

Peter Ross, news editor, WCFR-AM-FM Springfield, Vt., joins WNNE-TV Hanover, N.H., as assignment editor-reporter.

Mike Dowling, graduate, Brigham Young University, Orem, Utah, joins WANE-TV Fort Wayne, Ind., as sports director.

Kelly Daley, weekend sports anchor, WIFR-TV Freeport, Ill., named sports director. **Sean Cronin**, news reporter, Beloit (Wis.) Cable TV, joins WIFR-TV as Daley's successor.

Carl Nathe, sports director, WRKL(AM) New City, N.Y., joins KCWY-TV Casper, Wyo., in same capacity. **Bea Birch**, producer, KCWY-TV, named assignment editor. **Ava Becks**, reporter, KCWY-TV, named senior reporter.

Marci Elliott, co-anchor-reporter, WFMJ-TV Youngstown, Ohio, joins WTEN-TV Albany, N.Y., in same capacity.

Angela Stiepel, assignment editor, WRDW-TV Augusta, Ga., named co-anchor.

Gil Gross, news anchor, WCBS(AM) New York, joins RKO Radio Networks, as correspondent-anchor for RKO TWO and host of daily RKO TWO feature, *Newsline*, and weekly *Sunday Magazine* series.

Jim Sharpe, news anchor-reporter, WISN-TV Milwaukee, joins WCFL(AM) Chicago as midday news anchor.

Steve Cortez, news writer, WCBS(AM) New York, joins WHN(AM) there as anchor-reporter.

Floyd Kalber, former NBC News correspondent, New York, named chief anchorman, *Encores News*, new weekly TV news retrospective series distributed by Gold Key Media, based in Los Angeles.

Nancy Notis, graduate, University of New Hampshire, Durham, and **Catherine Mitchell**, with WOKQ(FM) Dover, N.H., named reporters for station, responsible for weekly afternoon and weekend news coverage, respectively.

Rollie Keith, weathercaster, WMBD(AM) Peoria, Ill., named news anchor.

Technology

S. Lewis Mayer, president, Emergent Corp., Anaheim, Calif., joins Datatron Inc., Tustin, Calif., as chief executive officer. **Herbert Perkins**, current president of Datatron, resigns. Datatron is designer and manufacturer of integrated circuit testing systems, including videotape editing systems and panel display components.

Dennis Ciapura, technical director, Greater Media, East Brunswick, N.J.-based cable TV operator and station group, named group VP for telecommunications and engineering.

Bernard O'Connor, director of manufacturing, 3H Industries, Sunnyvale, Calif.-based manufacturer of automatic test equipment for semiconductor industry, named VP-manufacturing.

Appointments, Continental Electronics, Dallas-based manufacturer of high-power radio frequency transmitters and related equipment: **C. R. Koppa**, from program manager, high frequency broadcasting, to director, high frequency broadcasting; **R. G. Nash**, from section manager, VLF communications, to director, VLF communications; **J. C. Pinkerton**, from section manager, high frequency communications, to director, high frequency communications; **J. D. Rogers**, from section manager, special projects, to director, R&D and special projects; **H. A. Tackett**, from section manager, broadcasting, to director of medium frequency, FM, AM broadcasting, and **C. K. George**, from manager of production, to director, manufacturing.

Robert Richmond, from Digital Communications, Gaithersburg, Md., joins Telcom, Vienna, Va.-based telecommunications engineering firm, as senior VP-general manager of domestic communications.

Stephen Spyker, freelance TV consultant, based in New York, joins Viacom Cablevision of Long Island, Central Islip, N.Y., as programming chief engineer.

John Hodges, product design engineer, Superior Cable, Hickory, N.C., named testing and quality control engineer for Superior subsidiary, Siecor Optical Cable, based in Hickory.

Eric Landan, with Jerrold Division, General Instrument Corp., named district sales manager for New York and New England, based in Floral Park, N.Y.

Jim Winkelman, manager of new product

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manufacturing, ITT Courier, Tempe, Ariz., joins Zenith Data Systems, St. Joseph, Mich., as manager of systems engineering.

Stephen Brazil, from Wometco Cable TV, Atlanta, joins Century III Electronics International, Anaheim, Calif., as Eastern regional sales manager, based in Snellville, Ga.

Edward Knapp, manager of technical operations, WNBC-TV New York, named director of station operations, responsible for all technical operations.

Ron Cathcart, assistant engineer, KESQ-TV Palm Springs, Calif., named studio technical supervisor.

Jess Ferris, assistant chief engineer, WDRQ(FM) Detroit, joins WIOU-WZWZ(FM) Kokomo, Ind., in same capacity.

Promotion and PR

Scott Weeker, director of programing, Strategic Program Design, New York programing consulting firm, joins Showtime, New York, as director of advertising and promotion.

John McCoy, senior designer, ABC Television, New York, joins Warner Amex Satellite Entertainment Co. there as senior designer, creative services.

Dan Kelly, director of promotion and public relations, TeleRep, New York, named VP.

Robert Hofer, advertising manager, Datatape division of Bell & Howell, Pasadena, Calif., joins Conrac Division, Covina, Calif., manufacturer of television monitors, in same capacity.

Joyce Bose, promotion manager, KBIG(FM) Los Angeles, named VP-advertising and promotion for KBIG and co-owned KOIT(FM) San

New York bound. Kenneth Schanzer, senior vice president, government relations, National Association of Broadcasters, announced last Monday (Oct. 9) that he will join NBC Sports, New York, on Nov. 9 as vice president, talent and contract negotiations. Head of NAB's government relations department since March 1980 (he succeeded Donald Zeifang), the 35-year-old Schanzer joined the NAB from NBC, where he had been a lobbyist since 1976. Prior to that, he had been a legislative counsel with the NAB from 1973 to 1975. In 1976 Schanzer headed the election campaign of Senator John Heinz (R-Pa.).

At NBC Schanzer will succeed Donald Wear, who now heads CBS's lobby efforts in Washington (BROADCASTING, Oct. 12).



Francisco, based in Los Angeles.

Jerry Petrie, producer-director, WANE-TV Fort Wayne, Ind., named advertising and promotion manager.

Michael Shannon, partner, Shannon-Fox Syndication, Seattle, joins KAYO(AM) there as promotion director.

Red Koch, program and promotion director, WTNH-TV New Haven, Conn., joins WESH-TV Daytona Beach, Fla., as promotion manager.

Mike Howell, assistant manager, Collingswood Grain Co., Oklahoma City, joins KBEC(FM) there as assistant promotion director.

David Nomer, associate director of development, noncommercial KCET(TV) Los Angeles, joins Valley Cable Television there as manager of promotion and public relations.

Florence Parker, assistant director of community service, WLWT(TV) Cincinnati, named director of community services.

Carmen Brown, program director, WBLX(FM)

Mobile, Ala., named promotion-publicity director.

Maria LeConte, graphic director for news department, WNAC-TV Boston, named art director, responsible for design and art direction of advertising, sales promotion and on-air look.

Allied Fields

David Carley, president of National Association of Public Television Stations, Washington, resigns effective Dec. 31 to pursue other interests.

Don Hagen, music consultant, TM Programming, Dallas, joins Station Research Systems there as VP-general manager for firm specializing in computer-based call-out research for broadcasting industry.

Bill Redlin, news director, noncommercial KANU(FM) Lawrence, Kan., joins Senator Nancy Landon Kassebaum (R-Kan.), Washington, as press secretary.

John F. Hurlbut, former owner of WYER-AM-FM Mount Carmel, WEIC-AM-FM Charleston and WGLC-AM-FM Mendota, Ill., joins Washington-based Walker Media and Management Inc., brokerage firm, as Southeastern representative. Address: P.O. Box 1845, Holmes Beach, Fla. 33509; telephone: 813-778-3617.

Pam Lontos, corporate director of sales for Shamrock Broadcasting, Los Angeles-based station group, forms own sales consulting firm, Pam Lontos Inc., based in Dallas.

Jerry Policoff, account executive, TeleRep, and **Kathy Baske**, Eastern division representative specialist, Arbitron Television, New York, named account executive for Arbitron Eastern Television Station Sales there. **Lynn Kilgore**, client service representative with Arbitron Eastern Television Stations Sales, New York, named division representative specialist there.

Edward Adams, executive VP-general manager, WCIX-TV Miami, and board member, Association of Independent TV Stations, Washington, elected INTV vice chairman, succeeding **Joseph Loughlin**, president-general manager, KWGN-TV Denver, resigned. **Richard DeAngelis**, VP-general manager, KPHO-TV Phoenix, joins INTV board.

Deaths

Hal Fredericks, 55, president and owner, WCR(TAM)-WQEZ(FM) Birmingham, Ala., died of heart attack Sept. 18 there, BROADCASTING learned last week. Fredericks had been with stations since 1973 and was former national sales manager for CBS's WBBM-AM-FM Chicago. He is survived by his wife, Blanche.

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Profile

Michael Solomon: building a syndication firm up from scratch

In the short space of three years, Michael Jay Solomon has piloted Telepictures Corp. from a shoestring operation to one of the leading independent television syndication firms.

With a staff of three (including himself), he set up shop in New York in December 1978. The company has grown to the point of having 53 employees and was oversubscribed on a recent stock offering that eventually raised \$11.5 million.

Solomon, an aggressive, self-assured salesman, shares credits and profits with his partner, Michael Garin, president, and key colleagues, including Richard Robertson, senior vice president of sales, David Salzman, executive vice president for production and Joe Goldfarb, senior vice president for marketing. Everyone in the company, including the clerks, is a shareholder.

At 18, Solomon left Emerson College in Boston after one year because he wanted "to get out into the real world and find a place in show business." His first job hardly smacked of the glamour of Broadway or Hollywood: he hauled reels of films to trucks going from New York to New Jersey for United Artists' theatrical division, starting in 1956.

"Everybody thought it was crazy for a college man to take such a job," he laughs, "but I knew I wouldn't stay in that job long."

Sure enough, six months later, he was advanced to student booker and in 1959 was hired by Seymour Florin Enterprises as a full-fledged booker. In 1960 he was rehired by UA in its international department, touching off a career in international feature film and television sales for the next 17 years.

"I worked for UA in Latin America—in Panama, Bogota, Peru and Bolivia," he recounts, "and after four years MCA hired me to form its Latin American television division. At 30, I became MCA's youngest vice president."

In late 1977, intent on owning his own business, he formed Michael Jay Solomon Films International, New York, consultant and buying representative for overseas TV stations, and started the *Solomon International TV Newsletter* which he still publishes.

After a year, he says, "I realized that my heart was in distribution and marketing and not in program purchasing." He decided to organize his own distribution



Michael Jay Solomon—board chairman and chief executive officer, Telepictures Corp., New York; b. Jan. 20, 1938, New York; Emerson College, Boston, 1955-56; New York University (evenings), 1956-60; laborer, student booker, United Artists theatrical division, New York, 1956-59; booker, Seymour Florin Enterprises, New York, 1959-60; various sales posts with United Artists theatrical division in Panama, Bogota, Peru and Bolivia, 1960-64; Latin American Division of MCA TV from 1964-77, serving in Mexico, Brazil and New York, VP of division from 1968-77; president of Michael Jay Solomon Films International and of *Solomon International TV Newsletter*, 1977-78; board chairman and chief executive officer of Telepictures, 1978 to present; married Luciana Paluzzi, Oct. 28, 1979; son (by former marriage), Lee Jay, 9.

firm but he had a problem: virtually no capital.

"I knew my way around the international TV circuit and convinced American International Pictures to let me distribute 44 of their features in Latin America," Solomon related. "With this commitment in hand, I approached a mini-conglomerate, Unimax, to invest \$1.2 million in my company which I called Telepictures." (Subsequently Telepictures bought back Unimax's interest.)

Helping the Telepictures' exchequer in its lean and early days was its technique of obtaining Latin American distribution rights initially, and other rights later. Solomon points with pride to Telepictures' going public after 14 months of operation

and raising \$7 million in its first stock offering.

To establish credibility with independent producers, Solomon says, Telepictures concentrated in its first year on representing mini-series and made-for-TV movies, initially syndicating them abroad. It was tough sledding the first year, but the company's aggressive sales record began attracting producers.

"We consider ourselves the marketing arm of independent producers," Solomon says. "We have grown considerably because our clients realize we can do an outstanding job."

From that initial American International package, Telepictures has expanded its portfolio to include more than 150 feature films, 30 made-for-TV movies, 30 television series, 10 mini-series and 40 TV specials.

He adds that Telepictures this season is handling two first-run series in prime-access, *People's Court* and *Look At Us*; an off-network, first-run in syndication, *Here's Lucy*, and *N*I*W*S*, a weekly news service.

Telepictures itself does not finance production but is sometimes involved in funding the development of a special or series. Solomon thinks a knowledgeable distributor can be helpful to a producer by providing an insight into the types of programming that can be attractive in syndication. He said Telepictures makes it a practice to offer suggestions to producers while the programming is in the planning and production stages.

Solomon says he is well aware that the market for syndication will become even more competitive in the years ahead. He adds that more and more local TV stations are accenting local production, including news and other programming, and this circumstance will lead to a further restriction of available syndication time slots. He is insistent, of course, that the prime-time access rule be retained.

But he insists that the skilled distributor can flourish as opportunities arise in the new media. He explains that Telepictures already is involved in cable and expects that medium to expand its use of syndicator fare.

"Right now cable systems are buying features primarily," he says, "but they are starting to buy some series. In some instances we have acquired program rights for cable only."

Solomon's affinity for the entertainment field extends to his private life. Off and on, he has written, directed and produced amateur theatricals. And two years ago on Wednesday (Oct. 28) he married the Italian actress, Luciana Paluzzi.

"I have **serious reservations** and a lot of other people do too," said NAB-TV board member Eugene Bohi, president, WGHP-TV High Point, N.C., of **compromise reached last week on cable copyright** (see page 23). Retransmission consent "would provide broadcasters more control" than syndicated exclusivity secured in agreement, but may be "impossible" to negotiate, he said. Problem with syndicated exclusivity is uncertain enforcement and fact that "onus" is on broadcaster for forcing cable systems to black out duplicative programs, said Bohi, who polled ABC affiliates on compromise last week. Good deal of "careful consideration" must go into decision whether to support compromise before NAB polls TV board members this week, he said.

New York City's cable consultant, Washington law firm **Arnold & Porter**, has released its **evaluation of franchise proposals** city received for boroughs of Brooklyn, Queens, Bronx and Staten Island. Rankings were for five areas: services/rates; technical/construction; financial/economic; local commitment, and nature/character. Significant weight is given to financial angle with ratings of "low-risk," "moderate risk" and "higher risk." Other rankings were good plus, good, adequate or inadequate. Arnold & Porter also offered judgements on question of dividing boroughs into several franchise areas—Bronx, with single applicant, should be undivided; Brooklyn split three ways, Queens three or four, Staten Island two. Bronx would seem to be Cablevision's for asking—sole applicant there. Arnold & Porter said Cablevision showed "sound understanding" of "magnitude and complexity" of wiring Bronx, and satisfied city's requirements. In Brooklyn, all three applicants, Cablevision, Teleprompter and Warner Amex were deemed satisfactory. For Queens borough-wide applicants, ATC, Cablevision, Teleprompter and Warner Amex were seen as having "financial ability" to carry out proposals, while Six Star doesn't seem to be able to cut it (in A&P's view) and Inner Unity might be able to do partial franchise. All three partial-borough Queens applicants, Gotham, Orth-O-Vision and Queens County Cable, were seen as having "significant risk" financially, with Gotham and Queens County only applicants in survey given "inadequate" service and local commitment scores. Cox, Vision and Warner Amex were considered qualified financially for Staten Island, while Cross County and Tele-Matrix drew unsatisfactory, "higher risk" financial rating, as did Cablevision's proposal for that particular borough. Already, one of poorly ranked applicants, Gotham, is set to challenge Arnold & Porter evaluation, contending law firm lacked "previous knowledge" of cable necessary for study. Next step in city's timetable is to open negotiations with applicants considered qualified.

Dow Jones & Co., owner of *Wall Street Journal*, announced agreement last week to **buy up to 24.5%** of Boston-based **Continental Cablevision** in deal that could total **\$80 million**. Continental had previously registered public offering of 2 million new shares of common stock—Dow Jones will buy all that, and offer to buy from holders up to 1.1 million more of existing shares by end of year. Price per share to be paid for both old and new shares is \$25. Speculation on Wall Street had been that with current depressed cable prices, Continental's public offering might not clear better than \$20. If sufficient old shares aren't offered to Dow Jones, Continental agreed to issue enough additional shares to give purchaser 20% stake. Dow Jones agreed not to increase its holding in company beyond 25% for 10 years, without Continental's permission.

CBS-TV President James H. Rosenfield announced last Wednesday (Oct. 21) that network is **moving its annual affiliates meeting** from Century Plaza hotel in Los Angeles to San Francisco's Nob Hill Conference Complex, and changing dates from May 4-5 to May 23-26, 1982. "I am delighted to announce the expanded format and exciting location, both of which many

of our affiliates have requested," said Rosenfield. "The San Francisco locale should prove to be a refreshing change from our successful Los Angeles site, and we trust that the meetings will build on traditions and the value of our previous conferences."

FCC this week will consider proposal aimed at **dropping bans on network and television licensee ownership of cable television systems**. Commission staff will offer item recommending rule-making to repeal rule banning networks from owning cable systems and television licensees from owning systems within stations' grade B contour. Staff will also present report on cross-ownership issues dealing with telephone companies, multiple ownership of cable systems and separations of systems' hardware and software, as well as broadcast licensees and networks. Staff is understood to be taking critical view of separations policy, as well as of permitting telephone companies to return to ownership of cable systems. Commission will initiate inquiry to solicit comments on report.

Unconfirmed word last week had **Taft Broadcasting** pursuing **deal to acquire Philadelphia Phillies** baseball team. Company officials could not be reached for comment. Phillies now are owned by R.R.M. Carpenter III and family.

Temporary Commission on Alternative Financing for Public Telecommunications (BROADCASTING, Oct. 19) held second meeting in Washington last week and resolved that **18-month ad experiment must proceed** even though commission may have trouble raising money to defray its costs. Legislation dictates that FCC bear primary responsibility for picking up temporary commission's costs of setting up experiment and putting out report on alternative forms of financing. But FCC Commissioner James Quello, chairman of temporary commission, said he had no luck getting FCC to earmark funds. Other potential stumbling blocks: Frank Mankiewicz, National Public Radio president, said he doubted more than four radio stations would participate. John Dimling, director of planning and analysis for Corporation for Public Broadcasting, pointed out that unless more major-market stations were allowed to participate, stations probably wouldn't be able to attract national spot advertising. Commission meets again Nov. 13 to address effect running ads may have on stations, contractual arrangements with labor groups and on copyright payments. It hopes to have list of stations that will participate by mid-December. Observing meeting were Charles Adams, executive VP of American Association of Advertising Agencies, and Sam Thurm, senior VP of Association of National Advertisers. Both organizations have said they would help commission in any way they can. Meanwhile, National Association of Broadcasters voiced formal opposition to experiment in letter to Quello. NAB urged commission to reconsider experiment because it may be used as rationale for further cuts in federal funding for public broadcasting. NAB also said: "Congress did not intend to subsidize a broadcasting system that would one day compete for revenues upon which commercial broadcasting system relies for its existence," letter said.

Shareholders of **San Juan Racing Association** have approved **dissolution of company and sale of its assets**. Ten SJR Communications radio stations will be sold to Gulf United Corp., with closing expected Nov. 2 (BROADCASTING, May 26, 1980). Price is \$60.5 million, plus assumption of \$5.3 million debt.

Cosat General Corp. announced agreement last week to **purchase Amplica**, one of nation's leading makers of low noise amplifiers, for **\$57 million**. Cosat General hopes to complete deal in January 1982 and expects no trouble in winning approval of Amplica shareholders. Principals have indicated their willingness to merge, Cosat General said. Amplica management,

headed by Charles Abronson, will be retained and company will remain headquartered in Newberry Park, Calif.

What is being called world's **first full communications service delivered over single optical fiber** was inaugurated last Friday to 50 homes in two farming communities outside Winnipeg, Man. \$9.6 million (Canadian) project is expected to last 8 months and provide digital telephone, cable TV, stereo FM and Telidon videotext services, according to David Wright, head of writing and editing services for Canadian Department of Communications.

Southern Satellite System filed **suit** against **RCA Americom** last week in Tulsa, seeking transponder on Comstar II. SSS had won transponder slot on Satcom III to distribute Cable News Network but when satellite disappeared in space SSS accepted position on Comstar II. However, CNN sued RCA and forced carrier to find room for it on Satcom I and SSS and RCA agreed to provide satellite services for CNN on Satcom I under temporary authority from FCC. When authority expired Sept. 30, RCA informed SSS that it no longer had spot reserved for it on Comstar I. "Once CNN won the lawsuit and got a transponder on Satcom I," said SSS's Ed Taylor, "RCA decided that SSS was no longer entitled to a transponder. SSS is RCA's customer, not CNN, and though CNN may not be able to use the transponder on [Comstar II] that certainly doesn't mean that SSS can't use it."

Adverse decision in case now pending in federal court in Philadelphia could prove "major disaster" and "would make it impossible for us to continue in the cable business over time," according to **Group W** President Dan Ritchie. Suit involves contract for 1979 sale by Group W parent Westinghouse Electric of its home security subsidiary to Westec Security Service—in particular, covenant not to compete. Westec maintains covenant requires Westinghouse to stay out of any aspect of residential security businesses, including leasing channels for security service on Teleprompter cable systems Group W just bought. Westinghouse counters, among other points, that business it sold was manufacturer of security equipment, and that's all covenant covers. Ritchie's comments, made in court testimony, reflected his view of future if judge upholds Westec's full interpretation of covenant. Decision in case is expected in mid-November.

In what parties are calling "history-making agreement," **Minnesota Public Radio** will serve as **syndicator and distributor of Canadian Broadcasting Corp. public affairs programming** in U.S. Agreement is said to mark first time one country's national broadcast entity has made long-standing commitment to station in another country for live simultaneous broadcasts. Over 200 public radio stations in U.S. will be able to receive CBC programming that MPR will transmit live by satellite beginning Nov. 15. First programs to be made available under agreement will be CBC's *As It Happens* and *Sunday Morning*.

Tidal wave performance of **Atari** helped boost **Warner Communications** revenues in third quarter to \$872,285,000, up 65%, and net income to \$58,584,000, up 84%. Per share results were 91 cents. Consumer electronics and toys segment revenues soared 139% to \$361,760,000 and operating income 350% to \$77,921,000. Operating income for filmed entertainment rose 21% to \$12,379,000—within that segment revenues from films in television distribution dropped 40% to \$27,276,000, while series revenues rose 135% to \$35,490,000. No financial data was broken out for joint-venture Warner Amex Cable Communications.

Capital Cities Communications reported **slightly lower net income in 1981 third quarter** versus year earlier, \$17,464,000, \$1.32 per share, against \$17,508,000, \$1.33 for 1981. But dis-

counting extraordinary gain of \$2,430,000 logged last year, consolidated income in 1981 third was ahead 16%. Revenues for quarter advanced 26% to \$143,579,000. Third-quarter 1981 figures include earnings of Cablecom General from its June 2 acquisition—considered together with "related acquisition financing expenses... amortization of franchise and other intangible assets, and net of related income tax benefits." Cablecom's results dropped third-quarter net income 19 cents per share. Capcities said broadcast revenues advanced 19%, operating income 29%, with fourth-quarter bookings "favorable."

"The former rationale for regulation premised on scarcity is no longer a fact or justification for the regulation of content transmitted over the air," said **Vincent Wasilewski**, president, National Association of Broadcasters, last week in statement submitted to House Telecommunications Subcommittee. Responding to subcommittee's **inquiry into diversity of information sources**, Wasilewski urged that "full First Amendment protection be afforded broadcasters" and that multiple and crossownership rules be eliminated.

National Cable Television Association last week urged **Supreme Court** to reject National Association of Broadcasters' petition for **review of FCC action repealing syndicated exclusivity and distant-signal rules** (BROADCASTING, Sept. 14). NCTA said elimination of those rules is consistent with Copyright Act of 1976, added that NAB's "real complaints" deal with policy decisions regarding "commercial relationship" among program producers, television stations and cable television systems. NCTA also said National Football League's petition for review lacks merit. NCTA said there is no basis for NFL's "novel" argument that limited antitrust immunity Congress in 1961 gave NFL in connection with its negotiation of sale of television rights must be taken by FCC as mandate to limit importation by cable systems of distant stations' telecasts of football games.

Wayne Fickinger, 55, will retire as president and chief operating officer of J. Walter Thompson Co., New York, on Jan. 1, 1982 to pursue "new goals." **Denis Lanigan**, vice chairman-administration for JWT, will assume responsibilities of chief operating officer. **Herb Eames**, executive VP-finance and chief financial officer, will become executive VP-finance and administration.

UpComing

On Capitol Hill: House Appropriations Subcommittee on Commerce, Justice, State and Judiciary will hold hearing on impact of budget cuts in room H 310, Capitol building on Tuesday at 10 a.m. and 2 p.m. and on Wednesday at 10 a.m. □ Senate Commerce Committee will hold hearing on nominations of Sonia Landau and R. Kenneth Towery to Corporation for Public Broadcasting in room 235 Russell Senate Office building on Tuesday at 10:30 a.m. It will hold hearing on nomination of F. Keith Atkinson to Federal Trade Commission in room 235, RSOB, on Friday. **At the FCC:** In open commission meeting Thursday, FCC will consider whether to launch inquiry into policies on cable crossownership and to consider rulemaking on use of lotteries or random selection to choose among mutually exclusive applicants for initial licenses. **In Los Angeles:** Society of Motion Picture and Television Engineers 123d technical conference and equipment exhibit at Century Plaza continues today (Monday) through Friday. □ Richard E. Wiley, Kirkland & Ellis, will deliver keynote address at sessions on new technologies, sponsored by American Bar Association, at Beverly Hilton Thursday and Friday. **In Orlando, Fla.:** ABC Radio affiliates board will open four-day meeting at Buena Vista Conference Center Saturday. **In Atlanta:** Turner Broadcasting System open house/cable seminar for advertisers and agencies will be held at Colony Square hotel Wednesday and Thursday.

Rising expectations

It's a long way from the introduction of a bill in Congress to its emergence as an act, and the process is more often aborted than completed. Still, broadcasters have reason to cheer the bill introduced last week by Representative James M. Collins (R-Tex.) to deregulate radio and television. Except for an unnecessary fairness provision, the Collins bill is as close to an emancipation proclamation as broadcasters are likely to get. It is another sign of the deregulatory mood that is spreading through the capital.

True, there are opposing forces. Among others, Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, stands in the broadcasters' way. But the day of unchallenged chairmen's powers is gone. As ranking minority member of the subcommittee, Collins cannot be ignored.

The deregulatory mood is more apparent in the Senate, where liberalizing legislation was passed earlier this year and has been reintroduced. Despite the roadblocks, the way to relief is clearer now, if broadcasters wish to travel it.

Repairs on Capitol Hill

The Ninth Circuit Court of Appeals may have unintentionally performed a public service by ruling—to the surprise of practically everyone else—that home videorecording of television programs for private use is an infringement of copyright. The prompt response to the court's decision has been legislative action in both Senate and House to clarify the copyright law.

The clarification process should begin at once, without regard for whatever litigation ensues in the courts. The appellate court based its decision largely on a finding that the existing law provides no exemption for copyright liability when a television viewer turns on his Betamax to capture a program for later replay. The trial judge whom the appellate court overturned had read legislative-history to the contrary. Congress could eliminate further litigation by saying now what it meant to say when it wrote the existing law.

The language ought to be carefully drawn to prevent abuses of the home exemption. In this day of galloping technology, the protection of property rights against unauthorized distribution and reproduction becomes increasingly difficult. But an exemption is the only realistic alternative to wholesale bootlegging or an unwanted curtailment of the manufacture and sale of recording devices.

It's up to Congress now, not the courts.

Out of line—again

The tone of letters sent last week to CBS and NBC by Charles D. Ferris on behalf of national Democratic organizations suggests that Ferris has forgotten he retired last April as chairman of the FCC. Funny that retirement would slip his mind. He maneuvered it, at great effort, to begin collecting a lifetime pension of \$21,000 a year at the age of 48 and dead-headed at the FCC for months, with full staff and government pay, until reaching the magic tenure.

Complaining of the broadcast of Republican political messages by CBS-TV, NBC-TV and their owned television stations and affiliates, Ferris wrote: "We would appreciate it if you would provide to us at the earliest possible time the following information

so that we can more completely determine your compliance with the fairness doctrine: (1) The date, time and length of each [Republican National Committee] sponsored commercial you have aired since Sept. 1, 1981; (2) The approximate number and length of each RNC sponsored commercial you have agreed to air during the period of time following receipt of this letter; (3) The date, time, length and any other pertinent information about any programs you have aired since Sept. 1, 1981, that have been substantially devoted to a discussion of the President's economic plan, particularly the tax cut. Please also specify how such broadcasts reflected views in conflict with or opposition to the views expressed by the RNC sponsored ads; (4) Any and all plans that you have to air contrasting views to the views expressed in the RNC commercials. Please also include any plans you have to air discussions that would include views cumulatively supportive of the RNC's views."

That is the kind of language Ferris was accustomed to use while still in government service. As a private practitioner, he can be told, in a nice way, of course, to go jump from the Washington monument, if he is answered at all. And what if he is unsatisfied by the reaction to his letter? "We are prepared to file with the Federal Communications Commission a request for a fairness doctrine ruling based upon the airing of these issue spots," Ferris wrote.

He will have to enlist the services of others for the appeal to the FCC. Not even he is apt to figure out a way to circumvent a federal law that prohibits his practice before the agency until next April.

Sleeping dog

Barry & Enright Productions, now of Hollywood, is reported to have bought back from NBC-TV the rights to *Twenty-One*, which went off the network in 1959. Bought back the rights? We would have thought it difficult for NBC to give the rights away.

It was Charles Van Doren, the star of *Twenty-One*, who blew the cover on the worst fraud in television history—the wholesale rigging of big-money quiz shows. Reputations, careers, and a fair amount of public trust were lost.

Barry & Enright, which produced *Twenty-One* in New York, survived to become a successful producer of programs and films. It doesn't need a revival of the *Twenty-One* name, and neither does television.



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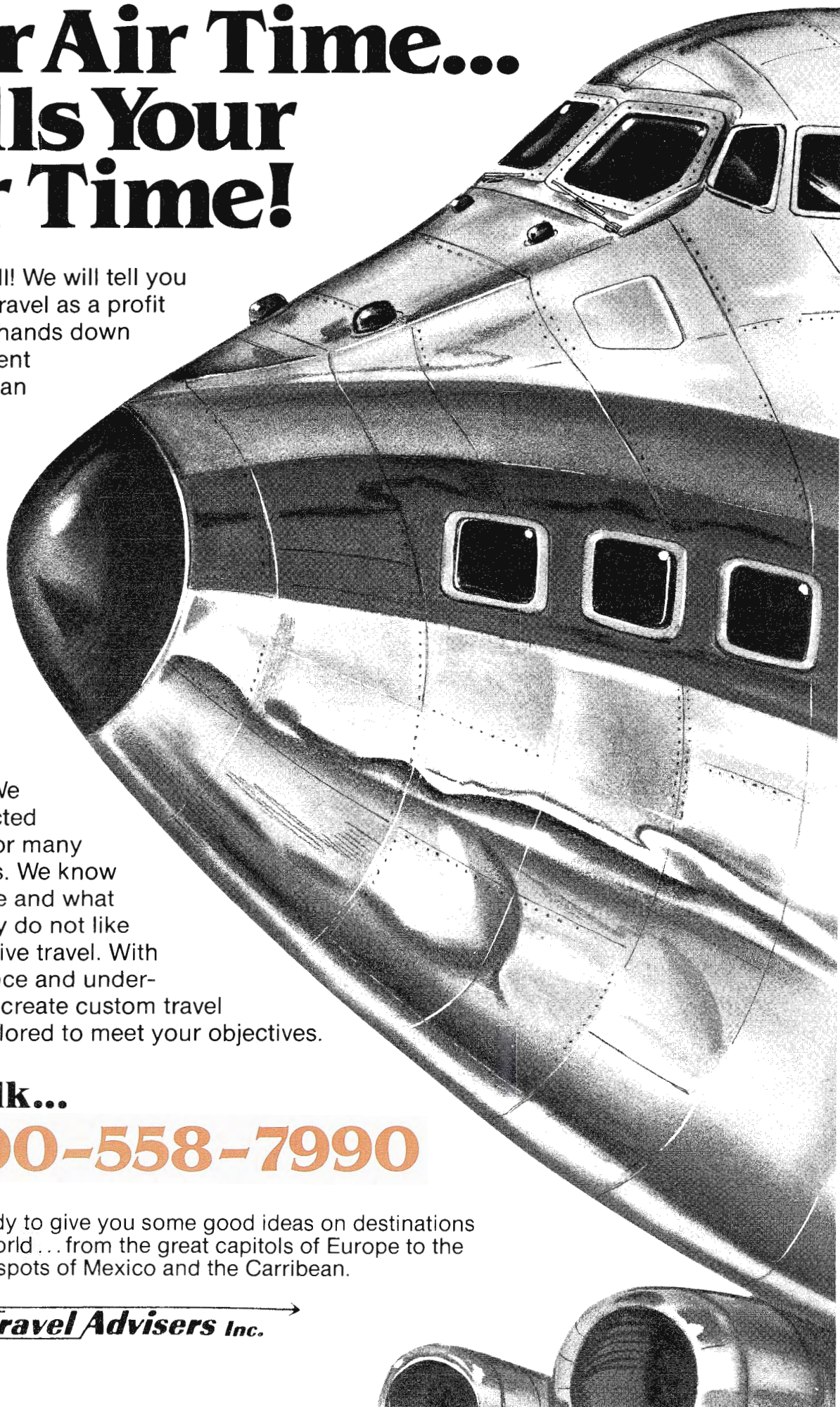
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